

contact

ERICSSON  PUBLICATION FOR EMPLOYEES WORLDWIDE

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Third operator starts up in Portugal

The number of mobile subscribers is increasing rapidly in Portugal. Each month, 70,000 people buy a new mobile phone. A large portion of the mobile network has been supplied by Ericsson. The nation's third mobile operator is now in the starting blocks with an Ericsson GSM 900/1800 network. Installation is expected to be complete by the end of the summer, when the network is scheduled to begin operation. **12-13**



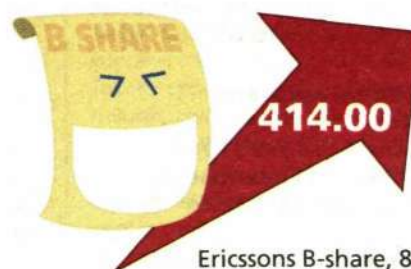
High mobile phone density. A view of Lisbon, Portugal. Mobile phones are becoming increasingly common, and Ericsson supplies a large portion of them. Photo: LARS ÅSTRÖM

270 laid off from Infocom Systems

Last week, 270 persons were laid off from Infocom Systems business area. Eighty of these were offered early retirement and the remainder will receive severance pay.

Anders Igel regrets having to lay off personnel, but is nonetheless satisfied that more employees did

not have to be made redundant of the 1,000 that were given notice last autumn. The reason the number was not higher was due to successful outsourcing projects and that many employees found jobs in other parts of Ericsson or outside the company. **4**



Increased profits once again

Ericsson increased its net sales by 25 percent and pre-tax income by more than 30 percent. The quarterly report was released on April 29. It was the first one presented by the new CEO. **2-3**

The ever-shrinking chip

Mobile phones are becoming smaller and smaller. This is mainly attributable to microchip development. In the last ten years, microchips have shrunk considerably, while their performance has increased a hundred-fold. **8-9**

Telecom expands in Greece

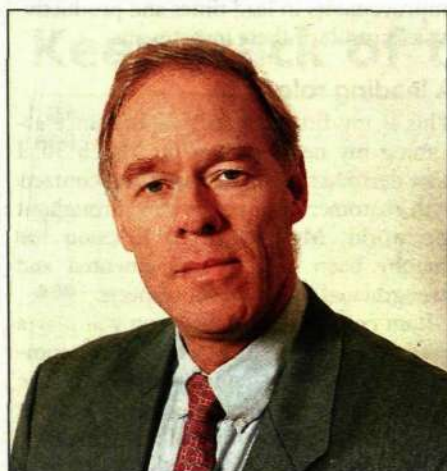
Greece is investing heavily in infrastructure for the 2004 Olympiad. Ericsson is playing an important role in the expansion of Greece's telecom networks. **11**

Chinese building new Internet lab

After negotiations with Chinese authorities, Ericsson succeeded in obtaining permission to open a research lab for Internet access products in Shanghai. Many new software designers are now being hired. **15**

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Sven-Christer Nilsson's first official comments on Ericsson's financial statement exudes an aura of confidence. He points not only to Ericsson's strong results, but also to continued favorable order bookings and invoicing. And there are many factors that support strong future business growth for the company.

Ericsson – growing stronger yet

Ericsson continues to show strong growth in orders booked, net sales and operating income. Earnings are completely in line with expectations. As previously, orders booked, net sales and earnings have been affected by seasonal variations. Orders and sales continued to develop well in April.

Strong growth in China

The European market has showed favorable development. Great Britain and the Netherlands were individual markets with strong growth. We have also seen very substantial growth in China, which has more than compensated for weaker sales in certain other Asian markets. The Asian market as a whole is still hard to evaluate but the countries that were hardest hit by financial problems still account for only a small portion of Ericsson's sales.

North and South America combined show a substantial increase in sales of both terminals and systems. The increased interest in digital mobile telephone systems in the United States is especially striking.

The last B-band licenses for mobile telephony in Brazil have now been awarded. To date, all the new operators have chosen the American TDMA IS-136 standard, and Ericsson is the largest supplier of systems based on this standard. This is important for our future growth in Latin America where operators in all key countries, like their counterparts in North America, have already chosen the same standard for national expansion of digital mobile telephony.

In the United States, the TDMA-based IS-136 and GSM standards are growing fastest in terms of numbers of subscribers connected to the systems.

New forecast for mobile telephony

The trend in the market generally is characterized by the very strong growth in mobile telephony throughout the world. Ericsson has revised its forecast of growth in the number of global subscribers between now and the year 2003. Our most recent forecast indicates that the number of users of mobile telephones is expected to increase from today's slightly more than 200 million to more than 830 million by the end of the year 2003.

The forecast indicates that nearly 60 percent of the population of Japan will be using

mobile phones. The comparable figure for North America is slightly higher than 50 percent and the forecast for Europe is that just under 50 percent of the population will be subscribers. Ericsson estimates that penetration of the global market will amount to nearly 15 percent in the year 2003.

We also anticipate comparable rapid growth in the number of Internet users. This factor, combined with the forecast covering users of mobile telephones, is creating exceptional prospects and a solid potential for Ericsson's future growth.

We intend to defend and strengthen our positions in these markets. Ericsson's prospects were further strengthened as a result of the decision to base the third generation of mobile telephony in Europe on the WCDMA standard. Ericsson played a leading role in the work on the new standard within ETSI, the European standardization organization. We have worked with CDMA technology for more than ten years and have already delivered working test systems for WCDMA in Japan. WCDMA will be used primarily for multimedia applications in the Internet.

There is continuing strong emphasis on the marketing organization within Ericsson's Mobile Phones and Terminals business area. Sales have developed very favorably and our market share has increased in all important markets. We are the largest supplier of digital mobile telephones in the world. Awareness of our brand name – Ericsson – has developed strongly in all parts of the world.

Continued focus on research

The Infocom Systems business area is continuing the program to improve its profitability. The restructuring is proceeding according to plan and measures to increase the amount of outsourcing are continuing. The number of employees in the business area was reduced by 1,500 during the quarter. We are focusing sharply on our objective, which is to have the business area show a profit for the full year 1998.

Comprehensive and focused research and development programs will continue to be critical for Ericsson's success. In addition, we will ensure the speed and flexibility of our operations through joint-venture agreements and investments in other companies that can offer effective combinations of knowledge in the fields of data communications and telecommunications.

I see especially favorable opportunities to develop our advanced know-how in the



Photo:
KURT JOHANSSON

area of mobility to provide competitive products for use by our customers. We have already made substantial progress with our range of systems and products that are well-suited for the convergence of telecommunications, data communications and the media industries that is the dominant trend in the market. Our position has been strengthened through agreements with a number of new operators of fixed-wire networks as well as through deliveries of equipment to upgrade such networks.

Cooperation strengthened

During the first quarter we strengthened our cooperation with Bay Networks Inc. and General DataComm (GDC) through agreements covering cooperation pertaining to standards for higher speeds in, and easier access to, the Internet. We also introduced our AXD 301 ATM exchange, a highly flexible high-performance exchange for use by Internet operators.

Ericsson's new AXE platform with open system architecture offers substantially reduced physical dimensions, 50 percent less energy consumption, fewer types of printed circuits, and 40 percent fewer circuit cards in the processing unit. A number of other products representing further enhancements of the AXE platform for use in Internet applications were also introduced during the first quarter and were well received in the market.

As regards our opportunities to become more effective in dealing with increasingly severe competition, I want to note in particular the substantial investments being made within Ericsson to modernize and coordinate commercial processes and IS/IT support. Over the long term, we see substantial improvements in lead times and productivity as a result of these investments.

A leading role

This is my first quarterly report since assuming my new position on March 30. I have devoted the past few weeks to contacts with customers and employees throughout the world. My picture of Ericsson has thereby been quickly supplemented and strengthened in important respects.

I am convinced that Ericsson will play a leading role in the new world of telecommunications. It is equally clear that the rapid developments in our industry will not permit us to rest on our laurels for a moment. But there is no doubt that Ericsson is well equipped for the future.

SVEN-CHRISTER NILSSON

Profits of SEK 2.6 billion

Ericsson's interim report for the first quarter of 1998 was received with mixed feelings by the stock market. Despite a record-strong first quarter, the company could not live up to the market's earnings expectations. The SEK 2.6 billion profit for the first quarter was lower than even the most pessimistic analysts' forecasts.

Nevertheless, the figures presented by the company on April 29 were excellent. Both net sales and order bookings showed continued strong growth, as well as income, which was actually 31 percent higher than in the corresponding period last year.

Consolidated net sales rose in the first quarter of 1998 by 25 percent compared with the corresponding period a year earlier and amounted to SEK 38,356 m. Net sales of comparable units rose 24 percent. Order bookings increased by 18 percent to SEK 46,173 m.

Income before taxes increased 31 percent to SEK 2,637 m. compared with the year-earlier period. Income includes positive currency effects of SEK 400 m. Income per share was SEK 1.87 (1.40).

All market regions posted favorable growth. During the period, China surpassed the U.S. as

Interim report for January 1–March 31, 1998

Net sales	SEK 38,356 m.	+ 25 percent
Pre-tax income	SEK 2,637 m.	+ 31 percent
Income per share	SEK 1.87 m.	+ 34 percent

Ericsson's largest market. After these two markets, the ranking is Great Britain, Brazil, Italy and Sweden.

As in the first quarter of 1997, Ericsson's cash flow before financial operations was negative, related among other factors to increased undertakings for customer financing and Ericsson's seasonal variation in volume. Cash flow is expected to be positive for the full year. Further provisions have been made for the greater risks associated with changes in markets, technology and customer financing.

The equity/assets ratio was 39.9 percent. (38.5)

As of March 31, 1998, Ericsson had 102,466 employees, an increase of 1,700 since December 1997 (of which MET in France accounted for 1,350 new employees).

Mobile system successes

Ericsson's investments in property, plant and equipment amounted to SEK 1,572 m. (1,216), of which SEK 797 m. (589) pertained to capital expenditures in Sweden.

Mobile Systems continues to

show favorable growth. Net sales of the business area rose 24 percent and by 23 percent for comparable units. Subscriber growth, particularly for digital systems, is very rapid worldwide. The decision within ETSI to base the third-generation standard for mobile telephony on WCDMA technology represents a major success for Ericsson. The business area posted a very strong operating income. Continued efficiency enhancement more than offset the effects of price pressure in the market.

Net sales in Infocom Systems rose 14 percent. New products were introduced and well received in the market. The new ATM switch, AXD 301, is an important building block in ATM networks for multi-services: The switch can handle all the broadband services which currently are expected to become available, including IP routing, high-speed data transfer and other corporate services.

The new AXE with open system architecture is a powerful platform for operators of public networks and mobile networks which facilitates a large number

of fully integrated services. Earnings of the business area as a whole are still unsatisfactory, due to price pressure in the business area's major product areas, continuing substantial technical-development programs and due to the effects of the ongoing restructuring of operations not yet having any impact. Compared with 1997, operating income improved. As a result of the restructuring, the business area is expected to report positive earnings for full-year 1998.

High mobile phone sales

Mobile Telephones and Terminals reports an increase in net sales of 45 percent.

The business area posted a strong operating income. The business area's market share increased further during the period. Ericsson is the world's largest supplier of digital mobile telephone.

Net sales for other operations (power, components, cable and defense electronics) increased 10 percent.

Stockholm, April 29, 1997
SVEN-CHRISTER NILSSON

Incorrect calculation explains high expectations

The analysts calculated incorrectly. This explains the inflated expectations of the stock market, which resulted in a drop in the share price despite record profits.

"The first-quarter earnings were completely in line with our own expectations," explained President and CEO Sven-Christer Nilsson when he presented the interim report to the media.

It was Ericsson's best first quarter ever, yet the stock market was not satisfied. The SEK 2.3 billion in profits for the period January–March 1998 were sev-

eral hundred million lower than what analysts had forecasted. As a result, Ericsson's B shares dropped by SEK 12 on the Stockholm Stock Exchange the day of the announcement.

"Analysts calculated incorrectly and did not give enough consideration to the fact that the first quarter is always weak in the telecom industry," explained Senior Executive Vice President and Chief Financial Officer CW Ros, who was also present at the press conference.

"It also seems as though a number of analysts had based their expectations on the record-large fourth-quarter earnings of

last year," he added. "It was incorrect to do so, since fourth-quarter earnings are always much, much stronger than first-quarter earnings, due to seasonal variation within the industry."

Much of Sven-Christer Nilsson's presentation of the quarterly report revolved around Ericsson's successes within mobile telephony. The CEO expressed his satisfaction with Brazil's choice of mobile systems. So far, the systems of choice have been entirely TDMA-based standards, D-AMPS and GSM.

"The 45-percent increase in sales of digital mobile telephones reached during the first quarter

means that Ericsson is now the largest supplier in the market."

First-quarter figures were presented by CW Ros. He emphasized that Ericsson's earnings also benefited from positive developments in currency exchange rates.

"Developments in currency exchange improved earnings by approximately SEK 400 million, compared with the first quarter of 1997."

"It is also worth noting that our successes in China so far this year, more than compensate for poor development in the rest of Asia," emphasized CW.

LARS-GÖRAN HEDIN

news briefs

More large China orders

Ericsson has received four new orders from China with a total value of more than SEK 5.7 billion.

The largest order, for SEK 2.3 billion, involves expanding the GSM network in Shangdong province. Other orders include the expansion of GSM networks in the Liaoning and Heilongjiang provinces for SEK 1.7 billion and SEK 900 million respectively. Ericsson is the sole GSM supplier in these provinces. The fourth order, valued at SEK 800 million, involves the delivery of a GSM 1800 network to the Jiangsu province. It will be the second operator in China to install a large-scale GSM network in the 1800 band.

60 employees to Flextronics

Flextronics is taking over Ericsson Telecom's assembly operations in Sweden. The 60 employees will be offered jobs at Flextronics Installation.

The agreement affects installation personnel in the field throughout Sweden, as well as administrative personnel in Stockholm, Nynäshamn and Gothenburg.

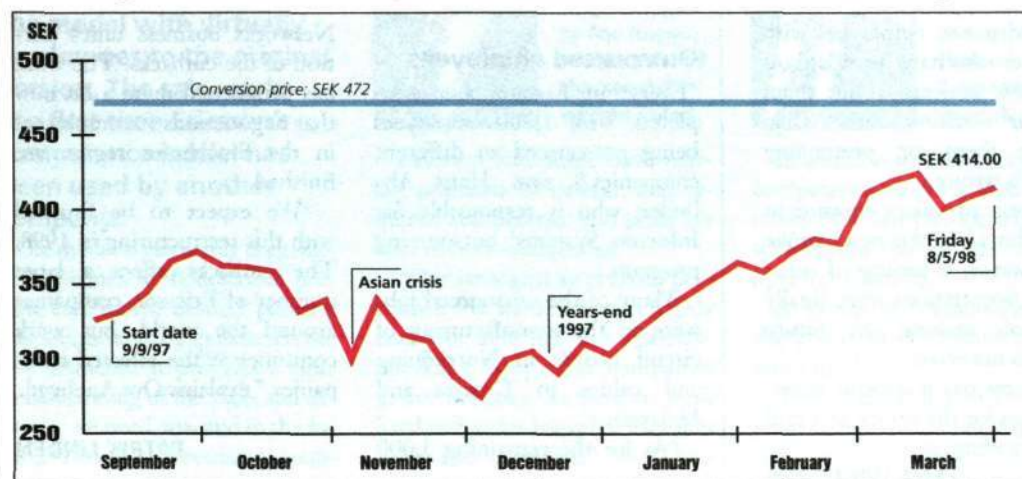
"There are two main reasons why Flextronics is acquiring Ericsson Telecom's Swedish assembly operations. One is to increase skills within the company, and the other is to increase coverage both in Sweden and abroad," says Clas Sundberg, head of Flextronics Installation.

Agreement on network system

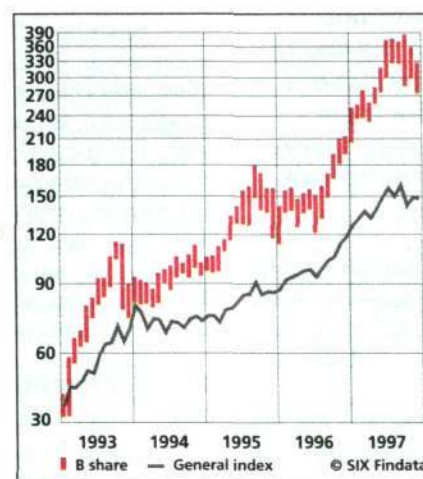
Ericsson and the leading Irish mobile telephone operator, Eircell, have reached an agreement on a network monitoring system. Eircell is launching a new network monitoring center in Dublin to monitor its GSM and TACS mobile telephone systems, as well as transport networks.

"Our work with Ericsson is a step forward for everybody, and it involves great advantages for Eircell's customers," says Eircell's president, Stephen Brewer.

Keep track of the Ericsson share price with Contact



On September 9, 1997 an extraordinary meeting of stockholders approved a proposal to issue convertible debentures to Ericsson employees. The conversion period extends through June 30, 2003. For more info, see: <http://inside.ericsson.se/converti.htm>



The B share's highest and lowest monthly quotation on the Stockholm Stock Exchange.

Cutbacks in Stockholm

Last week, 270 employees were laid off at the Infocom Systems business area in Stockholm. This was fewer than expected, since the company had given notice to 1,000 people in January. The Enterprise Networks business unit also was affected by layoff notices, going out to 50 salaried employees. Negotiations regarding those employees are still in progress.

The fact that so many jobs were saved was due partly to agreements that were reached with outside companies which agreed to acquire operations and retain personnel: and partly to the transfer of entire units to other Ericsson companies.

Also, some employees chose to leave the company on their own.

Poor profitability

The layoffs are due to significant changes within Infocom Systems, which have been taken in order to stem poor profitability.

Technical developments and changes in the marketplace are also contributing factors.

Inevitable rationalizations

"These changes are inevitable. Through the rationalization of our operations, we have been able to continually lower costs," says business area manager Anders Igel.

"The heart of this rationalization process is a program that includes major restructuring, which will result in personnel reductions in many countries. Continued outsourcing, shutdown of certain operations, moves abroad, rationalization and the Trim program are other measures being taken."

"It is my firm conviction that



Negotiations regarding job cutbacks in the Stockholm region are more or less complete.

Photo: PETER NORDAHL



Well-used table. This is the room where negotiations have taken place two to three times a week for the past two months. Negotiations have been complex and difficult, but have also been characterized by a good spirit and straightforward communication.

Photo: KURT JOHANSSON

profitability will result from the changes that we are now being forced to take. And profitability yields job satisfaction and confi-

dence in the future," says Anders Igel.

LENA WIDEGREN

A day of sadness and relief

Anger, sadness and fear were the emotions that prevailed in the corridors after the final notice of termination. But there was also a sense of relief. Since January, both managers and employees have lived with uncertainty, not knowing what the end results of the negotiations would mean for them. Now that it's over, everyone can move on to face new challenges.

Being laid off is difficult for anyone to handle. Regardless of the reasons for being laid off, it often leads to feelings of shame and confusion.

Even co-workers who are not affected may feel guilty since they were allowed to stay.

When information about the layoffs was dispersed throughout the organization last week, reactions were mixed.

Many calls

The Support Group received many calls during the day.

"People need to talk and ask questions. Our callers can remain anonymous. The emotions of those who contact us range from people who are angry with the company and feel mistreated, to those who want answers to practical questions regarding what to do next, how to get in touch with the Job Center, and so on," relates Krister Ljunge, who is responsible for the Support Group.

React differently

People react differently to bad news. Some become angry and show their feelings of aggression

by shouting or creating a scene. Others just become quiet and can't express their feelings at all.

Silence arouses concern

"These are the employees we are most concerned about," says Louise Linder, who is also a member of the Support Group.

Her advice to employees with colleagues who have been laid off is to show concern about them and their situation, rather than avoiding them or pretending nothing is wrong.

The most prevalent emotion in Stockholm after the news broke was, however, a feeling of relief that the negotiations were finally completed, making the future much less uncertain.

Only now has it become possible to plan for the future and find ways of moving on.

LENA WIDEGREN

Global restructuring

The completion of negotiations regarding the cutbacks in the Stockholm region signal that steps towards the global restructuring of the Infocom Systems business area are underway.

Last November, business area manager Anders Igel announced that Infocom Systems needed to eliminate 10,000 jobs. At the time, it was said that these cuts would be made through reorganization and outsourcing.

The 1,000 jobs affected in Stockholm are part of that program. Of the 10,000 jobs to be cut, it is expected that 5,000 production jobs will be outsourced, while 5,000 employees will be eliminated through cutbacks in other operations.

Outsourced employees

"Everything has now been completed, with 1,700 employees being outsourced to different companies," says Hans Ahlinder, who is responsible for Infocom Systems' outsourcing program.

Many of the outsourced jobs were in the manufacturing of circuit boards in Norrköping and cables in Croatia and Malaysia.

"As for the remaining 3,000

or so employees in the outsourcing program, we are involved in serious negotiations with several different companies who could conceivably take over operations. We have reason to believe that we will have reached agreements before the end of the year," says Hans Ahlinder.

Many countries affected

Outsourcing primarily affects mechanical, circuit board and cable manufacturing. Many countries have already been affected, or will soon be. Spain and Mexico are two examples of countries where outsourcing discussions are underway.

"It is a big challenge to eliminate 5,000 employees through the reorganization of customer order flow outside of production," says Ove Anebygd.

He is responsible for Public Networks business unit's portion of the cutbacks. The work has progressed quite a bit now that negotiations for employees in the Stockholm region are finished.

"We expect to be finished with this restructuring in 1998. The cutbacks affect a large number of Ericsson companies around the world, but work continues at the affected companies," explains Ove Anebygd.

PATRIK LINDÉN

Hope for peace-keeping telecom network in Bosnia

Bosnia is now rebuilding its telecommunications network. This means creating opportunities for Serbs, Croats and Muslims in Bosnia-Herzegovina to speak with each other on the telephone.

During their official state visit to Sweden recently the three Bosnian prime ministers visited Ericsson's office in Stockholm. The visit was an extension of cooperation programs to develop further telecommunications in Bosnia, a quest considered critical to continued peace-keeping efforts in the country.

"There are still very few telecommunication links between the Serb entity, Republica Srepska, and the Muslim-Croat Federation. Today, there are only 30 functional lines, allowing only 30 telephone calls at any given time, between the two regions," explains Anders Ericsson, manager of Ericsson's company in Bosnia-Herzegovina.

A dividing line still separates the two regions, the so-called entities where the peace keeping SFOR-forces are. The region's different ethnic groupings are clearly discernible. Not only does the country have three prime ministers, Bosnia also has three different postal and telecommunication authorities.

Ericsson was there early

After the end of armed conflict in December 1995, Ericsson was quick to establish its presence in Sarajevo, which is situated in the Muslim-Croat Federation.

Toward year-end 1996, Ericsson installed an AXE exchange and GSM network in the region. The capital city, until then virtually isolated, was finally linked to the outside world.

The new AXE exchange in Sarajevo was financed through so-called foreign aid credit ex-



Bosnia's prime ministers, Haris Silajdzic, Boro Bosic and Neven Tomic are welcomed at Ericsson's head office in Stockholm by Chairman of the Board, Lars Ramqvist. Ericsson was the only company that the three prime ministers visited during their official state visit to Sweden.

Photo: PETER NORDAHL

tended by SIDA, the Swedish International Development Authority.

A major step in expanding telecommunications in Bosnia is to link the country's two regions. The link will be created with the help of AXE transit switching centers in the Serb-dominated Republica Srpska.

According to present plans, SIDA will grant foreign aid credit, of which 80 percent is a grant and the remaining 20 percent is a loan, similar to the offer SIDA made to finance AXE equipment in Sarajevo. Republica Srpska now in the process of selecting a GSM operator for the network. Ericsson has a good chance of being chosen as the supplier. In May, the company plans to open a new branch office in Banja Luka, capital city of Republica Srpska.

"Ericsson has excellent potential to grow in this region of

Bosnia, particularly in the short-term perspective, with the region's need to develop telecommunications facilities that were destroyed during the war," Anders Ericsson continues.

Step towards unification

According to present plans, Ericsson will supply the Muslim operator with AXE exchanges and expand the existing GSM network. If everything proceeds as planned, particularly in terms of financing, the advancement in telecommunications may represent a small step toward the unification of Bosnia.

"It would definitely

make it possible to establish effective telecommunications between the Bosnian entities, which would support a part of the Dayton peace accord," says Anders Ericsson.

MIA WIDELL-ÖRNING

Telephones in Bosnia

■ At the end of the armed conflict, 600,000 people in Bosnia-Herzegovina had conventional telephones. Today, that number has risen to 750,000. In the Muslim-Croatian entity, approximately 20,000 persons have mobile telephones. Ericsson has had offices in Sarajevo and Mostar since 1996, employing a total of 26 persons. In May, a new Ericsson office will be opened in Banja Luka.



Anders Ericsson, is country manager in Bosnia-Herzegovina.

Tele2 buys Ericsson's competence model

Ericsson's proprietary competence model has been sold to Tele2, a major Swedish telecom operator. Tele2 intends to use the model with virtually no changes to the original version. The sale marks the first time Ericsson's competence model has been used by another company.

"The model is extremely pragmatic and concrete. It describes present conditions, desired position and identifies the gap between the two elements. It provides a clear understanding of the skills and expertise we need now and in the future," says Björn Dietmann, quality manager at Tele2.



Jarl Höglund works in Business Consulting, with special responsibility for implementation of the model within Tele2.

Ericsson and Tele2 have market positions to defend, and required competence and skills are vital to both companies.

"Our strongest asset is our personnel. We have attracted highly energetic and innovative personnel. Like most other companies in our industry, we have to work hard to find and develop the right skills and expertise," Mr. Dietmann continues.



Björn Dietmann, quality manager at Tele2, is extremely satisfied with the application of Ericsson's model.

In addition to Tele2, Ericsson's competence model is used by the entire Netcom Group, which also includes the mobile telecom operator Comviq.

A group of salespersons was the first to use Ericsson's competence model.

Toward the end of this year, approximately 1,000 employees of the Netcom Group will also use it. Tele2 sees several advantages

offered by Ericsson's competence model.

"Our development talks have become more concrete. The individual employee is able to assume responsibility for development of personal skills and expertise," Björn Dietmann says.

Tele2 has grown rapidly. It was the first operator to challenge the monopoly when telephony was deregulated in Sweden. To manage its rapid growth and retain skills and expertise in the company, Tele2 needed to establish a structure that would allow the company to evaluate skills and expertise available and determine what other skills are needed. Ericsson's competence model is being used for that purpose.

MY SPANGENBERG

hello there



Ready to be manager

Anna Kähre, 29, recently started a new job as section manager for Access Networks at Ericsson in Brazil, EDB.

• Have you learned the ropes?

I've been working as B-band coordinator at Ericsson in Brazil for about a year and a half, so the actual job site is no longer new to me. In addition, my former manager, Claes Gyllenqreutz, has been an excellent teacher. He helped me establish many important contacts as I slowly but surely learned the ropes.

For the past six months, I prepared myself mentally to take over after Claes. When the announcement was finally made, however, I was speechless and didn't sleep very well that night.

• What is your background?

I was born and raised in Stockholm. I studied electrical engineering at college for four years and joined Ericsson Radio Systems in 1990, where I worked for five years with radio link planning for defense applications before switching to the mobile telephony market. I have worked in Germany and Panama. I moved to São Paulo in the autumn of 1996 to work as B-band coordinator.

• Do you like living in Brazil?

The Brazilian people are positive and happy. If you can speak a little Portuguese as I do, it helps to make life a little more enjoyable. They really try to understand what I'm saying. There is plenty of night life, but I haven't had much time to go out, since my job seems to dominate most of my time.

• What do you miss most?

My family, mother, brother, all my friends and the Swedish summer.

It can get almost unbearably hot here in Brazil, and the rainy season that comes at this time of year brings just about everything to a standstill.

• What challenges you?

Managing 20 Brazilians and the same number of consultants. We are working at full tilt to develop resources for our latest project, which calls for construction of a transmission network for the State of São Paulo. We will have to recruit about eight new employees to complete the project.

CATHRINE ANDERSSON

Speaking Out at CommunicAsia '98

June 2-5, Singapore

As part of Ericsson's overall approach to CommunicAsia '98, a series of 12 co-ordinated lectures will be presented on Wednesday June 3rd. In addition to visiting the Ericsson stand at the fair, the targeted audience is also being invited to attend the Corporate Lecture series. The lectures take place in the Suntec City Center, level 2, room 208.

The lectures are aimed at illustrating some of the new and exciting developments taking place in the world of telecommunications and what Ericsson has to offer. Each

lecture is 30 minutes long, is free of charge and is held in English. The programme is designed to encourage the audience to select and attend the lectures that interest them most.

For further information, please contact the Project Leader for Ericsson's Corporate Lectures at CommunicAsia '98, Annelie Hellström. Memo: LME.LMEANNE.
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Wednesday, June 3, 1998

09.30-10.30	3rd Generation Mobile Communications: Towards the Global Mobile Information Society <i>Jörgen Lantto</i>	14.10-14.40	Optimizing Operator Revenues - Wireless Access for Business <i>Mark Welsh</i>
10.40-11.20	GSM at Home - Transforming Mobile Phone Usage <i>Joakim Oscarsson</i>	14.50-15.20	The Evolution of Multimedia Services onopper Carrier Network <i>Arun Bellary</i>
11.30-12.00	Convergence Between Data and Telecom Industries Leads to Breakthrough in Wireless Mobile Communications <i>Joakim Nelson</i>	15.30-16.00	Access Networks Using PTP (Point to Point) and PMP (Point to Multipoint) Microwave Radio <i>Hans Herbertsson</i>
12.10-12.40	D-AMPS Applications: The Key to Competitive Advantage <i>Anthony Cullen</i>	16.10-16.30	Flexible and Scaleable Managed Transport Network Solutions - a Fast Pay-Back of Investment for Operators Using Carriers Carrier Network <i>Dirk Uhleman</i>
12.50-13.20	Wireless Office Services - Generating evenue for D-AMPS/IS-136 Networks <i>Stefan Lindvall</i>	16.50-17.20	Optimizing Flexibility and the Cost of Transport Capacity: Optical Networking the Ericsson Way <i>Mark Taylor</i>
13.30-14.00	Wireless Local Loop - A Technology Deployed Worldwide <i>Ron Johnston</i>	17.30-18.00	Narrowband Multi-Service Delivery System <i>Steve Bullard</i>



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ERICSSON

portrait

For three years, Claes Gyllenqreutz, 57, has been overseeing the construction of radio access to the mobile telephone network in Brazil. Now that it is time to return to Sweden and Ericsson Radio Systems in Kista, he is doing so with mixed emotions. "The hardest part will be to leave behind all of my skilled colleagues in the unit," he states.

Claes lives life out of a suitcase

São Paulo in southwestern Brazil, with over 16 million inhabitants, has been Claes Gyllenqreutz' second home for quite some time. He arrived back in 1995 with an assignment from Ericsson Radio Systems to put together a unit for access networks. He had actually expected to go to Thailand, but at the last minute plans changed and Claes signed a two-year contract to go to Brazil.

"The need for an operational access network in the country was great, and the sales staff had a number of acute problems that needed to be solved."

Constructed a flat organization

Claes brought several years of experience with him as a section manager for access networks, a job which took him to China, India and Pakistan, among other places. Claes installed himself at Ericsson's main office, EDB, in São Paulo, and slowly but surely began to build up an operation. A task which was not as simple as it sounds.

"Brazilian corporate structure is very different from what we are used to. Companies have pyramidal management structures and at Ericsson in Brazil they had never heard of a flat organization with delegated responsibility.

"A lot of time and effort was spent convincing the Brazilians to do things the way I wanted," says Claes.

Today, approximately 40 people work with access networks and there are a number of additional consultants. In the past 18 months, he and his colleagues have done a considerable amount of bidding work. On average, they have landed one bid a week for a total value of USD 3 billion. Their work has given them routine and new insights into how the market operates.

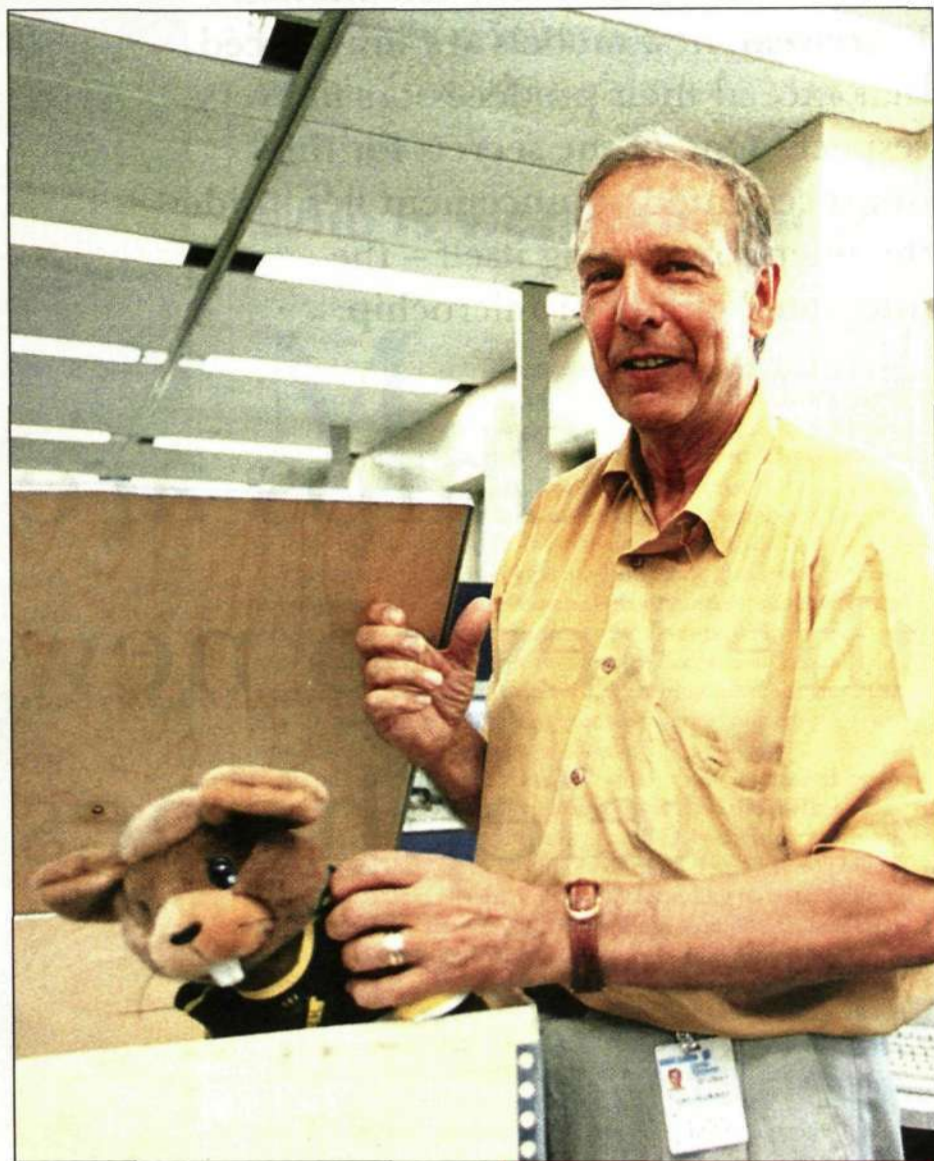
Claes leaving Brazil

"Operations in the unit are going well and we are well prepared to meet the challenges that now await as mobile telephony, with assistance from Ericsson, is introduced on a broad scale across the country."

Claes was actually planning to leave São Paulo last year, but his contract was extended. This spring he felt it was time to let somebody else shoulder the responsibilities.

"My task of designing and constructing an access network in Brazil is completed. Now it is time for others to take over management of it. Hopefully the unit will expand further and eventually become a center of competence for all of Latin America."

During his three years in the world's fifth largest country, he has had the benefit of getting to know many nice people.



Claes Gyllenqreutz has been working for the past three years at Ericsson in São Paulo, Brazil. Now he is returning home. But his travels are not over. Overseas jobs still excite him most.

Photo: ANNA REHNBERG

"Brazilians are an unpretentious and friendly people who are very open. Their entire way of living is positive."

"But there are also disadvantages. It is tough to live in a megacity like São Paulo. There is a lot of crime and poverty and one must always be on guard. You do not go out alone at night, and if you drive at night, you have to make sure that you don't stop for red lights. That is when most muggings take place."

His most unpleasant experience was in Copacabana in Rio de Janeiro. Early one morning, when walking with a customer, he was robbed of both his wallet and his watch.

"The robber held up a broken bottle in his hand and worked together with a little boy who quickly took my valuables. A scary incident which, unfortunately, is all too common."

Going home

He has returned home as often as possible to see his wife Kjerstin in Stockholm, and his sons Morgan, Stefan and Thomas and their families.

In between, Claes has had visits in São Paulo from his wife. Working abroad and living out of a suitcase can be demanding in many respects, but Claes has never regretted his decision. It is still overseas jobs that excite him the most, although he could envision a job on the home front eventually.

"But then it has to be a top-level job," he says jokingly.

After a short stay in Sweden, he left a few weeks ago for Ericsson in Switzerland where he is assisting in writing bids for a British-Swiss consortium, hoping to bring home a mobile telephone project to Ericsson for about 1,000 base stations. After that, there is the possibility of yet another job in Latin America, this time in Mexico.

CATHRINE ANDERSSON

from the past

Branding – the old-fashioned way

This is what one could find in the early 1970s. An Ericsson sign shown together with a product – in this case the super-fast Ericom 30001 telephone.

The neon sign was mounted on the facade of a building on Sveavägen in the northern part of Stockholm where Ericsson had its sales office for the consumer market. The E4 highway entering central Stockholm from the north ends right next to the building.

The Ericsson sign, with its three-meter-high letters, was one of the seen when ar-

riving from Arlanda International Airport. A perfect location for an advertising sign. In addition, it is one of the few places in Stockholm where very large signs are permitted.

At that time, the Ericsson logo consisted mainly of the red letters L and M with the Ericsson name in white superimposed at an angle. There were other colors as well, however. This was before the days of the Corporate Visual Identity (CVI) rules. Nor was it uncommon to see a product associated with the logo, something which is unthinkable today.

In 1973, the product was the super-fast

Ericom 30001 telephone which had adjustable volume levels. On the sign it was four meters tall. The Ericsson logo and the keypad of the telephone were always lit, while the contours of the telephone lit up every four seconds.

In its day, it was one of Stockholm's most advanced signs. In addition to the red and white neon lights, there were 360 light bulbs that formed the base of the sign. It was a welcome addition to the city skyline for almost ten years. It was taken down in connection with Ericsson's new logo, which was unveiled in January 1982.

THORD ANDERSSON



The new Ericsson sign was installed on Sveavägen 159 in 1984. Before that, the old logo met visitors to Stockholm arriving from the north on highway E4.

Photo: THORD ANDERSSON

Ericsson is one of the world's leading manufacturers of mobile telephones. Every year, new models are introduced that exceed their predecessors in every respect. One of the secrets for this unprecedented advancement lies inside the telephone casing itself – the integrated circuit or microchip.

Chips are the key to new telephones

In only ten years, mobile phones have shrunk to approximately one-fifth their original size, while performance has improved a hundred-fold and many new and significantly more advanced functions have been added. This would never have been possible without the basic advances in microelectronics in the design of integrated circuits or microchips.

Since the early 1980s, performance parameters for digital microelectronics, such as speed and memory, have doubled roughly every 18 months. And in ten years, gate density on chips has increased from 200 to 40,000 per mm², while speed has increased from 10 to 1000 MHz. However, it is important to utilize these tremendous advances in the right way. Compromise solutions are often the best alternative.

"For companies that are adept in riding the wave of advancing technology profits can be substantial," says Björn Ekelund, director for research and technology development at Ericsson's unit for mobile telephones in Lund. "However, there are many ways of using and designing silicon, and choosing the right technologies and methods is far from easy. Every supplier tries to offer unique solutions, technologies and components that give the customer unique benefits and create supplier loyalty, something which is not always desirable for the customer."

Technology platform

When Ericsson Mobile Communications develops a new generation of mobile telephones, it designs models for all of the leading standards. This means dozens of different versions. The starting point is a technology platform, which is based partly on a rolling strategic production plan and partly on new technology trends. A few selected suppliers are included in the early stages of platform development and are able to synchronize their plans with Ericsson's. Digital circuits are a key component in this tech-

nology platform. The market's demand for continually improved telephones, at ever lower prices, places tough requirements on the circuits in the form of lower manufacturing costs, reduced physical size and lower power consumption.

"Our goal has been to halve those factors roughly every 24 months. Because advances in electronics generally double performance every 18 months, that gives us leeway to make the products more advanced or more powerful, with better sound quality or data services, for example," says Björn Ekelund.

Lower costs

Basically, there are two ways to influence the cost of microelectronics. One is to lower manufacturing costs by careful choices of design methods, manufacturing technologies and suppliers. The other is to reduce supplier profit margins and other costs through various partnerships structures.

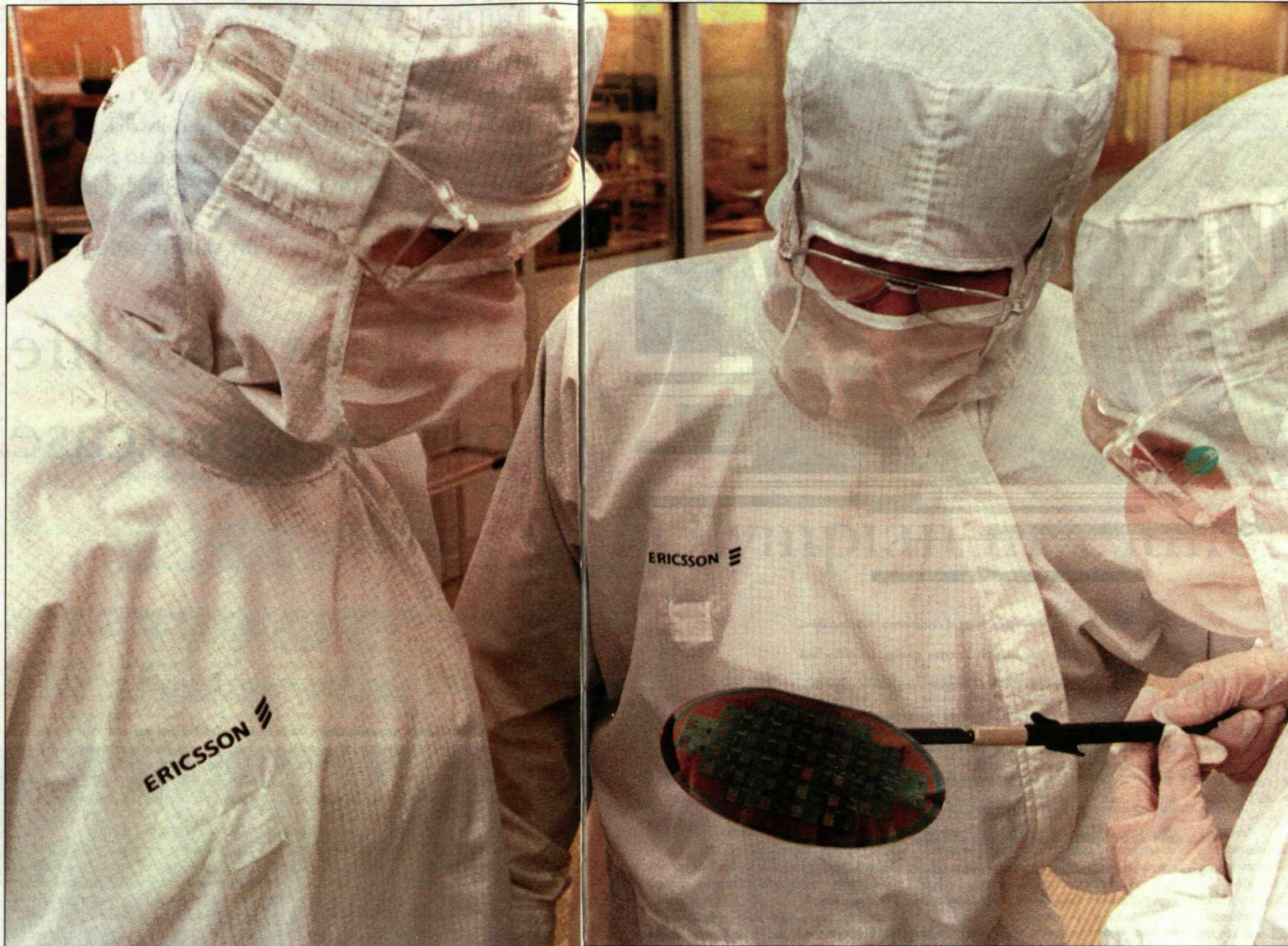
In designing digital microcircuits, there are three basic design choices. One is a full-custom design in which everything is done in-house. The opposite approach is gate arrays, in which pre-configured circuits in standard sizes are used and overlaid with different trace patterns that connect functional blocks to produce various logical units.

The third method is a combination of the two and is known as standard-cell technology. Predefined building blocks, or cells, are chosen from a library and combined to form a circuit.

In this case, the supplier has done most of the silicon design work in advance. Circuits designed with this method are marginally larger than full-custom designs, but the design is completed relatively quickly and has good predictability.

Normally, a standard-cell project costs about half of a corresponding full-custom project.

"We have focused on the standard-cell method, which is a good compromise," says Björn Ekelund.



Ericsson Components manufactures integrated circuits, or microchips, for mobile phones and other products. The chips are small and easily destroyed by dust particles. Protective equipment is thus essential. Photo: VICTOR LENSON BROTT

The only objective way to compare costs among different digital ASIC products is to measure them in terms of price per logical gate function. But there are a number of factors which influence measurements, including transistor size, density of the metal layer, density of the cell library, the supplier's cost structure, et cetera. Fair comparisons between manufacturers are therefore difficult.

Transistor size is no longer a very relevant comparison. With today's technology, the size of a silicon chip's surface is determined almost solely by the density of the connections, in other words, the metal layer on the silicon.

Otherwise, the rule of thumb is that the most current technology is the cheapest, with a few exceptions. New technology is always expensive at the very beginning of its life cycle.

"We have tried to use 'reasonably' new technology," says Björn Ekelund. "We have also invested heavily to reduce the cost of components during their life span. Certain circuits have gone through three separate silicon technologies before they have finally been shelved in favor of new designs. The final version can cost one fifth of the first one."

Suppliers adapt

Björn Ekelund wants to emphasize that the skill of the designers is the determining factor behind the microcircuit's size and power consumption. Regardless of how good the

manufacturing technology is, its advantages can always be squandered by bad design or poor cell libraries.

That is why "designer reuse" – the development and reuse of personnel competence – is so important at the Lund facility.

Almost without exception, advances in silicon technology occur among suppliers. Technical developments within the field of silicon technology are occurring, almost without exception, among suppliers. However, Ericsson's ability to influence development has increased dramatically. Five years ago, mobile telephone manufacturers



Björn Ekelund is the director for research and technology development at Lund where millions of transistors and ever tighter circuit designs are being squeezed onto a few square millimeters. Photo: LARS ÅSTRÖM

Chronicle

Quarterly reports have started to trickle in as they always do every third month.

Who is worth the most?

Most of our competitors submit quarterly reports as a result of the regulations that apply to companies listed on world stock exchanges. Siemens is one of the exceptions since the German market does not require as detailed reporting as does New York, for example, where most of the other telecom companies, Ericsson included, are listed.

This time of year, many people, including Ericsson's Business Intelligence analysts, are hunched over numbers, statements and graphs, trying to understand various events. Why? What are they looking for? The only noticeable effect is that the share value goes up or down. That in turn, according to cynics, has nothing to do with the company, but is merely business speculation...Well, it is not quite that simple!

A company's market value, the share value multiplied by the number of shares, is really nothing other than the market's evaluation of a company's future earnings. Ericsson is currently valued at more than USD 50 billion, or more than SEK 400 billion.

In the past, a company was valued according to its tangible assets, that is, the actual value of buildings, equipment, real estate and cash. People and knowledge were hardly valued at all. It is just the opposite in knowledge-based industries such as telecom and IT. The gaps between a company's tangible assets and its market value are very large. New types of fast-growth IT companies, which own almost nothing, are an extreme example. They rent space, lease their computers, have only a few or perhaps a couple hundred employees, are not yet turning a profit, but are nevertheless valued at hundreds of millions of dollars on the stock exchange.

For a financial analyst, information from quarterly reports can be an important signal as to whether a company is on the expected course for a certain market value. If not, then the analyst should recommend to either sell or buy, depending on the direction of the deviation, so that he continues to be popular with his employer and, in the long term, with his customers, the investors.

For industry analysts, share values indicate more than investor or shareholder profits or losses. A relatively high value means that the company will have better access to capital than a lower-valued competitor. Capital can be used to increase operations through the acquisitions of other companies, for example. What a high share value means in such a situation is that the market values the ability of the company's management to earn money in an industry and therefore looks advantageously on additional operations being placed under that leadership. An unsuccessful acquisition, with subsequent losses, can be quickly penalized in the form of lower share values, while a successful, ongoing expansion strategy alone can increase share value to even greater heights. In other words, a positive upwards spiral.

What then differentiates good from average in terms of share values? In short, the ability to successfully implement sound strategies as well as a company's human capital and competence. An interesting exercise, which I would recommend, is to take the company's market value and subtract its net assets and divide that number by the number of employees. This figure provides, in a very general way, the average market value per employee in the company. What does the market think we are worth compared to Pekka at Nokia or Steve at Lucent?

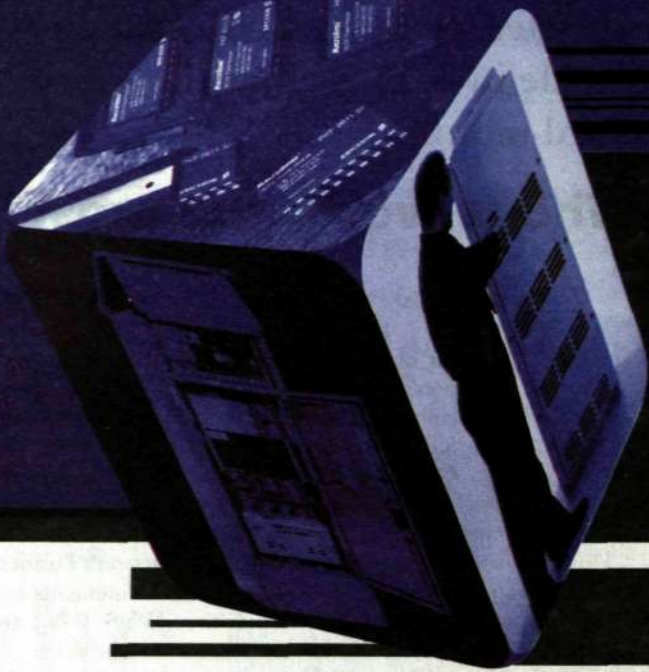
Something to think about over the weekend.



Gabriel Anderbjörk oversees the company's Business Intelligence operations.

Ericsson Business Intelligence Network (EBIN), is responsible for monitoring certain international developments for the company. You can find information on the Business Information Center's (BIC) web site: <http://bic.ericsson.se> or through e-mail to: ebin@lme.ericsson.se

LARS CEDERQUIST



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Construction is underway all over Athens. Preparations for the 2004 Summer Olympiad in Greece are already in progress in Athens. The Greek government is also expanding the country's telephone network.



News that the Olympic Games are returning to their homeland was met with jubilation by Athenians. Now preparations have begun, including the construction and improvement of telecom networks in Greece.

Photo: PRESSENS BILD

Olympian investments in telecom

It is chaotic in Athens. The inner city is cordoned off. Contact visited Ericsson's joint-venture partner, Intracom, the same day of Archbishop Serafim's funeral. For more than 25 years, he was the leader of the Greek Orthodox church in Greece. Athenians have been lining up, both night and day, during the three days that he has been lying in state in Athens's cathedral, in order to bid him farewell.

The same chaos, traffic jams and roadblocks will likely meet visitors during the summer Olympic Games in 2004, when the Olympics make their return to their homeland. But people will also be met by those same warm people who gladly line up around the clock to kiss their beloved archbishop farewell.

It was last year that Greece and Athens, in stiff competition with other nations, including Sweden, were awarded the summer Olympics in 2004. Preparations began at once, including upgrades of the Greek infrastructure.

The Greek government is investing heavily in the expansion and upgrading of the fixed telephone network. Intracom, Ericsson's joint venture partner in Greece, received the task of delivering 60 percent of the telecom products. Ericsson will be de-

livering telecom equipment for this upgrade valued at SEK 1.7 billion.

"On May 4, 1988, the first joint-venture agreement between Intracom and Ericsson was signed. And during these past 12 years I have never been disappointed. Ericsson is a well-organized company with very thorough employees. Of course there have been times when we did not receive deliveries on time. But that has not always been Ericsson's fault," says Spiros Konistis, director of Intracom's AXE operations.

A successful joint venture

Spiros Konistis thinks that it is important to be able to rely on one's partner.

"It makes no difference how difficult it is for Greeks and Swedes to understand each other linguistically. If a Swede promises something, he keeps that promise. A handshake is sacred. One can always trust a Swede, and I value that greatly."

One of the reasons that Intracom has grown and become one of Greece's largest companies in the telecommunications field is, according to Spiros Konistis, the good cooperation with Ericsson.

"We work together even before we sign a contract with our customer, the Hellenic Telecommunications Organization (OTE).



Ove Wistemar

Then, during negotiations, and finally afterwards. Together, Ericsson and Intracom work to find good solutions for OTE. We discuss how we can meet OTE's requirements and who does what. That is what I call a successful joint venture."

Approximately ten years ago, the Greek government decided that all of these investments should have at least 40 percent local added value. That is why Intracom opened a plant to manufacture AXE products under license for Ericsson. In addition to that, there is also a design center at Intracom for AXE software, with over 200 engineers employed in research and development for Ericsson.

"For us, the joint venture with Intracom is invaluable," says Ove Wistemar, who is responsible for the Central Europe market unit. "We would never have been as strong or so successful in the Greek telecommunications market without Intracom and their network of contacts."

Very successful company

"Intracom is Greece's largest electronics company and also very successful. Thanks to good cooperation with Intracom, we can look forward to additional major business opportunities for Ericsson in Greece



Spiros Konistis

Intracom in brief

- Founded: 1977
- Listed on stock exchange: 1990
- Number of employees: 1,612
- Intracom is the main supplier to the Hellenic Telecommunications Organization, OTE (the equivalent of the Swedish Telia).
- Revenues in 1997 were USD 195 million, and profit before taxes was USD 30 million.

in the coming years," says Ove Wistemar.

Greek tradition and culture have played an important role in Greek society, both in business and in private life. Building up long-term business relations with Greece, also means establishing a relationship with the Greek soul, in a society where family and church are important. This is something which will no doubt become even more important in a rapidly changing world.

Family the basis for everything

"In Greece, the family is still important. It connects the generations, the past and the present," says Spiros Konistis.

Time as a concept is important – professionally, privately and socially.

"I have always been fascinated by the telecom industry."

"Already in high school, I knew that was the field I wanted to work in. But it can still be a bit scary. Nowadays everything is happening so quickly."

KARIN BERGMAN

Ericsson signs major supplier contract in Greece

The Greek telecom company, Intracom, signed a framework agreement with the Greek national operator, Hellenic Telecommunications Organization (OTE), in December 1997. At the same time, a supplier contract with Ericsson worth SEK 1.7 billion was signed.

The contract was one of Ericsson's largest during 1997 and includes 1.5 million AXE lines, upgrading of existing AXE systems and access products.

Deliveries began in January

1998 and will continue over a five-year period.

"The framework agreement means that the AXE system's position in the Greek market is assured," says Torsten Pålsson, busi-

ness manager of the Central Europe market unit. "With the contract, we will be able to continue a successful and beneficial joint venture between Ericsson and Intracom. For Ericsson's part, the contract also provides opportunities to get involved in product areas other than AXE exchanges, such as Access, ATM and the Internet."

The joint venture between

Ericsson and Intracom began in 1988 with a licensing agreement for the sales and production of AXE systems in Greece.



Torsten Pålsson

"The joint venture has been

very successful," says Torsten Pålsson. So far, Ericsson has installed over 1.5 million AXE lines in Greece.

Within the framework of the licensing agreement, Intracom has also built up its own manufacturing operation to develop AXE products for Ericsson. This operation currently employs more than 200 people.

KARIN BERGMAN

In April, Ericsson Telecomunicações Lda in Portugal moved into a new office in suburban Lisbon, a clear sign that things are going well for the company. Mobile telephone operations are growing quickly, and earlier this year Ericsson obtained a contract to deliver GSM 900/1800 equipment to the country's third-largest GSM operator, Optimus.



It is not unusual to see people in Portugal using mobile telephones. The number of mobile telephone subscribers is growing at a rate of 70,000 new users a month. Photo: NILS BACKMAN

Mobile phone market accelerates in Portugal

The 1986 entrance of Portugal into the EU has brought many positive things to the country, not least new infrastructure such as roads, transportation systems and telecommunications. "Conditions have improved for residents, and one indication of that is the rapid increase in the number of mobile telephone subscribers, at a rate of almost 70,000 new users every month," says Peter Källberg, president of Ericsson Telecomunicações, Lda.

He came to Portugal in 1993, just after the country's first GSM system was put into commercial operation, following a record-fast installation and set-up. Before that, Peter Källberg had Europe, including Portugal, as his region while working for Ericsson Radio Systems in Kista. Back in 1982, he tried to sell an NMT system to Portugal, but it took ten years before Ericsson was able to sell the GSM system instead.

In 1990, Ericsson in Portugal had 70 employees, and now that number is approaching 300. Of these, almost 240 have worked less than four years for the company. The average employee age has dropped from 40 to around 30 years old.

"This means that we have been investing heavily in training," explains Peter Källberg. "It's not difficult to find talented engineers, everyone speaks good English and some even speak French. On the other hand, there aren't many who have leadership experience."

Trainee program

Last year, when a license for a third mobile telecom operator became available in Portugal, Ericsson Telecomunicações, Lda set up a trainee program and hired 30 people.

"When we eventually received the order from the new GSM operator, we were prepared with personnel, while at the



Peter Källberg, president of Ericsson Telecomunicações Lda with the old Ericsson phone in the company's reception desk. Photo: GUNILLA TAMM

same time cooperating with Ericsson companies in Spain, Italy, the U.K. and Kista in Sweden," he says.

Even the new organization of the company, implemented last year, is geared towards the future. Instead of the marketplace being the focal point of the organization, the company is now customer-oriented, applying so-called Key Account Management. Of the five customer divisions, three of them pertain to mobile telecom operators, including Portugal Telecom. The fourth is for Infocom Systems' Enterprise Networks business area, and the fifth is for the Mobile Telephones and Terminals business area.

The two business areas, Mobile Systems and Mobile Telephones and Terminals, accounted for 45 percent of the company's billing last year, while Infocom Systems accounted for 10 percent. This year, Mobile Systems will increase to be-

tween 55-60 percent. At the end of 1992, Ericsson began to sell GSM telephones in Portugal and in recent years has been the market leader. Ericsson managed to maintain that position in terms of overall sales revenue last year, while Motorola surpassed in the total number of units sold.

The same year that the first GSM equipment order came in, Ericsson in Portugal also received an order for a nationwide personal pager system. It was one of the first systems in the world that also provided coverage in the subways.

Completely separate

Today there are three GSM operators in Portugal. Ericsson delivers equipment to all three.

"It is very important that we treat every customer as unique, and in order for things to operate smoothly, there are three separate customer divisions for each of the mobile telecom operators, housed in separate buildings. We are now working with the concept of maintaining 'Chinese walls' between them," explains Peter Källberg.

Fátima Raimondi knows that there is a Chinese wall and that it works well. She is responsible for customer service at Telecel, one of the three GSM customers.

She explains that Telecel, which has 850,000 subscribers today, has been very successful right from the very start in 1992. Telecel has conducted and continues to maintain a very active and tough marketing strategy since its inception in 1991-92. Today, its name is at least as well known as Coca-Cola and similar brand names.

When Fátima is asked how things are going for the other GSM operators, she shakes her head laughing and refers to the "Chinese wall".

Portugal has a telephone density of about 40 percent for fixed telephony and over 17 percent for mobile telephony.

"In 1997 alone, the market penetration of mobile telephony increased from six to fifteen percent. There are many people who previously did not have a telephone and are now choosing a GSM subscription instead of acquiring fixed telephones," explains Peter Källberg.

He believes in a continued positive future for Ericsson in Portugal.

"There is an almost entirely free telecom market. Mobile telecom operators will be an interesting customer group for other Ericsson products as well, and this is especially true for a combination of products and solutions from the Mobile Systems and Infocom Systems business areas," he says.

GUNILLA TAMM

Three mobile telecom operators

■ There are three mobile telecom operators in Portugal - all of them have Ericsson as a supplier either for complete systems or for portions of them.

Telecel started up its GSM 900 system in 1992 and has 850,000 subscribers today.

TMN, which also started its GSM 900 network in 1992, has a few more subscribers. Telecel, however, has higher sales revenues and profits. Both systems cover all of Portugal and will be expanded to include GSM 1800 during 1998.

Optimus received its license for a GSM 900/1800 system last fall. The system, which will cover the entire country, is expected to be put into commercial operation during the third quarter of this year.



Torre de Belém by the Tejo river is one of the famous buildings in Lisbon and a "must see" for tourists.

Photo: GUNILLA TAMM

Intensive installation work

Installation work for Portugal's third GSM operator is going at full-speed, and by the end of the summer the system will be turned over to Optimus, the operator. It was in February that Ericsson received the order for GSM 900/1800 equipment valued at SEK 800 million.

"Several companies are behind Optimus, including the Portuguese holding company Sonae which has a majority share. Sonae owns a number of varied operations including distribution/trade, shopping centers, pulp industries and media. France Telecom is also a co-owner and is responsible for construction of the network," says Mikael Steijer who is the Key Account Manager at Ericsson Telecomunicações, Lda and responsible for the customer division that handles business with Optimus.

Today, some 50 Ericsson employees are working on the project, and very soon that number will be expanded to approximately 80 people. The project also includes approximately 100 people from various sub-contractors.

International operation

It is truly an international operation in which not only Ericsson personnel from Portugal and Sweden are working, but also from France, Italy, Spain, the U.K. and Ireland.

"The installation work is being overseen primarily by

technicians from Spain and Portugal," says Mikael Steijer. "By the end of August, several hundred base stations will be installed and put into operation."

Delivers all switches

Ericsson has received an order for all of the mobile switching center (MSC) exchanges, and half of the base stations and base station controllers (BSC) for the system. Ericsson is delivering half of the base stations and BSCs that are being installed in southern Portugal. Motorola is responsible for the other portion, which will be installed in the northern half of the country. The contract also includes a number of so-called "turnkey" projects for selected areas.

The Optimus system will cover all of Portugal as well as the Azores and Madeira.

Prepaid popular

Prepaid calling time has been very popular in Portugal and is used by both of the current GSM operators, Telecel and TMN. That will also be an option available to Optimus customers, and will be based on Ericsson's IN application.

"Prepaid subscribers will be the largest customer segment for Optimus," says Mikael Steijer.

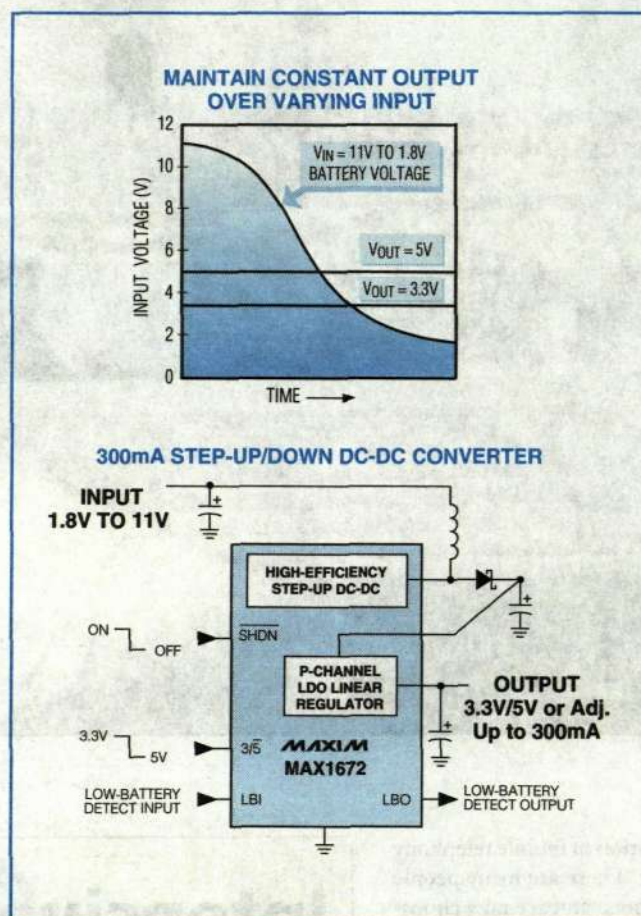
GUNILLA TAMM

SMALLEST STEP-UP/DOWN DC-DC CONVERTER DELIVERS 300mA

Provides Constant 3.3V or 5V Output from 1.8V to 11V Input

The MAX1672 combines a high-efficiency step-up DC-DC converter and a low-dropout linear regulator to maintain a constant output voltage while the battery input voltage varies from above (at full charge) to below the regulated output voltage. A wide input range (1.8V to 11V) accommodates 2-cell batteries and AC wall adapters. Supply current is a low 85µA. In shutdown, supply current drops to 0.1µA and the load completely disconnects from the input. For higher output current (500mA), see the MAX710 data sheet.

- ◆ **Step-Up/Down Voltage Conversion with Single Small Inductor**
- ◆ **Low Supply Current: 85µA**
- ◆ **Output Voltage: 3.3V, 5V, or Adjustable (1.25V to 5.5V)**
- ◆ **Output Current (5V_{OUT}):
300mA at $V_{IN} \geq 2.5V$
150mA at $V_{IN} \geq 1.8V$**
- ◆ **16-Pin QSOP Package
(same footprint as 8-pin SO)**
- ◆ **Evaluation Kit Available**



The MAX1672 up/down DC-DC converter needs only a single inductor that's physically smaller than those used with competing SEPIC and flyback circuits.



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Hierarchical, top-down management has been banned at Ericsson's new research center in Shanghai. Employees are expected to be critical and propose changes. This style of management is still not very common in China.

Lab in China based on openness

the idea to open a research lab in Shanghai to develop Internet access products was proposed last summer. Up until then, Ericsson's efforts in this area had been limited and a location for a more concerted effort was being sought out. China was on the way to becoming Ericsson's biggest market in terms of orders. There was still no research and development there, and there was a strong and growing demand for Internet products in China.

"In China, especially in Shanghai, there are also many skilled engineers. That was, perhaps, one of the most important reasons to open a research center right here," says Sören Elsborg, manager of the research center.

It was important for Ericsson that the research company be a wholly-owned subsidiary of Ericsson and not a joint venture with the Chinese postal and telephone administration. Up until then, no foreign-owned company had started up its own research and development operation in China.

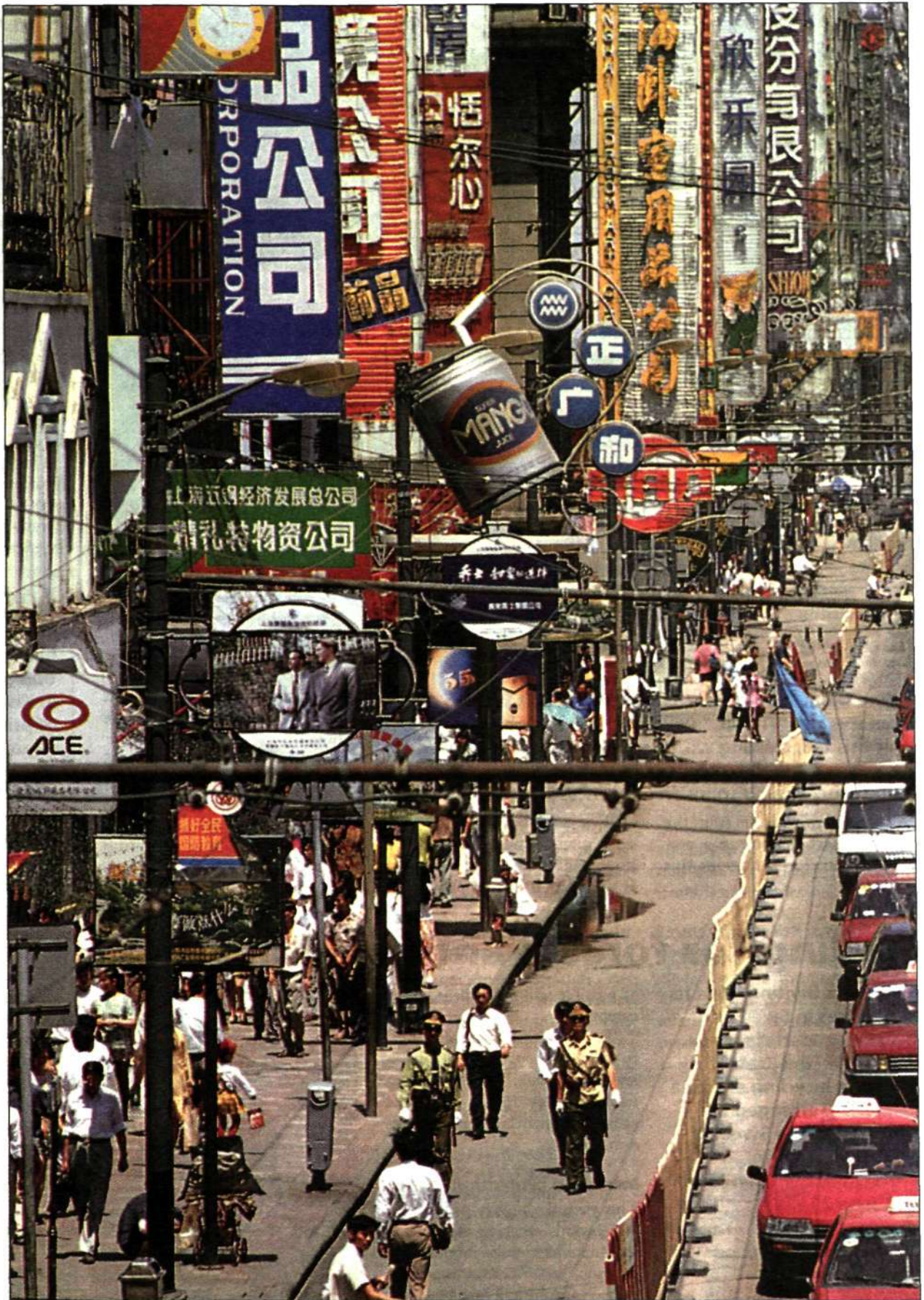


Zhou Jing, a software designer, feels it's important that the company provides information openly and listens to employee suggestions.

Photo: MIA WIDELL ÖRNUNG

High recruitment pace

In October, following several intensive months of negotiations with the Chinese authorities, it looked as though the plans would be scrapped. But just as the initiators of this plan were ready to give up, the Chinese authorities suddenly granted the permission that was needed. Within a month, Ericsson opened its wholly-owned subsidiary for research and develop-



ment in Shanghai. Every third month, 15 new software designers are hired. The goal is to have one hundred by the end of this year. In the first round, 120 applicants were interviewed and tested for the first 15 jobs.

Personal initiative important

Software designer Zhou Jing was one of the first people hired at the research center. Previously, he worked for the French telecom company Alcatel. He is 28 years old and is among the oldest designers. Zhou Jing is part of a generation of Chinese that grew up and studied during a period when China decided to develop Shanghai as one of the country's economic free zones. The more open climate there has inspired this generation to seek out employment where skill development and personal initiative are important components.

"Personal development is important to me. I think that there is every chance of making this work," he says.

"Normally management operates by giving instructions to the employees who follow them. But not here. Management wants to have feedback and expects that we give suggestions on ways to improve. The company is 'transparent' for the local employees. Our weekly meetings, where we discuss successes and problems, are proof of an open atmosphere that is not very common," says Zhou Jing.

But mostly, this open environment is a recipe for success. "We are dependent on their creativity for our success. We old-timers aren't the ones with the bright ideas. The young people are. We just have to make sure that we can create an environment that encourages creativity," says Sören Elsborg.

Commerce is lively in Shanghai, especially when it comes to electronics. The city is also home to many skilled engineers.

Photo: INGRID MOREJOHN/PRESSENS BILD

There are also risks involved in conducting pure research in China. The risk of developed products being copied is greater, for example.

"That is why we must have a very high level of security and work with computers in a way that minimizes the risk for encroachment," says Sören Elsborg.

Leaders in design

The research and development company in Shanghai has been given three years to become profitable. "In that time, we hope to become Infocom Systems' leader in design," says Sören Elsborg.

"In addition, I hope, no I promise, that there will be a Chinese person managing the company, not a Dane," he says laughing.



"We hope to become Infocom System's spearhead design unit within three years," says Sören Elsborg, manager of Ericsson's new research center for Internet access products in Shanghai.

MIA WIDELL ÖRNUNG



Singer Celine Dion's U.S. tour is being sponsored by Ericsson.

Photo: PRESSENS BILD

Ericsson sponsors Celine Dion

Celine Dion, with her current hit "My Heart Will Go On" from the film "Titanic," will begin a comprehensive U.S. tour this fall, starting with a concert in Boston on August 21.

The tour is being sponsored by Ericsson.

In connection with the tour, the singer is participating in a new commercial for Ericsson this summer.

"Ericsson's brand name represents many basic beliefs that are important to me - one of those is that which brings people to-

gether through the sound of a human voice," says Celine Dion.

She will be visiting 25 American cities during her U.S. tour from October through March of next year.

Ericsson will also be using Celine in a number of marketing activities.

Cycling for forests and good health

Ericsson is inviting all of its employees in Sweden to

sweden participate in the Kretsloppet, a bicycling exercise campaign, arranged by Korpen and the Swedish Society for Nature Protection, between May 1 and June 21.

"Ericsson is paying for employees' entrance fees," promises Lars Brosell, athletic consultant for Ericsson.

Go biking

All you need to do is to contact your local athletic club, get your registration card, and then go biking. Upon completion of five bike trips to and from work, you will have reached the goal and will be eligible to participate in a lottery. Lars hopes that as many people

as possible will participate in this campaign.

"For one thing, you will get into better shape and feel better, and for another, you will be donating money to an honorable cause for environmental protection," he says.

Increased protection

This year, the money will be going towards creating more environmentally friendly forestry operations, with increased protection of valuable and rare forest areas, and to work towards the protection of more forested areas as national parks.

■ For more information see: <http://www.lme.ericsson.se/events/employ3.html>.

LARS-ERIK WRETLAD



"Take the chance of participating in this campaign. Biking is an excellent form of exercise that most people can do," encourages Lars Brosell.

Photo: PETER NORDAHL

New production line

Hardly a month after being named the company's new

lynchburg CEO, Sven-Christer

Nilsson visited Ericsson's plant in Lynchburg, Virginia, in the U.S., in order to inaugurate the new Panther production line.

It is a project that he has been following since his days as director of the Cellular Systems-American Standards. Sven-Christer pointed to relations between Lynchburg and design centers in Sweden as a contributing factor in the work to develop operations in Lynchburg.

The Panther line is completely automated. Some of the advantages of this new production line include improved processes, reduced inventory and shorter turn-



Sally Woten and Cleo Freeman met Sven-Christer Nilsson at the inauguration of the Panther line in Lynchburg.

around time of inventory, as well as higher quality. The automation also means that manufacturing personnel have moved up a rung in value in terms of competence. Instead of assembling components on circuit boards, they are now working as machine operators and production assistants.

Ericsson hands over manufacturing

Ericsson Components AB handed over a small portion of its manufacturing in Kista, the production of printed thick film substrates, to Maxitech Elektronik AB on April 15, 1998. Maxitech is a subsidiary of Traction Holding AB.

The precision-cut ceramic substrates, which are coated in thick film, form high-quality mini-circuit boards.

On these, Ericsson Components mounts microelectronics components. The end products are used in telecom systems. The processes and equipment used in this manufacturing is specialized and technically advanced. Operations will continue at Kista during a transitional period. The 40 or so employees who are currently engaged in this work will be of-

fered other jobs within Ericsson Components.

Ericsson Components has taken this step in order to free up resources to work on further developing its microelectronics and optical electronics operations.

Maxitech, whose main operation is the manufacturing of thick film circuits, can more efficiently continue, and further develop, production of these circuits.

Through this acquisition, Maxitech is growing from being a small company to being one of the larger companies in the industry. Maxitech is situated in Åkersberga, outside of Stockholm.

Traction is a development and risk capital company that is listed on the stock exchange, is engaged in approximately 25 different wholly and partially owned companies.

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Huge interest in mobile phones

Ericsson recently stirred up quite a bit of interest at the Moldavian IT and telecom trade fair, ComInfo Moldavia. The young republic is currently building up its telecom sector, for which Ericsson will be supplying a mobile telephony system for the D-AMPS standard.

Some 50 exhibitors, most of which were Moldavian, participated in the fair, which took place on April 7-10 in the capital of Chisinau. Ericsson was invited by the Minister of Communications, Ion Casian, who also inaugurated Ericsson's stand.

Strategically important

"This is a strategically important event. Our presence shows that we are serious about establishing operations in this country," explains Thomas Lundin, head of Ericsson in Rumania, which has



Moldavia's Prime Minister Buciuș was one of the visitors at Ericsson's stand in the Republic Palace during ComInfo Moldavia. At right, Thomas Lundin, head of Ericsson in Rumania.

Photo: CRISTINA NICOLESCU

plans to open a local office in the neighboring republic soon.

New mobile systems

Moldavia, with about 5 million inhabitants, only has a small NMT system today. However, earlier this spring, Ericsson received an order from the operator Millicom to install a D-AMPS system. There are also plans to release GSM licenses in the autumn.

Among the products Ericsson

displayed at ComInfo were GSM and D-AMPS telephones plus accessories, as well as various business switches. Ericsson also arranged a banking seminar on the first day of the fair. About 60 representatives from major banks in Moldavia and the Ukraine received presentations on Ericsson's various telecom solutions for the banking industry.

NILS SUNDSTRÖM

Awarded marketing campaign

Ericsson Mobile Communications has been awarded Sweden's prestigious Golden Egg award for its marketing campaigns in 1997

The award was established by the Swedish Advertising Association. The selection of Ericsson Mobile Communications was motivated as follows: "Ericsson has shown how a company can transform business operations focused on technology to also embrace a market-oriented, consumer products company's approach, in which marketing communications made significant contributions to the company's position as Swedish industry's most successful company."

The Golden Egg is awarded to companies that "make particularly important contributions to the role of marketing in Swedish business."

"This proves that we can real-

ly change the perception of a company, from our former status as a rather heavy and technology-oriented corporation," says Jan Ahrenbring, marketing director of Ericsson's Mobile Telephones and Terminals business area.

Ericsson is one of only a few industrial companies to win the Golden Egg award. Past winners consisted almost exclusively of companies focused on the consumer market, including such well-known names as SAS, Hennes & Mauritz and Ikea.

Jan Ahrenbring also believes the award carries special significance to the company's employees.

"It's important for a company like Ericsson, operating in an industry once characterized by monopoly, an industry in which brand name recognition and marketing did not have the same significance as today."

GISELA ZEIME

Ericsson's success discussed at annual corporate meeting

Ericsson's annual corporate meeting was held in Östersund on April 20-21 this year. Ericsson Utvecklings AB hosted the meeting. Sven-Christer Nilsson, new President and CEO of Ericsson, attended the meeting for the first time.

Approximately 150 persons from corporate management, subsidiary companies and trade union

representatives took part in the meeting.

Suffering from success

Gunnar M. Eriksson, President of Ericsson Utvecklings AB, welcomed the participants to Östersund.

"We are suffering from success," Mr. Eriksson said. "Demand for the new generation of AXE exchanges is only increasing, and various measures are now being implemented to raise the

level of production at the factory in Östersund. The rate of production at Ericsson's factory at MET in France, is also being increased in accordance with previous plans."

Other opportunities

Sven-Christer Nilsson opened the proceedings with a presentation of Ericsson's present status and a review of the interim report. The future is not only mobile telephony. The new CEO pointed out

various other business opportunities Ericsson sees in the rapidly expansive market for Internet applications and IP communications.

"Our focus on infocom in fixed networks now includes everything from traditional telephone exchanges to datacom and Internet services, voice communications over the Internet and new transmission technologies," Mr. Nilsson said.

He also alluded to the new

generation of AXE switching equipment as just one example of new infocom products now being introduced by Ericsson.

Concluded with a tour

The corporate meeting was concluded with a tour of Ericsson Utvecklings AB's production facilities in Östersund, including production of the new generation of AXE exchanges.

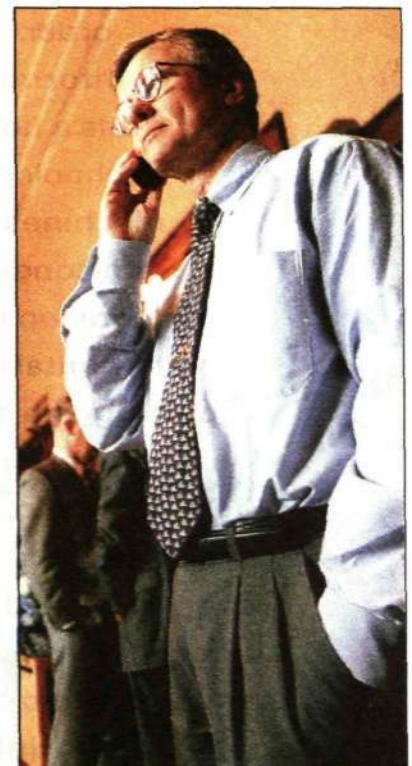
GUN LENN MALM



Gunnar M. Eriksson, President of Ericsson Utvecklings AB, and Erik Ehrenfors, acting local manager of production operations in Östersund, discuss current conditions at Ericsson's plant in Östersund.

Photo: PEDER MAJIET

Sven-Christer Nilsson, new President and CEO of Ericsson, is optimistic about the future and the opportunities that Ericsson can offer its customers, employees and owners.



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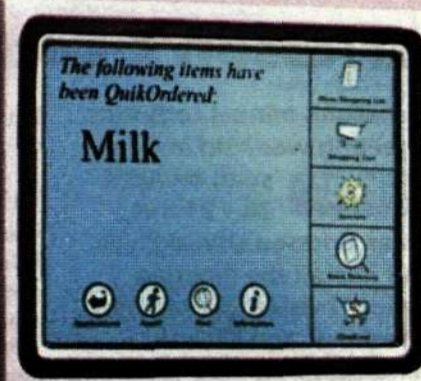


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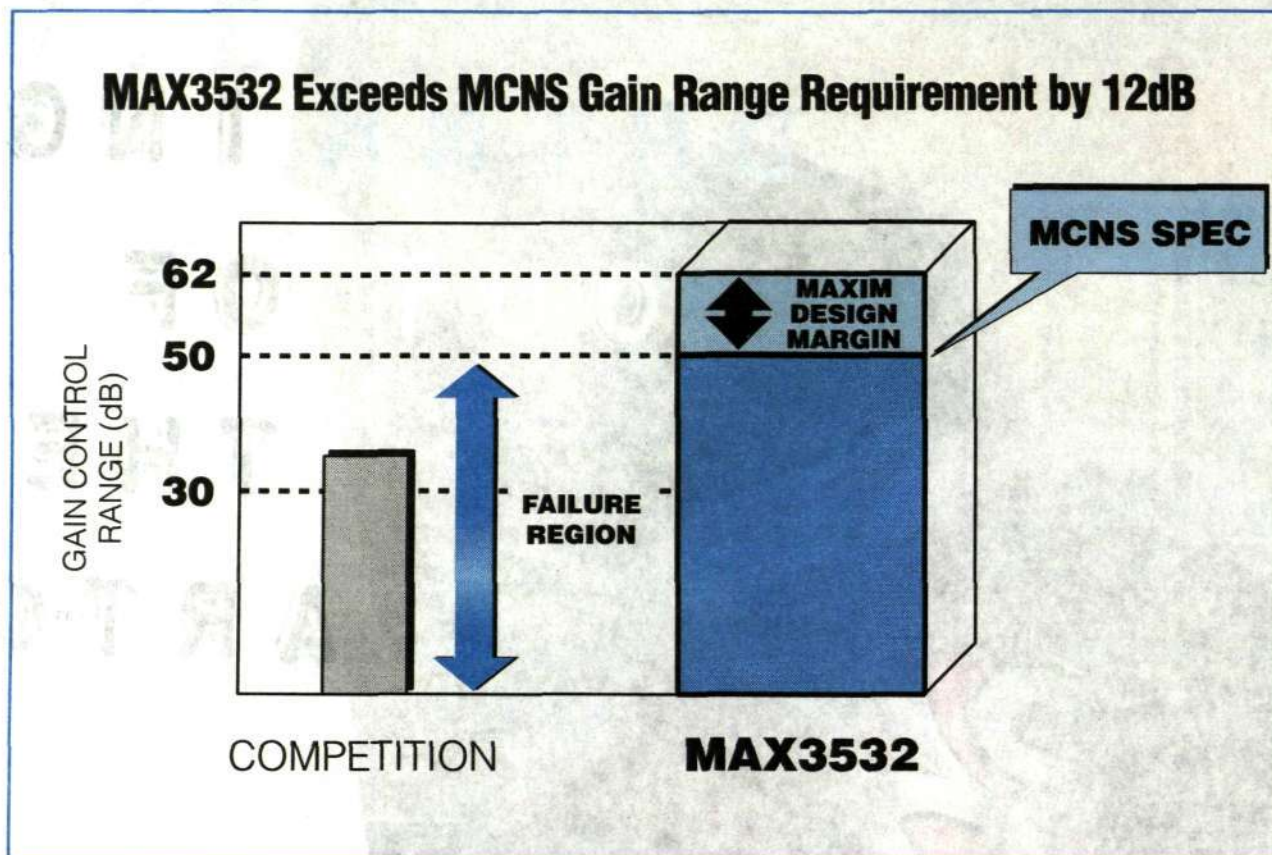
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Updated May 4

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For its rapidly expanding operations, Ericsson Israel requires the following professionals: Cellplanners. Civil works specialists/experts. RBS installation/test Engineers. BTS Design engineers. MSC Support Engineer. BSC Support Engineer. OSS Support Engineer.

● Managerial positions: Manager, Cellplanning. Manager, Installation Engineering. Contract Manager. RBS Supervisor. Civil Works Supervisor.

Basic Requirements for all positions: long experience of AXE and GSM environment, as well as international experience. You should also have power of initiative, high motivation and a good ability to co-operate. For the managerial positions you must have earlier experience as a manager.

Contact: Staffan Eriksson, Operations, +46 8 404 7778, ERAC.ERASAFF Elisabeth Ramel, +46 8 764 1571, ERAC.ERAELRA Bo Anderson, President Ericsson Israel (EOI), +972 3 688 5005, Göte Hedblom, Human Resources, +46 8 585 31479, ERAC.ERAGGHE Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siw-Britt Johansson, 164 80 STOCKHOLM e-mail: siw-britt.johansson@era.ericsson.se

Ericsson Radio Systems AB - UZBEKISTAN - ERA

FSO EXPERT/MANAGER

Length of Assignment: 1 year contract

● Ericsson is establishing a local field support office (FSO) in Uzbekistan (Tashkent) in order to support the GSM network in Tashkent. The work require a person with good experience in the support of GSM. The network today consist of one MSC and one BSC. Expansion of the network will happen soon. You will be responsible to establish the FSO activities as well as working operative with the support issues. It a very challenging job for a person who is looking for a career. The FSO will report to the FSC in Moscow as the second line support.

Contact: Ezzedin Shamsedin- Operation manager - Moscow Tel: + 7 095 247 62 11 Mob: + 7 095 258 97 74 Fax: + 7 095 258 06 23 or Nagi Soliman-FSC manager - Moscow Tel: + 7 095 247 62 11 Mob: + 7 095 728 00 86 Fax: + 7 095 258 06 23 Application: Ezzedin Shamsedin- Operations manager - Moscow Fax: + 7 095 258 06 23 Memoid: ECR.ECREDIN

Ericsson Radio Systems AB, Kista

Cellular Systems - American Standards is 1998 strongly increasing the efforts in the Asia Pacific region. As a central and vital part of this effort a regional office has been established since February in Singapore. The main objective is to actively find new opportunities and work focused to secure D-AMPSIS-136 as the standard of choice for existing and future operators having access to frequencies in the American Standards band We are expanding the unit and are looking for experienced personnel for the following positions to be stationed in Singapore:

TECHNICAL LOBBYIST

● Responsibilities: Ensure that operators that have access to 800 or 1900 MHz frequencies; as well as government bodies, in the Asia-Pacific region. Have a good understanding how IS-136/IS-41 applications can increase their competitiveness on the market. Have a good understanding of the future development of IS-136/IS-41.

Tasks: Plan, and perform presentations, discussions and other lobbying activities towards oper-

ators, government bodies, media, and telecomm analysts in the region. Maintain up-to-date information on the latest developments within IS-136/IS-41 and its future developments. To actively and aggressively, when required, participate and drive the efforts of getting a customer from prospect to contract.

Qualifications: M.Sc. in Electrical Engineering or in Physics or equivalent education. Extensive experience from customer meetings and presentations to executive management of customers and government bodies. Experience of media relations. Knowledge of IMT 2000 and W-CDMA. Experience of IS-95 markets. Exceptional presentation and marketing skills.

BUSINESS CONSULTANT

● Tasks and responsibilities: Develop business cases and market plans to be presented to potential customers based on general and specific information for the individual mobile operator. In close co-operation with customer, Ericsson and third party expertise further develop and adapt these business propositions in order to prove that our solution will deliver superior value to the customer. Utilize and adapt available tools for creating business cases. Work as an interface for internal and external specialists in marketing, market segmentation and financing. Ensure that the sales force targets and convince the executive decision makers based on relevant commercial and market information.

Qualifications: At least 5 years of work with cellular systems sales and financing. At least 3 years experience working for an operator. Masters Degree in Business/Economics.

MARKET COMMUNICATOR

● Responsibilities: Strengthen the worldwide D-AMPS position by working with LCs to implement global marketing and communication programs and activities at the local level on a regional basis. Support the LCs in Asia with marketing and communication competence and serve as a catalyst to strengthen the local marketing and communication competence areas. Provide enhanced market input to global marketing and communication programs and activities.

Tasks: Work with BU marketing and communication experts to transfer global programs and activities to the LCs and their local markets within the region. Work with LCs and ERA/A to gather market input to global marketing and communication programs. Develop activities focused at media and analysts on a regional basis with the aim of building relationships and promoting D-AMPS as a superior solution for Asia Pacific. Provide support to and develop a range of activities including conferences, road shows and workshops.

Qualifications and experience: Bachelors degree in marketing/business. Knowledge of Ericsson and Cellular Systems American Standards' customers and products. Excellent presentation skills. Strong negotiation skills. Creative personality.

Contact: Tobjörn Sandberg, +65 3504 770, memoid ERA.ERATSAG, e-mail: tobjorn.sandberg@era.ericsson.se Application latest 980615: Ericsson Radio Systems AB ERA/AH/H Birgitta Stavenow 164 80 STOCKHOLM

Ericsson Hellas S.A., Athens, Greece - ETG

LOCAL PRODUCT MANAGEMENT POSITIONS

Our customer, STET Hellas, is a GSM 900/1800 MHz mobile operator and it belongs to STET International (the holding company of Telecom Italia Mobile). STET Hellas started to operate their network in Greece in 1993 and it is very active in launching new services and applications in the Greek market. Ericsson is their main supplier for the mobile network infrastructure.

● We need to cover new positions within the Local Product Management unit in the Marketing Account for our customer. We are looking for pe-

■ This is a selection of vacancies within the Ericsson corporation. They are published in the electronic News system, which is being updated once a week.

For further information about advertising here, send a memo to LME.LMEJOB.

preferably Greek colleagues who want to repatriate on a long term basis, who have acquired experience in the GSM network infrastructure products, at least in one of the following areas: GSM Radio Network products. Digital Cross Connect, Transmission systems. GSM Switching Network products, Intelligent Network. Network Management Systems.

Your tasks will be to understand our Customer's needs and provide them with solutions based on the ERICSSON's product portfolio.

You should be able to work in a Core-three team with the following objectives: Identify products and solutions to be presented to the Customer. Contribute to offer preparations with technical specifications. Participate in Customer meetings. Identify new products for trial projects. Take responsibility to follow-up our customer's network evolution.

The ideal candidate should have: Competence and/or experience acquired, preferably, in more than one of the areas listed above. At least 2-3 years of experience in design, testing or support of the above mentioned products. For all the above product areas, know-how of Data Network protocols, Information Technology products and Internet applications is considered as an asset. Fluency in English (spoken and written) with good capability to prepare technical specification documents. Understanding of commercial issues. Result-orientation and perseverance, strong initiative and team-working attitude, good communication skills and ability to perform marketing presentations. Self-confident personality with an open mind and easy to adapt/introduce changes

Contact: Amerigo Garofano, phone: +30-1-9697 189, fax: +30-1-9697 230, memoid: ETG.ETGGAM Application: Either by fax to: +30-1-9652871 Or by mail to: ERICSSON HELLAS S.A. Human Resources Department 33 Zeppou Str & Vouliagmenis Ave. 16675 - Glyfada Athens Greece

EuroLab Deutschland GmbH

EuroLab Deutschland GmbH, our young Research & Development centre in Herzogenrath, near Aachen offers 5 new challenging positions within the AMC System House.

The AMC system groups are responsible for the system development of the core products used commonly by all Ericsson's digital mobile systems ie. CME20 (GSM), CMS30 (PDC), CMS40 (PCS) and CMS88 (D-AMPS). Running PC-AXE 106 Mobile, PC-XSS 210 25 as well as overall technical coordination of the projects in AMC are responsibility areas of the system groups. Our AXE Mobile Core (AMC) system groups are looking for

SOURCE SYSTEM DESIGNERS

● The AMC system groups are responsible for the system development of the core products used commonly by all Ericsson's digital mobile systems ie. CME20 (GSM), CMS30 (PDC), CMS40 (PCS) and CMS88 (D-AMPS). Running PC-AXE 106 Mobile, PC-XSS 210 25 as well as overall technical coordination of the projects in AMC are responsibility areas of the system groups.

Coordination between AMC-subsystems/AMS-applications, The general responsibility as source system designer is to prepare source system documentation and maintain the source system. It also includes investigations of new tools and methods that could be used in the source system handling area.

The main tasks are: Prepare AXE and APT level documents. CN-I handling. Coordination between AMC-subsystems/AMS-applications, when it comes to product handling.

We are looking for two additional source system designers. One with 2-4 years software design experience and one with some software design experience or experience as technical administrator that would like to be more involved in technical work.

Contact latest 980531: Stefanie Setz, EED/H/R, +49 2407 575 112, EED.EEDSSE or Kristina Martelius, EED/U/OTC, +49 2407 575 692, EED.EEDNKA

The System Test & Support Department EED/X/S within our CSS System House is responsible for the central Product Line Maintenance of the CME20 Switching System software releases which are currently delivered to 80 operators. The departments activities include CME20 SS Maintenance and Customer Support, Industrialization of CME20 SS releases, Test Configuration Management and Methods & Tools development. To replace a leaving person we are looking for an experienced

AS SPECIFICATION ENGINEER

● The AS Specification Engineer will define, create, maintain and release GASOs and FT test beds and support main releases with updates to product structures. Furthermore he will be responsible for monitoring the applicable CNI/Os and participating in CNI board meetings on Source System and product Line level. The position will include administration and documentation of PL/GAS permanent parameters per release and also actively contribute to continuous improvement of the used processes and methods.

As a suitable candidate you are an Ericsson employee with 1 or 2 years experience in AS Handling.

In this position you will need well proven basic technical understanding capabilities and basic knowledge about computer systems, database applications and standard computer office applications. You will have to be flexible, team oriented and the ability to work under time pressure. The start would be asap.

Contact latest 980515: Simon Seebass, EED/H/R, +49 2407 575 163, EED.EEDSIMS or Dan Grinstead, EED/X/SOC, +49 2407 575 341, EED.EEDCGR

Beijing Ericsson Mobile Communications Co.,Ltd - BMC

PROJECT MANAGER

● We need replacement for our FOA project leader leaving us in June. The work is covering GSM and TACS FOA project for China, large and small and with many interfaces like EED, ETL, ERA and regions in China.

The person will be positioned in our ETC organisation in Beijing doing testing (ASV), acceptance / demos and FOA implementation. You should be prepared to travel a lot, within and outside China. You should be familiar with design project and in particular FOA projects. You should of course be fluent in English (verbally and written) and have good competence in the SW handling process like AD-handling, TCM-handling, testing procedures, implementation and be able to cope with customer requirement, presentations and project documentation.

Contact: Dan-Erik Grobecker, phone: +86-10-646 32288, mobile: +86-139 1234048, memoid: ETC.ETCGROB or Ulrika Martinus (RMOG Resource Agency) phone: +46-8-404 2565 memoid: ERAC.ERAMSSS Application: Dan-Erik Grobecker, memoid: ETC.ETCGROB, fax: +86-10 64615406

Ericsson Systems Expertise Ltd, Ireland

SECTION MANAGER POSITIONS

As part of the Radio Network Solutions Centre's (EEI/R) continuing organisational development and progression, we invite applicants for the position of Section Manager.

These positions will be of critical importance in aiding EEI/R to implement its strategies and meet the challenging goals and objectives set out for the division.

● Key responsibilities for the position of Section Manager are: Management of the competence and career development of staff Resource planning, allocation and task assignment Provide coaching and guidance to staff Active participation in the management of the assigned Department in respect of: Strategy and goal realisation. Manpower planning and recruitment. Continuous improvement programmes. Budget management. Change management.

Successful candidates will be expected to contribute in a technical capacity with regard to identifying long term competence needs; the development of the departments and providing active quality assurance and coaching of staff.

Candidates will be qualified at degree level and/or will have acquired a minimum of five years experience in a technical role and therefore be able to function independently at a professional level on all activities.

Candidates must also demonstrate a genuine interest in people.

Please forward your full Curriculum Vitae in writing to the undersigned, no later than 08th May 1998.

As a screening process based on applications received will take place, it may not be necessary to interview all applicants.

Application: Anne Marie O'Sullivan, Personnel Manager, Ericsson Systems Expertise Ltd., Radio Network Solutions Centre, Radio House, Beech Hill, Clonskeagh, D4, IRELAND. memoid eei.eeiaos, e-mail eeiaos@eei.ericsson.se

Ericsson Systems Expertise Ltd, Radio Network Solutions Centre, Ireland

PROJECT MANAGER POSITIONS

ARE YOU INTERESTED IN AN EXCITING PROJECT MANAGEMENT OPPORTUNITY? DO YOU WANT TO MANAGE MULTI-SITE PROJECTS IN A RECOGNISED CMM LEVEL 3 COMPANY?

The Radio Network Solutions Centre, EEI is a young, enthusiastic organisation that is looking forward to recruiting additional project managers.

● We are currently involved in developing applications across all digital cellular standards. We are looking for project managers who can take on the challenge of working in a dynamic and expanding business. Ideal candidates will have project management experience or demonstrated leadership ability and at least five years experience in working in software design for telecoms.

We can offer you a high level of job satisfaction together with excellent training and development prospects. Our project managers also form part of the management team of the division which will provide you with an opportunity to build your general management competence.

If you feel you can meet the above requirements and would like to be considered, both now and in the future, please forward your Curriculum Vitae in writing to the undersigned, no later than 08th May 1998.

As a screening process based on applications received will take place, it may not be necessary to interview all applicants.

Application: Anne Marie O'Sullivan, Personnel Manager, Ericsson Systems Expertise Ltd., Radio Network Solutions Centre, Radio House, Beech Hill, Clonskeagh, D4, IRELAND memo-id eei.eeiaos, e-mail eeiaos@eei.ericsson.se

Ericsson Spol S.R.O - ECZ

FIELD SUPPORT CENTER MANAGER FOR AMPS/D-AMPS MARKETS

Due to a successful expansion of AMPS/D-AMPS in Czech Republic market we need to recruit one Field Support Center Manager. The position will be placed in Prague.

● The FSC Manager should help us to build up the FSC organisation or improve the existing support organisation.

The FSC Manager should have the following profile: AXE knowledge, minimum 5 years (i.e. from Installation Test). Field Support experience from i.e. AMPS/D-AMPS, TACS, GSM. Process oriented/structured (TR Handling, Modification Handl.) Customer oriented, good communicator. Able to run an office by her/himself. Management experience. Good communication skills in English is required. Czech knowledge is an advantage but not compulsory.

The position is to be filled as soon as possible, duration of the assignment is at least 12 months. Please apply with a short resume of your background and experience.

Contact: ERA/AM/OMMC Rolf Johansson +46 8 4043820 Application: KI/ERA/AH/H Tom Larsson 164 80 STOCKHOLM

Ericsson Mobile Phones & Terminals, Kista

PROJECT QUALITY ASSURANCE

Within Ericsson Mobile Phones & Terminals we are currently running a large project aiming at improving our Operations world wide, by implementing an improved Time To Customer process and SAP R/3 as the supportive tool.

● One important role within this project is to support the Project Managers in quality assurance activities, like: Define and improve the Quality Management Framework(QualityPlan). § Conduct Quality Reviews. Support and follow-up Risk Analysis. Give Support regarding quality questions. Lead TG assessments.

If you are an experienced Project Manager with a genuine interest in quality work within projects we can offer you an interesting job in a global environment. Your social competence is of great importance.

This is a job where flexibility, co-operation, humbleness but also customer focus, structure and clarity of vision are key factors.

Fluency in English is a requirement. The Project Office is placed in Slough, near Windsor, outside London.

You will be placed in the BT Operational Development unit, but for at least a year you will have to spend most of your time in Slough, but be prepared to travel to other sites as well.

Contact: Birgitta Benthede, phone + 46 8 404 5343, memoid: ECS.ECSBIBE Application: Mia Hjerten Ericsson Mobile Communications AB 164 80 Stockholm mia.hjerten@ecs.ericsson.se

Ericsson Eurolab Deutschland GmbH

Ericsson Eurolab Deutschland GmbH, our young Research & Development centre in Herzogenrath, near Aachen offers new challenging positions within the CSS System House.

The System Test & Support Department EEDIXIS within our CSS System House is responsible for the central Product Line Maintenance of the CME20 Switching System software releases which are currently delivered to 80 operators. The departments activities include CME20 SS Maintenance and Customer Support, Industrialization of CME20 SS releases, Test Configuration Management and Methods & Tools development. To replace a leaving person we are looking for an experienced

AS SPECIFICATION ENGINEER

● The AS Specification Engineer will define, create, maintain and release GASOs and FT test beds and support main releases with updates to product structures. Furthermore he will be responsible for monitoring the applicable CNIÖs and participating in CNI board meetings on Source System and product Line level. The position will include administration and documentation of PL/GAS permanent parameters per release and also actively contribute to continuous improvement of the used processes and methods. As a suitable candidate you are an Ericsson employee with 1 or 2 years experience in AS Handling.

In this position you will need well proven basic technical understanding capabilities and basic knowledge about computer systems, database applications and standard computer office applications. You will have to be flexible, team oriented and the ability to work under time pressure. The start would be asap.

Contact: Simon Seebass, EED/H, +49 2407 575 163, EED.EEDSIMS or Dan Grinstead, EED/X/SOC, +49 2407 575 241, EED.EEDCGR Dan Grinstead Dial: 02407/575-163 Dial: 02407/575-341 Memo: EED.EEDSIMS Memo: EED.EEDCGR

Ericsson Radio Systems AB, Sundbyberg

Business Management ERAILO is responsible for business operations in the Middle East and Asia-Pacific Region for products based on GSM, NMT and TACS standards. RMOG have a new GSM customer in Bangladesh. The below position is on long-term contract conditions based in Dhaka.

KEY ACCOUNT MANAGER

● We are now looking for an experienced marketing person to take on a position as Key Account Manager in Bangladesh.

As the Key Account Manager your main responsibilities will be: Build relations with customer. Establish business strategies and market plans. Execute marketing and sales activities. Push new products and solutions.

The successful candidate should be experienced in marketing of telecom solutions. You also need to be flexible, result oriented and have a strong drive.

Contact: Gabrielle Wessel, tel. +46 8 757 36 80 memoid: ERAC.ERAGAWE Hans Helgstrand, tel +880 2 988 6641 Carin Kasberg, Human Resources tel. +46 8 404 55 87, e-mail carin.kasberg@era.ericsson.se Application: Ericsson Radio Systems AB SG/ERA/LOH Christel Bjurevad 164 80 STOCKHOLM e-mail christel.bjurevad@era.ericsson.se

Ericsson Radio Systems AB, Sundbyberg

NEXT CHALLENGE - UKRAINE

Our activities in Ukraine are rapidly expanding. To be able to better handle this expansion we need to recruit following experienced person to our office in Kiev on a Long-term assignment.

FINANCE & ADMINISTRATION MANAGER

● A key position will be the Finance & Administration Manager. You will be responsible for building up the Finance and Administration function and establishing administrative routines within the office. The focus in the beginning will be on local routines and human resources.

The main tasks will be to build up areas like accounting and financial reporting, IS/IT support, Real estate support, office administration, recruitment, training and development of local staff. You will also have the responsibility to implement Ericsson values, personnel policies and strategies, Process management and Quality assurance.

Preferably you should have a B.Sc. in Business administration or Human Resource management and you should have at least five years experi-

ence in the finance & Administration areas.

To be successful in your position you need a lot of drive and determination combined with a humble attitude to local habits. You need to be a good official representative of the company.

Contact: Leif Edvall, UKR, phone +380 44 462 5220, fax +380 44 462 5221 Göte Hedblom, Human Resources, +46 8 585 31479 Per Skyttvall, Finance, phone +46 8 585 30451 Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siv-Britt Johansson 164 80 STOCKHOLM

L.M. Ericsson A/S (LMD), Denmark

PROJECT MANAGERS FOR INTERNATIONAL PROJECTS

Innovation is born of necessity and the necessity of telecommunications is a global concern.

LMD Project Support (LMD/OIP) are responsible for the market implementation of complex multi-national projects, utilising the entire Ericsson range of products.

● LMD O/P requires experienced professional International Project Managers, with the ambition to succeed in today's International market place. With a substantial amount of your time spent travelling abroad, you should be flexible as well as durable.

You will need to be well educated, preferably with a university education in engineering or finance.

The position demands a high level of experience of international project management and will prove challenging for even the most dynamic, pro-active decision-makers.

As a project manager for LMD you will be working not only across the Organisation, but also across country borders - you should be prepared to spend a substantial amount of time travelling abroad, predominately to Nordic countries.

Your responsibilities: Customer contact. Financial budgeting. Motivation. You must ensure that your team members are comfortable with their responsibilities, task and that they are performing to the best of their abilities.

Your profile: knowledge of telecommunication, preferable, well-educated, preferably holding a university education, engineering or financial degree. Self reliant, service minded and outgoing. Results oriented you show awareness of both the big picture and the small details. An integral team member.

What you can expect: Hard work. Extensive travel. Strong Team environment.

Above all else you can expect a well defined career with the right training to make your ambitions a reality.

Contact: department manager, Carsten Andersen at +45 33 88 34 96 or memoid LMD.LMDCA. Application mark "9837": L.M. Ericsson A/S, Sluseholmen 8, 1790 Kobenhavn V, Denmark

Ericsson Radio Systems AB, Sundbyberg

NEW CHALLENGE - RUSSIA

RMOG have new business opportunities in RUSSIA. A couple of new GSM 1800 licenses will soon be released. We therefore need to strengthen our marketing and sales activities in the country. Initially the successful candidate will start with an introduction period in Sundbyberg. The position is a long-term assignment based in Moscow.

NAM - NEW ACCOUNT MANAGER

● As a New Account Manager you will work with new sales opportunities and commercial support to potential customers. You will be a part of the marketing and sales team towards new customers. You will be responsible for marketing and sales activities, create and maintain market plans and together with RMOG's home organisation prepare and negotiate offers and contracts, be responsible for budget and forecasts and establish long-term partnerships towards our future customers.

You will be involved throughout the whole sales process starting with the initial sales activities, tender preparations to contract negotiations and our extensive service offering. You will be working in a stimulating core-3 environment and have close contact with the home organisation.

Preferably you should have an M.Sc. and you should have at least 7 years working experience within Ericsson and desirably 5 years with Cellular communications and preferably with GSM experience. Ability to build excellent relations and drive for results. It will be a benefit if you have experience from working in Russia. Working knowledge of the Russian language is a strong plus.

Contact: Ulf Borison, +46 8 757 1580, memoid: ERAC.ERAUBOR or Göte Hedblom, Human Resources, +46 8 585 31479 memoid: ERAC.ERAGHE Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siv-Britt Johansson, 164 80 STOCKHOLM

Ericsson Corporatia AO, Moscow - ECR

MANAGER, PROJECT- AND ORDER MANAGEMENT

Ericsson Corporatia AO (ECR) is a local company growing fast. In order to further increase the pace of competence build-up and transforming the responsibility for our customer projects to the local organisation, we are now looking for a manager on a long-term contract to our project-, and ordermanagement department.

We are working with both American (AMPS) and European (NMT/GSM) standard mobile systems and ideally you should have some experience in either one. We are also expecting to start up with GSM 1800. You should have at least a couple of year's experience in Ericsson and your technical skills in mobile telecom are an asset but, most of all we appreciate your excellent leadership skills.

● Your main tasks will be: Day-to-day management of the unit. Planning, executing and follow-up of the transfer of responsibility from ERA to ECR. Support and coach the units group leaders. Competence development of local staff. Secure continuous improvements within the units responsibility area.

You are a business minded person with project management and co-ordinating skills, self-driven and result oriented. Ideally you will have some practical management experience. As you will be part of an international environment, you must have an open personality and good communication skills. You should be able to motivate, inspire and guide your personnel and to create synergism in the team.

Furthermore you should be fluent in English, and knowledge of Russian is a definitive advantage.

Contact: Markus Lindroos, phone +7 095 247 6211, memoid ECR.ECRMAL Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siv-Britt Johansson 164 80 STOCKHOLM

Ericsson Radio Systems AB, Sundbyberg

UKRAINE

Ericsson has a new GSM customer in Ukraine. We therefore preparing the future organisation in our local company UKR. Following positions are open and on long-term conditions based in Kiev.

CUSTOMER PROJECT MANAGER

● As a customer Project Manager you will take care of the operators extension. You should possess qualifications that make it easy for you to motivate, inspire and guide the project and to create synergism in the team. You are experienced and recognised as trustful leader by the team and by the customer. You would not hesitate to take active part wherever needed.

Your task is to define and run the implementation project. You will be responsible for organising, planning, ordering/initiating, follow up and finishing all activities to fulfil the contract and budget and in accordance with the customers and our own expectations.

Preferably you should have an M.Sc. in Engineering and you should have at least five years experience from some of the following areas: AXE, cellular, project management, implementation and SW support. Speaking Russian will be a benefit.

To be successful in your position you need a lot of drive and determination combined with a humble attitude to local habits. You need to be a good official representative of your company.

FSO MANAGER/SYSTEM EXPERT

● We also look for a Senior Support Engineer. He/she will take on the responsibility to establish and head the support organisation.

The activities will include: Analyse network problems according to customer complaints/TRS and own investigations. Suggest actions on all levels in order to improve network performance. Discuss, negotiate, agree and execute with customer actions needed to maintain optimum ISP level. Advanced independent troubleshooting. Employ, train and transfer knowledge to local support engineers. Interfacing and reporting to FSC and ASO.

You should have a good product and functional knowledge of AXE/GSM system. Ability to communicate and handle contacts with the customer and be generally customer oriented. Ability to build a support organisation with minimum overhead, focusing on results and adhering to Ericsson standard processes. Work independently and on own initiative. You should have a minimum of 3 years experience in similar position. Fluency in English is required. Knowledge in support of PSTN and D-AMPS system is also welcome, as the FSO also will support these applications in the Ukrainian market.

Contact: Anders Briandt, +46 8 7575650 Leif Edvall, phone +380 44 462 4790, fax +380 44 462

5712 Göte Hedblom, Human Resources, +46 8 585 31479 Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siw-Britt Johansson, 164 80 STOCKHOLM

Ericsson Radio Systems AB, Sundbyberg

ASIAN CHALLENGE – UZBEKISTAN
RMOG have new business opportunities in Uzbekistan. We therefore need to strengthen our marketing and sales management at our representative office in Uzbekistan (RUZ). The following position is now open on long-term conditions based in Tashkent.

KAM – KEY ACCOUNT MANAGER

● As an Account Manager you will work with sales and commercial support and be responsible for fulfilling the customer high expectations. You will be a part of the marketing and sales team towards customers. You will be responsible for marketing and sales activities, create and maintain market plans, together with RMOGs home organisation prepare and negotiate offers and contracts, be responsible for budget and forecasts and establish long-term partnerships towards our future customers.

You will be involved throughout the whole sales process starting with the initial sales activities, tender preparations to contract negotiations and our extensive service offering. You will be working in a stimulating small representative office, with three expatriates employed, and have a close contact with the RMOG home organisation.

Preferably you should have a M.Sc. and you should have at least five years working experience within Ericsson and desirably 2 years with cellular communications and preferably with GSM experience. Ability to build excellent relations and drive for results. It will be a benefit if you have experience from working in Asia. Working knowledge of the Russian language is a strong plus.

Contact: Günther Begemann, President RUZ, +7 371 2406858, fax +7 371 2406858 or Göte Hedblom, Human Resources, +46 8 585 31479 Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siw-Britt Johansson, 164 80 STOCKHOLM

Ericsson AS, Arendal, Norway Customer support office

SUPPORT ENGINEER FOR AXE LOCAL/TRANSIT SYSTEM'S

Telecommunication is an expanding area in Norway and the numbers of customer/operators are expected to increase in the near future. We want to increase our staff (today: 9 people) at the CSO working with SW deliveries and customer support for AXE local/transit.

● Our section, O/F/D, is one for 3 sections in the department for technical support, located in the most southern part of Norway (excellent possibility for sailing, diving, skiing and other recreational activities). We also foresee an integration and closer co-operation between the networks through e.g. FMC and IN.

The Work area will include: SW-package test/demo on STP. Remote upgrade/update. Participation in projects. Trouble shooting. Customer support.

We are looking for a colleague who: Have experience from AXE. Is service minded. Experience from design and knowledge in Norwegian is an advantage.

Contact: Bjarne Trovåg, phone +47 37051724, memo/mail: stobt Application latest 980515 marked O/F/D: Ericsson AS, P.O.Box 44, 4817 HIS.

Ericsson Radio Systems AB, Sundbyberg

NEXT CHALLENGE – SERBIA

RMOG have a new GSM customer in Serbia. We therefore preparing the future organisation in our local company RYU. Following positions are open and on long-term contract conditions based in Belgrade.

KAM – KEY ACCOUNT MANAGER

● As an Account Manager you will work with the sales and customer order flow and be responsible for fulfilling the customer's high expectations. You will be a part of the marketing and sales team towards the customer account. Create and maintain Market Plans, responsible for meeting or exceeding sales booking objectives, billing quotas and consolidated profitability targets, maintain and negotiate contracts. Responsible for budgets and forecasts and establish long-term partnerships between our customer and Ericsson.

Preferably you should have a M.Sc. in Engineering and you should have at least five years working experience and desirably 4 years with cellular communications and preferably with GSM experience. Ability to build excellent relations and drive for results.

CUSTOMER PROJECT MANAGER

● As a Customer Project Manager you will take care of the Operators extension, phase 2-4. You should possess qualifications that make it easy for you to motivate, inspire and guide the project and to create synergism in the team. You are experienced and recognised as trustful leader by the team and by the customer. You would not hesitate to take active part wherever needed.

Your task is to define and run the implementation project. You are responsible for organising, planning, ordering/initiating, follow-up and finishing all activities to fulfil the contract and budget and in accordance with the customers and our own expectations.

Contact: Jan Hultgren, phone +381 11 311 3899, fax +381 11 311 2249 Memoid ETX.ETXJEAN or Göte Hedblom, Human Resources, +46 8 585 31479 Memoid ERAC.ERAGGHE Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siw-Britt Johansson, 164 80 STOCKHOLM Memoid ERAC.ERASBJ

Ericsson Radio S.A., Spain

FIELD SUPPORT CENTRE

We are establishing a new Field Support Centre in Madrid, Spain. The unit will be responsible for the Support / Supply activities to the new Spanish GSM 1800 Cellular Operator. To strengthen our support organization we are looking for experts for different areas:

GSM SYSTEM SUPPORT EXPERTS

● We are looking for two 'SS Support Experts' and one 'BSS Support Expert' with a minimum of 5 years AXE/GSM experience for a long term contract.

Main Tasks: Implementation of new releases, Help Desk, TR analysis 24h emergency service, advanced trouble shooting (SW/HW), identify, investigate and solve problems of a complex nature, develop and improve the internal procedures. Assist in building up the expertise and to transfer knowledge within the department.

You should have good knowledge of these activities, providing emergency and day to day support to the customers, by answering their queries, providing solutions and visiting sites. You will play an active role in providing support and advise to the local engineers and build up the local competence.

You should have a minimum of 5 years of AXE experience, good knowledge of GSM systems and trouble shooting skills. Good knowledge of English is a must, Spanish knowledge would be appreciate.

We are offering a long term contract position (1-2 years) starting as soon as possible.

Contact/Application: Jose M. Callejo, memoid: REE.REEJMC Phone: +34 91 339 3110.

OSS IMPLEMENTATION AND MAINTANCE SUPPORT EXPERT

● We are looking for an 'OSS System Expert' to work with OSS implementation and maintenance support.

To qualify you must have worked with installation/test/support of OSS systems for at least 5 years and have a broad knowledge of Unix HW & SW, Sybase, X.25, TCP/IP, TMOS/OSS Applications and System Administration, trouble shooting and preferably Radio and Telecommunications. You will be primarily responsible for OSS customer support and transfer your knowledge to local engineers. You should be self-motivated and work easily on your own and within a team to achieve goals and customer requirements.

We are offering a long term contract (1-2 years) starting as soon as possible. Good knowledge of English is a must, Spanish knowledge would be appreciate.

Contact/Application: Jose M. Callejo, memoid: REE.REEJMC Phone: +34 91 339 3110.

Ericsson Infocom S.A., Madrid, Spain

SYSTEMS MANAGER (SM) – SS No.7

ECE/IT has the overall responsibility for the marketing, development and support of the ITU-T Signalling System No.7 (normally referred to as Common Channel Signalling or CCS) for the whole of the Ericsson group. This covers the ETSI, ANSI, MPT (China) and TTC (Japan) protocol standards, and the local companies involved are ECE/IT, ETJIX, EUSIX and TXMIR. The area is known as Common channel Signalling Protocols (CSP).

● To enable us to succeed in our recently expanded role, we are establishing a position at ECE/IT to manage and co-ordinate the overall systems management for the whole of CSP.

The position's role includes management of the overall Product Committee (PC) for CCS (sub-

committees exist at the 3 major local design centres), and the overall ANT product ownership.

In addition to this, the main activities/responsibilities will be: Architectural issues of CCS products. In-Service Performance of the CCS products. Technical consistency between and within the CCS products. CN-I approval. Technical ANT product ownership. Product evolution and phase-out identification. Supporting the Strategic Product Manager (SPM). Main contact externally towards Technical boards and committees.

To be successful, you should have a University level (or similar) technical qualification, preferably in electronic or communication engineering, and should have some years experience in AXE system/software design.

You should have an outgoing personality, and be self-driven and self-motivated. You should have very good written and verbal skills in the English language. Spanish would also be an advantage.

Contact/Application. ECE/TL/C Gordon Beith (ECE.ECEGBE1 or emegbei@madrid.ericsson.se) tel:+34 1 339-2298, ECE/TL Maximino Fernandez (ECE.ECEMFZ or ememfz@madrid.ericsson.se) tel:+34 1 339-1348, or ECE/DH Jose Luis Vazquez (ECE.ECE87E).

Ericsson Eurolab Deutschland GmbH (Germany)

TCS MAINTENANCE ENGINEER WANTED

EED in Herzogenrath/Germany, close to the university city of Aachen, offers you as a young and growing company an open working atmosphere with high motivated colleagues.

● At the departement responsible for the Traffic Control Subsystem (TCS) we are looking for a maintenance engineer to work with TCS maintenance tasks for all AMC markets.

The AXE Mobile Core (AMC) consists of the core subsystems that are common to the mobile applications CME20, CMS30, CMS40 and CMS88. The general responsibility of the maintenance engineer is to analyse trouble reports and to verify and propose solutions on problems reported from our customers.

This is done in close co-operation with support centers all over the world.

The main authorities and tasks are: Analyse trouble reports on released TCS products. Write and verify corrections in target and/or simulated test environment. Propose solutions. Design and verify TCS subsystem products according to the RPC (Rapid Product Change) process. Take an active part in FOA (First Office Application) activities in AMC markets worldwide.

As a suitable candidate, you are an Ericsson employee and should preferably have experience in design maintenance activities.

Any test experience in target and/or simulated environment as well as experience in the traffic control area is a clear advantage.

The position requires initiative, good communication skills and a good ability to work under pressure.

Contact: Human Resources Simon Seebass, Memo-id:EED.EEDSIMS, Dial:+49-2407-575-163 AMC TCS Maintenance Lars Andersson, Memo-id:EED.EEDLARA, Dial +49-2407-575-662

Ericsson Eurolab Deutschland GmbH

The system house AXE Mobile Core (AMC) is looking for a

PROCESS ENGINEER

● The main responsibility is the improvement of work processes within the AMC organization. The position is located at Ericsson Eurolab Deutschland GmbH, Herzogenrath, and reports to EED/U/OQC.

The main tasks include: Coordination of process management (PM) activities. Project management of PM projects. Maintenance and improvements of design processes. Establishment, maintenance and improvements of operational processes. Being the driving force for process management.

As a suitable candidate, you should be familiar with the Ericsson-way-of-working and the existing processes in your current work area. Knowledge of different methodologies used in software engineering is a definite plus.

You should have a very good knowledge in how to establish, maintain and improve processes.

Working as a moderator and consultant a structured way of thinking, excellent communication and cooperation skills, perseverance and the ability to be the driving force for PM are important personal qualities.

Overall you should see this job as a challenge in improving our existing way of working. Participation in international AMC meetings is also part of the job. Fluency in written and spoken English is a must.

Contact latest 980531: Human Resources Simon Seebass, Memo-id:EED.EEDSIMS, Dial:+49-2407-575-163 Methods & Quality AMC Andreas Bleeke, Memo-id:EED.EEDANB, Dial:+49-2407-575-394

Ericsson Eurolab Deutschland GmbH

The AXE Mobile Core (AMC) System House is looking for an

AMC PROJECT ADMINISTRATOR

The AMC project office has a dynamic group of overall project managers and administrators managing key projects at the core of all mobile applications. These projects encompass subprojects and associated projects in Holland, USA, Ireland, Finland, Sweden, Norway, England, Spain, Italy, Germany and Greece covering a vast range of development areas at the leading edge of technology.

The project office is located at Ericsson Eurolab Deutschland GmbH in Herzogenrath, near Aachen. The general responsibility of this position is to assist the main project manager and to see to it that the project adheres to the established working methods and economic routines.

● The main authorities and tasks are: structuring, planning, controlling and follow-up of project activities, time resources & costs. preparing of project administrative documents and reports. coordinating information as project minutes, librarian, Kick-off/-out, news-letters, binders etc. contacts and cooperation with project members and other Ericsson personnel.

As a suitable candidate you should have at least one year experience in project or line administration.

Previous experience in the AXE10 design process, related project management skills and knowledge of standard UNIX application programs (EXCEL, Power Point etc.) is beneficial, too.

Fluent in English and inspirational as a team member.

In this position you will need initiative, very good communication and cooperation skills as well as a good ability to work under pressure. Travelling to our cooperating subsidiaries will also be needed approximately once per month. The project administrator reports directly to EED/U/OPC, Imo Freese.

Contact: Human Resources Stefanie Setz, Memo-id:EED.EEDSSE, Dial:+49-2407-575-112 AMC Project Office Manager Imo Freese, Memo-id: EED.EEDIWF, Dial:+49-2407-575-469

Ericsson SA - Paris, France

MANAGER, IN SERVICE PERFORMANCE IMPROVEMENT PROGRAM

Our customers, both in the Mobile and Fixed networks, are very demanding when it comes to the in-service performance of our switches. We have therefore setup a program dedicated to the improvement of the network's performance in terms of Line Down Time, as well as the number of network disturbances.

● As a manager of this program you are responsible for identifying key improvement areas in the system (taking into account the reasons behind the major incidents in the network), challenging the generation of internal improvement proposals for these areas and ensuring the proposed studies and technical solutions are completed successfully.

Current areas of focus cover Robustness, Capacity, ASR and Testing methods.

You are the key interface towards our customer, responsible for setting up efficient information flow, as well as for presenting progress bi-monthly on key issues.

Within Ericsson you ensure the interface towards ongoing ISP programs at UAB and BN/BR. Your network of experts and troubleshooters supports you in your technical investigations. Internally at MET you interface towards Field Support Teams when addressing network disturbances, as well as towards local systems and test experts.

Your knowledge of the system (APZ/APT) and its key mechanisms as well as the reliability of real-time computer systems in general, your previous experience in System Verification or Customer Support, as well as your proven project leadership and presentation skills will help you take on the challenge.

Basic knowledge of French is a plus, and the position is located in Paris.

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If you are on a limited assignment in Sweden you may have Contact sent to your home address. Send us your name, home address, and the date you will leave your assignment in Sweden to: LME.LMEKOCO.

During your stay in Sweden, you will continue to receive Contact. If you move, and inform the personnel department of your new address. Contact will automatically be sent to your new address.

To notify us of a change in address, or to extend your subscription for Contact, please send us a memo with your new address, together with the old one, to LME.LMEKOCO.

Now that more and more people have mobile phones, it has become increasingly difficult to discern whose telephone is ringing. Although several preprogrammed ring signals are available, they are limited in number. With a personalized melody, you know it's your telephone ringing. Several Ericsson models allow you to compose your own melody.



Internet tips

You can find several melodies that telephone enthusiasts have posted on the following web sites:

- <http://beli.vet.auth.gr/phones/mel.html>
- <http://home6.swipnet.se/~w-66238/Ericsson/Ericsson.html>
- <http://www.xpress.se/~gowe1220/ermel.html>
- <http://www.evitech.fi/~alimjv/ericsson.html>

If you have composed a tune of your own, feel free to send them in to Contact via e-mail: patrik.linden@lme.ericsson.se or on Memo: LME.-LMEPALI.

Create a personalized ring signal with Ericsson's 600 and 700 models. Then you'll know if it's your telephone ringing on the bus or in a meeting.

Ericsson's music box

If you are not a composer yourself, or you know that you are not sufficiently musical, help is available. There are many people who have already figured out how to enter hundreds of different melodies so that your Ericsson telephone can play the theme of your favorite TV series or a refrain from a hit song.

Not unexpectedly, help can be found on the Internet. There are several web sites where people have shared their musical abilities. There seems to be a great deal of interest in this area. The magazine Mobile recently sought out suggestions from its readers and was overwhelmed with melodies. So, pick up your phone and prepare yourself for a few minutes of pushing buttons so that you can get your telephone to play the theme of "Mission Impossible" or Beethoven's Ninth.

The possibilities are limited and not, perhaps, for musical perfectionists, but fully adequate for the rest of us. Especially for those of us who want to achieve maximum gadget-effect from our telephones, and who will settle for that as reason enough to experiment. A certain amount of patience is also necessary. And don't forget to take out your instruction

This is how it works:

Buttons 1-9 correspond to the notes. A short push produces a short note (shown by a lowercase letter in the display). A long push produces a long note (shown by an uppercase letter in the display).

The # button raises the note to the left of the symbol by a half step. Two depressions of the # button lowers the note by a half step. This is indicated by a b in the display.

The * button inserts a short pause. This is indicated by a p in the display.

The 0 button produces a higher octave for the note to the left of the cursor, which is indicated by a + in the display.

Using the arrows, you can play through the melody while you are composing.

The CLR button erases the note to the left of the cursor.

Be aware that the note H is also called B, which can be somewhat confusing. The 7 button produces the B note in the display.

Some sample tunes for your phone

Once the melody has been programmed, you save it by pressing the Yes button. You can then select the melody as your ring signal by choosing "My melody."

Abba, "Money Money": A B +C A B +C p p p p +C A B +C p p p p B A +C +C p p A

Ace of Base "All That She Wants": A p A p A +c a +C A p p A p A +d a +D A +C A p A p A +c a +C A p p G

manual before you begin. Select the menu option for personal melodies. Clear the display and begin to compose.

"Bailando": A G E +c B g p e g g e G p e G p G g e +c B g

"Happy Birthday": c c D C F E p p c c D C G F p p c c +C A F E D p b b A F G F

Rednex, "Cotton-eye Joe": +d +F +d +F p +D +c +d p p +F +D +C #a p #a p #A g #a

REM, "Shiny Happy People": g f g p f p C p p c c D F F C G p p F p p p p g f g p f p C p p c c D p p F

It is possible to create your own melodies on the Ericsson 600 and 700 models.

PATRIK LINDÉN

end line

The importance of feedback

One of the most common words in daily Ericsson speech is the word "feedback." It is often used when we talk to others about what is important in our work.

It doesn't really matter what word we choose to describe this dialogue. What is important is the discussion that takes place when we receive feedback, and how it helps us do a better job.

During a few weeks in March, Contact conducted a reader survey, asking 500 readers to say what they thought about the magazine. For various reasons, it has been three years since we last conducted such a survey. We were therefore very eager to see the results. A couple of weeks ago, they were presented to us by Temo, the company that performed the survey.

Results were mostly encouraging, although we also received a few thought-provoking comments regarding activities that we ourselves thought would receive high marks from the readership, but which were not ranked a high priority at all.

First and foremost, we can say that 70 percent of all respondents read at least 75 percent of all the magazines they receive. In terms of "reader penetration" for Contact, we rated 72 percent. Figures were higher among salaried employees than among wage earners, just as was expected, remaining unchanged from the 1995 survey. That was something of a defeat for those of us who had worked hard to improve the magazine, but still... We managed to maintain our position against the onslaught of all of the new media that have made inroads in recent years.

We can also see from the statistics that 44 percent of the readership say that they have read more than half of the contents. That is not bad. And 69 percent consider Contact to be important in staying informed about Ericsson. That figure alone is enough to motivate us on staff to continue to work hard on the newspaper. Currently, we are putting together a detailed analysis of all of the results pertaining to different aspects of the newspaper, in an effort to make it even more interesting for you, our dear readers. In an effort to improve Contact and to move it in the direction we think it should go, we are updating the format and simplifying the contents. Thank you everyone who participated in the survey and gave us feedback, both positive and negative.

Those of you who did not participate in the survey are always welcome to share your viewpoints and ideas. On page two, you will find the e-mail addresses of everyone here at Contact.



LARS-GÖRAN HEDIN