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"Accelerated growth is a top priority right now. The U.S. is a continent. A company must have a certain size in order to count," comments the new head of U.S. operations, Bo Dimert, to Contact. Photo: Peter Nordahl

The new American

Bo Dimert, the current Vice President and head of the Enterprise Networks business unit, has been appointed the new head of Ericsson operations in the U.S. He is expected to make huge strides in Ericsson's most prioritized areas, namely, Internet, IP and datacom. The road to success winds through new forms of partnership and a number of strategic acquisitions. But also through heavy expansion on the U.S. market. **5**

Partnership gives strength

Partnership, mergers and acquisitions. The trend is clear. Lone wolves are weak in the new world of telecom. In a series of articles, Contact describes some of the partnerships within Ericsson and what they mean for the company. **20-23**

NEWS

Record earnings "not enough"

Ericsson presented its best six-month report ever. Profits rose by 24 percent, but regardless of this fact, the share price fell by 13 percent on the day the report was issued. **2**

ITU preparing for technology battle

Ten proposals for the third-generation mobile telephone system have been submitted to the International Telecommunications Union (ITU). Evaluation is now under way. **10**

New Zealand ideal for tests

First come, first served is the rule of thumb in the New Zealand telecom market. There are 19 new operators, but no governmental regulatory body for the industry. All this makes the country a perfect test market. **15-17**

Mast installers learn climbing

Ericsson has initiated courses in mountain climbing. The pinnacles reached, however, are not on mountains but on radio masts. **24-25**

CHRONICLE

Market analyst Bobby Chang describes the prevailing trend in the telecom industry: merger mania. **11**

PUBLISHER'S NOTE

Lars-Göran Hedin hopes that fresh new design and content will appeal to Contact's increasingly younger readership. **2**

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Record earnings first six months

As usual, Contact is publishing the latest quarterly report. It contains the best six-month earnings that Ericsson has ever presented. Despite this fact, the market reacted negatively, a reaction which Contact will try to explain on the following two pages.

Ericsson reports increased net sales and a continuing strong development of income in the first six months of 1998, but the Asian crisis is increasingly noticeable.

Consolidated net sales rose by 14 percent in the first six months of 1998 compared with the corresponding period last year and amounted to SEK 82,250 m.

Income before taxes increased 24 percent to SEK 7,571 m., compared with the year earlier period. Ericsson's profitability was strengthened through improved margins. Income includes positive currency effects of SEK 100 m. Income per share was SEK 2.66 (2.12).

Order bookings are no longer considered to be a pertinent indicator of the company's development and are therefore not shown in this report.

Most of the market regions reported good growth. China has strengthened its position as Ericsson's largest market. Sales to Asia increased by 6 percent. Excluding China, however, sales to Asia declined by 27 percent. Latin America increased by 55 percent, and Europe by 18 percent. Sales to North America decreased by 7 percent.

The cash flow was positive in the second quarter and it is also expected to be positive for the full year. Cash flow before financial operations was negative during the first half of the year. This was due in part

to increased commitments for customer financing and to seasonal variations in the volume of the company's business.

Provisions have been made in anticipation of increased risks pertaining to changes in markets, technologies and customer financing.

The equity ratio was 38.6 percent (37.7). The number of employees at the end of the period was 103,328, an increase of 2,600 since December 1997 (1,360 of which, due to the consolidation of MET in France).

Ericsson's investments in property, plant and equipment amounted to SEK 3,414 m. (2,891), of which SEK 1,648 m. (1,551) in Sweden. During the first half year Ericsson acquired the remaining 50 percent outstanding interest in MET and General Electric's remaining 20 percent interest in the jointly owned US subsidiary.

Business areas

Mobile Systems continued to show strong growth. Net sales of the business area rose 20 percent. Major successes were recorded during the period in business with new operators in such important markets as Brazil, Italy and Spain. The growth in subscribers, in digital systems in particular, is very rapid throughout the world. The strong support for the third-generation standard for mobile telephony based on WCDMA technology rep-



Sven-Christer Nilsson presented a quarterly report that he was satisfied with.

resents a major success for Ericsson. The business area is reporting a very strong operating income.

Mobile Phones & Terminals showed an increase of 19 percent in sales and a strong operating income. Ericsson has defended its share of the market for mobile phones very well during the period. Ericsson is particularly strong in the digital mobile phone segment.

Net sales of Infocom Systems increased 4 percent. The weaker trend in certain Asian markets and reduced demand for Network Construction operations in Italy, as well as the lower investment rate by operators in some Latin American markets, contributed to the lower rate of growth in sales.

The new AXE platform with open system architecture has been very well received by customers and

RESULT

- Net sales: 82,250 MSEK + 14 percent
- Income before taxes: 7,571 MSEK + 24 percent
- Profit per share: 2.66 SEK + 25 percent

the system is continuing to score successes in the market. Belgium and Iran were added to the list of slightly more than 125 countries in which AXE is now represented. Demand for the new AXE has exceeded expectations, resulting in certain delivery problems during the period.

Earnings of the business area are still unsatisfactory. During the period, some delays were experienced in the restructuring program currently under way in the Public Networks business unit, which is part of the business area. As a result of this and the lower growth rate in sales, delivery problems for the new AXE and reduced demand for Network Construction operations in Italy, the objective of achieving acceptable earnings may not be reached until after the end of the year. For the full year 1998, however, growth rate in sales, delivery problems for the new AXE and reduced demand for Network Construction operations in Italy, Net sales posted by Other operations (including power, components, cable and defense electronics) increased 9 percent.

Stockholm, July 27, 1998

Sven-Christer Nilsson

A magazine should live and learn

Greetings again after a couple of months without Contact. As usual, there was a break over the Swedish summer, but we have now resumed a full publication schedule. An extremely exciting and eventful autumn lies ahead.

The editorial staff members of Contact are by no means revolutionaries, but we are evolutionaries. For this reason, we have once again reviewed the magazine's form and contents. From our reader survey last spring, we have learned that our readership is becoming younger and interest in our theme publications – such as we have published until now – is not as great as we originally thought. As a result, the Contact you are now holding in your hand has a slightly different design. And, later this autumn, you will be introduced to a new type of supplement.

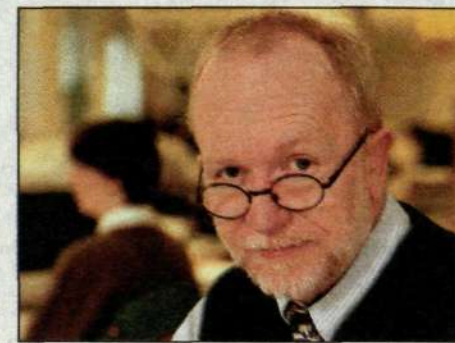
I am very happy to welcome Access, Ericsson Data's excellent magazine, into the Contact family. Access will be distributed as an IT supplement to Contact three times this autumn. Its contents will also be expanded to include IT material

in a broader perspective, including the full range of products and services Ericsson offers in this area.

The new IT supplements will be published in parallel with other topical theme supplements on such subjects as technology, marketing and the market, personnel, Ericsson organization as well as finance and the economy.

Occasionally, when a hot topic arises that attracts widespread interest, we might also publish a theme supplement similar to those published in the past, but only when it is truly motivated. One of those special occasions will take place in October, when we plan a special issue to review the events and statements at Sven-Christer Nilsson's first major management meeting in San Diego. In other words, we will publish a special presentation of "the new Ericsson."

From now on Contact will be partly different. Among other things, Lars-Göran Hedins column on the last page is moved.



And finally, a few words about the "End line." For nearly eight years, I have aired my personal opinions about various issues in a special column on the last page of Contact. It's been a lot of fun, but, at times, I've had trouble finding suitable topics of discussion. As a result, the column has been thin at times, and I also realize that – through the years – I have used it to complain, perhaps a little too much.

And so the column has been put to rest. Every now and then, when inspiration overwhelms me and I

think I have something important to write about, there may be column or a short article like this one.

I am also inviting others who might have something interesting to contribute – on a lighter note – to write down their thoughts for publication in Contact.

And finally, I would like to thank the readers who appreciated my column and especially for all the positive comments I have received through the years.

Lars-Göran Hedin

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Stock market not satisfied with record earnings report

On the same day that Ericsson released its interim report for the first six months of 1998, Ericsson share price fell by 13 percent. The decline seemingly ignored the fact that Ericsson reported the best six-month period in the company's history. Expectations were high and, obviously, Ericsson failed to meet them.

The main reason for disappointment among investors, according to several analysts, was weak growth reported for Mobile Telephones and Terminals, particularly in comparison with the highly positive report released by Nokia just a few days earlier.

"Unfortunately, we are going to disappoint those people who expect mobile telephony to show consistent quarterly growth in the 100-percent range," said Carl Wilhelm Ros, Ericsson's Chief Financial Officer, in a newspaper interview.

Focus on second quarter

Although the report published on July 27 covered the first six months of 1998, the market focused on results during the second quarter. And they were poorer than expected.

Delivery problems for the new AXE exchange and a statement that acceptable profitability will not be achieved by Infocom Systems until after year-end 1998 were two other reasons for the market's reaction to Ericsson's interim report, according to several analysts.

Very large amounts of money are involved. On the first day of trading after the publication of the report, the Ericsson share fell SEK 34, corresponding to a total decline of SEK 60 billion.

Ericsson's total capitalization value was SEK 444.4 billion when the stock market closed on the day the report was released.

Foreigners more negative

Foreign market analysis companies were generally more negative to the report than Swedish analysts, according to a comparison compiled by Dagens Industri, one of Sweden's leading business dailies. The general conclusion was that Ericsson stock is still a solid long-term investment, but its potential as a short-term investment is more doubtful.

Karin Almqvist Liewendahl and Per Bengtsson, who are in charge of investor relations at Ericsson, are extremely aware of the sharp decline in the Ericsson share price. Their telephones started ringing off the hook when the interim report was released.

"The sales trend in the mobile telephone sector has attracted the most attention. It seems easier to forget that Ericsson introduced new platforms for mobile telephones about a year ago, or that Ericsson has reported sales hikes of 100 percent and more for several consecutive quarters," says Karin Almqvist Liewendahl.

"Sales distribution overlooked"

"Weaker growth this year is due to our present position in the product cycle. Last year, Ericsson was in the same position Nokia is enjoying this year. In addition, Mobile Telephones represent 25 percent of Ericsson, while 75 percent lies in systems. Mobile Systems has shown very strong growth. The stock market often overlooks the

distribution of our sales," Karin Almqvist Liewendahl continues.

Ericsson's interim report for the first six months of 1998 was also the first report released by the company that did not present order bookings, which may have been another reason for the market's dissatisfaction. Ericsson contends that order bookings are no longer relevant, since business transactions are completed so rapidly that quarterly statistics represent an ungainly instrument. The stock market reacted negatively to the company's position, since it wants as much information as possible.

Some positive reactions

Not all of the market's analysts were negative, however. Goldman Sachs, for example, believes the reactions to Ericsson's report were more negative than warranted. The company also points out that Ericsson is not particularly adept at emphasizing good news, in a

manner that goes beyond normal Scandinavian restraint.

"Could have been clearer"

The fact that subscriber growth is more rapid than any other facet of telecom operations, the fact that Ericsson is extremely well-positioned in WCDMA technologies, and the fact that Ericsson has entered several highly interesting alliances within cordless data communications are just some examples that Goldman Sachs believes Ericsson could present more clearly.

There is also an element of self-criticism in the corps of market analysts, who seem to believe it's easier to analyze certain aspects of operations that are more tangible and quantifiable, such as sales of mobile telephones, but more difficult to estimate the effects of a new ATM exchange, for example.

Patrik Lindén

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Financial analysts have been critical of Ericsson's decision to discontinue reports of order bookings, but they were also disappointed that Ericsson's mobile telephone sales did not continue to increase at the same rate as past sales growth.

Illustration: Syster Diesel

More telephones not always more money

The Mobile Telephones and Terminals business area did not show the same sales growth as in previous quarters when Ericsson released its interim report for the first half of 1998. Many observers were surprised by the business area's slower growth rate.

"There are three factors behind our current slower rate of sales growth," says Jan Ahrenbring, Marketing Manager of Mobile Telephones and Terminals.

"We are now in a calmer phase of

the product cycle. Last year, we recorded fantastic sales growth. Nokia is experiencing similar growth this year. There will always be periods of less dramatic sales," he continues.

"Price pressure has been another factor. Although we are now selling many more telephones, we can no longer charge as much as before, which means invoicing does not increase at the same rate. We have to differentiate between volume growth and growth in the financial value of sales," explains Jan Ahrenbring.

The third reason why current

sales do not correspond fully with volume is the product mix.

Market trends show that more people are buying simpler telephones, which are also cheaper.

In the past, more expensive and prestigious telephones were sold in greater volumes.

Patrik Lindén

IN BRIEF

Breakthrough for new ATM exchange

► Ericsson's new ATM exchange will be the core of China's most sophisticated national network to date. A contract was signed recently with Sanlian Electronic Information Co. Ltd., a government-owned company in Jinan, the capital of Shandong Province. The contract was won in tough competition with Cisco and other prominent telecom companies.

Ericsson will deliver 13 ATM exchanges, model AXD 301, for a data communications network that will serve more than 50,000 subscribers. The contract also includes products for local networks supplied by Bay Networks. The order is valued at USD 10 million.

"The capacity of AXD 301 is highly impressive," says Zhao Qi, Managing Director of Shandong Sanlian Electronic Information Co. Ltd.

A strong technical solution and strong local customer relations were Ericsson's winning weapons in competition with Cisco and other companies vying for the contract.

"We have been well-established in Shandong Province for a relatively long time and can rely on a good support and project organization," says David Abrahamsson, the man in charge of Ericsson's data communication operations in China.

First GSM network in the Gaza region

► Ericsson and PALTEL, a private telecom operator, have signed a contract for delivery of a turnkey GSM network to serve regions in the West Bank and Gaza. Valued at more than SEK 320 million (USD 40 M), the contract calls for a GSM network that will serve approximately 100,000 subscribers. PALTEL is a private operator serving the autonomous West Bank and Gaza areas.

Breakthrough for AXE in Iran

► Ericsson recently signed its first AXE contract in Iran. The Telecommunications Company of Iran (TCI) booked an order valued at about SEK 346 million (USD 45 M) for AXE equipment to be installed in Tehran during 1998 and 1999. In addition to AXE switching equipment, the contract also calls for personnel training and technology transfers as well as repair and support centers.

Ericsson has conducted business operations in Iran since 1992 and now has 45 employees in the country.

GSM agreement for Belgian network

► Ericsson and KPN Orange Belgium have signed an agreement covering a GSM 1800 network in Belgium. The five-year framework agreement is valued at about SEK 2,100 million (USD 270 M).

The system will be placed on-line in April 1999. KPN Orange Belgium has selected Ericsson as its sole supplier of switching systems and base stations. The agreement also includes deliveries of AXE equipment, base stations, Mini-Link and Ericsson's DXX cross-connection solution.

KPN Orange Belgium is a consortium comprising KPN, the leading Dutch telecom operator, and Orange plc, the fastest growing mobile telephone company in Great Britain. The consortium was awarded Belgium's third GSM license this past summer.

IN BRIEF

Digital agreement reached in Ecuador

► Ericsson has signed a five-year framework agreement valued at SEK 2,000 million (USD 250 M) with BellSouth Ecuador.

Ericsson has been contracted to upgrade the operator's analog, wireless AMPS network to accommodate the latest digital IS-136 D-AMPS standard.

The upgrade will enable BellSouth to introduce new services that will include cordless office services, personal communication services and other services such as short messaging.

BellSouth's network in Ecuador now serves more than 100,000 subscribers.

Finnish operator orders GSM 1800

► Ericsson has signed a contract with the Kuopio Telephone Company (KTC), a Finnish operator, for delivery of a turnkey GSM 1800 network.

KTC will place the network in commercial operation this autumn, with initial coverage in Kuopio and Varkaus in eastern Finland.

The contract also includes development and testing of new products and services.

Breakthrough for GSM in Egypt

► MISRFONE, the second GSM operator in Egypt, has purchased a nationwide GSM 900 network valued at more than SEK 790 million (USD 100 M) from Ericsson.

The order represents a breakthrough for Ericsson in a country that offers substantial potential for GSM expansion.

Initially, the network will cover the densely populated areas along the Nile, from northern to southern Egypt, with special focus on the metropolitan areas of Cairo and Alexandria.

The contract includes AXE systems, intelligent network services, Value Added Services, radio base stations, MINI-LINK solutions and services for operations and maintenance.

Network expansion in Argentina

► Ericsson has secured a contract valued at SEK 360 million (USD 45 M) from Telefonica Comunicaciones Personales (TCP) in Argentina. The contract calls for expansion of TCP's cordless D-AMPS IS-136/AMPS network in central and southern Argentina.

The expansion contract is the largest order received from TCP since 1995, when the company purchased its first network.

TCP is a subsidiary of Telefonica de Argentina and conducts business under the Unifon trademark.

The company has a 50 percent share of the Argentinian market. TCP is one of three operators comprising the Personal Communication National Network, which provides mobile telephone services in all parts of Argentina over the 800 MHz A-band.

Savings program at Infocom partly late

The Infocom Systems business area is still reporting unsatisfactory financial results. Ericsson's interim report for the first half of 1998 showed the business area will not reach satisfactory profitability before year-end 1998. The statement was one of the reasons for a sharp decline in Ericsson share prices when the report was released. Contact asked Anders Igel to describe the situation within Infocom Systems.

The action program of corrective measures designed to increase volumes and reduce costs in the Public Networks business unit has been delayed on a few points.

Because of a large number of customer commitments, particularly with respect to Y2K compliance, efforts to reduce costs have been pursued with greater caution.

"The action program started at a fast pace. Although all our declared subordinate objectives have not been fully achieved, there is no reason to believe they will be postponed altogether," says Anders Igel. "We still believe the program, which was first announced toward year-end 1997, will yield savings in excess of SEK 2 billion."

Widespread interest in AXE

The main areas targeted for cost reductions, and those affected most by delays, include the supply chain outside production and some cost-cutting efforts in research and development. The action program to cut production costs is proceeding according to plan.

Outside the action program, Public Networks has been affected by some problems in efforts to

reach required volumes for the new AXE core. The new switch has generated widespread interest. Demand has exceeded forecasts and created certain delivery problems.

"A product shift as comprehensive as the new AXE is extremely complex and difficult to manage, which may also lead to some temporary delivery problems before logistics flows are adapted to the new product. We believe we can normalize the situation within the next few months," Anders Igel continues.

During the first half of 1998, new supply centers equipped with centralized and simplified delivery systems were established within the Public Networks business unit. The new facilities have secured the unit's delivery capability and will enable Public Networks to intensify its cost-reduction efforts. An important agreement was also reached during the first half of 1998 with trade union organizations in Stockholm.

The agreement will allow Public Networks to proceed according to plan with personnel cutbacks without disturbing the overall flow of operations.

Volume growth for the Public Networks business unit leveled off during the first half of 1998. Modernization of the POTS network in Western Europe is approaching completion. Delivery problems involving the new AXE core temporarily reduced delivery volumes for system upgrades during the first half of 1998. The financial crises in



Anders Igel.

Asia and more moderate investments in Brazil have caused strong negative effects on volume growth.

"We believe Brazil and several other countries will recover strongly. New AXE contracts have been signed in Iran and Belgium, in addition to orders received from many new telecom operators."

Volumes have remained strong among existing customers in terms of capacity and functional upgrades of existing networks, with particular emphasis on ISDN.

Greater demand has also been noted for various types of services, for example, planning and maintenance contracts.

Potential improvement

"Ericsson's strong market presence offers good potential for improved earnings when the action program of corrective measures has been fully implemented," Anders Igel explains. "The changes we are making, and changes now being implemented by competing companies, are highly comprehensive. Our efforts are a direct result of very large-scale changes in the marketplace and technological progress that facilitate – and necessitate – structural change. We are determined to implement the changes needed in our business area and to emerge as a more powerful force than our competitors."

"Looking at the total package offered by Public Networks, it is clear that no other company has a product portfolio as strong as ours," Mr. Igel continues.

The market for fixed telephony will continue to grow. Internet traffic, in fact, most of which goes through fixed access networks, is creating added growth potential for fixed public networks. Over the

next 10 years, total sales of global telephone lines will remain as strong as present sales levels.

Exceeding expectations

The results of other operations included in the Infocom Systems business area have exceeded expectations.

Enterprise Networks is making money in all areas of operation, and the business unit's outlook for 1999 is even brighter.

Data Networks and IP-Services, two other business units, are approaching an exciting period.

"With Michael Thurk as new manager, and following the move to Boston, we are now focusing on continued in-house product development and business partnerships, as well as acquisitions of small and medium-size computer companies, in parallel with aggressive recruitment of highly skilled personnel in the American market."

The strategy for Transport and Cable Networks is based primarily on WDM (Wavelength Division Multiplexing).

"Market growth is averaging 15 percent annually, and Ericsson has been selling a proprietary product for about six months. We are already close to the break-even point, which is six months ahead of schedule."

"On the whole, I believe we have every reason to approach the future with optimism," Anders Igel says. "We have extremely committed and skilled employees, strong products and markets characterized by rapid growth. The future is filled with business opportunities, but we must not take anything for granted."

Lena Widegren

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A telephone for true globetrotters

Ericsson plans to launch what will almost certainly be the world's first global telephone in 1999. The new telephone will function on several different systems and cover about 80 percent of the world's digital mobile networks.

The eagerly awaited concept offers a new telephone for people who travel extensively between countries with different mobile telephone systems, for example persons traveling between Europe and the U.S.

"No other company has announced the development of a similar telephone," says Bob Fennelly, who works with market support for the new product at Ericsson in the U.S. "We have an excellent chance to be the first company in the world to launch this new product."

The new telephone will be able to operate on all three of GSM's different frequencies – 900, 1800 and 1900 megahertz – in addition to the

frequencies used by the D-AMPS system, 800 and 1900 megahertz.

The new concept will be introduced on the market late next year. It will be about the same size as today's 788 model, which is only 10.5 centimeters long and weighs less than 135 grams.

Inclusion of the Japanese PDC standard was considered too difficult and expensive to make the new telephone commercially viable.

"Our target groups include people who travel extensively between regions with different digital mobile telephone systems," Bob Fennelly continues.

Initially, it may be assumed, the new telephone will serve as a niche product for Ericsson.

A market price has not been established, and Ericsson has still not produced functional prototypes.

Patrik Lindén

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Ericsson's new mobile telephone will be able to operate on several different mobile telephone systems. The new concept will be launched late in 1999.

Dimert to lead growth in the U.S.

Bo Dimert assumes his new post as President of Ericsson in the U.S. on September 1. He is expected to establish Ericsson as a major player in the field of Internet Protocols (IP).

"It is absolutely essential that we succeed in such growth areas as the Internet, IP and data communications," Bo Dimert says. "There is no doubt that IP technologies are the main driving forces behind current development, and most new development is taking place in the U.S."

Some hectic days await the new President of Ericsson in the U.S. as he approaches the start of his assignment in Dallas.

"It was fairly easy to accept such an interesting job. I am very grateful for being offered this opportunity at my age," Bo Dimert continues. "In terms of family perspectives, however, it's not totally ideal. My youngest daughter, Emma, graduates from high school next year and my wife, Gunilla, recently completed her studies as a special-needs teacher and wants to work in Sweden for a while. I guess I'll have to commute in the initial stages of my new job."

Long commute

The commute between Dallas and Stockholm will also include stops at all Ericsson units in the U.S., where the company has approximately 8,000 employees, or about 1,000 more than Bo Dimert had as Vice President in charge of Enterprise Networks.

His success at the helm of Enterprise Networks was one of the main reasons behind Bo Dimert's new appointment. In just a few years, he transformed the business unit into a dynamic marketing organization with sharply rising sales.

"Of course, I would assume it was my marketing expertise that justified my new appointment," Bo Dimert says. "In today's new telecom world, it has become more important to approach the business from a marketing standpoint, equipped with an understanding of customer require-

DIMERT IN BRIEF

Bo Dimert is 54 years old. He graduated from the Stockholm School of Economics in 1966. He has extensive experience in the computer industry, having worked for IBM for 17 years and 10 years as Chief of Digital's operations in the Nordic countries. He was appointed Vice President of Enterprise Networks about three years ago.

ments and the ability to recognize business opportunities."

"Ericsson's fundamental strengths lie in our sophisticated technologies and highly skilled employees, a combination that enables us to continue with our strong commitment to research and development. These strengths are critical elements in our business growth. We may have to package them in a different manner, however, and that's where I may be able to contribute."

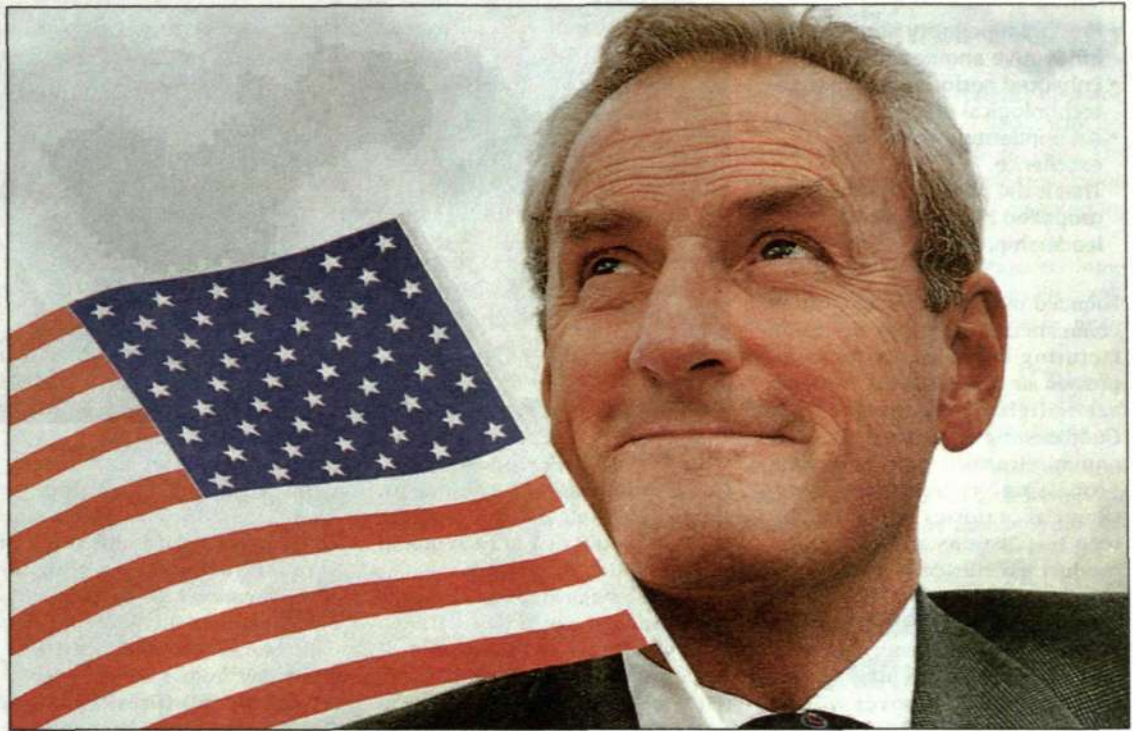
Focusing on solutions and ascending on the value chain are two goals that Bo Dimert emphasizes. He maintains that we should make greater use of Ericsson's collective skills and expertise in order to offer total-package solutions. Ericsson's leading position in the mobile telephony sector is a critical factor.

Right choices important

The creation of new forms of cooperation in parallel with strategic acquisitions will help Ericsson emerge as a major player that will meet IP market expectations. The emphasis is not necessarily on substantial resources, but rather a matter of making the right choices.

"We will supplement what we don't have ourselves with the best products available from other suppliers. Assuming responsibility for total solutions and providing value added for customers is one of Ericsson's strong suits," explains Bo Dimert.

We asked him where he places his highest priority - on stronger growth or higher profitability?



"The focal point today is stronger growth," says Bo Dimert, new President of Ericsson in the U.S.

Photo: Peter Nordahl

"I believe stronger growth is the main focal point right now," Bo Dimert replied. "The American market is an entire continent. We have to achieve a certain size to es-

tablish our presence as a major force. Our core area of operations is communications, a sector characterized by dynamic growth, and it's essential that we stay abreast of new develop-

ments, naturally under the most profitable parameters as possible.

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Marketing expert in charge

Lars Svensson, 47, has been appointed Acting Vice President and head of Enterprise Networks. Marketing and sales are his passion and he is a well-known figure worldwide among the business unit's marketing professionals.

"Working with local companies is one of my greatest interests. That's where I feel at home," he says.

He has held several positions at four different local companies, including one in the U.S. Lars Svensson joined Ericsson 30 years ago working with installation and service in Malmö. More than 15 of his

years at Ericsson have been devoted to sales promotion activities within local companies.

"Our current strategy is to clearly focus on offering customers advanced services, in addition to our strong range of products and solutions," Lars Svensson says. "In order to succeed on this front, we will soon need to establish a partnership with a major service company in the computer industry."

Thord Andersson

Lars Svensson joined Ericsson 30 years ago, starting with installation and service jobs in Malmö.



Rolf Skoglund member of Swedish IT commission

Rolf Skoglund, Ericsson's Senior Vice President, Corporate Information Systems and Technology, has been appointed to the Swedish government's new IT commission.

The commission advises and assists the government in making strategic decisions regarding IT (information technology) issues.

Other members, in addition to Rolf Skoglund, include Lisa Söderberg, president of Swedish Radio and Hans Wallberg, president of Sunet. Altogether, there are nine members with Ines Uusman, Minister for Transport and Communications, serving as chairperson.

"I accepted the offer because I believe it's important for Ericsson to

contribute to Sweden's development and the maintenance of its position as one of the leaders in terms of utilizing information technology," says Rolf Skoglund.

"A good platform"

"It will result in a higher level of knowledge within the country and will be a good platform from which Ericsson can develop new ideas, in addition to improving our recruitment base."

"I think the reason that I was selected has to do with Ericsson's fa-



Rolf Skoglund.

vorable status in Sweden and my role as corporate IS/IT director. Furthermore, I have international experience from my time with Microsoft," Rolf Skoglund explains.

The current IT commission is the fourth to be created. It has received a longer mandate period of five years and will be less visionary and more focused on concrete measures. The IT commission is the government's voice on IT issues.

Ericsson's former CEO and current Chairman, Lars Ramqvist, was a member of the first IT commission.

Patrik Lindén

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For more information on the IT commission, see their Web site: <http://www.itkommissionen.se>

New contract for Italian WCDMA test system

Ericsson has signed a contract with Europe's largest mobile telephone operator, Telecom Italia Mobile, to deliver an experimental system for WCDMA.

The purpose is to test and further develop multimedia services for the next-generation mobile telephone system.

The test system will be delivered before the end of the year to Telecom Italia Mobile's research center in the Turin area. Ericsson has also signed contracts with several operators in Japan and Europe to deliver similar test systems.

"The experimental system is a way for us to share our knowledge about WCDMA and to build up our expertise. The interest that has been shown is a sign of the great potential that the technology offers," says Åke Persson, a marketing and sales director in the

Mobile Systems business area. Earlier this year, Ericsson delivered the world's first WCDMA system to the Japanese operator NTT DoCoMo. Later this year, another experimental system will be delivered to Japan Telecom.

Ericsson has even received orders for a similar system from Mannesmann Mobilfunk and T-mobil and will be working together with Sweden's Telia on new multimedia services in an experimental system for WCDMA.

By the year 2001, NTT DoCoMo is expected to put a WCDMA system into commercial operation. Several European countries are also on the forefront and have distributed new licenses for the third-generation mobile telephone system.

Nils Sundström

nils.sundstrom@era.ericsson.se

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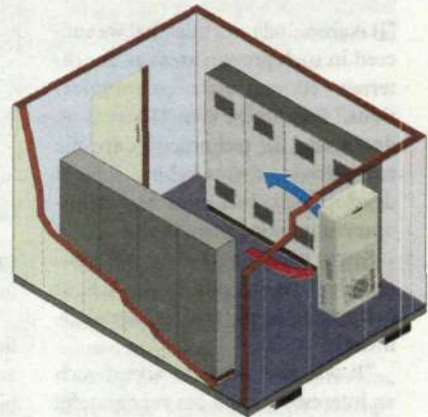
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products

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For further information contact Stefan Oberg at the above address.

Hedfors stays on in the U.S.

He qualified for his gold watch by the margin of a few days. Bo Hedfors is leaving Ericsson after slightly more than 30 years with the company, but with no hard feelings. His decision was entirely personal and totally unrelated to Ericsson's business development or any form of rift or disagreement with corporate management, he told Contact recently.

"I enjoy living and working in the U.S. and I want to finish my career over here. I have also enjoyed working for Ericsson, and I am now looking forward to an exciting new job with Motorola," says Bo Hedfors, former president of Ericsson's U.S. subsidiary.

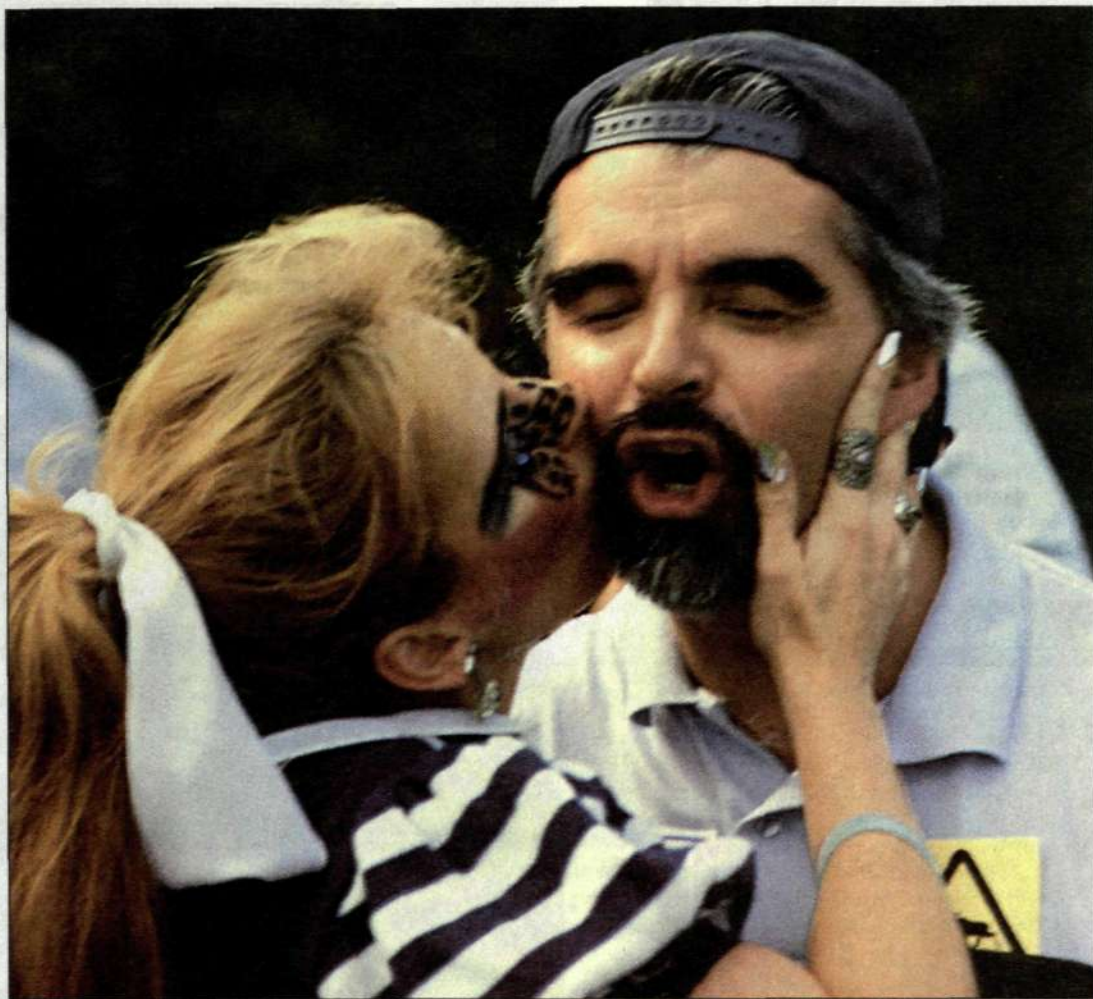
Bo Hedfors has accepted a position as head of a new sector for Network Solutions within Motorola. The operations are approximately twice the size of Ericsson's business activities in the U.S.

Since leaving Ericsson in the beginning of August, Bo Hedfors and his family have been busy trying to sell their homes in Dallas and Stockholm while looking for a new residence in Chicago, where he will be based in his new job with Motorola.

"Still friends"

"There have been a few articles in the press about my resignation. I find it rather unpleasant to read this sort of speculation over disagreements between me and Ericsson management. I have spoken with both Lars Ramqvist and Sven-Christer Nilsson, and I can assure you that we are still friends."

"Working on contract for Ericsson involves a lot of moving around. I realized that I would probably not be retained in my position as President of Ericsson in the U.S., particularly in view of the amount of time I had held the job, and I was not interested in moving somewhere else. My wife and I decided earlier this year to stay in the U.S. Accordingly, the offer from



Bo Hedfors has worked at Ericsson for more than 30 years. This photo dates back to 1994, when the company he was working for in the U.S. received Major Local Company status. The cheerleader was present at the Ericsson Texas Olympics, which was organized as a kick-off. Photo: Lars-Göran Hedin

Motorola came at an ideal time. It was an offer I simply could not refuse."

Bo Hedfors joined Ericsson in 1968 and one of his first assignments was a three-year contract in the Netherlands, where he worked on development of the world's first computer-controlled, international transit exchange.

"The exchange was placed in operation on December 21, 1971 in Rotterdam," says Bo Hedfors, a man with a good memory for details.

After his contract assignment in the Netherlands, Bo Hedfors worked as installation chief for a large AKE project in Denmark. He

also served as president for Honeywell-Ericsson, a former joint venture company in California, from 1983 to 1987. Before his appointment as president of Ericsson in the U.S. in 1994, he also served on the corporate management staff as Senior Vice President of Corporate Technology.

A long period of time

"Thirty years with Ericsson represents a long period of time. I have worked for the company through about one-fourth of its entire history," Bo Hedfors says.

"I realize I am making a major move, and it's an emotional experi-

ence to leave Ericsson after all these years. After my resignation was announced, I received a large number of memos and e-mail messages from friends and acquaintances throughout the company who wished to congratulate me on my new appointment and express their regret that I'm leaving the company. I am very grateful for their kind words, and I extend my best wishes to all Ericsson employees for their continued success. The telecom world is small enough that I'm sure we'll meet again."

Patrik Lindén

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Adaptive antennas improve GSM networks

Ericsson and German mobile telephone operator Mannesmann are the first in the world to test adaptive antennas in a commercial network. The technology improves the capacity and connection quality of existing GSM networks by 100 to 200 percent.

"This solution helps operators squeeze even more performance from existing networks. The technology can be installed, as needed, into a network at high traffic points without increasing the number of sites," explains Bengt Carlqvist, who works in product management for GSM base stations.

Increased access

This technology increases user access to a channel while simultaneously reducing the risk of dropped calls. Ericsson and Mannesmann

Mobilfunk have been developing and testing the technology together since 1995. Using a so-called multi-beam antenna, the signal is concentrated more efficiently to and from the mobile telephone user. With this technology, Ericsson is the first company in the world to provide a system that can distinguish exactly where in a coverage area the mobile telephone is located.

Worked well

"The cooperation with Mannesmann has worked very well. Thanks to our gathered expertise within Ericsson, which includes everything from antennas to base stations to radio networks, we are now world leaders in the field," says Henrik Dam, project manager for the test system in Germany.

Research on adaptive antennas began some twenty years ago in the U.S. for military radar. The new an-



Ericsson's adaptive antenna technology (in the middle) improves both the capacity and speech quality of GSM networks. A test system is now in operation on a commercial network in Germany.

tenna solution was designed and constructed by Ericsson Microwave Systems in Mölndal, while the software design was conducted by the research division of the Mobile Systems business area in Kista.

"We have received many inquiries from operators who are interested in this solution," says Bengt

Carlqvist, who emphasizes that the technology should be seen as a complement to other ways of increasing capacity in mobile telephone networks, such as using micro cells.

Nils Sundström

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IN BRIEF

Brazil buys surveillance system

► The Brazilian long-distance operator, Embratel, has signed a contract with Ericsson worth USD 26.5 million. The contract serves as important recognition of Ericsson's third-generation solutions for telecom surveillance.

It is also a result of Ericsson's long-term relations as a supplier to Embratel. Ericsson has had operations in Brazil since 1924.

Embratel is a subsidiary of Telebras, Brazil's largest state-owned operator. Embratel is specialized in international and long-distance communications, such as telex, television broadcasts, data transfer and marine mobile radio services.

Agreement with Wind

► Ericsson has signed a three-year preliminary agreement with Wind, Italy's third largest mobile operator. The agreement means that Ericsson will be the main supplier for both mobile and fixed networks for Wind.

The agreement includes ready-made solutions for the GSM dual-band 900/1800 mobile network and fixed networks, both based on AXE architecture.

Wind was founded in November, 1997.

GSM breakthrough in Egypt

► Egypt's second GSM operator, MISRFONE, has purchased a nationwide GSM 900 network from Ericsson worth just over USD 100 million.

The contract signifies a breakthrough for Ericsson into a country with great possibilities for GSM expansion.

Delivery of GSM 1800 to Telfort

► Telfort, the Netherlands' third largest mobile operator, has purchased a nationwide GSM 1800 network from Ericsson. The contract is worth more than USD 200 million.

The new network will be the Netherlands' third GSM network, and the nation's first GSM 1800 system. Installation will be completed before the end of the year.

"With this contract, Ericsson is now a supplier of mobile networks to all of the major operators in the Netherlands," says Alexander Rietjens, a divisional manager for new telecom operators at Ericsson in the Netherlands.

Hong Kong Telecom expanding

► A letter of intent has been signed between Ericsson and Hong Kong Telecom for the expansion of Hong Kong's wireless D-AMPS IS-136 network. The letter of intent is worth USD 45 million for services extending over three years.

Hong Kong Telecom operates both a D-AMPS IS-136 network and a GSM network in Hong Kong. The Hong Kong market is one of the fastest growing and most competitive telecom markets in the world. The number of subscribers has expanded by 70 percent during the past year.

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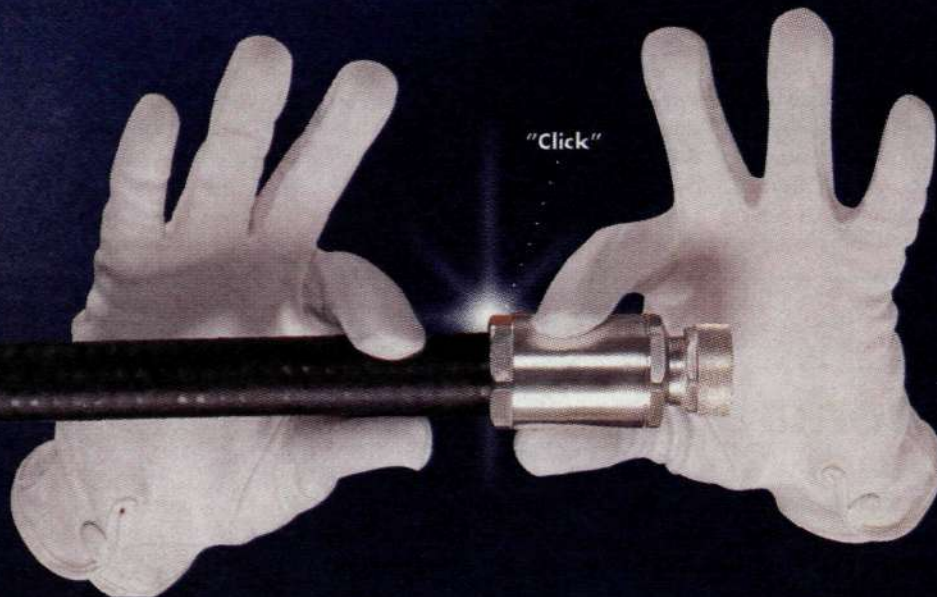
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Outsourced sales force makes for happier customers

The number of customer complaints has been minimized and the level of service has been significantly improved. The Australian business units of Ericsson Enterprise Business Networks and Ericsson Terminals achieved these results by outsourcing portions of their sales operations.

Salespeople at Ericsson Enterprise Business Networks had limited capacity for taking care of simple inquiries or orders, and were often forced to prioritize major customers. The same was true of Ericsson Terminals. In order to improve the level of service, they decided to outsource some operational aspects of the business to an outside company.

"Simply put, it was complicated to deal with Ericsson," says Tim Boucaut, National Marketing Manager at Ericsson Enterprise Business Networks in Australia.

At Ericsson Terminals' internal call center, private customers were often forced to wait much too long before a sales representative could answer their call.

Increased dissatisfaction

The number of customer complaints constantly increased. A study conducted by both of the business units confirmed that there was dissatisfac-



The unconventional method of calling up all customers in order to achieve better customer relations was one of the answers to the dissatisfaction that existed among customers. Pictured are national telesales manager Michelle Stallini (standing), Tim Boucaut, national marketing manager at Enterprise Networks and account executive Kristina Hall.

tion. Customers wanted service from Ericsson to be simple and convenient, not difficult and time-consuming, which was in fact the case. In terms of technical questions, Ericsson was able to provide a high standard of help to those customers who called, but it was obvious that something more was needed.

A professional sales company, Sales Force, was the solution to Ericsson Enterprise Business Networks' problem.

Non-traditional sales program

The company has extensive knowledge of how to meet the needs of customers and how to create posi-

itive, long-term relationships. Together, this partnership developed a program that challenged the whole traditional way of selling. The program is based on the sales force actively making contact with Ericsson's small and medium-sized customers thirteen times a year. While all of these contacts are made on the tele-

phone, they offer much more than telemarketing does. The basic idea is that the salesperson takes proactive measures to build up and maintain a close and personal connection with the customer.

In these telephone conversations, business customers are informed about upcoming seminars as well as new products and campaigns. Once a year they are invited to an entertainment activity, such as a pre-screening of the new James Bond movie.

Ericsson Terminals follow suit

In January 1997, Ericsson Terminals decided to try the same approach.

"We were always unsuccessful at reaching the high standard that we thought we should maintain," says Garry Mogford, customer service manager at Ericsson Terminals.

When Sales Force was contacted, the level of service was down to as low as 50 percent. That meant that only half of incoming telephone calls could be answered within 20 seconds. Today that figure is consistently over 80 percent.

"Through outsourcing we have achieved results we never thought were possible," says Garry Mogford. "Since we have made these improvements, we have managed to offer much faster and more efficient service to our customers."

Sandra Widh

GSM elite attend major conference in Stockholm

The world's largest GSM operators gathered in Stockholm at the end of June to participate in the Ericsson GSM Global Summit.

The three-day conference attracted participants with discussions about

new business opportunities and the latest in GSM technology.

Altogether, 450 invited guests from 63 different countries participated in the conference, in Stockholm. The theme "Belief and Success" emphasized that the success of operators is not only based on

new technology and business ideas, but equally on low-key issues such as good cooperative partners and creativity, which are just as important.

Among the many speakers was adventurer Robert Swan, the first man to have walked on both poles. He re-

counted the importance of having faith in one's ideas and having a good team, while Kevin Kelly, editor-in-chief of the IT magazine Wired, emphasized focusing on the customer.

"This was the first time that we had arranged such a large conference

and invited important GSM customers from around the world to discuss factors for success at a high level," explains project manager Britta Ahlberg.

Nils Sundström

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New multimedia solutions beckon

GSM has taken an important step towards the world of the Internet and new multimedia services. At the Ericsson GSM Global Summit in June, demonstrations were given of data transmission speeds of up to 384 kbps and how mobile telephone systems can use Internet protocols.

There was a great deal of interest in the industry's first live demonstration of EDGE technology (Enhanced Data rates for GSM Evolution) at the GSM Global Summit in Stockholm. Using new modulation, the technology improves data transmission speeds within the existing frequency band from the current 9.6 kbps to 384 kbps. That makes it possible for a user to have access to Internet services while maintaining high-quality speech and video transmissions on a laptop, something which was also demonstrated at the GSM Global Summit.

"Radio interfaces are utilized more efficiently using GPRS (General Packet Radio Services) packet data technology and EDGE. Unlike today, when only one user per time slot can be connected, 50 users could be simultaneously connected in the same time slot using applications that required approximately 1 kbps on average. This opens up entirely new opportunities for GSM operators and users," explains Jonas Näslund, strategic product manager for the EDGE concept.

Internet solution

The technology, a decisive step in the development of both GSM and D-AMPS for the third-generation mobile telephone system, is easy to implement in a network in stages and does not affect frequency planning. The solution is expected to be ready for commercial operation in the year 2001.

Another item that attracted atten-

tion at the GSM Global Summit was the preview of "GSM on the Net," a total solution for telecom and datacom within companies. The concept integrates GSM technology with Internet protocols in a cost-effective manner using a company's data network, or LAN, as part of the infrastructure.

Lower costs

For the user, this means, among other things, lower costs for internal conversations using mobile telephones, as well as being able to use the same telephone for both local and global mobility.

With "GSM on the Net," a user can also easily move between different access formats: GSM, fixed telephony, IP telephony or multimedia telephony, depending on the situation.

The solution is also attractive to ISP companies (Internet Service Providers) who wish to expand their services using telephony.



A milestone in GSM development; Internet access, video- and speech transmission simultaneously. Jan Derksen showed the EDGE prototype during GSM Global Summit.

"The biggest opportunities, however, lie in the new services that can be developed - services which integrate telecommunications and IT. For example, a user could dial up a telephone call while surfing the Internet by clicking on a telephone icon," says Bengt-Åke Ljudén, marketing director for GSM on the Net.

The solution will be presented at a series of trade shows in the U.S., Europe and Asia this autumn.

A number of test systems will be installed at the beginning of next year and the technology is expected to be put into commercial operation in the second half of 1999.

Nils Sundström

INDUSTRY NEWS

New telecom giant created

► At the end of July, Bell Atlantic and GTE announced a merger valued at USD 52.55 billion.

The new telecom giant will be able to offer its customers both local and long-distance telephone service as well as wireless communication and Internet services. It is the second largest transaction of its kind, exceeded only by the merger between SBC and Ameritech in May of this year, which was valued at USD 60 billion.

EU approves Psion alliance

► The European Commission has approved Ericsson's and Nokia's joint venture with the British microcomputer company Psion, said a commission spokesman to the AFP news bureau.

The alliance, which will operate a joint venture company called Symbian, aims at using Psion's OPEC software for third-generation mobile telephone products.

Initially, Ericsson and Nokia will each own 30 percent, while Psion will own 40 percent.

Nokia receives praise

► Nokia has been ranked as one of the world's best-run companies by the newspaper Industry Week.

Every year, the newspaper publishes a list of the hundred best-run companies after reviewing a list of the world's thousand most highly valued companies listed on major stock exchanges.

Ericsson is another of the listed top 100 companies.

Ericsson sells best of all

► According to the respected industry magazine Global Mobile, Ericsson has achieved by far the highest sales of new mobile telephony infrastructure. During the first half of this year, Ericsson was responsible for 45 percent of total sales worldwide.

ITU proposal strengthens support for WCDMA

Ten proposals have been submitted to the International Telecommunications Union (ITU) regarding radio technology which could be used in the next generation of land-based mobile telephone systems.

Global interest in WCDMA is significant. An evaluation is expected to be completed by this autumn.

The choice of which technology to use for the third-generation mobile telephone system IMT 2000 (International Mobile Telecommunication 2000), is a struggle to control a burgeoning multi-billion dollar market. Broader bandwidths on the 2 GHz band will provide mobile users with both higher data transmission speeds and new multimedia services.

Several different systems

The goal of the ITU is to produce a worldwide standard for the radio portion of this system before the year 2000.

Most indicators point, however, towards the emergence of several different systems that will fulfill the ITU's technical demands for an IMT 2000 system.

"The ongoing technical evaluation of the proposals that were given to the ITU is not a process of elimination. All systems which fulfill minimum requirements will receive ITU approval as IMT 2000 systems," emphasizes Jan Uddenfeldt, technical director of the Mobile Systems business area.

"We can ascertain from the proposals that were handed in to the ITU, that WCDMA technology has broad international support. In principle, there are four identical

PROPOSAL TO THE ITU FOR A WORLDWIDE STANDARD FOR RADIO TECHNOLOGY

Standardization organization	Proposal	Technology
ARIB/Japan	WCDMA	WCDMA
ETSI/Europe	UTRA	WCDMA
T1/U.S.	WCDMA	WCDMA
TTA/U.S.	cdma2000	Broadband CDMA (IS-95)
	UWC-136	TDMA (D-AMPS och GSM)
	WIMS	WCDMA
	CDMA I	Broadband CDMA (IS-95)
TTA/South Korea	CDMA I	Broadband CDMA (IS-95)
	CDMA II	WCDMA
Non-national systems:		
CATT/China	TD-SCDMA	Hybrid of FDMA/TDMA/CDMA/SCDMA
ETSI/Europe	DECT	DECT

The ten proposals for the next generation of land-based mobile telephone systems were submitted by various standardization organizations from around the world.

Proposals include developments of all the current digital mobile telephone systems: GSM, D-AMPS, PDC and the narrowband CDMA IS-95.

Eight of the ten proposals pertain to national systems and applications. Five of these are based on WCDMA technology. The ITU will also be taking a position on an additional five solutions that combine satellite services with mobile telephony.

WCDMA proposals from Europe, Japan, Korea and the U.S."

The broadband WCDMA application on which Ericsson and Nokia have worked together for a long time, was selected at the beginning of 1998 by the European Telecommunications Standards Institute, ETSI.

An addition was made for indoor applications, based on a proposal from Siemens. Even the Japanese standardization organization, ARIB, has chosen WCDMA technology, as have the Korean TTA and GSM operators in the U.S. through the T1 standardization organization.

Technology evaluation

The technological proposals are now being evaluated by thirteen different groups in various parts of the world. In addition to the standardization organizations which

have submitted proposals, the telecoms in Australia, Brazil, Canada, Malaysia and New Zealand are also participating.

The results from these groups should be submitted by September 30. Then, until the end of March 1999, the ITU will study those key parameters that will be part of an IMT 2000 system, and will see if the proposals can be further harmonized.

Three different systems

"A likely development is that the ITU will settle on three different IMT 2000 systems, namely, WCDMA, the EDGE-based UWC 136 proposal, and cdma2000," says Mikael Gudmundson who is responsible for Ericsson's WCDMA standardization work.

"The ITU, which is a UN organization, cannot set standards itself, but can only provide recommenda-

tions. This means that it is up to the market to choose a global de facto standard or regional standards," says Mikael Gudmundson.

He points out that intensive work is currently under way within the standardization organizations that submitted WCDMA applications, in order to reach a common WCDMA specification.

In addition to WCDMA, Ericsson also supports the EDGE proposal, which would provide IMT2000 services using the existing frequency spectrum for the GSM and D-AMPS systems.

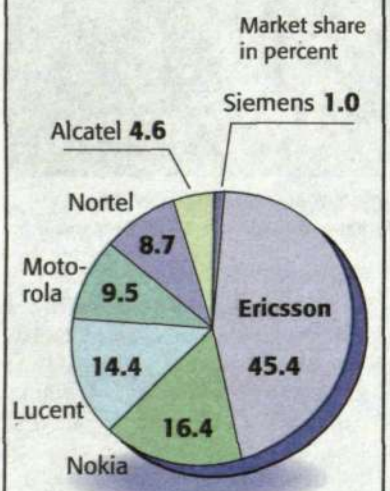
The technology behind cdma2000, the American broadband version of the current narrowband CDMA IS-95 standard, is supported by suppliers Qualcomm and Lucent, among others.

Nils Sundström

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Mobile phone systems contracts for 1998

During the first six months of the year, Ericsson signed contracts worth USD 12.6 billion, according to a review of the company's official press releases.



Source: Global Mobile

MP

100 million GSM users in the world

The number of subscribers connected to the world's GSM networks passed the 100-million mark this summer, strengthening GSM's position as the most widespread and fastest-growing mobile telephone standard in the world.

Reaching the 100-million milestone occurred much faster than even the most optimistic analysts had predicted only a short while ago.

The first GSM system was put into operation in 1992. Today there are close to 300 GSM operators in over 120 countries. Another 50 or more operators will shortly be providing such services. At present, the number of GSM users is increasing at a rate of over five million new users per month.

Close to half of the 100 million GSM users are connected to Ericsson systems. Ericsson has delivered GSM 900, 1800 and 1900 systems to over 120 operators in approximately 65 countries.

Mia Widell Örnung

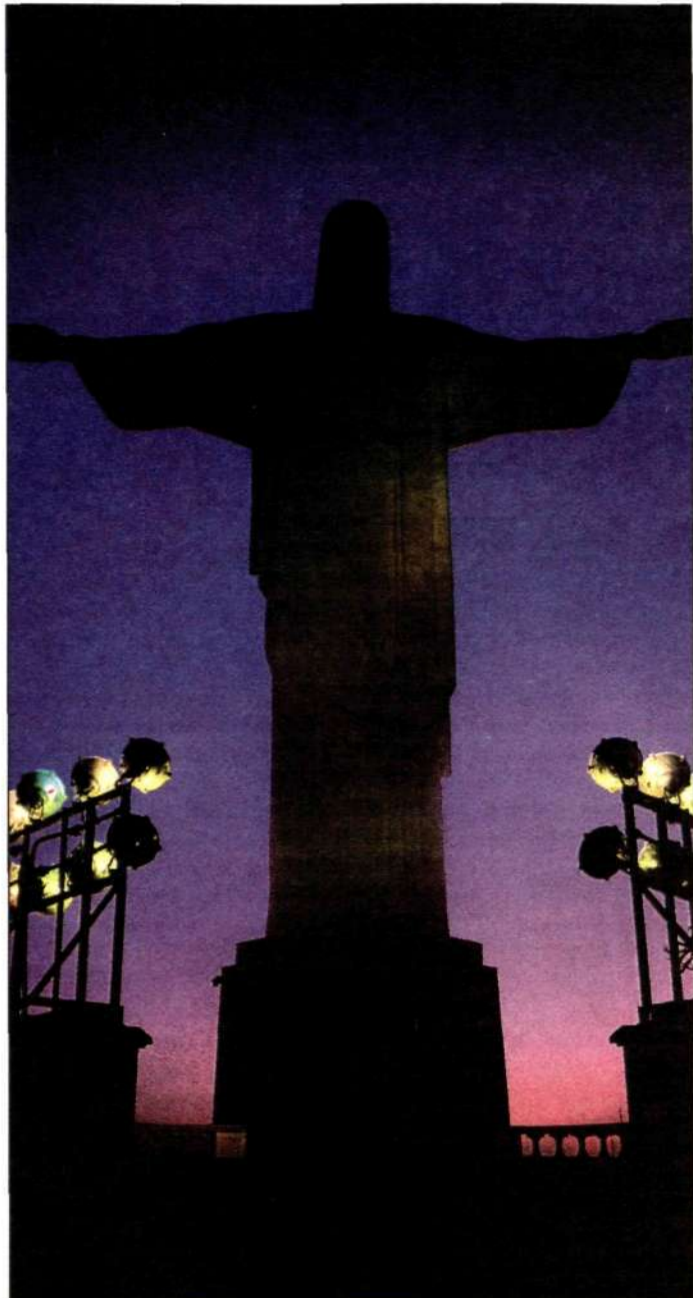
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Distribution of GSM-users over the world (percent)



Source: EMC World Cellular Database

MP



The Christ statue on the Corcovado mountain outside Rio de Janeiro stretches out its arms. In a similar move, Brazil invites the world's largest telecom players as the country privatizes Telebras, the state-run telecom giant. Today there are 15 million telephone lines in Brazil, but it is estimated that the country's 160 million inhabitants will have 28 million by 2001. And the number of cellular subscribers is believed to grow from today's 3.5 million to 16 million.

Photo: Ulf Berglund

Privatization move generates 19 billion dollars

The Brazilian state-run telecom giant Telebras was auctioned off for USD 19 billion on the Rio stock exchange at the end of last month.

A significant expansion of the country's telecommunications is now expected.

The privatization of 52 percent of the Telebras A shares was the largest ever in Latin America. Prior to the sale, the telecom giant was divided into twelve companies, three for fixed telephony, eight for mobile telephony and one for international telephony.

Strategic move

A consortium, led by Telefonica of Spain, acquired control of the strategically important fixed telephony in São Paulo with a bid of approximately USD 5 billion. The purchase reinforced the Spanish company's already strong position in Latin America.

Mobile telephony in São Paulo was acquired by Portugal Telecom with a bid of approximately USD 3 billion, more than twice the minimum bid price. American MCI gained control of international telephony with a bid of USD 2 billion for the state-run company Embratel.

Will expand

The new owners have all promised to significantly expand Brazil's telecommunications, which will bring new opportunities for suppliers in an already expansive telecom market.

Of the nation's 160 million residents, only around 10 percent have fixed telephones and just over 2 percent have mobile telephones.

Already in 1997, Brazil was Ericsson's fifth largest market.

Nils Sundström

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COLUMN



Bobby Chang

Merger Mania!

WorldCom buys MCI; AT&T buys TCG and TCI; SBC buys SNET and Pacific Telesis and plans to purchase Ameritech; Bell Atlantic merges with Nynex; Alcatel acquires DSC; Tellabs merges with Ciena; Excel merges with Teleglobe; Qwest acquires LCI; Nortel buys Bay Networks; Cisco has bought about 30 companies in less than five years, and this list of mergers and acquisitions could go on and on as a result of the recent convergence trend in the telecommunications industry. As a matter of fact, mergers and acquisitions (M&A) in the global information technology and communications industries have grown to a record level of 4,040 in 1997, which shows an increase of 25 percent compared to 1996.

Why are so many mergers happening? What are the major driving forces behind this mania? Will this trend continue in the future?

The Telecommunications Act of 1996 freed U.S. operators to compete in virtually all market segments. Customers demand higher quality, better service, and faster delivery at lower prices. This deregulated environment tends to force service providers and vendors to offer fully integrated networks and services with system integration capability. Technical breakthroughs, especially the Internet and broadband technologies, make the integration of voice, data and video on a single network a reality. Customers now have more choices, while service providers and their suppliers have to face more intense competition in the marketplace. The 1996 Act and recent technological developments have also stimulated the pace of mergers in the telecommunications industry.

M&A is an efficient method to increase market share. The proposed 60 billion-dollar SBC/Ameritech combination will create the world's third largest telecom giant in terms of revenues.

M&A can help a company to expand into new market segments. AT&T's 48 billion-dollar purchase of the U.S.'s second largest cable company, TCI, will give AT&T access to the highly prized markets for local telephone calls and cable customers. This is a big enhancement to AT&T's capability to compete with RBOCs and other operators in the local telephone service market. This is AT&T's second megadeal this year, since the company bought Teleport Communications Group (TCG) in January for USD 11.3 billion.

M&A can enhance a company's product portfolio with a much faster time-to-market. In June this year, Nortel agreed to purchase Bay Networks for USD 9.1 billion, with the objective of offering an end-to-end line of data and voice equipment that can combine voice, data, and video on LANs and WANs with IP, ATM and frame relay. The acquisition will fill some gaps in Nortel's current products offering.

M&A can strengthen a company's position in certain markets as well as increasing the customer base. When Alcatel purchased DSC for USD 4.4 billion, its position in the U.S. market was immediately strengthened, and the deal will also give Alcatel stronger relations with several U.S. telephone operators including the RBOCs, which are DSC's major customers.

M&A helps a company to expand its geographical coverage. In June this year, Excel Communications, the fifth largest U.S. long distance phone company merged with Canada's Teleglobe Inc. in a transaction valued at more than USD 3.5 billion. This merger not only has created North America's fourth largest long-distance company, but also helps each company to provide long-distance and Internet services to more geographical areas.

Finally, M&A can provide technological competence. Also in June this year, Tellabs and Ciena agreed to merge their companies in a transaction valued at USD 7.1 billion. The merger has provided Tellabs with world-class optical transmission capability and the ability to compete with companies such as Lucent and Nortel.

A merger is a complicated process. It involves technical considerations, financing, regulatory and business issues. To structure and negotiate a deal requires extensive study and substantial competence and experience. We believe this acquisition trend will continue and grow in the near future as the telecommunications industry becomes more deregulated.

To be sure of leading the telecommunications industry into the 21st century, Ericsson needs to perform complete and careful analyses on the trend of mergers and acquisitions. What products and markets do we need to acquire? Which companies can provide us with what our customers need? When do we need to make the moves? How much should we pay for the transactions? And how do we manage the acquired companies and people to maximize synergies? These are some of the critical lessons we need to master to sustain Ericsson's long-term competitive advantages into the future.

Bobby Chang works for the Ericsson Business Intelligence group covering North American regions.



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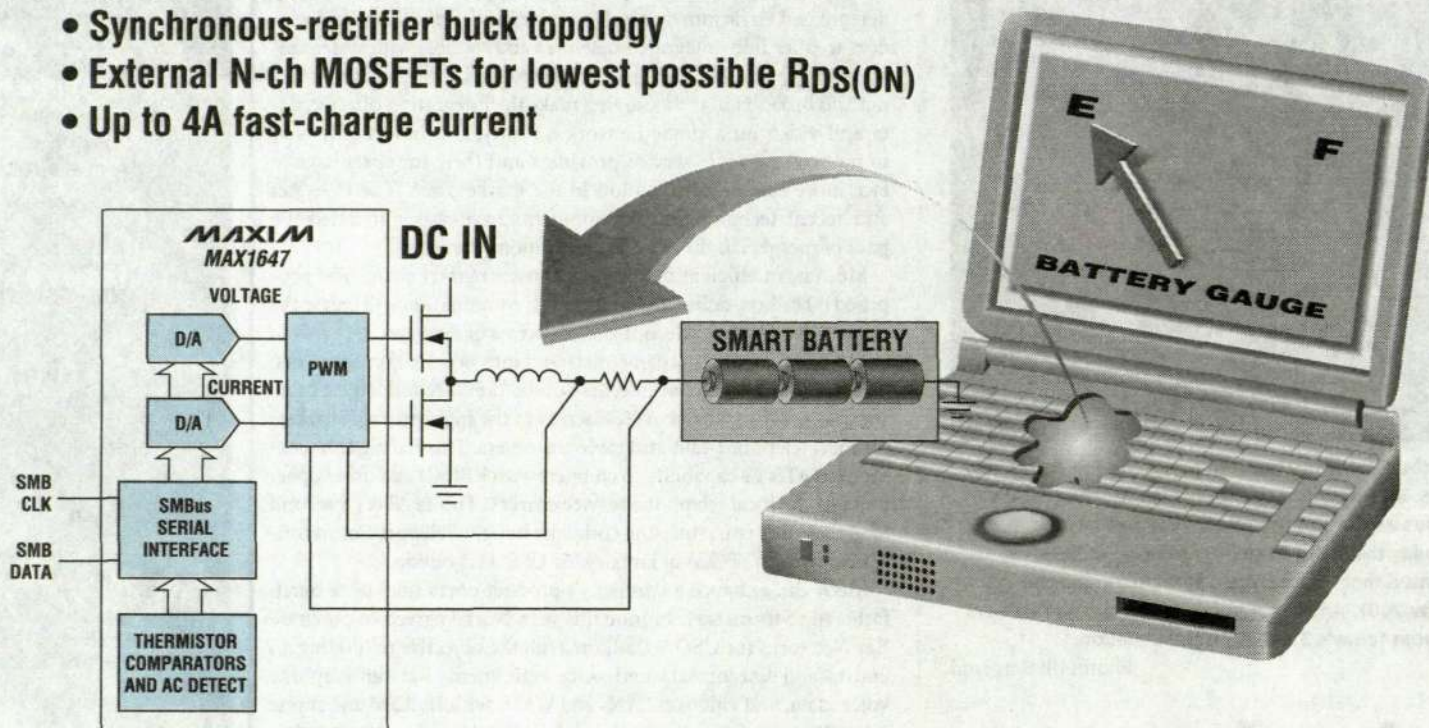
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Nippon Ericsson is not afraid to try out unconventional moves. Yoshihiko Kido - in charge of Ericsson's International Procurement Office in Tokyo - has introduced aikido training for employees. The results were soon apparent.

Japanese martial art drives Ericsson forward

Ericsson's International Procurement Office, which is responsible for purchasing electronic components in the Japanese market, is growing rapidly.

"We have increased our sales from USD 500 million in 1986 to USD 1 billion today," reports Yoshihiko Kido. "Mobile telephone components account for more than 70 percent of the total. Our customers are Ericsson plants worldwide."

Non-Japanese career

Yoshihiko Kido has anything but a typical Ericsson background, having studied linguistics at university prior to starting his career. He has been with Ericsson since 1989.

"I have always worked for non-Japanese companies, including the hard-disk manufacturer Seagate and General Electric," says Yoshihiko.

"When I first began working for a foreign company 20 years ago, many of my friends thought it was a very strange thing to do, since it was virtually unheard-of at the time. I suspect that, deep down, they were envious of me for having the nerve to take such a step.

"Employees of foreign companies have more freedom and responsibility than is normal in Japanese companies, which are generally more bureaucratic and formal. I regard Ericsson as a very open and democratic company - more so than the American companies for which I have worked."

Black belt

Yoshihiko Kido's greatest passion outside his work is the martial art aikido. He has been an aikido devotee for 11 years, has a black belt and trains twice a week for up to three hours per session.

Aikido, the fundamental prin-

ciples of which derive from ancient Japanese philosophy, teaches the skills required to tackle and disarm an opponent armed with a knife or sword.

"Aikido is exclusively defensive and has much in common with Zen meditation," explains Yoshihiko. "When you practice aikido, you think less about yourself and more about other people. The essence of aikido is the ability to concentrate and free yourself from worldly preoccupations, such as possessions, money and rank. The skills acquired are highly applicable to working life - helping people to handle stress and improving group relations, for example."

This was why Yoshihiko started



Yoshihiko Kido.

up Ericsson's own aikido club and fitted part of the office building with tatami mats for employees to train on. The results were soon apparent: three people have already earned black belts and several others are well on the way.

Creates harmony

"Aikido has certainly helped us to create a better atmosphere in the office, with even greater concentration and a more harmonious approach to work," relates Yoshihiko. "When an employee needs support, I usually think of the office as a dojo (a practice area for aikido) and handle the problem as we do in aikido. That's because aikido teaches people how to ventilate their feelings - something that we Japanese are not always very good at."

A sense of harmony and concentration is essential when one is working in a market as competitive as Japan. In the terminals segment, Ericsson faces competition that is tougher than anywhere else in the world.

"There are 17 local producers, and Ericsson has the same difficulty as Nokia and Motorola when it comes to meeting Japanese customers' demands for low weight, long talk time and functionality," continues Yoshihiko. "To be marketable at all, a terminal must not weigh more than 90 grams. The smallest model on the market - produced by Panasonic - weighs only 78 grams, and even smaller units are on the way."

Good reputation

"But I think Ericsson has an excellent position for continued expansion here in Japan, as regards both terminals and base stations. We have maintained our pace of growth, while also establishing an exceedingly good reputation within only a few years."

At the Yokosuka Research Park south of Tokyo, an enormous research facility is currently under development. The center, where Ericsson is currently making the largest investment ever by a Swedish company in Japan, will bring together 25 companies in the telecom area to develop third-generation mobile telephony.

"We are also actively involved in the development of the third generation of mobile telephones and we expect to have between 80 and 100 researchers working in association with the research center in Yokosuka Research Park," concludes Yoshihiko Kido.



Members of the aikido club outside Ericsson represent several generations. Yoshihiko Kido trains at the club twice a week. He is convinced that aikido has much to contribute to working life by promoting improved concentration and greater harmony in the workplace.

Photo: Jan Kind

Jan Kind



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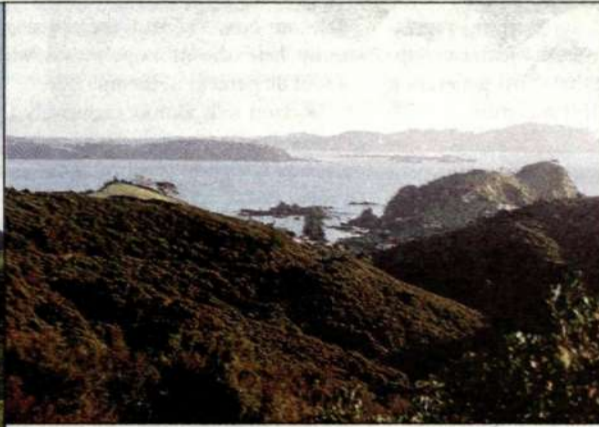
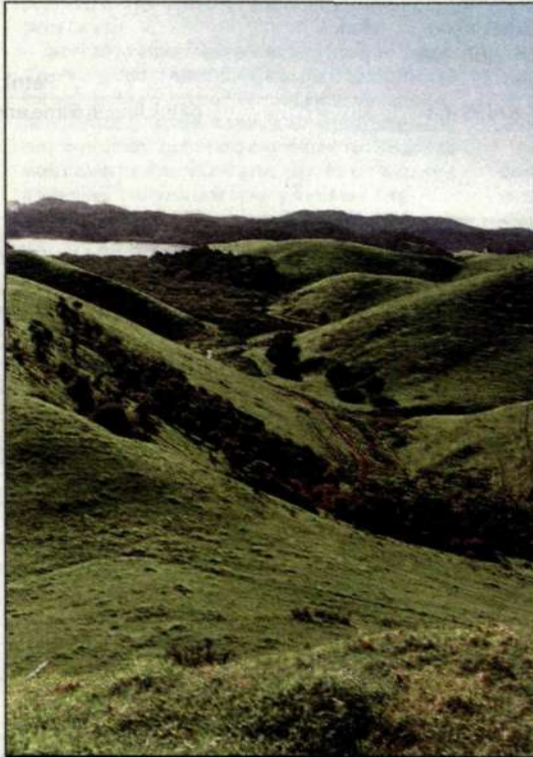
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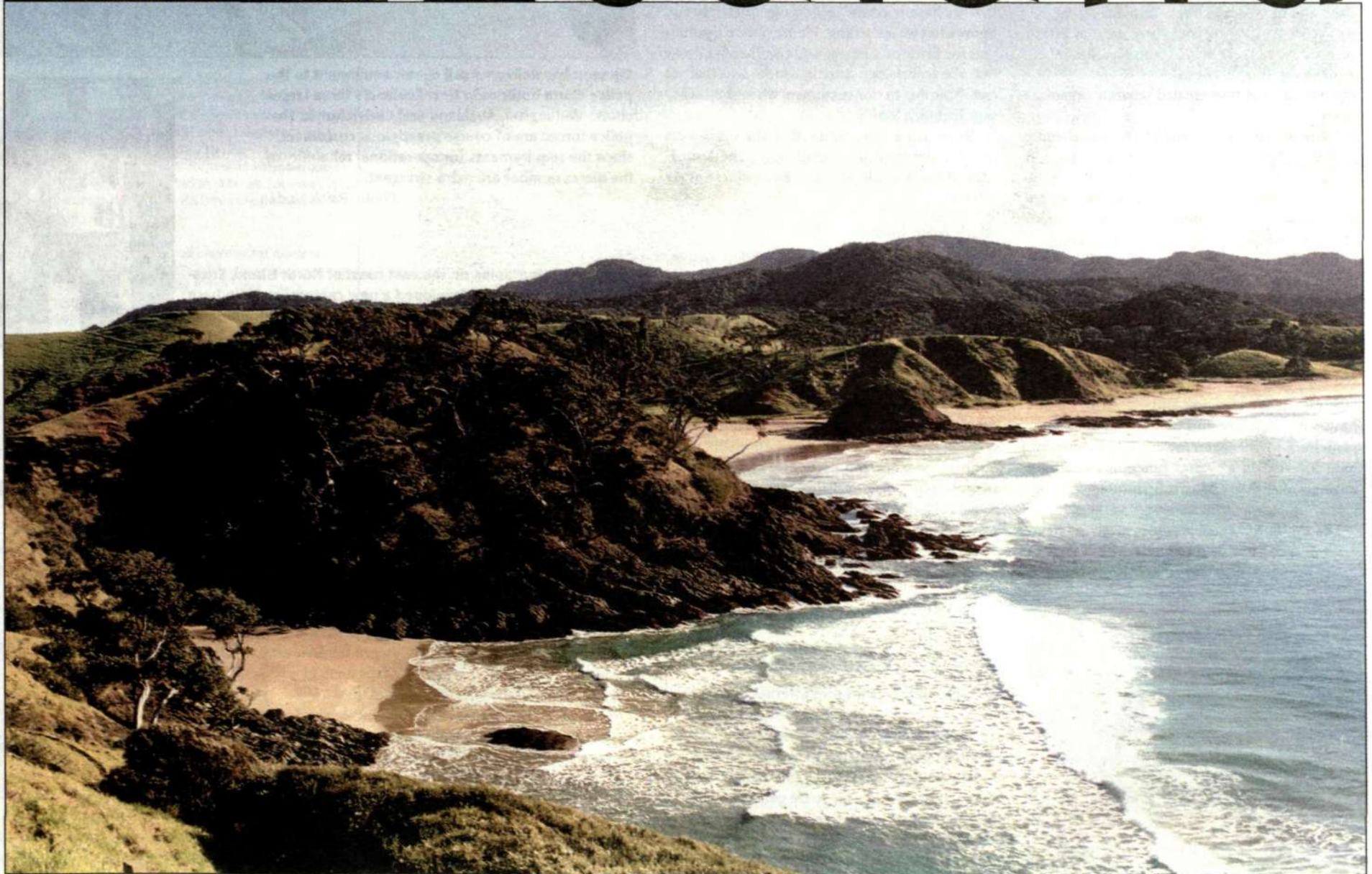
ERICSSON 

Wide open spaces. The telecom market in New Zealand is unique. It is not merely deregulated - it is entirely unregulated. Despite the fact that the country has only three and a half million inhabitants, there are some 20 operators in business.

an untamed market open to new ideas



new zealand



New Zealand is not like other markets, partly due to its small population and isolated location, but perhaps more so because its telecom market is the world's most deregulated.

A company poised for action

"New Zealand is not deregulated, it is simply unregulated in terms of telecom," says Trygve Urdal, who is responsible for business development at Ericsson in New Zealand. "The last time we counted, there were 19 new operators, many in niche areas, while others are more generalized."

For a sparsely populated country with only three and a half million inhabitants in an area the size of Japan or the U.K., that is an incredible number of market players. Furthermore, there is no governmental regulatory body for the industry. The policy is first come, first serve. Deregulation began in the early 1990s.

The unregulated market makes it easy to try new solutions, which is why New Zealand has become somewhat of a test market where several operators and suppliers can try new products and solutions.

"Although right now there isn't much happening, everyone is waiting for new frequencies to be released at the end of the year," says Trygve Urdal.

The frequencies between 1700 and 2300 megahertz will be released and there are no regulations for how they are to be used. Much can happen, especially considering that third-generation mobile telephony fits into this spectrum.

"It's impossible to be specific, but the new frequencies could mean four new operators on the GSM 1800 band. Any major expansion of the D-AMPS technology is unlikely, however, since it would place limitations on third-generation mobile telephony," says Trygve Urdal.

Mostly mobile

Most of Ericsson's activities in New Zealand are in mobile telephony. The largest customer is Telecom New Zealand, the operator that previously held the monopoly and which still has about 80 percent of the market.

Ericsson sells almost exclusively D-AMPS systems in New Zealand. Mobile phones are of course sold for both the GSM and D-AMPS systems.

Ericsson hopes that the establishment of new operators will enable it to better penetrate the GSM market. The important thing now is to identify which operator groupings will be the winners when the new frequencies are released.

"We are hoping for a major upswing next year. Right now, everything is on the back burner in anticipation of the release," Trygve Urdal concludes.

Patrik Lindén

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Simple and functional

Customer orientation and skills development are two prioritized areas for Ericsson in New Zealand. This is probably part of the management jargon of most companies, along with "our employees are our greatest asset", but at Ericsson New Zealand, these concepts are put into practice.

"The new organization that we have just implemented is adapted to the customers," says Torbjörn Smith, president of Ericsson in New Zealand for the past four years.

Although customers do not distinguish between fixed and mobile telephony, Ericsson has worked on the basis of there being a dividing line between the two and has thus created separate organizations.

"Now we have an organization that can handle all technologies. The fact that the customer is in the same city and Ericsson's head office is on the other side of the globe means that we literally are much closer to the customer. I believe this also affects the way we work," says Torbjörn Smith.

When Ericsson opened a new head office in the capital city of Wellington, the company moved into a traditional office building in which the managers had windows and corner offices, while the rest of the staff worked in an open office setting.

No own offices

"We rebuilt the premises entirely. Now, no one has their own office and we have an open floor plan. Even we managers are out in the open. We have invested in airy and functional common rooms, rather than exclusive furniture," says Torbjörn Smith.

The top floor, which was previously reserved for managers, is now a cafeteria with a view of

the channel approach to Wellington's harbor. This floor also contains rooms for employee training. A great deal has also been invested in a good local data and telecom network.

Know that it works

"We have attempted to create a modern and flexible high-tech workplace using much of the technology that we sell to customers. This means that we have tried the technology ourselves and know what we are selling. We are our own guinea pigs for Ericsson's new solutions. Then we know that the technology actually works and that we can show this to our customers when they visit," says Torbjörn Smith.

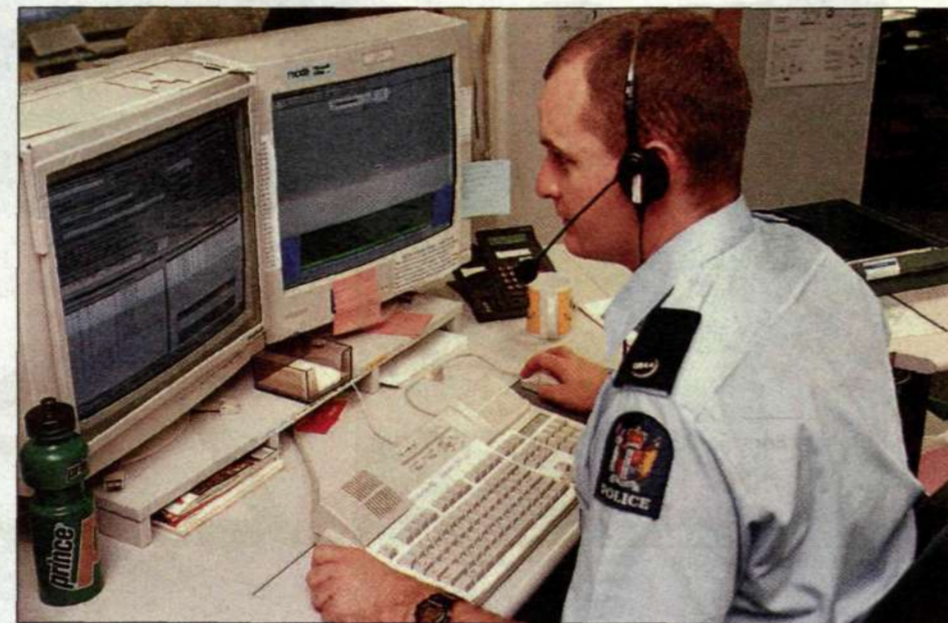
He feels it is important that the employees really understand the technology. The knowledge of today could lead to new business in six months.

Work from home

Many employees have equipment that enables them to work from home. This is convenient, since many contacts with other parts of Ericsson, and with Stockholm especially, must take place after office hours due to the time difference.

The redesigning of the office a couple of years ago has attracted considerable attention. Many potential customers have asked to come to Ericsson for a tour of the premises. This has been very valuable for the company, especially since business switches and corporate customers are an important part of Ericsson's operations in New Zealand.

Patrik Lindén



Ericsson has delivered call center equipment to the police alarm hotlines in New Zealand's three largest cities: Wellington, Auckland and Christchurch. The police forces are of course prestigious customers, since the requirements for operational reliability of the alarm number are extra stringent.

Photo: Patrik Lindén

In Napier, on the east coast of North Island, Ericsson has developed a new cabinet for radio base equipment. Ericsson's normal range of products was not suitable for New Zealand. There are stringent regulations for what can be installed, and since the cabinets needed required special permission, extra work and time were needed. So Ericsson designed its own cabinets. The green cabinet is an example from the streets of Auckland.



ERICSSON IN NEW ZEALAND

Ericsson sold its first products in New Zealand more than 100 years ago, but business volumes were small until 1983, when Ericsson acquired a company in Napier on the North Island's east coast, which had operations in telecom solutions based on copper technology. Ericsson then wanted to participate in larger tenders, which required a local presence. Since then, Ericsson has expanded in New Zealand until a few years ago, when the company was downsized from more than 600 people to about 300. But the future is once again looking brighter.

The head office is located in Wellington, as is the department that handles the largest customer, the operator Telecom New Zealand. The marketing organization and the department for new operators are based in Auckland, which is

the largest city. A manufacturing unit and development of Ericsson's product, Home Internet Solution, are located in Napier, together with Business Support Services.



Ericsson has been around for a while in New Zealand, which is evident from this order book from 1916.



Auckland, where Ericsson has one of its offices, is called the City of Sails. Here, Ericsson is sponsoring one of the Whitbread boats from 1994-95. She is called The Phantom of the Straits and is currently used for calmer voyages with, for example, Ericsson customers. Sailing is a major sport in New Zealand.

New Zealand's competence model used throughout Ericsson

Only a few years ago, Ericsson in New Zealand had more than 600 employees. Today, that number has been reduced to 300, which has required new thinking for skills management.

"All of our needs and areas of responsibility have been listed and grouped, and profiles for all of the employee positions have been created. Thus, we knew exactly what to look for when the new organization was created earlier this year," explains Christine Summerville, who is responsible for personnel issues.

The personnel force was also reviewed in order to determine the skills available. Afterward, the various positions were filled. This model has been used at several other areas within Ericsson, including Ericsson Telecom, which is rationalizing and restructuring its organization worldwide.

A difficult process

"Naturally, it is a difficult process. For example, we changed our organization so that nine people report to the president, Torbjörn Smith, instead of the previous 15. But our skills mapping, as we call it, also provides strength and self-assurance. The person who is assigned to a position knows that he or she is the most suitable person for the post, based on his or her qualifications," says Christine Summerville.



Christine Summerville, personnel manager in New Zealand.

The listing and categorizing process has also simplified personnel recruitment. Now the skills needed are much more specified.

No one is one hundred percent compatible with every job. Incompatibility is used as a basis for skills development and personal development plans have been created for the employees. The plan is that the gaps should be filled by the year 2000.

Rapid downsizing

The rapid reduction in personnel is due to several factors. First, Ericsson sold a service provider business, Ericsson Cellular. This was an airtel reseller operation from Telecom New Zealand, in which Ericsson acted as a service provider vis-à-vis subscribers. With several operators in the market, Telecom New Zealand wanted to manage the relationship with the end customer independently and the operation was sold in October 1997. About 150 people were made redundant. Some 80 or so were rehired by Telecom New Zealand and most of the others found other jobs.

Telecom New Zealand also recently canceled a major broadband project in which Ericsson had invested a great deal. Many people lost their jobs. Some former employees have found new jobs at other parts of Ericsson worldwide.

A further factor has been the implementation of the SAP computer system which went "live" on

July 1, 1998. This system has enhanced efficiency after the restructuring, in which business areas have merged and customer units have been formed. SAP enables Ericsson New Zealand to report to Sweden on the basis of business areas but also allows for measurement of profitability by customer units.

Needs created model

"The skills model was not a work of genius, but rather something that emerged from our needs," says Christine Summerville.

Ericsson New Zealand now has many followers within the company as a whole, and this has resulted in many study visits. The visitors also include companies outside Ericsson, such as Telia of Sweden.

"I think that we at Ericsson in New Zealand are unique in that we don't have a traditional personnel department. There are only two people working full-time with personnel issues."

Christine Summerville has created working methods and serves as support for the line managers, who are in charge of the practical personnel work. Much of the work takes place in the SAP R/3 administrative system, which was inaugurated in New Zealand in early July.

"We had the only project within the personnel area that was nominated to the quality competition 'Best Improvement Within Ericsson,'" Christine says proudly.

Patrik Lindén

COLUMN

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Auckland – as far away as possible

It took 35 hours and I traversed 11 time zones to get to Auckland and Ericsson in New Zealand. It is not possible to get further away from Sweden and the head office. Despite the distance, the country doesn't seem particularly unfamiliar. I had that feeling for several minutes until I was about to get in the taxi on the way from the airport and found that someone was sitting in my seat. It was the driver. He was used to right-hand traffic tourists and smiled at my clumsiness.

Left-hand traffic isn't the only thing the British have contributed. It's very easy to feel that you're visiting Great Britain. A quick glance at the currency would confirm this fact, since Queen Elizabeth is depicted on them. Although she must share this privilege with the kiwi bird.

But as opposed to the U.K. and the northern hemisphere, things are a bit simpler here. Phrases such as "G'day mate" and "No problems mate" are heard all the time. With New Zealand's temperate climate, it is perhaps difficult to become depressed.

The day before I left Stockholm at the end of June, it was cloudy and 13°C. In New Zealand, it's winter this time of year. This meant 15° and sunshine, which gives a new dimension to the debate about moving the head office from Stockholm.

That my visit took place during the World Cup in soccer was not at all noticeable in New Zealand. In this part of the world, no one cares about soccer. Rugby is the number-one sport, preferably at Ericsson Stadium in Auckland.

When I arrived in central Auckland by taxi from the airport, it was deserted, even though it was mid-day on a Saturday. A rugby match against England was underway and those who didn't have tickets were glued to their TV sets.

The incredible distance, both in terms of miles and time zones, between Ericsson in New Zealand and Stockholm is not necessarily viewed as being a disadvantage. Some say it is an advantage. Since it's not possible to check with Stockholm before all decisions are made, staff prefer to charge ahead and apologize later. Perhaps that is the secret behind Ericsson's success in New Zealand.

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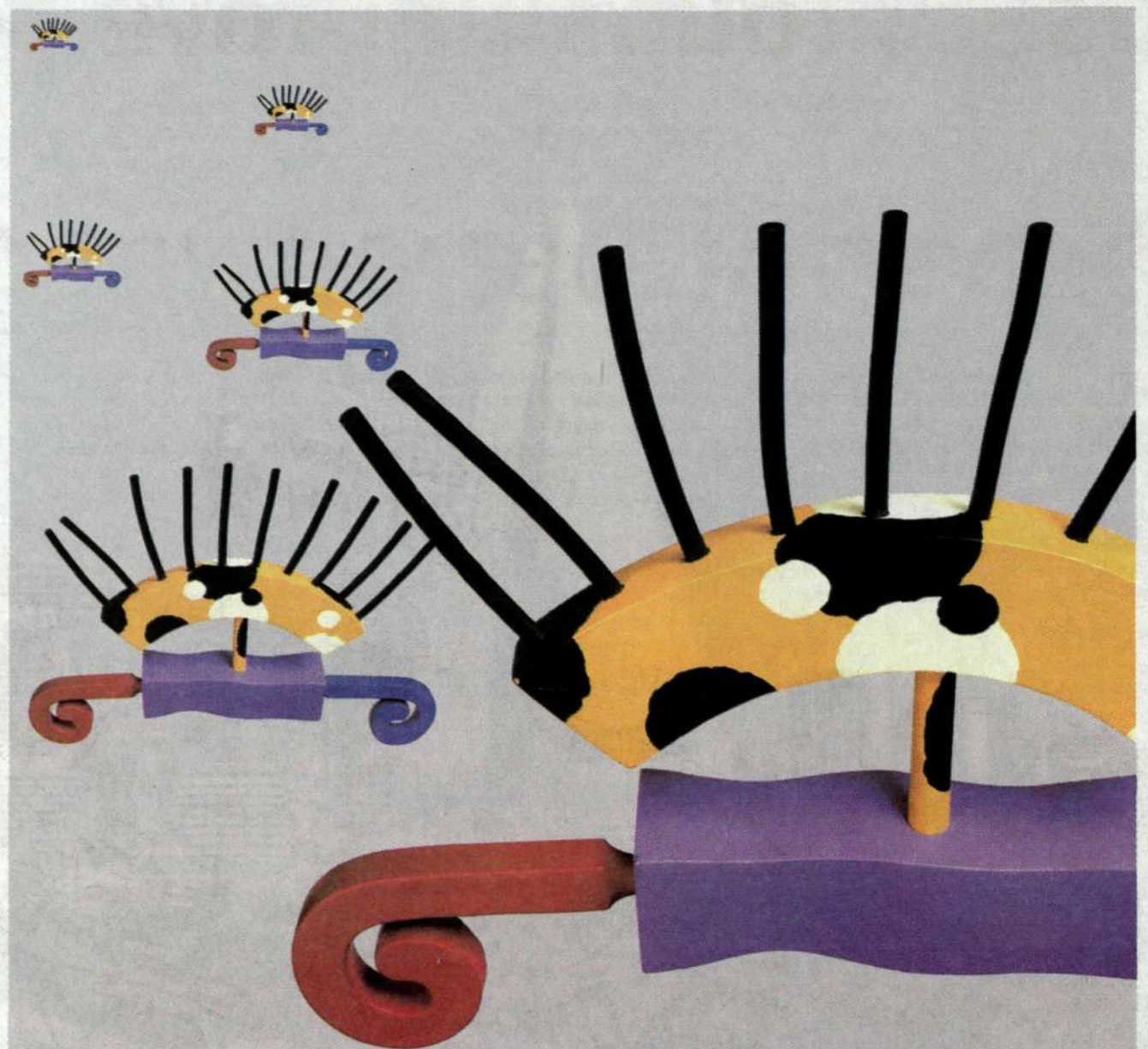
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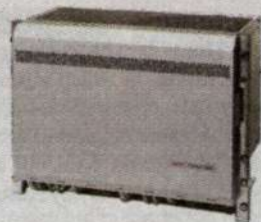
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User groups improve products

Insights into customer opinions of Ericsson products are necessary in order to improve quality. User group meetings held regularly by mobile telecom operators offer an excellent opportunity to meet customer representatives and listen to their experiences using Ericsson products. More than twenty GSM operators convened for a user group meeting in Helsinki, Finland, recently.

The oldest telecom operators' user group is the so-called AXE User Forum, a global user group of fixed network operators started in 1982. Mobile operator user groups, however, exist regionally, each focusing on one specific mobile telephony standard. They also meet more frequently, typically three times each year.

The group of European GSM operators is the largest user group of its kind, with present membership at now 27 operators and increasing every year. GSM User groups have also been established recently in the U.S. and Asia.

Not a member

"It's important to bear in mind that Ericsson is not a member of any user group, but we are usually invited to the meetings so we can listen and learn from operators' experiences and opinions on the equipment we supply," says Richard Adkins, the previous manager of user group activities for the GSM, NMT and TACS business unit. Richard Adkins has now returned to England and has been succeeded by Olle Setterberg. Richard directed Ericsson's participation at the two-day user group meeting in Helsinki, which was hosted by Sonera, the Finnish mobile telecom operator formerly known as Telecom Finland.

Most user group meetings are two-day sessions, with the first day reserved for the private business of operators, and Ericsson's participation in proceedings scheduled during the second day. No commercial issues are discussed, with all discussion focused exclusively on technology questions related to operations, maintenance, support and upcoming new products. Ericsson's local companies are not represented at the meetings, with participation limited to key persons from various areas of the central Ericsson organization.

The highlights of each meeting, however, are rapidly shared with local companies via the Ericsson Intranet, as are both Ericsson presentations and action point responses before delivery to the group.

Discussing year 2000 compliance issues

In addition to discussions, the entire group also works in small sub-groups focused on specific issues of special interest. At some meetings, urgent issues are covered during a third day, as was the case in Helsinki. The special topic of discussion was Ericsson's Y2K project, and the operators were provided with detailed information about year 2000 compliance issues.

Jouko Rautio, a representative of Finnish GSM operator Sonera, has attended six or seven user group meetings. He believes they provide an excellent forum for exchanging experiences with other operators and presenting new ideas and opinions.

"This forum gives us an opportunity to speak our minds, express our opinions. Ericsson

is a reputable supplier with a very broad product range, but sometimes the company does not listen to us; we seek a greater awareness of our wishes and needs," Mr. Rautio said.

Christer Lundqvist of Telia Mobile in Sweden also looks for greater awareness from Ericsson. He has attended six or seven user group meetings and believes they offer an opportunity for valuable and rewarding exchanges of information.

"It's a plus that we, as operators, can express our opinions as a unified front; we are a large group with the power to place more stringent demands on suppliers. Our opinions and viewpoints should eventually lead to better quality," he explained.

Chris Pidgeon of Cellnet UK and Mark Schnitzler of Mannesmann Mobilfunk also attended the user group meeting in Helsinki. Both men have attended several meetings in the past, and they believe that Ericsson's presentations have sharply improved at recent meetings.

"These two days in Helsinki have been extremely rewarding, highlighted by exchanges of experiences and information," says Mark Schnitzler. He believes the user meetings are

particularly valuable in terms of learning more about Ericsson products and gaining better understanding and insights into the company's internal operating processes.

"Is Ericsson receptive to our needs? It varies, depending on the subject matter," he replies.

Chris Pidgeon has attended user group meetings since Cellnet were invited to take part in June 1996.

Recently he was asked to represent the European User Group at the inaugural Asia Pacific GSM User Group meeting in Kuala Lumpur.

At the meeting in Malaysia, he described the experiences of Europe's user group and how the meetings are conducted.

Extremely important meetings

"User group meetings are extremely important and provide an excellent forum for operators to present suggestions and opinions on a wide range of subjects. This forum provides mobile operators and Ericsson with a unique opportunity to discuss the real issues affecting our networks with appropriate Ericsson personnel. Cellnet has been able to use the information gained from operators and Ericsson in a positive way to help the company attain its goal in providing excellent

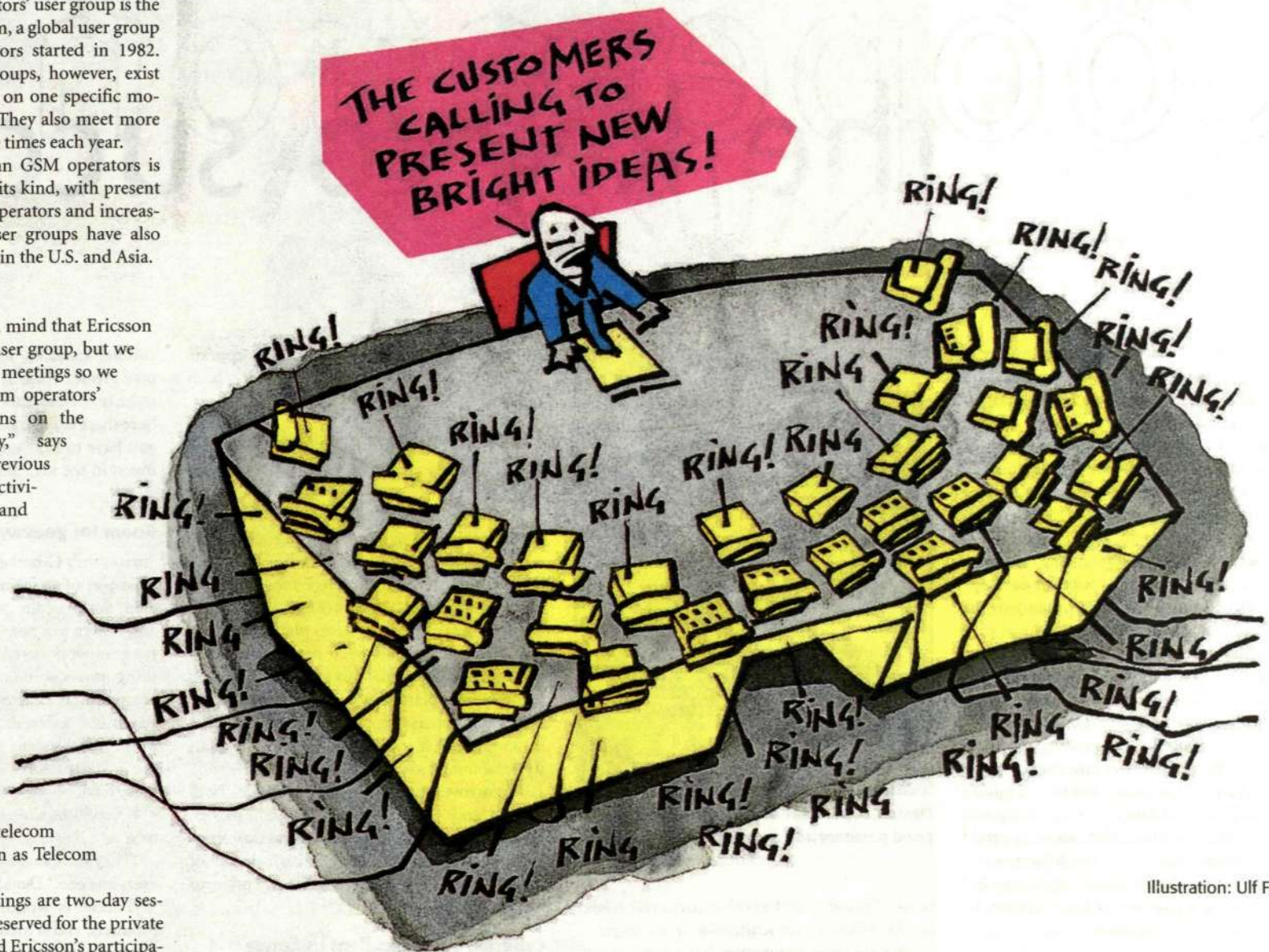


Illustration: Ulf Frödin



Richard Adkins,
Ericsson.



Jouko Rautio,
Sonera.



Mark Schnitzler,
Mannesmann.



Christer Lundqvist,
Telia Mobile.



Chris Pidgeon,
Cellnet UK.

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Further information: hyperlink <http://kira.ericsson.se/wsh/cme20usergroup/current/bin/webshelf/>

A great deal is happening in the telecom sphere. During the summer, several giants in the industry were out shopping for companies, in order to make themselves even bigger and stronger. In a series of articles, Contact describes how Ericsson is developing partnerships in various areas. Lone wolves are not in a strong position in the new telecom world.

Cooperation the key to success

David Cooperstein, Forrester Inc's telecom strategist, analyses the industry every day. His job is comparing companies such as Ericsson, Lucent, Nortel, Alcatel, Siemens and Cisco. His advice to Ericsson is: "Find good partners and good acquisitions."

"Nowadays, the key to everything is being a global company which makes the right acquisitions," David Cooperstein says.

"Ericsson's world is changing very rapidly." David is happy to discuss telecom development with us. But he wants to maintain his neutral role, as an analyst, even if he is prepared to indicate various potential options for Ericsson.

"Traditional telecom, as we used to know it, will never be the same again," David believes.

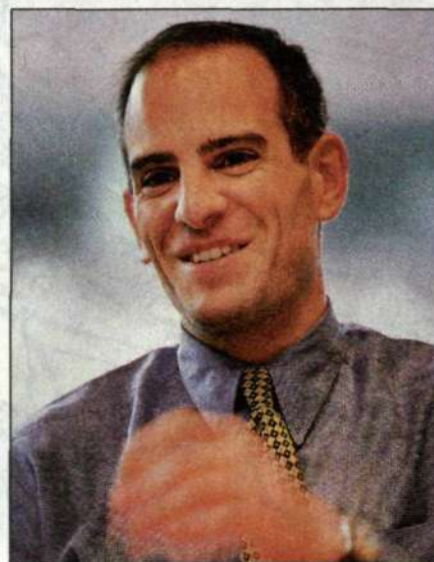
"The future is not just a question of buying and selling. We also have to take the information structure into account, and the corporate wholesaling and retailing aspects. Ericsson's problem will be to differentiate all of its products. If customers cannot see the difference between them, they will find other suppliers. Cisco, for example, makes it easy for customers to differentiate between products.

Interested in business strategies

David Cooperstein is particularly interested in business strategies, and thinks that Lucent, the US manufacturer, has been more successful than its competitors in this area in several ways.

"Lucent is good at marketing its products very rapidly," he says. "Ericsson needs to be equally aggressive from a strategic point of view, not just in telephones, but in all types of products. But you have to be careful to avoid marketing that is too aggressive."

Forrester's analysts also look at the implica-



David Cooperstein advises Ericsson to find good partners and acquisitions.

Photo: Roger Schederin

tions of being linked to other corporate trademarks, following an acquisition or a merger.

"Buying other companies has a positive impact on the market's perception of the products," according to David Cooperstein. He is excited about the prospect of a major acquisition by Ericsson.

"Lucent is buying as many companies as it can. The same applies to Nortel. Even if their strategy may not be perfect, it is possible to strike a happy balance."

"In a world which is constantly changing, partnerships are often a way of acquiring personnel rather than making products. But partnerships can also break up rather easily, and they don't guarantee ownership of the finished

product. But that's not the case with corporate acquisitions. Ericsson should consider both options."

The personnel base is crucial

What partnerships and acquisitions would you suggest?

"Computer network suppliers that are quick on their feet," is David's instant response.

"The product range needs to be broader in this segment. New technology means getting routing systems to run faster and incorporating extranet routers in systems platforms. Ericsson needs to identify such needs at an early stage and build them into systems. The next generation of platforms must be that good."

David Cooperstein is keen to point out the importance of managing Ericsson's high-quality personnel resources effectively.

Tomorrow's strategies will involve both global and regional telecom companies. Deregulation has opened up several new markets. Companies which have a high degree of flexibility and are fast on their feet will prove to be the winners.

Cyberlab is an excellent initiative

"It will do Ericsson a great deal of good if it manages to establish partnerships with small companies."

David Cooperstein thinks that Ericsson's Cyberlab initiative in the US is an excellent example of this.

"This type of approach also needs to be applied in traditional areas. Innovative ideas about financial resources and manufacturing are also required. The Netscape and America OnLine companies of the future are being developed in today's Cyberlabs. But any research and development initiative is also bound to en-

counter setbacks. Telecom companies have to take greater risks. It is the same in the movie industry or the Internet. The first step is to believe there is a market for the product, and then you have to find someone who is prepared to invest in the idea and start to do business," he states.

Room for guesswork

"Ericsson's Cyberlab or Lucent's Bell Labs are examples of an infinite spirit of entrepreneurship. Some of the projects will be successful, and others will not. There also has to be scope for guesswork based on scientific logic. Everything moves so much faster today. Digital exchanges were developed in the course of a few years. But today, extranet routers, which appeared on the scene in 1997, are already part of the infrastructure. Development is that fast these days."

What distinguishes Ericsson from its competitors?

"They have more wireless applications than everyone else," David says.

"Lucent is working hard to develop new products, and it focuses heavily on a high-tech future. Motorola and Nortel are concentrating on existing platforms. Siemens and Alcatel seem to have close relationships with their customers. Wireless applications are the dominant force in Europe today – not the Internet. Ericsson wants to focus on all aspects of data communications, including wireless datacom, as far as I can see. Ericsson probably also needs to invest heavily in other areas, but it is doing this in a cautious manner, and it allows for mistakes. Making mistakes is an essential aspect of progress."

Charlotte von Proschwitz

Ericsson and Cedergrén helped each other

Lars Magnus Ericsson's instrument-making workshop, which commenced operations in 1876, might not have grown as it did without partnership at an early stage with Henrik Tore Cedergrén, who founded a public telephone company in Stockholm in 1883.

Bell's telephone, which had been invented the year before, was demonstrated in Stockholm in 1877. Cedergrén, who was a qualified engineer, immediately ordered the first telephone link in Stockholm from his home and a jeweler's shop founded by his father. Bell Telephone in the U.S. supplied the apparatus.

Cedergrén soon decided to give Bell some competition by offering telephone services to

the general public at reasonable prices, with the assistance of Lars Magnus Ericsson. The founding of the Stockholm's Allmänna Telefonaktiebolag (SAT) in 1883 was a key date in the development of Swedish telephone service.

Joint innovations

SAT's minutes of June 15, 1883 indicate that the Board decided "to order 500 telephone sets

from Ericsson." On July 24 the Board approved an order for "ten switchboards, for 50 subscribers each, at a price of 750 kronor, and two switchboards to link exchanges (Oxtorget and Svartmangatan) for 500 kronor each."

Cooperation between Ericsson and Cedergrén expanded rapidly, and soon generated several joint technical innovations, for example the multiple switchboard.

In its day, the new exchange at Malmkillnadsgratan, which opened on July 12 1887, was the largest in Europe. The initial equipment consisted of 24 multiple switchboards for a maximum of 7,000 subscribers. All design and

manufacture, with the exception of carpentry operations, was entrusted to Ericsson, and this was the largest assignment undertaken by the Ericsson workshops to date.

A new climate

The early history of the telephone industry in Stockholm clearly demonstrates that cooperation between Ericsson and Cedergrén was the key to the expansion of both companies.

But a change in the climate of their relationship soon occurred. In 1896, Cedergrén established his own manufacturing operations in the form of Aktiebolaget Telefonfabriken, with



A good partner is worth gold. But partnerships can be dissolved, so Ericsson should also consider buying companies, says telecom strategist David Cooperstein.

Photo: Great Shots

each other

the explicit aim of reducing his dependence on Ericsson as a supplier. When Telegrafverket also started to make its own equipment for the public sector, Ericsson was forced to concentrate on foreign business in the years around the turn of the century. This also involved setting up companies in other countries.

Commencement of a new era

In 1896, LM Ericsson was incorporated as a limited company, and a new era was inaugurated. Five years after its incorporation, Telefonaktiebolaget LM Ericsson acquired its competitor, Aktiebolaget Telefonfabriken,

which had been started by Cedergrén, and cooperation between the two pioneers was resumed. But that is another story.

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The cooperation between Lars Magnus Ericsson and Henrik Tore Cedergrén is an early example of a partnership that was mutually beneficial.



COLUMN

Lena Widegren
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Lone wolves are not so smart

Proud independence is not a sign of strength nowadays – at least not in the telecom industry. Strong companies ensure that they have satisfactory cooperation with other companies, thus enabling them to act quicker, cut costs and gain access to crucial expertise. This strategy makes Ericsson a flexible company, giving it freedom of action and the resources to take rapid changes of course in an unpredictable market.

Partnership and close cooperation are nothing new as far as Ericsson is concerned.

On the contrary, there is more cooperation these days at all levels, from component development to systems integration.

New data communications technology is accelerating this process.

The speech-handling capabilities of data networks are improving every day, and development is so rapid that it is hardly possible to build up internal data communications expertise at the same rate. Ericsson is safeguarding its expertise by establishing partnership relations with both new and well-established datacom companies. This strategy includes the total or partial acquisition of smaller companies.

Ericsson also needs to have close relationships with the leading global suppliers in areas such as software development, maintenance, services, component development, marketing and advertising. Ericsson's vision of the future is working with a limited number of large entrepreneurial companies and a great many small ones.

Contact will be devoting a series of articles to describing some of the partnerships which Ericsson has already established. Some of these relationships have developed over the years, others are relatively recent.

David Cooperstein, an American telecom industry analyst who is presented in the first of this series of articles, stresses the importance of establishing good partnership relations. But that is not the end of the story. From his American perspective, David also considers that corporate acquisitions are a crucial business strategy.

The dramatic deals in the spring clearly demonstrated that many players have adopted this strategy. Alcatel purchased DSC Communication, and Nortel grabbed Bay Networks, one of Ericsson's partners in the datacom area.

This series of articles is primarily focused on the importance of cooperation in a number of areas.

People used to refer to "joint ventures", as one of Ericsson's lawyers reminds us in his article in this series. Nowadays, everyone prefers to talk about "partnership", which has become a catchword in all contexts involving cooperation, even as a label for traditional suppliers.

But if you look up the word in the dictionary, it is simple enough: a partner is a close associate or colleague, a player on the same side of the court – or someone you whirl around the dance floor with.

Lena Widegren is the editor responsible for this series of articles.

The sale of services will become an increasingly important element in Ericsson's efforts to maintain its hold on the telecommunications market. Today, a substantial proportion of an operator's overhead goes toward the operation and maintenance of the network. This creates major business opportunities for the service and support systems which can improve the efficiency of these functions.

Ericsson has worked in close cooperation with computer giant Hewlett-Packard for a number of years through the jointly owned company, Ericsson Hewlett-Packard Telecommunications.

Teamwork generates the best results

The software company, Ericsson Hewlett-Packard Telecommunications (EHPT), supplies telecom operators with tailor-made support systems. A more independent role and new focus on open systems solutions has now provided greater business opportunities – for both Ericsson and Hewlett-Packard.

An increasing number of telecom operators are today demanding complete-package solutions. In addition to the infrastructure of their networks, the operators need qualified assistance within such areas as network planning, operational start-ups and invoicing.

The world market for the type of solutions that enable operators to efficiently operate and maintain their networks was valued at around USD 14.6 billion in 1997. It is estimated that this market is growing at an annual rate of 20 to 25 percent, to keep pace with deregulation and increasing competition.

"This trend means that the operators must run their networks more efficiently, while simultaneously becoming more creative in their introduction of new services and faster in their invoicing of them," says Thomas Ivarsson, President of EHPT.

Intense competition

In total, some 300 large companies – ranging from telecom players to data and consulting companies – compete in this fragmented market with different solutions. Bellcore, Lucent, CBIS and Andersen Consulting are a few of the largest players in the sector. At the same time, EHPT is today one of the leading software companies and develops both operations and business support systems. The focus is firmly on software applications.

"EHPT is in the unique position of having been able to provide expertise and experience from within both the telecom and data indus-

tries right from day one. And, since HP and Ericsson have highly complementary strategies, we have been able to create the conditions for our owners to also grow in their different roles," notes Ivarsson.

EHPT was formed in 1993 and initially worked very closely with Ericsson, as a core unit. The company developed the TMOS operations-support system and own applications for Ericsson, while simultaneously trying to operate as an independent software development company. This proved to be an impossible combination in the long run and led to EHPT being assigned a new, more independent, role in June 1997.

Independent role

"There are greater demands on us to be responsive and efficient. This means that we now

have a more commercial interface with both HP and Ericsson. We have to stand on our own two feet and focus on those areas in which we can become a world leader," says Thomas Ivarsson, who explains that the entire product portfolio will be changed within the next two to three years.

Extensive product range

Today, EHPT's range of operations and business support products is one of the most extensive in the market. EHPT is also one of the first companies to supply support systems capable of handling both fixed and mobile services on one invoice. By working more actively in the market via several channels, EHPT's goal is to be able to deliver products for Alcatel and Siemens networks, for example, or to work with Sun or IBM computers. In the same way,



Thomas Ivarsson is President of Ericsson Hewlett-Packard Telecommunications. He believes that HP and Ericsson contribute to the owners growing in their own roles.

Photo: Anders Anjou

Ericsson and HP can compete with EHPT by taking in other software solutions.

"Both Ericsson and HP benefit from having an EHPT that is more independent and competitive than previously," notes Ivarsson. "Naturally, we intend to maintain our close cooperation, which in Ericsson's case should result in being able to come to the market more quickly with complete-package solutions."

Different corporate cultures

Thomas Ivarsson has been President of EHPT for the past three years. Prior to that, he worked in Sweden and the United States for Ericsson Telecom for 15 years. He is struck by the great similarities between the Ericsson and HP corporate cultures – but notes that they also differ in several ways.

"Ericsson is more product-oriented, engages in major projects and is skilled in handling total deliveries, while HP is more selective about the areas in which it becomes involved. HP is also more market-oriented and is several years ahead of Ericsson in terms of getting into open systems and thereby exposing itself to competition within all areas," says Ivarsson.

EHPT is now taking in new tools to help develop its own corporate culture. For example, it is adopting HP's business planning and product introduction methods, as well as a life-cycle model for software.

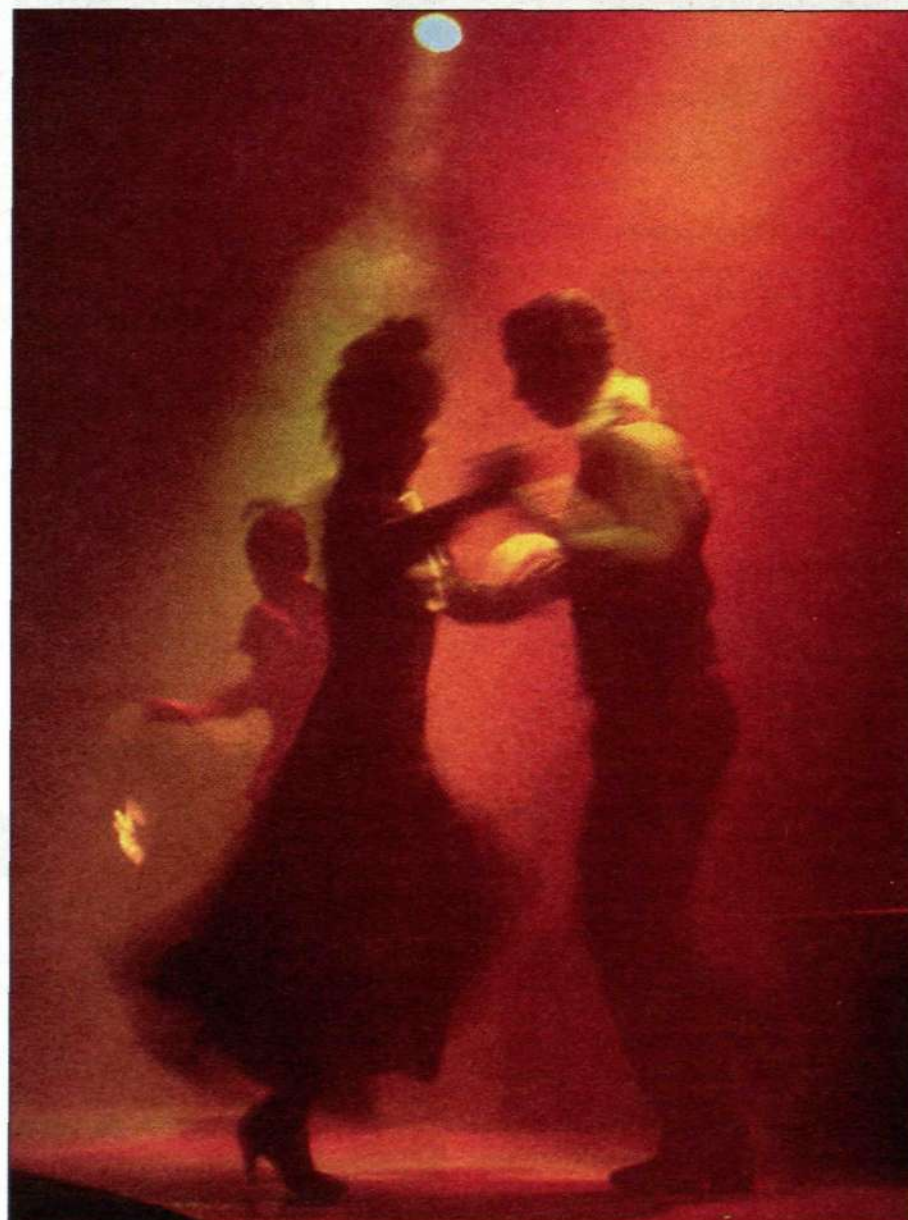
"HP has been very dependent on partners for many years. Ericsson must also adopt a strategy that focuses on more open systems in order to deliver complete-package solutions and live up to its customers' expectations. In this respect, we at EHPT are probably in a position to understand and help Ericsson," concludes Thomas Ivarsson.

Nils Sundström

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HEWLETT-PACKARD

- **Name:** Hewlett-Packard.
- **Established:** 1939 by William Hewlett and David Packard.
- **Sales:** USD 42.9 billion in 1997.
- **Number of employees:** 123,300.
- **Head office:** Palo Alto, California.
- **Geographic markets:** Global, with 600 sales and service offices in more than 120 countries.
- **Type of operation:** Develops, produces and sells computer products, test instruments, electronic components and equipment for chemical and medical applications. Hewlett Packard is the world's largest producer of laser and inkjet printers.
- **Why of current importance to Ericsson:** A world leading computer company, which sells computer-related products and solutions to Ericsson. Owns joint-venture company with Ericsson focusing on support systems for telecom operators.



It takes two to tango. With one leg in the telecom area and the other in the data industry, the Ericsson Hewlett-Packard partnership is in step and in tune with the times.

Photo: Andy Caulfield/Image Bank

ERICSSON HEWLETT-PACKARD

- **Name:** Ericsson Hewlett-Packard Telecommunications.
- **Established:** 1993. Joint-venture company in which Ericsson owns 60 percent and Hewlett Packard the remaining 40 percent.
- **Sales:** Invoicing in 1997 totaled SEK 1,450 million. Goal is to invoice SEK 2 billion in 1999. Of this, one third via customers outside Ericsson.
- **Number of employees:** 900, of whom 800 in Sweden (Stockholm and Gothenburg). Additional 300 persons linked to company through design centers and consulting companies worldwide.
- **Head office:** Stockholm, Sweden
- **Geographic markets:** Global. Develops software applications for operations and business support systems for telecom operators.
- **Why of current importance to Ericsson:** A joint-venture company that has been assigned a more independent role.

Consulting services narrow gaps

Ericsson is focusing heavily on selling consulting services to telecom operators. The Mobile Systems business area established a separate business unit to handle this a year ago. Complete-package solutions are based on IS/IT solutions from various partners.

"Exactly as in the world of computers, the telecom industry has moved on from delivering software and hardware to becoming more solutions-oriented and also supplying consulting services. Through our ability to offer package solutions we develop close relations with customers and this means that we can also pave the way for other Ericsson segments," says Bo Carlgren, head of the Telecom Management Solutions business unit.

The unit's business philosophy is to function as a strategic partner and help mobile operators to decide how they should run their operations

and increase revenues by using more efficient solutions. The consulting services offered range from the formulation of business strategies and supplying various IS/IT solutions designed to strengthen the mobile operators' relations with their customers, for example Customer Care, Billing and Prepaid, to solutions for improving and operating the networks.

Based on customer needs

"We focus on meeting our customers' needs, which does not necessarily mean that our total range always consists entirely of Ericsson prod-

ucts. We work with a total of around ten partners in our three main operating areas: Network Management, Customer Management and Management Consulting," says Bo Carlgren.

"Our partners include Ericsson Hewlett-Packard Telecommunications, Hewlett-Packard and Digital."

Important choice

The work of the business unit has given a new focus to the services area, which could generate substantial long-term profitability for Ericsson. There is a lot of money to be made in the services area – but not if one continues to promote services as merely part of a larger systems transaction. It is estimated that close to 40 percent of an operator's total overhead derives

from areas in which Telecom Management Solutions offers its services. And demand for consulting services is being shown by both new and long-established operators.

"Our choice of partner is extremely important to us in meeting our customers' different IS/IT requirements. We limit the number of partners and choose solutions that are in demand within our various business segments," notes Stefan Johansson, head of the unit's Business Operations Support function.

"Taken as a whole, this means that our partnerships are important not only in terms of creating confidence and credibility, but also in allowing us to rapidly penetrate this market."

Nils Sundström



The choice of a partner is important in order to satisfy customer needs, as well as to create credibility and quickly reach new markets.

Photo:
J P Lenfant/
Pressens Bild.

Complex legal side to forming a partnership

It is not enough to reach a general agreement about a partnership. The terms of cooperation must also be specified and formalized in one or several contracts. Negotiations with American companies in particular require a great deal of legal input. If the agreement in question is really extensive, the EU and national competition authorities will also want to have their say in the matter.

"A partnership is a highly complex legal agreement. Many issues have to be taken into account and it is therefore vital that we become involved in the discussion at an early stage. Intellectual property rights, tax rights, competition laws and other matters need to be studied," notes Johan Tydén, responsible for the parent company's legal support unit.

When negotiating cooperation in the development area, it is essential to determine which party owns the results and to what extent the second party may be allowed to use them. In most of today's large cooperative ventures, the EU Commission must be notified.

This is a complicated and extensive process,

which can take up to six months for a decision to be made. It is therefore extremely important that such work is started at an early stage of the project. If, for example, the parties engage in operations that infringe competition laws and have not been granted the appropriate exemption by the Commission, fines can be levied in amounts of up to 10 percent of a Group's total sales.

Finalized within a few months

Concrete contract negotiations are initiated when the parties have reached an agreement in principle to cooperate. Most of the negotiations are usually finalized after a few months or within six months of their initiation.

"We are often involved at an early stage and the work is usually intensive through the negotiations," says Tydén.

During the initial phase, the parties generally exchange drafts and exchange comments by fax.

"However, it eventually becomes necessary to meet and grind through the details in the text."

The negotiations are conducted almost exclusively in English. For the legal staff, the way in which the negotiations are conducted is largely dependent on the origin of the second party.

"Negotiating with an American company is intensive, with the emphasis firmly on the legal aspects. In other situations, the legal side plays more of a supportive function," says Johan Tydén.

More of the contractual points are already covered by law in Continental Europe and the Nordic region, which effectively limits the

scope available to the parties concerned. It also makes the contract texts considerably less complicated.

Designating a cooperation for partnership has no special legal significance. The content of the cooperation is decided by the parties concerned. The contract is thus what the parties want it to be.

Careful about partnerships

"Previously, one talked about 'joint ventures'; today, everybody wants to call them 'partnerships.' No-one wants to be a sub-supplier. In my opinion, one should be careful about terminology in this area and reserve the word 'partnership' for really close and important cooperation with another party," concludes Tydén.

Patrik Lindén

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It is, perhaps, not as glamorous as climbing up steep mountains. But the job that Ericsson mobile radio mast installers perform can be equally dangerous if care is not taken. That is why Ericsson has now started a mast climbing course.

A sure way to reach the very top

"There, that time it felt better!" says Fredrik Lindqvist, a radio network planner at Ericsson Radio Systems, who has just lowered himself down from a height of thirty meters on the outside of a mobile radio mast.

He was, perhaps, not as quick and agile as his experienced instructor Bogi Palfay, but Fredrik had completed his first lesson in how to use mountain climbing techniques to aid in climbing up and down a mast as safely as possible.

"We had our first training session yesterday and it was rather terrifying," says Fredrik. "We are used to climbing up inside the mast, on the ladder with safety bars behind our back. Although that can be dangerous, it feels safer. To come directly from the office and begin climbing up the outside with only safety ropes...No, that was scary!"

As a planner for radio link networks, often in

foreign markets, Fredrik and his colleagues frequently come into contact with masts and other structures that are less safe than those here at home.

"The basic design of the networks is done on computers with the help of cartographic databases," says Fredrik Lindqvist. "But when we make a sale, we travel to the location to investigate with our own eyes to make sure that nothing will obstruct the transmission of radio waves from one station to another."

Network planners try to use existing infrastructure as much as possible, but that is not always so good from a safety standpoint.

"One need only travel outside the Nordic region to find frighteningly poor safety measures," says Lars Jutterström, who designs radio links for GSM networks.

It was Lars who initiated the new safety training program. The reason was a fatal acci-

dent in Luxembourg in February of this year. An English consultant had climbed thirty meters up a mast which looked like a light pole with climbing rungs on the outside. He had a safety harness but no fall protection and it was the worst possible weather. Just as he was about to climb up onto the platform, he probably slipped on one of the climbing rungs and fell.

After hearing and reading about the accident, Lars Jutterström thought, "What kind of protection do we actually need in order to feel safe?"

He had previously met climbing division representatives of the Ericsson-Kista athletic club, and realized that the answer could lie there. Stefan Lindberg, of the climbing division, was excited by the idea, and this past spring two groups of four persons each, mostly radio link planners, spent two days training in Stockholm.

The course included learning how to safely climb up and down using ropes, carabiners and the correct knots.

Participants also learned how to lower down an injured colleague.

Contact went along for the day when Fredrik Lindqvist, Anders Larsson and Kjell Englund, all radio network planners, and Christian Kjellsson, who works with container system logistics, tested their skills on the mast.

"After a while, it actually feels quite all right to sit thirty meters up in the air, attached only by a rope," says Christian. "One has to learn to trust the equipment as well as one's climbing partner."

But there is one thing that he and his classmates are in agreement on. The best thing is to lower oneself down!

Margareta Jonilsson



In Stockholm, Ericsson employees prepare themselves for climbing in completely different latitudes.



Kjell Englund pulls with as much muscle as he can muster to make sure that his knot will hold.



Fredrik Lindqvist and Kjell Englund secure themselves with the aid of instructor Bogi Palfay.



Ericsson has purchased two sets of climbing equipment for radio network planners. Climbing instructor Bogi Palfay shows Fredrik Lindqvist how to use the equipment.

Photo: Håkan Flank



Fredrik Lindqvist prefers to climb inside the mast, but he eventually got used to climbing up on the outside.



Anders Larsson, on his way up to breathtaking heights, takes a break at twenty meters.



Finally descending again – perhaps the best part of the course.

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Time: September 22: 9.00 - 17.00 + dinner event, September 23: 9.00 - 17.00. The complete program and registration form is on our web site: www.erlang.se

Enterprise Networks focus on wireless data

A large portion of the Enterprise Networks business unit's research resources are currently being focused on new products and applications using wireless data transmission and IP telephony.

Ericsson has a good chance of capturing significant market share by focusing on the intersection of wireless communication and data. That, at least, is the opinion of Göran Ahlform who oversees research and development at the Enterprise Networks business unit.

"We are already strong today in terms of wireless systems. That is why we need to get into wireless data transmission. Even though that market is small at the moment, we can make it grow."

Approximately half of the business unit's total resources for research and development are allocated towards new products and applications, and the rest to business telephone exchanges or PBXs, despite the fact that Ericsson's business exchange, the MD110, is showing great sales results.

Sales up

"We sold more MD110 lines last year than we ever have before," says Göran Ahlform. The primary function that the business exchange offers, the ability to handle connections, continues to be in great demand. At the moment, the main question is which technology or technologies will come to dominate over the long term.

"The term 'business exchange,' or PBX, is in some ways limiting," says Göran Ahlform. "The

PERSONNEL

Over 900 employees are involved in active research and development, and almost half of those are in Sweden (Nacka Strand and Karlskrona). Other resources are located in the U.S., the Netherlands, Austria, Norway and Spain.

PBX function is only one part of Ericsson's business solutions. Today's systems are based on open platforms and offer many possibilities such as mobility and PC applications."

IP telephony still developing

Voice communication using IP is, of course, one of the possibilities. But is IP telephony the threat that it has been made out to be?

Within Enterprise Networks, a balanced assessment between the threats and the opportunities has been made. The main customers – companies and organizations – demand a high standard of reliability and quality, and in that capacity, IP telephony has some way to go. At the same time, the customer base is relatively affluent and quickly realizes how general technical development creates new communications needs for their operations.

"IP telephony has been hyped up," says Göran Ahlform. "Calls using IP will no doubt increase in importance, but I think that we will be living with a mixture of technologies for quite some time. I see it as our task to create a wave of migration from current systems to those of the future. Wireless applications incorporating IP will be important contributions."

Ericsson well qualified

Wireless data transmission, which will eventually also include speech, is a field in which Ericsson is well qualified.

Data transmission over fixed networks is an extremely competitive niche and already includes several well established players in the computer industry. Competence within the field of wireless transmission is in short supply, however.

"There is a false sense that the products will sell themselves, but they won't," maintains Göran Ahlform. "A well-organized and knowledgeable sales force will be essential if we are to grow. What can vary is whether the emphasis is on independent or indirect sales channels."

Simple solutions

"In order to market products and solutions in a profitable manner, they cannot be too complicated."

Simplicity is the key word. Recently, for example, integrated solutions have gone through final testing in Sweden, rather than in individual markets as was done previously.

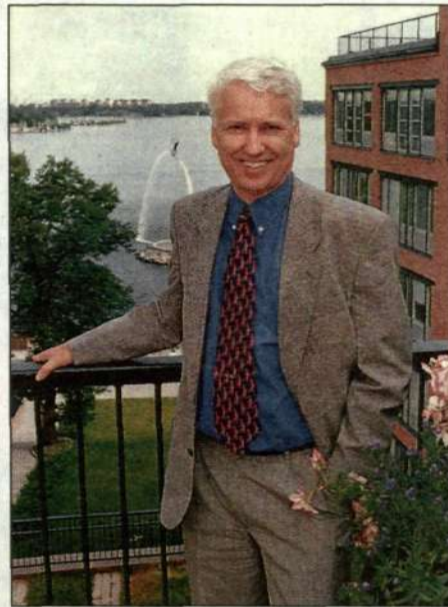
Another example is the efforts being made to develop simple, easy-to-use products based on

the "plug and play" model, complementing an array of more complex applications.

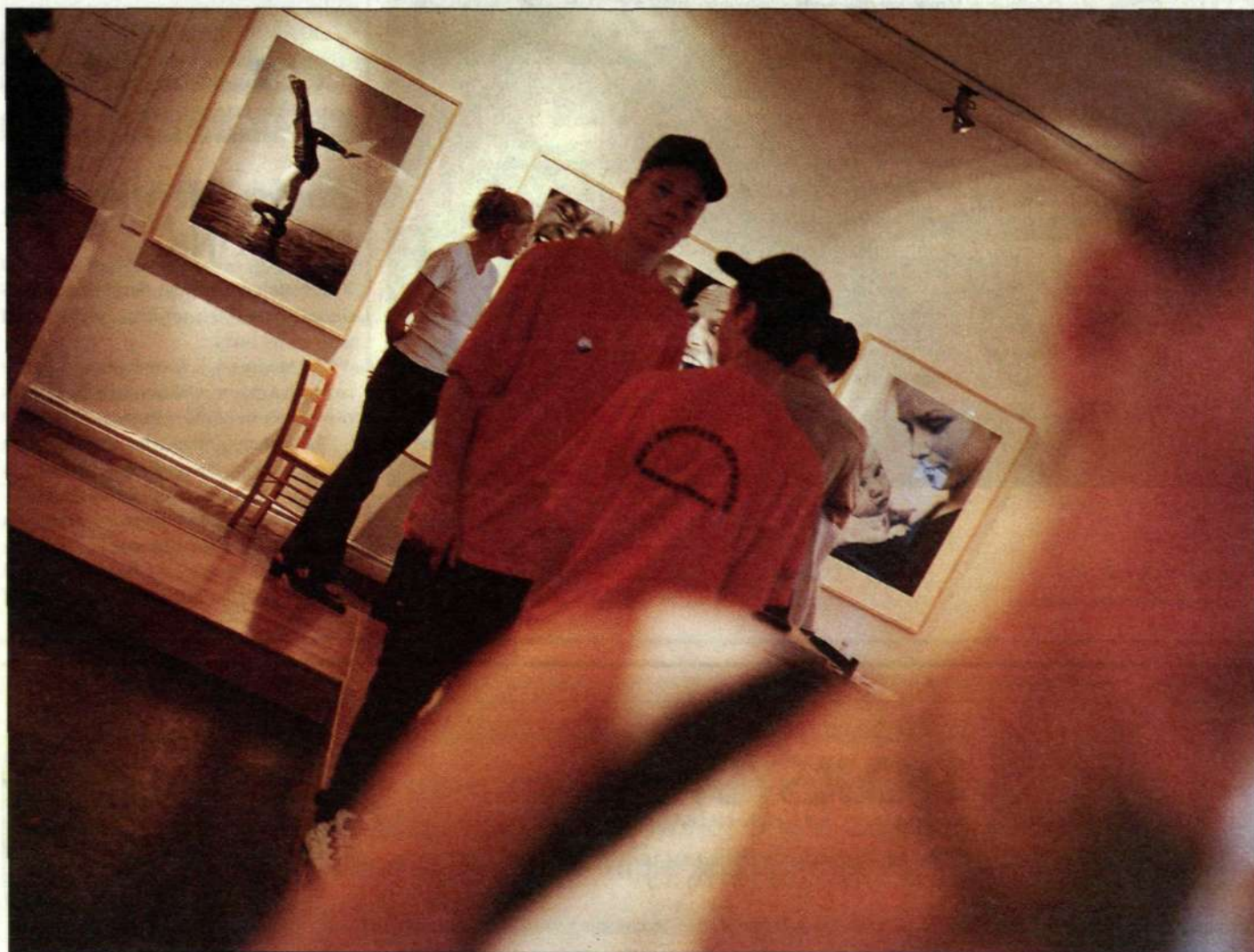
Kari Malmström

CURRENT PROJECTS

- Integration of wireless telephony into MD110. Mobiltel will become a built-in feature of MD110.
- Mobility Server (a server which handles wireless connections) allows the interface to be used together with equipment from operators and other manufacturers.
- Examples of currently developed services using the Mobility Server as the central component.
- "One Phone," which the British operator BT is offering business customers. Ericsson's dual-mode GSM/DECT terminals are also being used.
- "Wireless Office," where mobile telephones also operate as wireless office telephones using the American mobile standard.
- New OAS (Open Application System) platform for Call Center, among other applications. Opens the opportunity for external software developers to create their own applications.
- Wireless "exchanges" in the small office. Within the year, a new application for DECT telephones and PCs will allow calls between various users to be connected using voice activation.
- Wireless applications and the Internet. An interface between PBX and the Internet is in the works. It will be possible to make "calls" on the Internet. The prototype for IP telephony is being tested. Development of ready-made applications is currently in progress and will continue in future years.



Göran Ahlform is in charge of research and development for the Enterprise Networks business unit. Photo: Peter Nordahl



Ericsson display in central Stockholm

➤ Ericsson's latest mobile telephones and computer products are currently on display in a somewhat different environment - at an art gallery in the centrally located Kungsträdgården park in Stockholm. At the exhibit, named after the now rather well-known campaign, "Make yourself heard," you can, among other things, test the new SH 888, send e-mail using the GC 25 and have a cup of coffee in Wayne's café.

The exhibit, which is housed in the Wetterling Gallery, is surrounded by never-before-displayed photographs from the "Make yourself heard" campaign.

The exhibit will be on display through the end of August.

The address is Kungsträdgården 3.

Photo: Carl Hjelte





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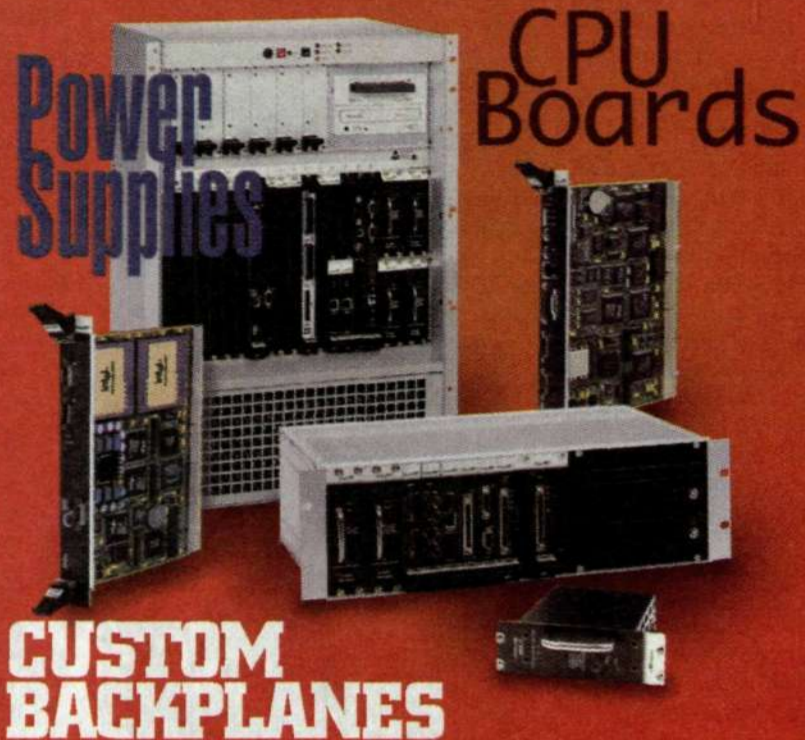
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NOTEWORTHY

Ericsson Mexico wins quality award

Ericsson Radio Systems in Mexico has been awarded a municipal quality prize by the city of Tlalnepantla, where the company's office is located.

"The award is an incentive for us to continue developing our quality system, so that we can go on providing our customers with the products and solutions they require," comments Per Fredén of Ericsson Radio Systems in Mexico.

Ericsson won the prize in the category for commercially operated companies.

Outstanding logistics in UK

Ericsson's delivery control center in the UK has been awarded class A certification for the excellence of its logistics operations.

This makes the UK center the first within Ericsson to receive certification.

"We have expanded and developed our logistics processes during the past four years, initially with the support of external consultants," explains Eleanor Chamberlain, logistics manager. "The award demonstrates that our discipline and generic processes are now among the best in the world."

Erisoft hooked as salmon sponsor

Erisoft in northern Sweden is participating as one of many sponsors in an unusual sponsorship project, the "Salmon Race" on the Vindelälven River.

The purpose of this environmental project, which is coordinated by the Swedish University of Agriculture, is to provide support for the protection and management of Sweden's threatened wild salmon stocks.

A number of companies were invited to sponsor the project by adopting a salmon.

The salmon are fitted with radio transmitters, enabling them to be tracked by radio during their subsequent migrations.

All sponsors automatically become contestants in a competition, the Salmon Race, in which the sponsored salmon compete in categories such as the fastest, longest and shortest migration.

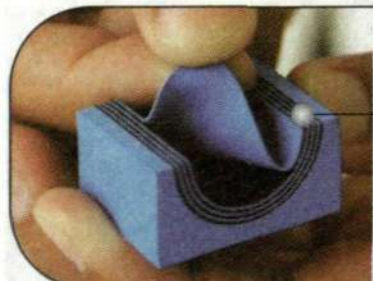
Borås celebrates MINI-LINK

Ericsson Microwave Systems has produced 100,000 of its MINI-LINK microwave links.

The landmark achievement was honored with a major celebration in the exhibition center in Borås in June.

The 300 employees who attended were entertained by Swedish star performers such as Wilmer X and Johannes Brost.

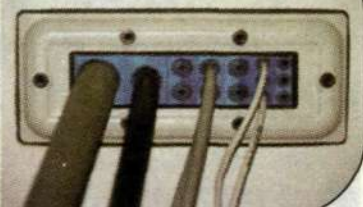
Leif Elmquist, manager of Ericsson's Borås facility, estimates that the number of links produced by the Borås plant will pass the 200,000 mark before the end of 1999.



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Cabinet Seals



GSM network in Kiruna world's deepest

Before long, underground workers at mining company LKAB's mine in Kiruna in northern Sweden will be able to use their GSM telephones at a depth of 1,045 meters below the surface. Telia has sold LKAB a system which, in addition to providing GSM coverage in the Kiruna and Malmberg mines, also includes a business switch based on Ericsson's MD 110.

When the system is completed at the end of this year, LKAB's mobile telephones will be located directly beneath the business switch that links together the company's various sites. Employees will be able to make internal calls using short numbers from mobile telephones throughout Sweden. In conjunction with the installation of the new system, LKAB is also replacing all of its mobile telephones with Ericsson's 688 model. During the first year, this will amount to a total of nearly 500 telephones.

LKAB has slightly more than 500 employees working underground, and a large number of contractors and other visitors come to the mine every day. Both the employees and the visi-

tors will soon be able to use their mobiles deep down in the mine.

Not far from LKAB's mines is the highest location in Sweden with GSM coverage – the Kebnekaise mountain lodge near Sweden's highest summit.

Patrik Lindén

patrik-linden@lme.ericsson.se

By the end of this year, LKAB's mineworkers will be able to converse on their GSM phones, thanks to a new system that will provide the world's deepest GSM coverage.

Photo: Erik Holmstedt



Use your telephone as a train ticket

You could soon be able to use your telephone instead of a ticket when you travel by train. In cooperation with Telia, Swedish State Railways (SJ) is developing the capability to store ticket information on the SIM card of a mobile telephone, according to SJ's news magazine, SJ Nytt.

A first stage of trials of the new system is scheduled for this autumn, when holders of SJ's annual railpass will be able to use the new technology in place of guaranteed-seat tickets. In the next phase, the journey ticket will also be replaced.

When you book your ticket, the ticket information will be sent in digital form to your telephone instead of being printed out on paper.

The conductor on board the train will then be able to check whether the information is correct on a portable computer.



Inspired suggestion nets big reward

David Persson from Borås, in the south of Sweden, was the author of a suggestion that earned him one of the largest prizes to date – SEK 457,000 – in Ericsson's program for rewarding good suggestions. It all began with a circuit board that lacked a power feed component.

In mid-June, the Borås plant celebrated the production of 100,000 MiniLink microwave links.

David Persson had not planned to attend the celebration, since he and his father were to take part in a cycling event, starting the same evening, and David planned to participate in a mountain-bike race the next day.

"I knew that I was to receive an award for my suggestion, but I didn't know when," relates David. "When my boss said it might be a good idea for me to attend the celebration, I began to suspect what was going on."

David has worked as a circuit board tester at the Borås plant for about two years. One day a few months ago, a circuit board that lacked its power feed arrived at his test station. The board turned out to function despite the absence of a power feed.

"As it happened, I was already aware of the suggestion program, so I wasted no time submitting my suggestion – before anyone else could beat me to it," relates David. "Most of my colleagues didn't think it would lead to anything."

David's plans for the prize money come as no surprise:

"I haven't been able to afford to buy a new bicycle, but now I can go ahead at last. I've picked out a Cannondale on which I managed to knock down the price."



David Persson was rewarded with SEK 457,000.
Photo: John Sawyer

Ulrika Nybäck

FROM THE PAST

Spotlight on the compression-ignition engine

What do the compression-ignition engine and the mobile telephone have in common? One possible answer is that 100 years ago the spotlight was on the compression-ignition engine, while today it is on the mobile telephone.

Sweden has been among the world leaders in both cases. Readers who are getting on in years but still have good memories will doubtless recall such names as Säfte, Bolinder, Munktell, Skandia, Pythagoras and Avance – the brand names borne by the Swedish compression-ignition engines that were once exported to all parts of the world and installed in tractors and boats as well as being used in agriculture. Ericsson's office building at Nacka Strand, where the beautiful

Stockholm archipelago begins, stands on long-time compression-ignition engine territory.

For it was almost exactly 100 years ago that the entrepreneur Johan Victor Svenson purchased Augustendal, part of what is now Nacka Strand, and started a business. This was where the renowned and virtually indestructible engines bearing the Avance brand name were produced.

Within only a few years, J.V. Svenson's business had grown into one of Sweden's largest

single employers, with 523 employees in 1917. Today, the beautiful old industrial building is preserved as an integral part of the modern complex, where it is used as a conference center.

At a veteran tractor rally held recently at a Swedish tractor museum, the museum's oldest tractor, an Avance model dating from 1916 and weighing 4,230 kilograms including a plow, was given an outing. It was an impressive sight as the 28-horsepower leviathan trundled across the field.

Thord Andersson

thord.andersson@ebc.ericsson.se



This 1916 Avance tractor, weighing more than four tonnes, drew admiring looks as it circled the field to show its paces.

Photo: Thord Andersson

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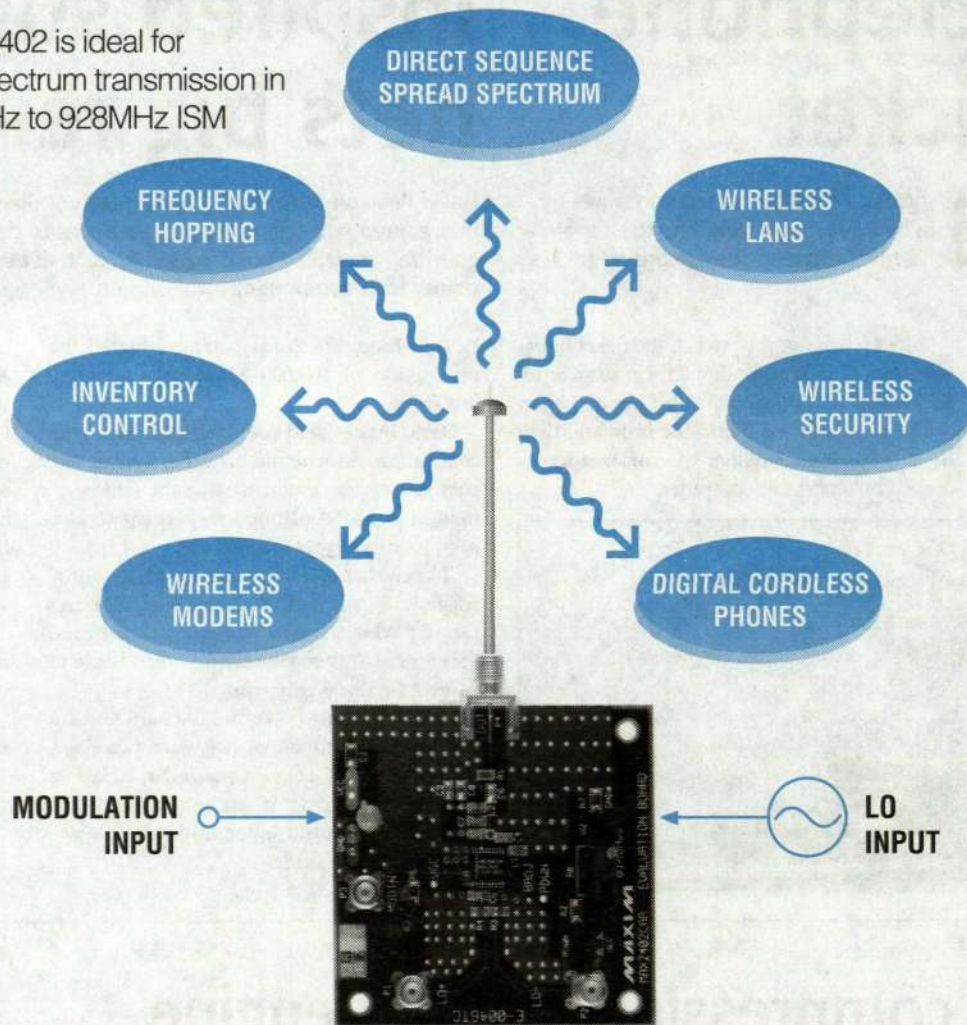
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Åsa Eklund, from Ericsson in Nacka Strand, enjoys an Asian dish of noodles, shellfish and vegetables, attractively served on a palm leaf. On the stage behind Åsa, a group of dancers perform the Tari Ronggeng Parung, a newly created dance by renowned Indian choreographer Bagong Kussudiardjo.

Photo: Jan Hallengren

Fried noodles at Asian festival

The aroma of fried noodles, shellfish and other delicacies greeted visitors to the Asian Festival, which was held this year near Stockholm's Gröna Lund amusement park in Djurgården on the last weekend in June.

"This is a way of building bridges between our different cultures," says Leif Bölke, festival organizer and program coordinator. "We are also pleased about the fine weather and the excellent attendance figures."

Festival visitors were entertained with Asian music, dance and singing on the stage, while tantalizing aromas emanated from some 30 food stalls.

The arrangers of the Asian Festival, for which this was the third successive year, are the Källman & Co company. The festival, previously held in Kungsträdgården, moved this year to the open area outside Gröna Lund. The artists took turns performing on Gröna Lund's smaller stage.

"This is an important festival for us Asians," comments Bee, from

Thailand, as she serves food at one of the stands. "Here we have a chance to meet people from our own country and also share our culture with other people."

In the crowd we met Åsa Eklund from Ericsson in Nacka Strand, who was there with her colleague Sara Widman.

"It's exciting to experience exotic cultures that provide enjoyable entertainment and give us a chance to sample delicious food with strong sauces," says Sara.

Lars-Erik Wretblad

Construction that favors environment

Ericsson Norway has become one of the first companies in Norway to carry out an environmental profile assessment already at the construction stage of the new facility currently under construction in Grimstad in southern Norway.



Ericsson Norway is building in Grimstad, in southern Norway.

Environmental assessments are usually performed on existing buildings, but by performing an assessment at an early stage it is possible to ensure that the construction process itself is environmentally friendly.

"We do not simply wish to influence the construction project in an environmentally friendly direction; we also want to increase environmental awareness within our own organization and in the construction industry," explains Eivind Madsen, construction project manager from Ericsson Norway.

As a result of the environmental assessment, operating costs will be

lower once the building is completed. It will also result in a better interior environment for employees due to the use of environmentally compatible construction materials. Surplus heat will be used to heat a number of outdoor areas around the building.

Ericsson Norway's new environ-

mentally friendly facility will be ready for occupation sometime in mid-1999.

Patrik Lindén

patrik.linden@lme.ericsson.se

Read more at <http://www.ericsson.se/project/nybygg/>

DIARY - MONDAY 4/5

Don't let go of the escape-button

Maxine Smith is Project Administrator for the group working with the American mobile telephone standard, AMPS. Here is her diary for the work week of May 4-8.

Monday

Today I have a new neighbor, Amy Tsang, an economics student at the University of Waterloo, who will be working for four months at Ericsson Communications Canada.

I begin the painstaking task of verifying the wattage for a number of projects and making the necessary changes to the spreadsheet.

Amy and I head out for lunch at Country Style Donuts, which is conveniently close to Ericsson. Amy dashes in to pick up our lunch package. Since it is a hot day, I decide to get out of the car and wait outside.

Bad move! The car door locks with Amy's car-keys - including the spare set - still in the car. When Amy returns and hears what has happened, she quickly runs to a nearby gas station to borrow a wire coat-hanger with which to open the door. But that proves to be easier said than done.

Fortunately, the sunroof is slightly open and we are able to hook the strap of her purse, which contains the spare keys. But for some reason, the spare keys don't work, so Amy takes off her sandals and climbs barefoot down through the sunroof into the car and lets me in. All this, and it's still only Monday lunch-time!

Tuesday

Coming to work on the bus this morning was an adventure in itself. One passenger was playing a harmonica, while another had his Walkman turned up so loud that everyone else could hear it, and the bus driver nearly crashed.

Safe in my office, I find a pile of network planning specifications lying on my chair. Sorting through them, I notice that some are not the site acquisition documents I normally process and distribute to the project managers, but are switch-related specifications. I redirect them to my boss.

Wednesday

Anxious to complete processing the cell-site inventory and inspection reports, I quickly turn on my

PC and begin to organize myself. I have not forgotten the dressing-down my daughter gave me the previous evening for not attending a minor function at her school. I begin checking the location codes of the cell-site reports, photocopy them and manage to distribute all 30 reports (with attachments) before lunch.

Thursday

It can't be true...it's Thursday already! As I enter my office, I go through my usual routine of flicking on my computer and desk light, checking for e-mails and telephone messages, filling up my water bottle at the water fountain and getting a cup of tea. I switch to Excel and begin verifying platform wattages. After an uneventful lunch, I redirect my efforts to completing an urgent draft report.

At the end of the day, I quickly check my e-mail once again. On occasion I receive amusing anecdotes or words of wisdom from a friend. Today, she has sent an e-mail entitled "Thoughts for Today". Two items I read make me laugh: 1) On the keyboard of life, always keep one finger on the escape key, and 2) I don't suffer from stress, I'm a carrier. With these nuggets of wisdom in my thoughts, I log out of my computer and turn off my desk light.

Friday

T.G.I.F. (Thank God it's Friday). I like Fridays because they're the last day of the work week and Ericsson employees are allowed to wear something casual to work. Fridays for me are usually a wrap-up day. I try to complete the tasks given to me throughout the week so that I can begin new tasks on Monday. To this end, I begin to verify the remaining wattages and update the sales and marketing spreadsheet.

After a Chinese lunch with Amy and another friend called Myrose, I return to my office and notice I've received new mail containing instructions on how to access our group members' calendars, which has proved impossible since our recent system upgrade from Windows '95 to Windows '97. I forward the instructions to the other members of my group. At 5:00 p.m. I log out of my PC, turn off my desk light and head for home, ready for another Monday - I think.



Maxine Smith likes Fridays because it's acceptable to dress a bit more casually for work.



Just like child's play

The solution turned out to be simpler than expected for Ericsson in Oslo. An ordinary toy train was used to test the mobility of the new software being issued for Ericsson's Business Cordless telephones linked to the MD 110 PBX.

The alternative would have been to buy in special test equipment and train employees to use it. But the ingenious solution devised by Ericsson in Oslo proved substantially cheaper, simpler and quicker.

"We saved lots of time and money, as well as obtaining results at least as good as we would have got using conventional equipment," says Björn Dybedokken, project leader of Ericsson Oslo's project to integrate mobility in the MD 110 switch.

Child's play

Nor was any special training needed to teach testers to handle the equipment, since most of them had played with train sets as children and had not forgotten the skills involved.

"There is no reason to make the testing process any more complicated than it needs to be," says Björn.

The train track passes through a number of different rooms in the Oslo office in order to test transmission between various Business Cordless base stations. While the train circulates, the testers make test calls to the different railcars.

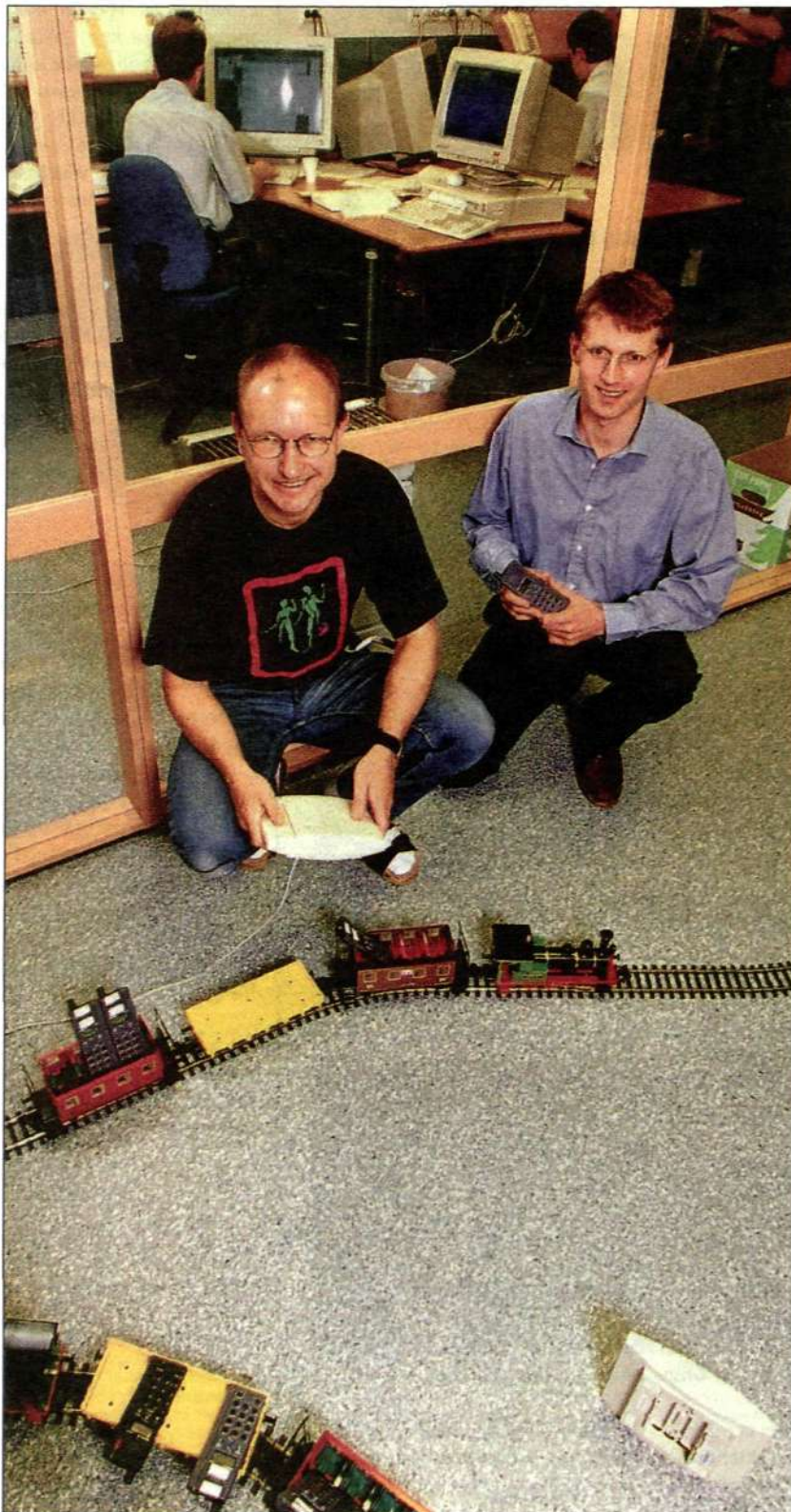
Testers enthusiastic

"Using this solution, the delivery time was two hours and assembly took three hours," relates Björn. "Nobody needed any training to use the equipment, and there was no shortage of enthusiasm either!"

Other solutions would have cost 100 times as much – without producing better results.

"Now that we are developing the next generation of DECT solutions, it is important to be able to run tests in as realistic an environment as possible and as early as possible. The train set was the perfect answer to both needs," concludes Björn.

Patrik Lindén



Ericsson's testers in Norway adopted an unconventional approach when testing the next generation of DECT telephones for mobility. Björn Dybedokken (in blue shirt) is the project leader for the tests, which were performed using an ordinary toy train at Ericsson's facility on the outskirts of Oslo. Björn is assisted here by Roger Rooth.

Photo: Sven Erik Dahl/Samfoto

UPCOMING

Thursday, August 27: Sven-Christer Nilsson will visit Japan to meet with customers and media representatives.

UPDATE

Monday, July 27: Ericsson presented the best six-month financial report in the company's history.

Tuesday, August 8: The offer of home computers to employees was finalized.

Ericsson has acquired an office property in London. The property is located at 1, St James's Square in central London. Ericsson and NatWest Group Property have agreed on "Heads of Terms" for the deal. The property contains approximately 350 workplaces.

Ericsson sees an increased need to be represented in London, partly in order to be close to important customers, cooperating partners, financial centers and markets.

The circuit board factory in Kumla, which is part of Ericsson Radio Systems, was renamed and is now called Printed Board Circuit Center.

NEW ASSIGNMENTS

Bo Dimert becomes new President of Ericsson USA.

Bo Hedfors has resigned as President of the American company to accept a new job with Motorola.

Lars Svensson has been named acting Vice President of the Enterprise Networks business unit.

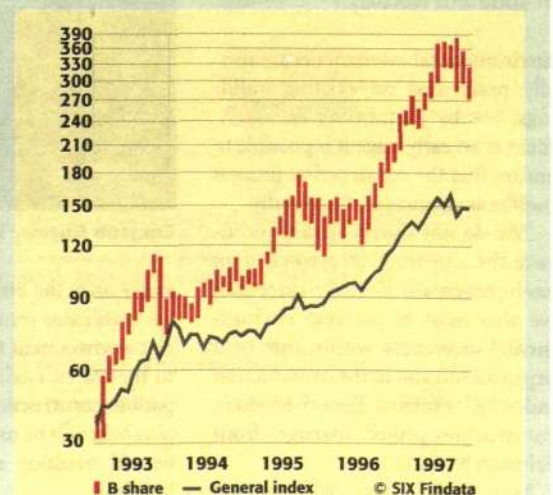
Håkan Jansson, Senior Vice President, Corporate Technology, will leave Ericsson in September to accept employment with Novare Kapital AB, a subsidiary of Investor.

Nina Eldh, former Communications Manager for Nokia in Brussels, has joined Ericsson Mobile Phones and Terminals as the new Press Relations Manager.

THE ERICSSON B SHARE



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, 1003. For more info, see: <http://inside.ericsson.se/converti.htm>



Vacancies

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● Are you flexible, full of initiative and enjoy working independently and sometimes under stress? We have the place for you!

We need an experienced secretary primarily to organize the office of and to assist our Marketing & Sales Manager, but also our Business Line Multimedia with normal secretarial service as travels, meetings, OH-slides, telephones, personnel administration and information. You would also work closely together with the secretary for our Marcom & Information, Business Line Access Nodes and Total Solutions.

Our Marketing & Sales unit work with flexible access products, and we are a dynamic and international organization with a mixed culture. Our focus is responsiveness, which means that we focus on serving the needs of our internal and external customers with a high degree of professionalism. Most of our contacts are outside Sweden.

A positive mind and good English skills are necessary in our international unit. We use MS Office and you need to know it well.

Contact: Hans-Erhard Reiter, Marketing & Sales Manager, +46 8 719 0612, memo ETX.ETXHER Catarina Larson Åstrand, Human Resources, +46 8 719 0836, memo ETX.ETXLCA

Ericsson Telecom AB, Kungens Kurva

SECRETARY/ASSISTANT

● Are you flexible, full of initiative and enjoy working independently and sometimes under stress? We have the place for you!

Our field is the access network of the future. Our products bring Multi-Media home to you and me! Most of our products come from local companies and that forms our international, fast moving and mixed culture.

We need an experienced secretary to assist our Multi-Media Access Unit manager, who just has joined us from USA, and to support a few staff employees with normal service as travels, meetings, OH-slides, telephones, personnel administration and information. You would also work closely with the four other secretaries within the unit.

A positive mind and good English skills are necessary in our international unit. We use MS Office and you need to know it well.

Contact: Arun Bellary, Multi-Media Access Unit manager, +46 8 719 2688, memo ETX.ETXARUN Margareta Bringby, Product Line Unit secretary, +46 8 719 0094, memo ETX.ETXMBY or Catarina Larson Åstrand, Human Resources, +46 8 719 0836, memo ETX.ETXLCA

Ericsson Business Networks AB

UNIT MANAGER, PRODUCT MANAGEMENT

Business Unit Enterprise Networks in Nacka Strand develops, sells and supports communication solutions to different customers, from smaller companies at one location to multinational companies with offices connected in a worldwide network. Our solutions contain everything from traditional telephony to advanced data communication.

Mobility Server is one of the most promising products in the product portfolio. It is an application Server offering Mobility in terms of Personal Number/Personal Assistant type of features and DECT cordless roaming in a multi site environment. We have the largest DECT offering in the market today for up to 15 000 users. Next generation Mobility Server (end -98) will be an NT-Server based cordless switch using both cordless or cellular radio access targeting Enterprises and Service Providers.

● We are looking for a unit manager for our product management. It is a small team (~4) with many flexible work tasks and a lot of internal, external and international contacts. It works in close cooperation with Marketing/Business/Solution Managers in order to continue our success in the market. Your tasks include both the management of the unit and actual product management work.

Your product management tasks will be to initiate and participate in product/solutions marketing activities, to

make presentations and demonstrations, to write and produce market information, to specify product requirements and to ensure fulfilment of product implementation according to market requirements. You should have a focus on complete network solutions based on customer needs. The position involves cross functional coordination within Enterprise Networks and also with other business areas.

Your task requires managerial skills as well as commercial and technical competence/knowledge. You are an outgoing person who are driven by challenges from a demanding and forefront market. You are team oriented and possess strong interpersonal and communication skills.

It is desirable that you have a minimum of 5 years of experience in the Telecom or Data industry including marketing knowledge of Cordless/Cellular/Telecom products/networks.

Contact: Henrik Bergqvist, +46 70-544 9622, mail: henrik.bergqvist@ebc.ericsson.se Application: Ericsson

Business Networks AB, NA/EN/H Elisabet Lindgren, 131 89 Stockholm e-mail:elisabet.lindgren@ebc.ericsson.se

Ericsson Business Networks AB

UNIT MANAGER, SOFTWARE DEVELOPMENT

Business Unit Enterprise Networks in Nacka Strand develops, sells and supports communication solutions to different customers, from smaller companies at one location to multinational companies with offices connected in a worldwide network. Our solutions contain everything from traditional telephony to advanced data communication.

Mobility Server is one of the most promising products in the product portfolio. It is an application Server offering Mobility in terms of Personal Number/Personal Assistant type of features and DECT cordless roaming in a multi site environment. We have the largest DECT offering in the

market today for up to 15 000 users. Next generation Mobility Server (end -98) will be an NT-Server based cordless switch using both cordless or cellular radio access targeting Enterprises and Service Providers.

We are a relatively small Product area, where each manager needs to understand and work with the whole picture. The Research & Development unit for product area Mobility Servers has today some 60 employees. We work in small teams and in close cooperation with our design centre in RTP North Carolina, US. We can offer you a modern and stimulating working place half-way between the Stockholm city and the archipelago just twelve minutes by bus or by car from the city.

● We are looking for a Unit Manager for one of our development units.

The development units provide competent personnel to the development projects. The development units are also responsible for sustaining the released products and for

*It's about communications between people.
The rest is technology.*

Technical Project Leader

Certification Programs
Customer Support



As an experienced Engineer, you have acquired a good understanding Of the D-AMPS/AMPS standard and the CMS 8800 product line, As well as a detailed knowledge of the AXE 10 system, With particular attention to CPS, SPS and the Test System (wrt operations and maintenance procedures)

You will use these skills to ensure the development and delivery of technical certification programs with regards to the CMS 8800 Core Products, and Open System products such as Operations Support System (OSS), Adjunct Processor (AP), etc. Those programs will be developed for the following categories: Outage Handling and Management, Troubleshooting and Software Deployment.

Take this opportunity to apply your expertise in a different part of the world. Work for Ericsson Research Canada, a division of Ericsson Communications Inc. Our mandate is to develop software for cellular systems based on the Global Wireless Standard (D-AMPS/AMPS). This product is distributed to over 35 countries.

ERICSSON

We are located in Montreal, Quebec, a vibrant metropolis with a population of 3.2 million. As the world's second largest French-speaking city and with over 125 languages spoken on its streets, Montreal is a culturally diverse region offering an exceptional quality of life.

Along with a variety of cultural activities (a symphony orchestra, an opera company, several international festivals, museums and art galleries), Montreal offers access to a variety of recreational activities, including 40 downhill ski resorts, 80 golf courses and several marinas.

To apply, forward your resume in confidence to: Human Resources, Ericsson Research Canada, 8400 Decarie Blvd, Mount Royal, Quebec, Canada H4P 2N2.

You can also E-Mail us at one of the following addresses: human.ressources@lmc.ericsson.se, nathalie.quirion@ericsson.com or Memo: lmc.lmcnafq@memo.ericsson.se

the development processes and tools.

The day to day work at the development units are managed in teams within projects. The development units have between 10 and 20 employees.

The position requires coordination with the other development units within the Product Area in Nacka, Karlskrona and RTP. The position requires both human and technical competence and knowledge.

You are an outgoing person who has a genuine interest in people. You are team oriented and straight forward. It is desirable that you have management experience.

We welcome female applicants.

Contact: Henrik Bergqvist, +46 70-544 9622, mail: henrik.bergqvist@ebc.ericsson.se Application: Ericsson Business Networks AB, NA/EN/H Elisabet Lindgren, 131 89 Stockholm e-mail:elisabet.lindgren@ebc.ericsson.se

Ericsson Telecom AB, Nacka Strand Datacom Networks & IP Services

SOURCING AND PARTNERING MANAGEMENT

● Per is now in Nacka, but we need a few more. Are you tired of working as a consultant, sales or marketing person? Is it time to change sides of the negotiating table?

We are a small team within business unit Datacom Networks & IP Services with responsibility for, among other things, contract negotiations and partnerships in their various forms, but we also have responsibility for development of supplier relations and partnerships.

To have good suppliers and partners is vital in order for us to be profitable and competitive in the datacom market, so a properly negotiated contract has a positive impact on the business unit's results. Knowledge of purchasing is important, but good knowledge and experience in sales negotiations within the telecom or datacom branch is even more important. We're looking for someone who has genuine business knowledge and is interested in transforming this into negotiating with Ericsson suppliers and partners.

You will be given major responsibility in this work, and you will work in close co-operation with our product line and business unit management. This means that you will lead the Sourcing and Partnering work for the product line. You will also have frequent contact with other departments which are dependent on the results of your work.

This job includes searching for and analyzing external suppliers, and involves contact with, and travel to, many different suppliers; especially in the USA.

You should have a college degree and a good command of English in both speaking and writing.

We reside in Nacka Strand; a picturesque area across from Djurgården. This is a workplace with a stimulating inner and outer work environment!

Could this be something for you? We'll be happy to tell you more about our work. Call or send an e-mail today.

Contact: Claes Göran Vestin, tel. +46 8-422 0951 e-mail: claes-goran.vestin@etx.ericsson.se or Per Wendin, tel. +46 8 422 1368 e-mail: Per.Wendin@etx.ericsson.se Application: "SOURCING AND PARTNERING MANAGEMENT" Ericsson Business Networks AB NA/DN/H Lotta Josefsson 131 89 STOCKHOLM e-mail: lotta.josefsson@ebc.ericsson.se

Ericsson Telecom AB - Business Unit Switching

Performance Management CUSTOMER INTERFACE

Performance Management is a key unit within the new Business Solution organisation. This unit has the responsibility for providing the whole switching organisation with needs and means to deliver high quality products. Within PM there is a team working with In Service Performance, ISP can be explained as customer experienced quality. We gather, compile and feedback performance information from customers to units within Public Networks.

● We now want to grow and we look for 3 persons that want to work end (requirements) to end (discussions with customer) in this very focused area. The work involves co-ordination and technical work between ETX, local companies, UAB, BR, customers and others. The job is about finding and spreading "best practice" in any area that affects the AXE reliability.

YOU are a person with some AXE knowledge, are curious and communicative and want to develop a global contact network within Ericsson.

Contact: Stefan Schultz Elinor Skogsfors, Human Resources Phone +46 8 719 1913 Phone +46 8 719 1686 Mobile phone 070-519 1913 Memo ETX.ETXESK Memo ETXT.ETXSTS

Ericsson Telecom AB - Business Unit Switching

PERFORMANCE MANAGEMENT MARKET CONTACT

Performance Management is a key unit within the new Business Solution organisation. This unit has the responsibility for providing the whole switching organisation with needs and means to deliver high quality products. Within PM there is a team working with In Service Performance, ISP can be explained as customer experienced quality. We gather, compile and feedback performance information from customers to units within Public Networks.

● We need to strengthen this area and we look for a person that can help us define and manage ISP programs for the regional operation offices and local companies. The

work involves co-ordination and technical work between ETX and local companies. Start-up and support/guide improvement programs at local companies. The job is much about finding, spreading "best practice" and support local companies in implementing these practises in any area that affects the AXE reliability.

YOU are a person with some AXE knowledge, are curious and communicative and want to develop a global contact network within Ericsson. You will become broader and get a better understanding of how our products are used in the field.

Contact: Stefan Schultz Elinor Skogsfors, Human Resources Phone +46 8 719 1913 Phone +46 8 719 1686 Mobile phone 070-519 1913 Memo ETX.ETXESK Memo ETXT.ETXSTS

Ericsson Components AB, Energy Systems Division, product unit Power Systems in Kungens Kurva

TECHNICAL MANAGER SOFTWARE AND HARDWARE DESIGN

Energy Systems develops, produces and markets products for telecommunication equipment such as power supply equipment, climate systems, systems for control and supervision of energy equipment. Our product unit Power Systems is now looking for reinforcement by a Technical Manager for software and hardware design.

Our Company is into a technical change of software/hardware and electrical design and we're looking for you who wants to lead the development of energy equipment for telecommunications. As a Technical Manager your tasks will be to coach and develop a group of colleagues concerning new techniques and working methods in your profession.

● To apply, you should have an engineering degree, with experience from the computer and electronics business. Besides your technical knowledge you should be used to work with design and project management. You have a genuine interest in management and some years' experience of this.

The work requires that you have a good command of English verbally and in writing, other languages are qualifying. You should have leadership skills, be extrovert and flexible and like to work in an environment of high speed. It is an additional qualification if you have experience from our business.

Contact: Ulf Jonsson, phone +46 8 721 6319, e-mail: eka.ekaulf@mesmtpe.ericsson.se or Christer Berg, phone: 08-721 6535, e-mail: eka.ekachbe@mesmtpe.ericsson.se or Laila Engren (personnel dept.) phone: 08-721 6108, e-mail: eka.ekalenn@mesmtpe.ericsson.se. Application: "K98065" and send it to: Ericsson Components AB Energy Systems Division KK/EKA/K/P Gudrun Söderberg e-mail: eka.ekags@mesmtpe.ericsson.se 164 81 KISTA - STOCKHOLM

Ericsson Mobile Communications AB, Kista

Ericsson Mobile Communications AB develop, market and sell mobile phones and data products all over the world. We are now in a very expansive phase and we are looking for candidates for the following position for our Competence Centre for new mobile data products in Kista (our products include PDC, Pagers, Personal Communicators, Satellite Terminals and Servers):

PRODUCT INFORMATION OFFICER

● This post involves two different but related tasks: Managing the production of product information for the regions and local companies, and managing the design and preparation of packaging.

Qualifications: Very good interpersonal skills, an excellent command of written and spoken English, at least four years experience in training and/or communications in business, practical skills in project management and a strong interest in mobile data products. Experience in marketing is an advantage.

Contact: Stephen Hinton 08 - 585 314 94 Application latest 980814: Ericsson Mobile Communications AB HKS Mia Hjertén 164 80 KISTA

Ericsson Telecom AB, Älvsjö Business Unit Datacom Networks and IP Services

MPLS - HIGH SPEED INTERNET BACKBONE NETWORKING Business Unit Data Networks and IP Services has recently announced products for building high speed IP backbone networks using the emerging IETF standard Multi Protocol Label Switching. A committed team of some 20 young and enthusiastic entrepreneurs in the MPLS Program are about to create and launch one of Ericsson's first router product families, the AXI 530 Label Switching Routers. The MPLS Program has product management, product design and product profit responsibility, according to the small company approach deployed. We now wish to further strengthen our team and are looking for:

MPLS PRODUCT MARKETING MANAGER

● As MPLS Product Marketing Manager you will be responsible for driving the definition, positioning and packaging of our MPLS offering, and for collecting requirements and defining the road map for future developments. You will also work closely with our Local Companies with intro-

ductions of our Label Switching Routers.

We look for you who are innovative, professional and flexible as well as having good communications and co-ordination skills. You probably have an Engineering degree and/or a Business degree and experience from the IP data networking industry. Snowboard experience is not required.

Contact: Reino Martin +46 8 7197548 or +46 70 5668957 Reino.Martin@ebc.ericsson.se Tove Madsen +46 8 7196956 or +46 70 5196956 Tove Madsen@etx.ericsson.se Application: Ericsson Business Networks AB, NA/EBC/DN/H Anna Appelgren 131 89 Stockholm

Ericsson Telecom AB - Business Unit Switching

PERFORMANCE MANAGEMENT NETWORK IN SERVICE PERFORMANCE

Performance Management is a key unit within the new Business Solution organisation. This unit has the responsibility for providing the whole switching organisation with needs and means to deliver high quality products. Within PM there is a team working with In Service Performance, ISP can be explained as customer experienced quality. We gather, compile and feedback performance information from customers to units within Public Networks. In the change from telecom to infocom, switching will to a greater extent sell complete solutions to our customers. Therefore we also need to broaden our current AXE-node responsibility for ISP to cover network solutions. We need to strengthen our competence in the non-traditional telecom area.

We look for a person that has some datacom, ATM knowledge or knows various access types. The work will include defining, implementing and evaluating new measures for switching products on network level.

YOU are a person with some non-traditional telecom knowledge, or a person knowing about access types. You are curious and communicative and want to be part of creating new Ericsson standards.

Contact: Stefan Schultz Elinor Skogsfors, Human Resources Phone +46 8 719 1913 Phone +46 8 719 1686 Mobile phone +46 70 519 1913 Memo ETX.ETX-ESK Memo ETXT.ETXSTS

Ericsson Business Networks AB

PROJECT MANAGERS - SOLUTIONS INTEGRATION & ACCEPTANCE

Ericsson Business Networks AB is a global supplier of complete, integrated information networks for speech, datacom and multimedia in fixed and mobile applications. Business Unit Enterprise Networks in Nacka Strand develop, sell and support communication solutions to different customers, from smaller companies at one location to multinational companies with offices connected in a world-wide network. Our solutions contain everything from traditional telephony to advanced data communication.

The Consono MD110 is one of the leading PBXs on the world market and is the central element of our Consono offering. We, in the Solutions Integration & Acceptance department, play a key role in maintaining this lead by being responsible for the field trials of the Consono concept, i.e. MD110, supporting telephony, data and video applications. In addition, we work closely with our local companies to help them achieve market approval for a rapid introduction of new products.

● We are looking to strengthen our team with Project Managers. You will work together with a team of experienced project managers and engineers responsible for the field trial and introduction of the Consono product portfolio. Your responsibilities in the projects are to plan the field trial project, develop a project time schedule, create a project organization, do the project budget, coordinate with other related projects, hold project meetings, verify and review product quality, define project rules and routines and produce monthly field trial project reports.

You will work with the latest technology developed by both Ericsson and external suppliers. You will work in close cooperation with our local companies and customers and you will be expected to occasionally travel abroad for short or longer periods. In addition to the necessary training courses you will need to attend to carry out your duties, in accordance with the Ericsson policy of personal development, we encourage and support relevant training courses.

You will be based at our modern locations in Nacka Strand, Stockholm. You should have an engineering degree in a relevant discipline or some years of experience in the project management field.

Contact: Zeljka Senesan, Department Manager, tel. +46 8 4222024 E-mail: zeljka.senesan@ebc.ericsson.se Håkan Mattisson, tel. +46 8 4221285 E-mail: hakan.mattisson@ebc.ericsson.se Johan Boestad, tel. +46 8 4221279 E-mail: johan.boestad@ebc.ericsson.se. Application: Elisabet Lindgren, Ericsson Business Networks AB, 131 89 STOCKHOLM or E-mail: elisabet.lindgren@ebc.ericsson.se.

Ericsson Business Networks AB, Sundbyberg

PROJECT PLANNER

● We are currently seeking an experienced Project Planner to complement our existing Project Management group, part of the Dedicated Networks Operations Department.

Your background should be strongly based on working & co-operating within a project environment, familiar with the role & importance of project control & planning within this environment. Experience from multi-discipline international projects is a clear advantage, as is experience gained within the Telecommunications sector.

English is essential, both written and verbal, as is your ability to communicate at all levels, from motivating & communicating your needs as a planner, to communicating the results of your work to the project and customer.

We are committed to the use of SureTrak, Primavera's planning & project management package. We see your experience with this or any other planning package as a contribution to the development of project planning within Dedicated Networks. Familiarity with Microsoft Office is seen as a base requirement.

You will be based in our Sundbyberg office, with the possibility of foreign assignments of varying duration. We offer you the opportunity to work with project planning and control questions at all stages in a project's life cycle, from tender to implementation, in an atmosphere of personal and corporate development.

Contact: Charlotte Curatola, +46 8 764 04 14, EBC.EBC-CHCU Eva Kling Eldselius, personal +46 8 764 07 74, EBC.EBCEVAK Application: Ericsson Business Networks AB SL/EBC/EN/H Eva Kling Eldselius S-172 87 STOCKHOLM Sweden

Ericsson Business Networks AB, Sundbyberg

PROJECT CO-ORDINATOR

● We are currently seeking a Project Coordinator to complement our existing Project Management group, part of the Dedicated Networks Operations Department.

The project coordinator is the contact person in the home organisation for international projects being implemented with local project management. Your background should be strongly based on working within a project environment, familiar with the role & importance of project co-ordination.

Experience from multi-discipline international projects is a clear advantage, as is experience gained within the telecommunications sector. English is essential, both written and verbal, and so is your ability to co-ordinate and communicate at all levels.

We are committed to the use of ZNEP Project Model. We see your experience with this or any other project model as an advantage. Familiarity with Microsoft Office is seen as a base requirement.

You will be based in our Sundbyberg office, with the possibility of travelling of varying duration. We offer you the opportunity to work with project co-ordination questions at all stages in a project's life cycle, from project establishment until conclusion, in an international atmosphere of personal and operational development.

Contact: Charlotte Curatola, +46 8 764 04 14, EBC.EBC-CHCU Eva Kling Eldselius, personal +46 8 764 07 74, EBC.EBCEVAK Application: Ericsson Business Networks AB SL/EBC/EN/H Eva Kling Eldselius S-172 87 STOCKHOLM Sweden

Ericsson Utvecklings AB

The future is in your hands... At the 'AXE Data Communications and Regional Processor Development' department of the Ericsson Utvecklings AB we are responsible for the development of data communication platforms, regional processors, and their support systems. We work with the state-of-the-art in the processor area and we aim to get increased openness and flexibility in our products. Our systems are now undergoing an intense development phase in order to meet the current demands on IP based solutions in the tele- and data communication networks.

The future is in your hands

Our organisation is based on a number of competence centres, that supply our product areas with knowledge and resources for the development of market-leading products. To enhance the strength of our competence centres, we now plan to appoint specialists in the following areas:

MICROPROCESSORS

● You should be proficient in microprocessors, digital signal processors, and processor/computer architectures. It is required that you have a solid experience in the hardware design area, with focus on microprocessor technology.

REAL-TIME OPERATING SYSTEMS

● You should be proficient in the principles of real-time operating systems and have detailed knowledge of operating systems used for tele- and datacom applications. You should also have good knowledge of computer architecture and programming languages.

DATA COMMUNICATION

● You should have thorough knowledge of the TCP/IP protocol suite and of related Internet standards. You should have a substantial design experience in datacom networks, especially IP and layer-3 switching, and routing architectures. You should also have experience in management of datacom networks.

SW DESIGN SUPPORT ENVIRONMENT

● You should be proficient in C/C++ and the compiler area. You should have experience from the computer science/software area including modelling and programming languages. You should also have a good knowledge about microprocessor technology and computer hardware as-

pects on the language and compiler area and have a good knowledge about build support and configuration management.

For each appointment, in the respective areas, the main tasks are: to work with strategies and to promote suitable preliminary studies. to follow and be knowledgeable about market trends. to watch the competitor scene. to follow the standardizing work. to establish a contact network within Ericsson and towards our suppliers and customers, and also towards the university world. to participate in setting requirements on our products. to educate our own personnel. to work with benchmarking of products.

Contact: Microprocessors: Lars Thernsjö tel. +46 8 727 36 79 (lars.thernsjo@uab.ericsson.se) Real-time operating system: Joakim Leche tel. +46 8 727 40 54 (joakim.leche@uab.ericsson.se) Data communication: Richard Bruvik tel. +46 8 727 35 55 (richard.bruvik@uab.ericsson.se) SW Design Support Environment: Anders Caspar tel. +46 8 727 38 44 (anders.caspar@uab.ericsson.se) In general: Johan Sjöblom tel. +46 8 727 34 70 (johan.sjoblom@uab.ericsson.se) Application: Ericsson Utvecklings AB Annelie Josefsson Box 1505 125 25 Älvsjö

Ericsson Telecom AB, Älvsjö Business Unit Datacom Networks and IP Services

MPLS - High speed Internet backbone networking

Business Unit Data Networks and IP Services has recently announced products for building high speed IP backbone networks using the emerging IETF standard Multi Protocol Label Switching. A committed team of some 20 young and enthusiastic entrepreneurs in the MPLS Program are about to create and launch one of Ericsson's first router product families, the AXI 530 Label Switching Routers. The MPLS Program has product management, product design and product profit responsibility, according to the small company approach deployed. We now wish to further strengthen our team and are looking for:

MPLS TESTERS

● As an MPLS tester your work will include everything from writing and procuring testing tools, to test planning, to writing test cases, to the actual testing. The testing team members clearly have the best overall technical knowledge of the complete products in their appropriate environments.

We are looking for experienced testers. You have some years of experience testing products written in C/C++ as well as general IP knowledge. Erlang programming language knowledge is desirable. We take no responsibility for over consumption of Jolt Cola or strong coffee.

Contact: Reino Martin +46 8 7197548 or +46 70 5668957 Reino.Martin@ebc.ericsson.se Tove Madsen +46 8 7196956 or +46 70 5196956 Tove Madsen@etx.ericsson.se Application: Ericsson Business Networks AB, NA/EBC/DN/H Anna Appelgren 131 89 Stockholm

Ericsson Telecom AB, Älvsjö Business Unit Datacom Networks and IP Services

MPLS - High speed Internet backbone networking

Business Unit Data Networks and IP Services has recently announced products for building high speed IP backbone networks using the emerging IETF standard Multi Protocol Label Switching. A committed team of some 20 young and enthusiastic entrepreneurs in the MPLS Program are about to create and launch one of Ericsson's first router product families, the AXI 530 Label Switching Routers. The MPLS Program has product management, product design and product profit responsibility, according to the small company approach deployed. We now wish to further strengthen our team and are looking for:

MPLS SOFTWARE DESIGNERS

● As an MPLS Software Designer you will become a very valuable asset for Ericsson in its Internet strategy. You will interact with product managers, system managers and fellow designers in developing the software that for example turns ATM switch hardware into very high-speed routers.

You have some years of product design experience in C/C++ and general IP knowledge. Erlang programming language knowledge is desirable. We are looking for both well structured analytical types of personalities as well short term oriented doers that can hack a little bit of everything. Dress code prescribes shoes to be worn.

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Ericsson Components AB, Energy Systems Division, product unit Power Systems in Kungens Kurva

TECHNICAL MANAGER

SOFT- AND HARDWARE DESIGN

Energy Systems develops, produces and markets products for telecommunication equipment such as power supply equipment, climate systems, systems for control and supervision of energy equipment. Our product unit Power Systems is now looking for reinforcement by a Technical Manager for soft- and hardware design.

Our Company is into a technical change of soft/hardware and electrical design and we're looking for you who

wants to lead the development of energy equipment for telecommunication. As a Technical Manager your tasks will be to coach and develop a group of colleagues concerning new techniques and working methods in your profession.

● To apply, you should have an engineering degree, with experience from the computer and electronics business. Besides your technical knowledge you should be used to work with design and project management. You have a genuine interest in management and some years' experience of this. The work requires that you have a good command of English verbally and in writing, other languages are qualifying. You should have leadership skills, be extrovert and flexible and like to work in an environment of high speed. It is an additional qualification if you have experience from our business.

Contact: Ulf Jonsson, phone +46 8 721 6319, e-mail: eka.ekaulf@mesmtpe.ericsson.se or Christer Berg, phone: +46 8 721 6535, e-mail: eka.ekachbe@mesmtpe.ericsson.se or Laila Engren (personnel dpt.) phone: +46 8 721 6108, e-mail: eka.ekalenn@mesmtpe.ericsson.se. Application: "K98065" and send it to: Ericsson Components AB Energy Systems Division KK/EKA/K/P Gudrun Söderberg e-mail: eka.ekags@mesmtpe.ericsson.se 164 81 KISTA - STOCKHOLM

Ericsson Components AB, Energy Systems Division, product unit Power Systems in Kungens Kurva

PLANT ENGINEER

Energy Systems develops, produces and markets products for telecommunication equipment such as power supply equipment, climate systems, systems for control and supervision of energy equipment. Our product unit Power Systems is now looking for reinforcement by a Plant Engineer.

● Your tasks will be to plan and document power supply systems and installation solutions to order of our customers. You'll also take part in product development of system solutions and offering to our customers. Your work will involve close contacts with customers and colleagues in Sweden and in our companies abroad. Your role will include being a support in Your profession and sharing Your knowledge with colleagues in our Business Unit. Work will include some travel in Sweden and abroad.

To apply, You should have an engineering degree, major in electronics and telecommunication. It is an additional qualification if You have experience from our business. Besides Your technical knowledge You should be used to work with PC and CAD-programmes. The work requires that You have a good command of English verbally and in writing, other languages are qualifying. You should be extrovert and flexible and like to work in an environment of high speed.

Contact: Attila Máthé, phone: +46 8 721 6133, e-mail: eka.ekamati@mesmtpe.ericsson.se or Reza Ghorbani, phone +46 8 721 6231, e-mail: eka.ekaragi@mesmtpe.ericsson.se or Laila Engren (personnel dpt.) phone: +46 8 721 6108, e-mail: eka.ekalenn@mesmtpe.ericsson.se. Please mark Your application "K98059" and send to: Ericsson Components AB Energy Systems Division KK/EKA/K/P Gudrun Söderberg e-mail: eka.ekags@mesmtpe.ericsson.se 164 81 KISTA - STOCKHOLM

Ericsson Radio Systems, Kista

Product unit SPEECH PROCESSING PRODUCTS (SPP) is facing big opportunities on a fast growing world wide market.

From a small organization with total product responsibility for Speech Coders and Echo Cancellers, we are now adding new products addressing the rapidly growing IP utilization.

The Voice over IP gateway, containing SPP technology along with interfaces to circuit switched and packet switched networks gives a business contribution that is foreseen to be substantial. We need more people to join our winning team.

ASIC DESIGN

● Designing an ASIC, even with most of it in cores and various macros, isn't trivial. Design is subordinated to process; designs must be able to pass through each of the ASIC design stages, including layout. Problems at any level, particularly layout and routing, can necessitate some redesign. Additionally, test is an intrinsic part of design, to verify both the silicon and hardware design itself. And this testing gets more complicated for core-based designs, because test also includes debugging and verifying the software running on the CPU.

Fortunately, you don't have to do it all yourself. ASIC vendors are becoming subsystem design houses. Many have built up niche expertise, and are willing to do code-signs. They will give you the libraries, macros, and utilities to do your own design; you return it to them for verification, layout, and production.

Job description Design and develop ASIC's using VHDL and Synopsys? logic synthesis tools. Simulate, verify and test your design and component using CELARO? HW-emulator and a working GSM mobile telephony system environment. Candidate shall be capable of leading/contributing heavily to architecture and design of chips in 400K-1M gates. Gate array and standard cell technologies used are in .2 and smaller geometries. We work in small design teams and are an organization that values results and problem ownership from concept through full design real-

ization. Candidate will be involved in designs that are right at the limit of current ASIC technology.

Minimum Requirements Experience with ASIC design flow that includes VHDL, Synopsys and other front-line tools preferred. Data Communication experience, specifically IP, a distinct plus. Minimum of 2 years ASIC design experience.

Qualifications Majors Preferred
BS required, MS preferred. EE/Computer Engineering

Contact: Bengt KH Nilsson, phone +46 8 585 32429 e-mail: bengt.k.h.nilsson@era.ericsson.se Human resources: Pär Hööglund, phone +46 8 585 31959 e-mail: par.hooglund@era.ericsson.se Send your application marked "ASIC Design - Speech Processing Products" to: Ericsson Radio Systems AB ERA/X/HS Kia Wagnås 164 80 Stockholm SV/F AD 109 240 R1B C:\WINDOWS\TEMP\B089818.DOC

Ericsson Radio Systems AB, Kista<

TECHNOLOGY EVOLUTION: AMERICAN STANDARDS

"System Studies and Technical Investigations", AT/R, is a new unit formed to define, drive and demonstrate new technology possibilities for RMOA (Business Unit American Standards). The unit will work close together with core units for research and within the product development unit.

One of our first activities will be the D-AMPS++ project where the objective is to demonstrate a migration path for D-AMPS into wide-band services. Ericsson is currently introducing EDGE and EGPRS as a common solution in D-AMPS and GSM. During 1998, we will both work with concept definition, standardization and with test systems.

● We are looking for people to work in the following areas:
- D-AMPS++ Radio Access performance and algorithms
- D-AMPS++ Radio Network Architecture and algorithms
- GPRS Packet Data solutions for D-AMPS++ - Third-Generation Architecture and Migration Strategy

Contact: AT/RC Ulf.Forssten@era.ericsson.se, memoid ERA.ERAULFF, phone +46 8 757 18 59 Applications: Ericsson Radio Systems AB KI/ERA/AH/H Henrik Bergqvist 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista<

TECHNOLOGY EVOLUTION: AMERICAN STANDARDS, PACKET DATA SOLUTIONS FOR THIRD-GENERATION

"System Studies and Technical Investigations", AT/R, is a new unit formed to define, drive and demonstrate new technology possibilities for RMOA (Business Unit American Standards). The unit will work close together with core units for research and within the product development unit.

Ericsson is currently introducing EDGE and EGPRS as a common solution in D-AMPS and GSM. In US, this means that 200 kHz radio carriers with EDGE modulation is introduced as a mean for the operator to offer up to 384 kps packet data services. A GPRS backbone solution can then be used as core network.

● We are looking for people to work in the following areas:
- EGPRS Packet Data solutions for D-AMPS++ - Definition of L1-L2 control channels and system principles for EGPRS in D-AMPS++ - Definition of a Packet Data Core Network for D-AMPS++ based on EGPRS - Platform Studies for the D-AMPS++ core network and RNC

Contact: AT/RC Ulf.Forssten@era.ericsson.se, memoid ERA.ERAULFF, phone +46 8 757 18 59 Application to: Ericsson Radio Systems AB KI/ERA/AH/H Henrik Bergqvist 164 80 STOCKHOLM

Ericsson Telecom AB-Network Control Systems Supply & Customer Services Nynäshamn

Our role is to supply telecommunications systems for public applications in all markets. We have many important projects which place strict requirements on our result. Our guiding principles are personal responsibility, openness and commitment. Therefore, we work to develop a goal centred perspective and new working methods while developing each individual.

TCM AND HARDWARE RESPONSIBLE

NETWORK CONTROL SYSTEMS is an unit within CUSTOMER SERVICES located both in Stockholm and in Nynäshamn, working with applications covering a number of different platforms.

The unit is responsible for the total handling of our product area, including: - Marketing and Sales. - Product Management. - Research & Development. - Implementation and Support.

Our working area is very much expanding and the development possibilities are unlimited. All our projects are run in an international environment.

● In Nynäshamn we now need someone to take the responsibility for our System Test Plants. This means updating and configuring the exchanges regarding Hardware, Data transcript, Dumps, Test tools and more. Experience from these areas is required.

Knowledge about one or several of the following areas

is also of great value to us: - Simulated Test Environment. - Dump building and configuration. - Hardware ordering

Application, "PN/CSJV, TCM" and send it latest 98-09-04 to: Ericsson Telecom AB, Ing-Marie Håkansson, NY/PNHR, 149 80 NYNÄSHAMN If you have any questions, please don't hesitate to give me a call: Name: Anders Bergkvist Memo: ETXT.ETXTAS Email: anders.bergkvist@ny.ericsson.se Phone: +46 8 520 62532(ECN 852 2532), +46 70 688 2532

Ericsson Telecom AB-Network Control Systems Supply & Customer Services Nynäshamn

Our role is to supply telecommunications systems for public applications in all markets. We have many important projects which place strict requirements on our result. Our guiding principles are personal responsibility, openness and commitment. Therefore, we work to develop a goal centred perspective and new working methods while developing each individual.

DEVELOPER

● Network Control Systems is an unit within Customer Services located both in Stockholm and Nynäshamn, working with applications covering a number of different platforms.

The unit is responsible for the total handling of our product area, including: Marketing and Sales. Product Management. Research & Development. Implementation and Support.

Our working area is very much expanding and the development possibilities are unlimited. All our projects are run in an international environment.

Within Research & Development are we now applying a Developer concept, which means working with Function and System test, Unit and Function Design and also System design. We are looking for you who have experience from testing, preferable System testing and with the ambition to broaden your competence according to our Developer concept.

Knowledge about one or several of the following areas is also of great value to us: AXE Classic. IP communication. Data communication. Mobile communication. Network Intelligence

Mark your application, PN/CSJV

Contact: Anders Bergkvist, Memo: ETXT.ETXTAS, Email: Anders.Bergkvist@ny.ericsson.se, Phone: +46 8 520 62532(ECN 852 2532), +46 70 688 2532

SYSTEM MANAGEMENT

JOIN US AND BECOME A MEMBER OF ONE OF ERICSSONS MOST COMPETENT SYSTEM MANAGEMENT GROUPS AND WORK WITH THE LATEST TECHNOLOGIES FROM THE START.

Our working area is very much expanding and the development possibilities are unlimited. All our projects are run in an international environment.

● Within Research & Development we are now building up a new System Unit and are looking for System Engineers with knowledge about one or several of the following areas is also of great value to us: AXE Classic. IP communication. Network Intelligence. Data communication. Mobile communication.

You have a M.Sc. or Bachelor degree. A certain amount of travelling is a part of the work.
Mark your application, PN/CSJV

Contact: Ola Kraft. Memo: ETXT.ETXTOLKR. Email: ola.kraft@ny.ericsson.se. Phone: +46 8 520 63917(ECN 852 3917), +46 70 566 9267

CUSTOMER SUPPORT RESPONSIBLE

Supply & Customer Services in Nynäshamn is a small unit (3 pers.) that is responsible for delivery and support of AXE software services developed by Network Control Systems to the entire world.

● You will work with: Startup of the Customer Support organization. Build a well working support network, globally. Installation, Certification and Education of our software. Handle customer demonstrations.

This job will include a lot of travelling around the world, sometimes with very short notice.

Your qualifications: Worked with similar tasks before. Installation/Testing of AXE software. Good overall AXE knowledge. Very good customer focus, worked with customers before. Highly developed social competence. Be able to both work in teams and alone. Ability to learn and work with new platforms and techniques.

Mark your application, PN/CSJV

Contact: Göran Widolf, Memo: ETXT.ETXTGWID, Email: goran.widolf@ny.ericsson.se, Phone: +46 8 520 62862(ECN 852 2862), +46 70 530 5928. Application latest 090828: Ericsson Telecom AB, Ing-Marie Håkansson, NY/PNHR, 149 80 NYNÄSHAMN

Ericsson Telecom AB, Kungens Kurva

COMPUTER & HANDLING SUPPORT

Internet and new media services put the access network in focus when entering the next century. New technologies, new customers and de-regulations will create a vast amount of opportunities in this area. Multi-service access solutions are the key that allows our customers to be competitive both today and tomorrow.

The ANx systems are designed for an environment characterized by speed, flexibility and innovations. With one product on the market and more to come we need to strengthen our computer and handling support. We need to have one more person working with the following areas (or parts thereof);

● KK Site manager interface. ANx Web development and administration. CM development and administration. MHS development and administration. Product handling development and administration.

Contact: Ragnar Kåhre, Manager, +46 8 719 7698, ETX.ETXRAKA, Staffan Pernler, +46 8 719 9150, ETX.ETXSTAP, Catarina Larson Åstrand, Human Resources, +46 8 7190836, ETX.ETXLCAT

Ericsson Telecom AB, Kungens Kurva

ANx SYSTEM DESIGN

Internet and new media services put the access network in focus when entering the next century. New applications focusing on teleworking, distance education and high speed data interconnection between remote offices requires high speed data communication and multi-service multiplexing in the access network.

Ericsson's ATM based access network system (ANx) is designed for meeting those requirements offering a flexible platform suitable for different access network media, though currently focusing on ADSL (Asymmetric Digital Subscriber Line).

The number of products using the ANx system as a base and the number of releases of these products are growing fast. For each of these releases we need to have a system designer who can take decisions and lead the development of that product so that it is in harmony with the other ANx developments.

● A suitable background is a few of the following areas; - Product and/or system design - Access networks - Data communication especially ATM, TCP/IP - Product maintenance and substitution - Customer documentation and customer support

Contact: Ragnar Kåhre, Manager, +46 8 422 1803, ETX.ETXRAKA, Staffan Pernler, +46 8 719 9150, ETX.ETXSTAP, Catarina Larson Åstrand, Human Resources, +46 8 7190836, ETX.ETXLCAT.

Ericsson Telecom AB - Business Unit Switching

PERFORMANCE MANAGEMENT CUSTOMER INTERFACE

Performance Management is a key unit within the new Business Solution organisation. This unit has the responsibility for providing the whole switching organisation with needs and means to deliver high quality products. Within PM there is a team working with In Service Performance, ISP can be explained as customer experienced quality. We gather, compile and feedback performance information from customers to units within Public Networks. We now want to grow and we look for 3 persons that want to work end (requirements) to end (discussions with customer) in this very focused area. The work involves co-ordination and technical work between ETX, local companies, UAB, BR, customers and others. The job is about finding and spreading "best practice" in any area that affects the AXE reliability.

● YOU are a person with some AXE knowledge, are curious and communicative and want to develop a global contact network within Ericsson.

Contact: Stefan Schultz Elinor Skogsfors, Human Resources Phone +46 8 719 1913 Phone +46 8 719 1686 Mobile phone +46 70 519 1913 Memo ETX.ETX-ESK Memo ETX.ETXSTS

Ericsson Hewlett-Packard Telecommunications AB

EHPT, Ericsson Hewlett-Packard Telecommunications, is an independent, world-class provider of application software and services to telecom operators and has installed 450 operations and business support systems in 65 countries. Its success is based on a thorough understanding of the convergence of telecom and computer networks. Founded in 1993 as a jointventure of Ericsson and Hewlett-Packard, it combines and enhances the strengths of these world-leaders to provide leading edge solutions. EHPT is based in Stockholm (Västberga), Sweden, and employs 850 staff worldwide.

COPYWRITER / EDITOR FOR INTERNAL COMMUNICATIONS

● RESPONSIBILITIES: Together with the five members of the Internal Communications team develop high quality English communications material including: texts, articles and presentations for our employee magazine and newsletters, brochures, videos, information meetings, News of the Day and Internal web.

The mission of the Internal Communications department is to support management and the organization with company wide employee communications by providing communications competence, information flow and activities on par with best-in-class that generates shared understanding and awareness of EHPT, its direction, progress and results among present and potential employees.

PERSONAL CHARACTERISTICS REQUIRED: We are look-

ing for a "self-driven", creative, open and experienced person that is excellent in developing and writing professional and "easy to understand" English texts. Experiences from the telecom or/and computer industry is a plus. Suitable education: International Journalism and/or Communication.

Contact: Mikael Törnqvist, EHS/FAC Internal Communications, tel: 08 685 20 49, e-mail: mikael.tornqvist@ehpt.com or Nicolas Ehrling, EHS/FA Corporate Administration, tel: 08 685 29 03, e-mail: nicolas.ehrling@ehpt.com. Application: Ericsson Hewlett-Packard Telecommunications AB, EHS/FP Human Resources, Att: Britt-Marie Olsson, 126 25 STOCKHOLM, Sweden.

Ericsson Telecom AB, Datacom Networks & IP Services, Customer Services & Supply, Nacka Strand76

CUSTOMER CARE

● We are looking for a customer care person to our global support organisation. Our objective is to maintain a customer support environment that meets our customers needs and expectations. You will keep track of customer contracts, register new customers and maintain customer related data, perform and follow up on.

You are customer oriented and service minded, you like to communicate with people from different countries and cultures, you are comfortable in speaking English, you are structured, and you take initiatives You are used to Windows95/MS Office and internet/intranet.

Contact: Jordanis Caracolias +46 8 422 1240 ETX.ETX-DANI, or Gunvor Andersson, +46 8 422 1685 ETX.ETXGAD Application: Annette Averstad, Ericsson Telecom AB, BU Datacom Networks & IP Services, 126 25 Stockholm

Ericsson Data AB

New job or assignment with EGBM/E-SAP CC

E-SAP CC stands for Ericsson SAP Competence Center. It is a project aiming at building a global organization for support, operation and management of Ericsson's new business model. We are part of the EGBM (Ericsson Global Business Model) program set out from the Ericsson top management to speed up our workflow, to improve our delivery capacity, and to rapidly adjust to changes in the marketplace.

E-SAP CC comprises six sub-projects occupying some 80 people in total. The different sub-projects were formed earlier this year and will gradually develop into a line organization by spring 1999.

The project offices are situated at Hallonbergen but E-SAP CC activities are also going on at Västberga and Ålvsjö. We urgently need to strengthen our project organization at Hallonbergen.

PROJECT ADMINISTRATOR

● Tasks - Support the project leaders with planning and reporting - Accomplish monthly reports and analysis - Document management responsibility for the total E-SAP CC project

Qualifications/Profile - Academic background - Some experience from similar project work - Good IT/IS experience - English speaking - Advantage: Knowledge about PROPS

PROJECT CONTROLLER

● Tasks - Budget work - Economic follow-ups and reports - Follow-up of suppliers - Economical investigations

Qualifications/Profile - Academic degree in economics - At least two years' experience from similar work - English speaking - Advantage: Knowledge about PROPS

HEAD OF ADMINISTRATION

● Tasks - Co-ordination of the EGBM administration - Establishment of EGBM administrative routines

Qualifications/Profile - Experience of line management - Experienced in administration i.e. economy, HR, IS/IT,

Send your application and C/V to johan.bredberg@ed.ericsson.se. If you want more information you can also reach Johan on +46 8 585 32743 or mobile +46 70 567 78 72.

Ericsson Radio Systems AB, Linköping

QUALITY ASSURANCE MANAGER IN THE BSC ORGANIZATION

● The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM. The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks. The BSC product will before the millennium shift serve more than 100 million people.

Role Description: The Quality Assurance Manager will lead the BSC organization effort in Software Quality Assurance. This includes activities in the node, the design centers and the ASOs.

The activities are organized as peer-review under a new organization called Software Quality Assurance (SQUAD) which comprises quality responsible from each design unit and the node. This team coordinates the QA function, carries out audits and inspections and recommends action to the MT-BSC. The QA manager will be the chairperson of SQUAD.

The QA manager will be independent of the projects and will therefore have an objective overall role in the development of quality in the BSC. Other duties will include oversight of the CMM progress, ESS contract negotiation with PU-BSS, improvement coordination and other initiatives.

Role reporting line: This role reports to the BSC node manager and should have at least one direct report.

Requirements: This role requires that the candidate have a thorough knowledge of the design process. He or she needs to be analytical, precise and be able to communicate effectively. As there will be persuasion and tact required, experienced gained in a multicultural environment will be essential. The appointed person will have qualifications in formal quality assurance (preferably gained by experience). He or she needs to be an experienced change-leader.

The successful candidate will gain an unprecedented knowledge of the BSC design environment and its customers. The opportunities for someone who is successful in this role are excellent and the organization leverages that can be gained are counted in BSEK.

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application: Ulla-Britt Johansson email: ulla-britt.johansson@era.ericsson.se We want your application as soon as possible. Please mark your application with ref 98-67 C

BSC PRODUCT AREA MANAGER

● The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM. The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks.

Role Description: The GSM-BSC product is entering a new phase of development with GPRS. We will be the first in the world to deliver this functionality to the GSM-market which means that mobile phones and terminals will ALWAYS be connected through TCP/IP.

The BSC Product Area Manager will be responsible for the technical development of the BSC throughout its lifetime i.e. from idea to full deployment. Specifically, the role executes the System Management of the BSC, including requirements management, system specification, characteristics, Operation and Maintenance requirements and supply. To carry out this role, the unit employs c 30 system engineers.

There will be extensive contacts with BSS product management and all the GSM development units and customers.

Role Responsibilities: Requirements management including requirements for maintenance, supply, tools etc. Customer/Product information. Requirements on external products. Released SW product baseline. Product Ownership. Node product management. AS design and library specification. Characteristics. System release. System Management fora. Technology Leadership.

In addition this role is responsible for the competence development and management of the system design engineers ensuring that the right competence and levels of staff are available for the BSC product.

Reporting Lines: This role reports to BSC Node manager and is based in Linköping. The role will have a number of competence managers reporting who will concentrate on people development and management.

Requirements: BSC system knowledge Technical vision to bring the BSC into the next millennium. Excellent communication skills. Management experience.

Timeframe: The person is required to be in place by the 1st of September.

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application: Monica Olovsson, +46 13 28 46 04 email: monica.olovsson@era.ericsson.se Address: Ericsson Radio Systems AB Box 1248 581 12 LINKÖPING. We want your application as soon as possible. Please mark your application with ref 98:69 C

COMPETENT MANAGERS

● The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM. The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks.

Role Description: The BSC organisation will deliver the worlds first mobile GSM TCP/IP system so that our customers are ALWAYS connected. This is a new world. The Internet will drive the pace but the market could take us anywhere, probably to places we cannot even imagine today. Its not a time for old-ways, the time has changed to Internet Time.

In a world of change we depend more and more on the people in our organisation. Their competence is the secret to success. Consequently we will strengthen our management team by appointing competence managers who will work with people on competence development and ensuring that individuals are challenged and perform at their best for the organisation. In this way we will improve the focus on people and add resources to our competence management effort.

Role Responsibilities: Recruitment Competence Development and Management Goal setting Performance Appraisal Salary recommendation Team building Customer Liaison Budget Each competence manager will be responsible for c 12 people.

Reporting Lines: The Competence Managers will be appointed to the units responsible for Product Area

Management and Integration, Supply and Support. Competence Managers work in different technical areas in requirements, system verification, supply, maintenance etc. They are appointed at section manager level.

Requirements A deep interest in people. Competence in the BSC and IP world that others can respect. Excellent communication skills. Management experience. Knowledge in design some part(s) of the design process (e.g. system, design, test, maintenance). Willingness to be part of the change to Internet-Time. Customer knowledge is an advantage.

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application to: Monica Olovsson, +46 13 28 46 04 email: monica.olovsson@era.ericsson.se Address: Ericsson Radio Systems AB Box 1248 581 12 LINKÖPING. We want your application as soon as possible. Please mark your application with ref 98:70 C

INTEGRATION SUPPLY AND SUPPORT

● The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM. The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks.

Role Description: The GSM-BSC product is entering a new phase of development with GPRS. We will be the first in the world to deliver this functionality to the GSM-market which means that mobile phones and terminals will ALWAYS be connected through TCP/IP. This role performs the interface between BSC design and the customers. The unit will integrate the output from all design phases, test it against customer requirements, supply to the customers and maintain it. The unit is based in Linköping and has c 40 system engineers reporting.

There is a considerable challenge in this role to prepare for Ericsson's share of 200 million GSM mobile customers where 20% of these are "data" customers. The quality requirements are self-evident!

Role Responsibilities: System Verification Maintenance of Released Products. ASO coordination SW supply SW TCM INDUS Requirements for supply and maintenance. BSC org. fora.

Competence development and management of c 40 engineers.

Reporting Lines: This role reports to the BSC Node manager. There will be a number of competence managers reporting to this role who will focus on people. There will be extensive contacts with BSS and other GSM design organisations, MLCs and customers.

Requirements: BSC knowledge Excellent communication skills Management experience Change management experience Testing/Maintenance in a data environment is an advantage. Multi-cultural experience Absolute commitment to Quality. Timeframe: This role should be active by the 1st of September.

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application: Monica Olovsson, +46 13 28 46 04 email: monica.olovsson@era.ericsson.se Address: Ericsson Radio Systems AB Box 1248 581 12 LINKÖPING. We want your application as soon as possible. Please mark your application with ref 98:71 C

Ericsson Radio Systems AB, Kista

PRODUCT PROFITABILITY CONTROLLER

Services Solutions are an expanding business area within RMOA. Due to this expansion we need to strengthen our product controlling capabilities.

● We are looking for someone to work alongside our (M)LC's in ensuring that the information regarding the service revenues and costs are reported timely and accurately, and to prepare and present the financial results both internally, within RMOA, and within Ericsson to our most important partners. The person chosen must have very good analytical and social skills and be prepared to travel worldwide to the RMOA markets, influencing and ensuring the highest quality reporting when it comes to the financial figures.

A B.Sc. with a major in business administration (or equivalent) and at least three years within Ericsson with experience from related areas is required.

Fluency in English is required and Spanish is a plus.

Contact: Håkan Lindhe, phone +46 8 404 28 58, memold ERA.ERAHLIE Applications: Ericsson Radio Systems AB KI/ERA/AH/H Marianne Molin 164 80 STOCKHOLM

Ericsson Telecom AB, Stockholm

MANAGER FOR PERFORMANCE MANAGEMENT

Now and for the future Performance Management is part of the Public Networks Switching organisation Business Solutions. Performance Management has the role of enabling the global Switching organisation (approximately 5000 people) to develop highly profitable quality products, standard AXE 10 as well as new products. This work is drastically changing as we are facing new platforms and new products, as well as new development environments (like JDI, the Ericsson/Rational SW development environment).

● This is a challenging position in a changing international environment. Performance Management is a dynamic

unit of 25 persons with a strong Customer Focus that has the responsibility to lead and enable Switching to deliver high quality Switching networks of current and future products.

We are responsible for delivering processes and improvements to the whole Switching organisation, with a budget in the order of 100 million SEK.

We do this by implementing/tracking/improving: - Efficient ways of working - Change and improvement management - Products for improved In Service Performance measurements - The Switching End-to-end business process - The Switching standard tailorable Development process - Implementation of CMM - Reliability/Robustness of AXE in our customers networks

We need a motivating leader and a good teambuilder, with ability for strategic thinking, who is not afraid of the new. You should have a strong customer focus as well as knowledge in, experience and understanding of improvements and change.

Contact: Kalman Rozsa, ETXT.ETXROZS, Leighton Davies ETXT.ETXDAVS, Human Resources Elinor Skogsfors ETXT.ETXESK

Ericsson Telecom AB

MARKETING PROFESSIONALS FOR SWITCHING

Marketing & Business Management (M&BM) within Switching has the responsibility for the Switching business. Switching is the largest product line unit within Infocom Systems, dedicated to lead telecommunications into the Infocom era. We do this by defining and implementing product and marketing strategies. Some examples are the definition and marketing of the Next Generation Network scenario, the creation of global pricing strategies, global launches of our products and commercial and technical support to our markets. Besides that we are top ranking professionals, we are also having fun!!

PRODUCT MARKETING MANAGERS

● The telecommunications area is facing a paradigm shift driven by the Internet, increased need for bandwidth and the globalisation. Product & Solutions (P&S) is a product-focused unit working from a technical perspective to address the changing demands. Working within P&S you will be responsible for participating in our cross-functional product marketing and sales teams where we globally promote our different products. You will participate in tenders supporting our sales activities through presentations and sharing of product related knowledge. In addition you will be working proactively with the packaging and promotion of switching based solutions.

You need to have a solid technical knowledge within the area of telecommunications as well as experience in working in the customer interface. You should have good presentation and communication skills in English, knowledge in additional languages is seen as beneficial. Personal drive and ability to work in teams is seen as important. The position involves international travelling why flexibility is beneficial.

Contact: Claes Hagel, PN/XBP, phone +46-8-7198515.

PROJECT MANAGERS MARKETING COMMUNICATIONS

● We are reshaping the way we work within our MarCom unit with the goal to work more strategically. Now we need two Project Managers/Marketing Communicators that will work with us to achieve this goal. We are facing a big challenge at the millennium change; to position Ericsson as the leading supplier of integrated data and telecom solutions. Your task as Project Manager is to manage MarCom activities together with external advertising agencies with emphasis on analysis of the strategic information needs.

You should have some form of Marketing Communication education, e.g. RMI-Berghs/IHM, and possibly experiences from project leading at an advertising agency. Or you can have a MSc in Industrial Engineering and Management combined with an interest and experience in the MarCom area. The job requires a lot of contacts with the R&D organisation as well as Marketing & Sales. Of course you have business understanding and good co-operation skills.

Contact: Klas Reimers, ETX/PN/XBM, phone +46-8-7197466, klas.reimers@etx.ericsson.se

AREA SALES MANAGERS

● Area Sales Management (ASM) is the name of our geographically divided marketing unit. The goal for ASM may be summarised as 'the realisation of the budgeted level of sales and the planned level of profitability' for our global markets. The ASM organisation has a strong focus on our top 20 customers. ASM has primarily a commercial focus that stresses proactive marketing, close relationship with M&S forces and maximum possible customer contact. We provide basic commercial and technical support to the markets ourselves, or secure such support from other 'expert' groups - whether within M&BM or throughout the Ericsson organisation.

At ASM you will have the opportunity to creatively, and on your own initiative, push for Switching's new products worldwide. The desired qualifications for this include a university degree in business or engineering and a minimum of telecommunications experience for at least 2 years. Prior selling and marketing experience will be an

asset. People skills, language skills and good personality are essential attributes. ASMs will be required to travel frequently.

Contact: Anders Larsson, ETX/PN/XBA, phone + 46-8-7195301

COMMERCIAL MARKETING MANAGERS

● Commercial Marketing (CM) is responsible for Switching's marketing and pricing strategies as well as the implementation of them globally. The pricing of our products is becoming more and more difficult due to things like globalisation, open interfaces, higher level of deliverables for HW and more functionality provided by pure SW. A global strategy is needed to handle these changes, since they put new demands on how we market and price the products. Our focus is on marketing the customer value of Switching's different business solutions. CM also acts as a discussion partner for tenders globally.

If you like to work close to the market, take on the challenge of implementing our new value based pricing strategy globally and support M&S on commercial issues as well as on how to present business solutions to our customers. Commercial Marketing is the right place for you. You should have experience from marketing and sales but wish to work with a more global perspective. You must have an interest in changing Ericsson's way of presenting solutions to our customers and the way we do pricing. You must also like to participate in discussions regarding pricing and commercial strategies.

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Ericsson Telecom AB, Stockholm

MANAGER FOR PERFORMANCE MANAGEMENT

Now and for the future Performance Management is part of the Public Networks Switching organisation Business Solutions. Performance Management has the role of enabling the global Switching organisation (approximately 5000 people) to develop highly profitable quality products, standard AXE 10 as well as new products. This work is drastically changing as we are facing new platforms and new products, as well as new development environments (like JDI, the Ericsson/Rational SW development environment).

● This is a challenging position in a changing international environment. Performance Management is a dynamic unit of 25 persons with a strong Customer Focus that has the responsibility to lead and enable Switching to deliver high quality Switching networks of current and future products. We are responsible for delivering processes and improvements to the whole Switching organisation, with a budget in the order of 100 million SEK.

We do this by implementing/tracking/improving: - Efficient ways of working - Change and improvement management - Products for improved In Service Performance measurements - The Switching End-to-end business process - The Switching standard tailorable Development process - Implementation of CMM - Reliability/Robustness of AXE in our customers networks

We need a motivating leader and a good teambuilder, with ability for strategic thinking, who is not afraid of the new. You should have a strong customer focus as well as knowledge in, experience and understanding of improvements and change.

Contact: Kalman Rozsa, ETXT.ETXROZS, Leighton Davies ETXT.ETXDAVS, Human Resources Elinor Skogsfors ETXT.ETXESK

LM Ericsson Data AB

The department Market Operations is responsible for strategic business development and identifying customer needs for long term development of Ericsson Data's business worldwide. Market Operations has about 30 persons located in Älvsjö and Kista. The growing demand for our products and services has created a need for an experienced

ACCOUNT MANAGER

● Main responsibilities: You will have the overall business responsibility for customers in Europe, particularly Nordic countries. You will be responsible for co-ordination of all Ericsson Data activities for this customer area to ensure that Ericsson Data meet the customer needs in the best possible way. You will be responsible of building and maintaining a strong relationship with your customer by regular meetings, handling questions and being the mediator between the customer and Ericsson Data. You will be responsible of follow-up on contracts, evaluating customer satisfaction and creating improvements. Also you will participate in defining and promoting new services and be responsible of preparing and presenting tenders and managing contracts.

Qualifications: For the position you must be educated at university level or have relevant equal experience. It is required that you have sales and marketing experience in the field of IT, preferably from working within in the Ericsson Group. You are a relation-builder. You can easily understand and anticipate the needs of the customer. You act in a proactive way and can turn customer needs also into new products and services. You are self-driven and well organised and you enjoy working with a great variety of people in a dynamic organisation. From the home base in Stockholm, you must be prepared to travel a lot.

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Ericsson Radio Systems AB,

MARKETING MANAGER, SYSTEMS INTEGRATION SERVICES

The wireless communications field is one of the most dynamic and expansive industries of this century. Today, Ericsson's D-AMPS/AMPS products and services support 50% of the world's wireless subscribers.

New and dynamic applications such as PCS, Wireless Office, Fixed Wireless, and Wireless IP (via CDPD) are forging new frontiers within the D-AMPS/AMPS wireless world.

With its strong entrepreneurial spirit, the Cellular Systems - American Standards (RMOA) business unit has established itself as a leader within the Ericsson group to meet the challenges of today and tomorrow in this dynamic wireless communications market.

Product Unit Service Solutions are responsible for the profitability of the RMOA Service solutions portfolio and includes the following functions: product management, marketing & sales support, project office & development and product deployment.

● We are working in a matrix organization with multi functional teams addressing specific business areas. We put pride in being a slim organization where the individual team members are given and taking responsibility for their team's success.

Ericsson is doing a lot of systems integration already today. What we are looking for is a Marketing Manager who understands systems integration in an open systems environment. The task will be to define the RMOA service offering in this area. And to formulate marketing messages, co-ordinate development of marketing material and manage Market Introduction to convey those messages to the market.

Your task requires commercial, legal as well as technical competence. The successful candidate will be able to translate the existing and future market requirements on systems integration services into clear, concise commercial arguments.

The position will involve co-ordination of different functions within the organization. It is therefore essential that you are outgoing, independent and self-motivated. You should possess strong interpersonal and communication skills. You should have a university degree, with a minimum of five years experience of the telecom/infocom industry. Another requirement is documented experience of open systems integration. Fluency in English is a requirement, and Spanish is a plus.

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Ericsson Telecom AB - Business Unit Switching

PERFORMANCE MANAGEMENT MARKET CONTACT

Performance Management is a key unit within the new Business Solution organisation. This unit has the responsibility for providing the whole switching organisation with needs and means to deliver high quality products. Within PM there is a team working with In Service Performance, ISP can be explained as customer experienced quality. We gather, compile and feedback performance information from customers to units within Public Networks. We need to strengthen this area and we look for a person that can help us define and manage ISP programs for the regional operation offices and local companies. The work involves co-ordination and technical work between ETX and local companies. Start-up and support/guide improvement programs at local companies. The job is much about finding, spreading "best practice" and support local companies in implementing these practises in any area that affects the AXE reliability.

● YOU are a person with some AXE knowledge, are curious and communicative and want to develop a global contact network within Ericsson. You will become broader and get a better understanding of how our products are used in the field.

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Ericsson Radio Systems AB,

MARKETING MANAGER COMPETENCE DEVELOPMENT SERVICES

The wireless communications field is one of the most dynamic and expansive industries of this century. Today, Ericsson's D-AMPS/AMPS products and services support 50% of the world's wireless subscribers. New and dynamic applications such as PCS, Wireless Office, Fixed Wireless, and Wireless IP (via CDPD) are forging new frontiers within the D-AMPS/AMPS wireless world. With its strong entrepreneurial spirit, the Cellular Systems - American Standards (RMOA) business unit has established itself as a leader within the Ericsson group to meet the challenges of today and tomorrow in this dynamic

wireless communications market.

Product Unit Service Solutions are responsible for the profitability of the RMOA Service solutions portfolio and includes the following functions: product management, marketing & sales support, project office & development and product deployment.

We are working in a matrix organization with multi functional teams addressing specific business areas. We put pride in being a slim organization where the individual team members are given and taking responsibility for their team's success.

As Marketing Manager you will formulate marketing messages, co-ordinate development of marketing material and manage Market Introductions to convey those messages to the market. This also includes a responsibility for production of service/product descriptions.

Your task requires both commercial and technical competence. The successful candidate will be able to translate the detailed content of the services into clear, concise commercial arguments, which highlights the value of our Service Solutions. The position will involve co-ordination of different functions within the organization. It is therefore essential that you are outgoing, independent and self-motivated.

You should possess strong interpersonal and communication skills. You should have a university degree, with a minimum of five years experience of the telecom/infocom industry. Another requirement is documented experience of competence development (training). Fluency in English is a requirement, and Spanish is a plus.

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Ericsson Radio Systems AB, Kista

PRICE MANAGER

Business Management New Accounts (LI) focuses on winning new GSM customers in Europe, Asia and Africa. We (LI/SP) are a section responsible for Pricing within LI/S Business Support. The task of this group is to provide expert pricing support to Business Management in Kista and to the NAM's in the (M)LC's.

● We are looking for a person to work with operational and strategic pricing. You will be expected to perform the following activities:

- Tender pricing - Price comparison and analysis - Pricing and packaging of new HW and SW solutions - Maintenance of price information databases - Supporting the (M)LC's and Business Management with price strategies and general pricing questions

Applicants should have a university degree and an interest in business/commercial matters. You should also have an analytical and inquisitive mind; be able to think on your feet and enjoy working under pressure in a lively environment. Fluency in written and spoken English is essential, as is a flexible attitude to travelling. Applicants must be prepared to travel to local companies and work there for periods of up to 3 weeks at a time.

In return we can promise you an exciting and challenging job in a dynamic and stimulating environment.

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Ericsson Radio Systems AB, Kista

BUSINESS UNIT RMOG STRATEGIC PLANNING

RMOG's strategic planning unit is responsible for: - Leading the development of strategies for GSM, NMT and TACS together with RMOG's Product and Business Management Units as well as with BR and Major Local Companies. - Assisting our business unit in business development activities and partnering with other players to capture new growth opportunities. - Supporting our line organization and other parts of Ericsson with business intelligence, both on a strategic and tactical level. - Collecting, analyzing and disseminating market data crucial for RMOG's business.

To successfully achieve our objectives we work in cooperative and effective teams, often across Ericsson's organization. Our work requires strong analytical and effective interpersonal skills and gives an excellent overview of our business. We are now looking for a:

SENIOR BUSINESS DEVELOPMENT ANALYST

● You will work on specific projects to analyze new business opportunities and competitors. You will also support RMOG's market messages, strategic plan and senior management with analysis and market information. This means that you will be responsible for analysis of, e.g. market shares, subscriber development and traffic patterns for external publication as well as to RMOG's management.

The person we are looking for should have a solid theoretical background, e.g. with an M.Sc. or an MBA, and a good overview of the telecom market. Ideally, you should have experience from sales and marketing or product development. The candidate must have a proven track record of getting things done and demonstrated effective leadership skills in a team-based environment. You should also have very good business judgement and be able to express yourself well orally and in writing.

Ericsson Eurolab

AXE Mobile Core (AMC)

The AXE Mobile Core (AMC) is responsible for development of core products used commonly by all Ericsson digital mobile systems i. e. CME20 (GSM), CMS30 (PDC), CMS40 (PCS) and CMS88 (D-AMPS).
Our AMC system house at EED consists of the AMC operations and the design & test department.

The AMC operations department is overall responsible for all activities from requirement management to integration test at our 15+ design centers working for AMC. We are organized into product-, systems-, project-, quality- & methods-management. We also have an AMC lab group responsible for pre-development and prototyping.

The AMC design & test department (former TCS) is responsible for development within product area traffic control and overall for function and system integration test activities within AMC.

AMC 6 Technical Coordinator Proj.-No.: 03/398

One of the responsibilities of the Systems Group is the Technical Coordination on AMC main level. The AMC Technical Coordinator coordinates technical issues involving several subprojects, the related mobile applications projects and associated projects. The AMC main Technical Coordinator also supports the subproject technical coordinators. To strengthen our capabilities on Technical Coordination, we are looking for an experienced system designer with more than 3 years of Ericsson experience in AXE10 design. The work will be shared between you and an already assigned Technical Coordinator.

We are particularly interested in a candidate someone who can provide competence in one or more of the following areas: AM System development, Signalling, Data Communication, O&M, Resource Module Platform, IN Development, Hardware Modernization, GSM system, PDC system, PCS system, D-AMPS system. Furthermore, good communication skills and organisational talent are requested.
Due to the type of work performed, some travelling may be necessary.

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AXE10 DATACOM ENGINEER Proj.-No.: 16/398

The border between telecommunication and data-communication is becoming more and more diffuse. AMC needs to strengthen the competence in the datacom area focusing especially on mobile interworking and TCP/IP. We need a person to represent AMC on the system level and to contribute to the evolution of datacom within AXE10. Your responsibilities would be to perform datacom system studies, investigations and to develop datacom strategies. Some of the results could then be objects for prototyping in a lab environment. You will cooperate with colleagues within the Mobile Applications, PN and UAB.

We are looking for a system or software engineer with at least 4 years of Ericsson experience, preferably TCP/IP and/or mobile Datacom experience.

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AXE10 SYSTEM DESIGNER Proj.-No.: 21/398

AMC System activities are steadily growing, mainly due to fixed mobile convergence. To meet this challenge we need to expand.
We are participating in early project phases and are performing pre- and feasibility studies. We are also evaluating new technologies and perform tasks which require high competence and professionalism.

To strengthen our capabilities for this type of system work, we are looking for an experienced system designer with more than 3 years of Ericsson experience in AXE10 design.

We are particularly interested in candidates who can provide significant competence in one or

more of the following areas: AM System development, Signalling, Data Communication, O&M, Resource Module Platform, Hardware Modernization, PDC system, D-AMPS system. Due to the type of work performed, some travelling may be necessary.

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Strategic Product Manager Project-No. 13/398

The Strategic Product Manager will be responsible for the content and the timing of one AMC release. This includes:
- start-up of the negotiations with all involved product and project managers
- define and order the project package from the AMC project office and steady follow-up

Supported by your colleagues, you continuously balance the needs of the different mobile systems during a project's life cycle, the long term system strategies and the possibilities of the AMC project to deliver.

You document the agreed parts of the project package in core requirement specifications and change requests. You control the agreed parts by participating in the project's change control board and steering group. By approving the statement of compliance you verify that the ordered contents has been delivered by the project.

As a suitable candidate you should have a technical background with at least 3 years of job experience, preferably in systems design and/or project management. Experience from any of the technical areas above is a merit.

In this demanding and challenging position you should take initiative, have good communication and cooperation skills and be able to work under pressure.

Both local and expat contracts will be offered.

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SYSTEM TEST ENGINEERS Proj.-No.: 31/98

These projects perform in an international environment and cover a vast range of development areas at the leading edge of technology, such as ISDN, IN and Internet accesses.

Your main authorities and tasks comprise:
- Definition of the prerequisites to perform a verification of the test object on AMC level in both target and simulated environment.
- Performance of the test execution and reporting of the result verification.
- Trouble shooting.

As a suitable candidate you have good knowledge of mobile telephone systems, you are flexible, show initiative and have good communication and cooperation skills. The ability to work under pressure is also an important personal feature.

Furthermore, fluency in written and spoken English is pre-requisite. Experiences from System Verification/Test are a clear advantage.

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AXE10 SOFTWARE DESIGNER Project-No.: 34/98

AXE Mobile Core TCS development is responsible for design and maintenance for subsystem TCS within AMC and function/system test for AMC.

We are participating in the execution phase and performing feasibility studies. To strengthen our capabilities in this area we are looking for an experienced SW designer in the AXE 10 area. You should be familiar with PLEX design methods and be able to perform technical studies as well as preparing technical documentation.

You should be flexible and cope with a dynamic environment. A first experience in UML or SDL would be an advantage.

We are looking for a designer with 2-3 years of experience preferable in the AXE 10 area.

Furthermore, fluency in written and spoken English is required.

Human Resources EED/U/TGC
Simon Seebass Jo Wilke
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Maintenance Engineer Traffic Control Project-No. 41/98

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

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.

Resourceful, flexible, initiative, good communication, cooperation skills and a good ability to work under pressure are important personal qualities. Furthermore you should also be customer oriented. Fluency in written and spoken english is a pre-requisite.

Please contact:
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Circuit Switching Systems (CSS)

Our CSS System House in Herzogenrath/Aachen is part of the huge GSM family and involved in nearly all activities from requirement definition to customer supply and support around the Circuit Switching System (CSS) of AXE/CME20:

- Systems Design and Operational Product Management (EED/X/D)
- CSS/GSM Project Office (EED/X/R)
- Software Design for MSS and MMS (EED/X/P)
- INDUSTRIALIZATION, Test Configuration Management, Product Line Maintenance (EED/X/S)
- World Class Provisioning of GSM products (EED/X/T)
- Software Supply and Support (EED/X/Y)

System Engineering and Product Management Migrating from GSM to the Future Proj.-No. 07/398

We are working in the area of GSM 900,1800 and 1900 systems.

We are looking for people who like to design the evolution of our GSM markets to the next generation of networks in a responsible positions.

We are the right place for business-oriented system engineers that like to work for UMTS, Internet networks, GSM systems and mobile data.

You directly control the next version of Ericsson's products in the mobile world market. You are responsible for European standardization (ETSI) and you join also sales teams in Europe and middle East to boost Ericsson's market success.

Suitable candidates are familiar with system engineering of 3-5 years of AXE. Being a technical coordinator, project leader, doing marketing descriptions, giving customer presentations and doing technology evolution in the forefront of telecommunication development should give you the fun professional life has to offer.

You should enjoy to work on an entrepreneurial basis and have the ability to set the right priorities within an everchanging environment.

Business trips to European standardization gremia, Stockholm as well as to customer sites will enrich your day to day life.

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Overall Function Test Leader MSC/VLR R8 Proj.-No. 59/98

The CSS/GSM project office at EED in Herzogenrath is responsible for all GSM Circuit Switching System projects from TGO up to GA. We have the responsibility for overall CSS/GSM resource management, CSS/GSM Project road-map establishment and co-ordination of all MSC/VLR development operations based at EED, EUS, ERA, LMF and IXG.

Your main tasks comprise ...
- overall responsibility for MSC/VLR function test activities;
- involvement in related projects like AMCPH6 and GDB R8;

As a suitable candidate you have:
- profound project management experience;
- broad competence in the area of Circuit Switching and its environment;
- the ability to work under pressure and to meet the tight deadlines;

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The „INDUSTRIALIZATION“ section of the Test & Support department assumes the responsibility for the new and challenging GSM-R (GSM-Railway) which is a solution for railways using the IN-applications of the GSM-network. It will enable railway companies to operate all their different communications on a single, future-proof platform.

We need to strengthen our team and offer the following vacancies:

GSM-R System Tester Proj.-No. 68/98

The main tasks are
- Defining of the pre-requisites for system verification;
- Test execution for INDUS-testing;
- Follow-up of requirements for Test Configuration;

You ...
- have experience in CME20 or AMC AXE design/testing;
- have knowledge in IN-services;
- be competent in the BSS area;

GSM-R INDUS Project Manager Proj.-No. 04/298

The main tasks are ...
- Planning, executing, controlling and coordinating the INDUS-project;
- Coordinating activities with other projects and the design organization;
- Improving the processes and tools;

You ...
- have profound testing experience in CME20 or AMC AXE;
- have gained some experience in working in/for a project.

Group Manager „End User Service INDUS“ Proj.-No. 40/98

This group provides coordination and execution of Source System Test activities and trouble shooting. Other areas of responsibility are defined within Basic Call Handling, Supplementary & Data Services and Intelligent Networks (IN).

The main tasks are ...
- Participating in project planning and follow-up;
- Performing technical leadership and steering the group;
- Supporting the group members with competence development, appraisals and recruitment;

You ...
- like to aim for this untypical type of leadership;
- have some experience in System Test or INDUSTRIALIZATION activities;
- have a strong interest in people;
- have some first experience in managing a group/team.

Join our challenging team to work on the future of one of the most interesting new GSM applications!

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The CME20 SS „Product Line Configuration Management“ includes overall Test Configuration Management (TCM) responsibility for CSS and AMC development projects from MS7 up to GA of the CME20 SS releases.

Our „Product Line Configuration Management“ section (EED/X/SO) is presently looking for candidates to support GSM-R TCM in the position of:

TCM GSM-R Project Manager Proj.-No. 02/398

Your main tasks are ...
- Fulfilling a leading position in the section;
- Planning, executing and controlling TCM
- Working on the existing EED and project directives to improve them;

You ...
- have AXE competence as designer, tester or configuration manager;
- have previous experience in line or project management;
- have a good understanding of TCM and INDUS-Testing;
- know how to coordinate your work with other parts of our location and sites worldwide.

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The CSS Design department is a typical design centre within the GSM development area of the Ericsson family. The development projects are targeted towards the European and American systems with a close coordination to a number of design offices worldwide.

We need strengthen our team in this challenging new organizational structure which provides a high flexibility for future tasks and are looking for:

Methods & Tools Engineer for the Local Support Organization (LSO) Proj.-No. 06/298

Your tasks are ...
- Providing user support about methods, tools and training activities;
- Creating requirement specifications for the design of new methods and tools;
- Maintaining, installing and introducing new methods and tools;

You ...
- have experience as designer, tester or APS tool developer in the AXE area;
- have worked some time in the area around LSO;
- are service-minded and have excellent social skills.

Competence Manager as part of the management team of the Design department Proj.-No. 12/398

Due to the new structure you as the competence manager have the possibility to build up the role model. Your ideas and expectations are determining the future of this position.

Your tasks are ...
- Participating in and working on the decisions of the management team;
- Being responsible for the career development of 25-30 people;
- Working in close cooperation with the project team concerning planning and preparing resources;
- Providing 'your' people with appraisals, recruitment and administrative work;

You ...
- need a strong interest in human beings to act as service function;

- have some first leadership experience (project/line/team);
- are strong in social skills;
- have new ideas and are able to introduce them;

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+49 2407 575 163 EED/X/PC

GLOBAL Support for the No.1 AXE application.

Experienced Troubleshooters Proj.No.: 39/98

IN Specialists Proj.No.: 17/398

Tester (modification handling) Proj.No.: 18/398

The „Product Line Maintenance“ section takes central responsibility for the Worldwide CME20 Switching Systems and is considered as the primary competence centre for CME20 SS

We ...
- work closely with all worldwide CME20 Support, Test and Design organizations and with the most demanding customers.

... provide Modification Handling and full Technical Support across all CME20 Switching System functionality at network, system and function level.
... provide solutions for high impact problems in AXE functionality.

Our strong resources reflect our responsibility for troubleshooting and testing.

Opportunities for travel, networking, personal and technical development are outstanding. Watch yourself make a global impact with your efforts.

JOB DEFINITION:
We are looking for you, if you want to maintain your solid reputation in the following areas:
- Experienced Troubleshooters, with an in-depth AXE knowledge and a strong focus on our customers concerns
Proj.No.: 39/98
- IN Specialists (SDP, Service Scripts, SMAS)
Proj.No.: 17/398
- Modification Handling Experts for verification of solutions in all system parts (Tester)
Proj.No.: 18/398

Please contact:
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Memo: EED.EEDSIMS

GPRS – General Packet Radio Service

The System House GPRS is responsible for the successful development of products and applications for the GPRS bearer service.

The unit Product & Operations ((D/P) just recently got the assignment to build up the Central Configuration Management (CCM) for Ericsson's GPRS products.

We are looking for: Configuration Manager General Packet Radio Service Project-No. 4898

who will enable us to secure, enhance and extend our current configuration management activities in the areas of:
- Development Environment (ClearCase, imake)
- Software/System Builds
- Integration of PRIM/GASK/Trouble Reporting Tools
- Trouble Report Handling (Introduction of ClearDDTS)

As a technical CM you need a good understanding of software version control, UNIX and Make-file systems. Knowledge of ClearCase and/or imake is an asset.

You need to bring initiative, very good communication and cooperation skills as well as a good ability to work under pressure.

Please contact:
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Simon Seebass Stefan Eissing
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Memo: EED.EEDSIMS

Senior System Designer General Packet Radio Service

Project-No. 6998

We are looking for Senior System Designers who will enable us to enhance and extend our current GPRS Phase 2/UMTS standardization activities and system design of the GPRS Support Nodes (GGSN and GGSN). This task comprises:
- support for Ericsson's ETSI delegates within the Ericsson-wide standardization projects and active participation in ETSI as an Ericsson representative
- analysis of ETSI change requests
- support and influence of the design project with respect to the latest developments in ETSI
- support of internal customers and local product management
- investigation of the current development in IETF in order to actively influence the development in UMTS at an early stage

As a senior system designer you need a proven, solid background in the technical principles of GSM. Of special importance for this position is a good understanding of the GSM circuit switched data services and preferably also Direct Access and GPRS. Experience with typical datacom protocols such as IP, TCP/UDP, HTTP, PPP, DHCP, RADIUS, RSVP, etc. would be beneficial.

Since this task requires extensive contacts to Ericsson internal personnel and to external customers and competitors, you need very good communication and negotiation skills as well as a good command of the English language.

An already well established personal Ericsson network will support you to fulfil this challenging task.

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Simon Seebass Stefan Eissing
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Memo: EED.EEDSIMS

Location Hildesheim

The EED/E/D department at location Hildesheim is responsible for the development of ACCESS and ATM products in the Telecom area. To support our activities in the ACCESS area we are looking for a

Project Manager Project No.: E4798

The project manager is responsible for the coordination of all activities concerning the further development of the hard- and software components of the ACCESS product in accordance with approved budget, plans and processes. This includes coordination with associated projects and internal Ericsson customers. Further activities are to issue requirements for system, process and tools improvements.

As a suitable candidate you have profound hardware and/or software engineering knowledge. You have previously worked as project manager or have experience in goal-driven management of team-oriented development.

Please contact:
Human Resources Department Manager EED/E/D
Astrid Mayer Hans-Ulrich Hartmann
Phone +49 5121 707 400
Memo: EED.EEDASMA

Location Nürnberg

Ericsson Eurolab Nürnberg is responsible for Product Development for Mobile Phones, Radio Base Stations, Transcoders and for the Research Mobile Communications.

Due to restructuring our Unit Product Development Mobile Phones is seeking a

Group Manager Software

to head a second software development group in that department. The tasks of the group involve design, implementation and test of controller software for terminal products.

As Group Manager you will be responsible for your staff as well as for the quality of the tasks performed within your group. As a suitable candidate you hold a diploma in computer science or telecommunication technology.

A minimum of five years professional experience in software development for real-time communication systems and good general knowledge in telecommunications is expected.

Good cooperation and communication skills are important personal qualities. Furthermore, you should be team- and result-orientated, take initiatives and have good self-motivation. Excellent spoken and written English is a pre-requisite.

Please contact:
Martin Vogel Human Resources
EED.EEDMVO Norbert Lechner
+ 49 911 5217-102 EED.EEDNLE
+49 911 5217-111

Ericsson Eurolab Deutschland GmbH
is a young Research & Development center located in the middle of Europe. More than 1000 employees from about 30 different nations are working in 3 locations in Germany. Due to a continuous growth we have a number of new positions for experienced engineers.

www.eed.ericsson.se



Location Herzogenrath/Aachen



Location Hildesheim



Location Nürnberg

Contact: Thomas.Noren@era.ericsson.se, +46 8 585 31 338 Application: Ericsson Radio Systems AB LM/BS Charlotte Reuterskiöld, SE-164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

MANAGER ADVERTISING AND SALES PROMOTION

The wireless communications field is one of the most dynamic and expansive industries of this century. Today, Ericsson's D-AMPS/AMPS products and services support 50% of the world's wireless subscribers. New and dynamic applications such as PCS, Wireless Office, Fixed Wireless, and Wireless IP (via CDPD) are forging new frontiers within the D-AMPS/AMPS wireless world. With its strong entrepreneurial spirit, the Cellular Systems - American Standards (RMOA) business unit has established itself as a leader within the Ericsson group to meet the challenges of today and tomorrow in this dynamic wireless communications market.

● Will you develop the strategic advertising and sales promotion efforts and campaigns for Cellular Systems & American Standards (RMOA)?

As manager of a team of three communications specialists you will provide support and leadership to a graphics co-ordinator, web content editor and project manager.

We are part of a dynamic department in an exciting business unit and an explosive industry and as such have a high profile role in a fast moving and creative environment. As manager of Advertising and Sales Promotion you will manage the project flow, execution, development, and budgeting of RMOA's advertising and sales promotion and support activities world-wide. You must be able to work effectively in a cross cultural environment as co-operation and collaboration with diverse local companies is an important aspect of the position.

Ideally you have experience within Ericsson and an MIM/MBA or equivalent. Knowledge of D-AMPS products/services and customers and/or the wireless industry is a plus. You are energetic and willing to take the initiative to further the positioning of D-AMPS both on the global market and internally. In addition to being a team player, you must be able to work independently, you are detail-oriented and have some experience with advertising/sales promotion and possess a creative "eye". Willingness and ability to travel is important. Professional fluency in business English is essential. Fluency in Spanish or Portuguese is a plus.

Contact: AM/IC Donya Ekstrand, ERA.ERADONY, Phone: +46 8 404 4848 AH/H Henrik Bergkvist, ERA.ERAHENB, Phone: +46 8 404 73 32. Application: In English to AH/H Henrik Bergkvist. Ericsson Radio Systems AB 164 80 STOCKHOLM

Ericsson Telecom AB, Kungens Kurva

MARKETING MANAGERS - MULTI-SERVICE ACCESS

The deregulation of the telecommunication market is leading to increased market demands for generic access products, and in order to meet our goal of doubling sales every year we are looking for a number of new colleagues to join the Multimedia Marketing (MMM) organization within Multi-Service Access (MSA).

Currently we are actively searching for candidates to work with the Multimedia Marketing groups, Marketing & Sales and Operations, located in Stockholm. Within both groups you will be working with all aspects of the marketing & sales process, including customer interfacing, identifying new requirements and solutions, business case analysis, portfolio marketing, proactive business launches, tendering and contract negotiation.

In order to fit into MMM you must be a highly flexible person with a positive approach to our fast-changing market, and you should appreciate working in a project-oriented environment. You should be fluent in English and most probably have marketing or sales engineering background with a number of years experience gained in a similar position.

Contact: Peter C Lowten, MMM Marketing & Sales, ETX.ETXLOWT, +46 8 719 4805 Lennart Alvestål, MMM Marketing Operations, ETX.ETXALV, +46 8 7194459 Catarina Larson Åstrand, Human Resources, ETX.ETXLAT, +46 8 719 0836

Ericsson Radio Systems AB, Kista

MARKETING MANAGER

Our unit is responsible for Product Marketing of the BSS (Base Station Systems) and OSS (Operation and Support System) part of Ericsson's GSM system.

● The tasks include argumentation for our products, performing presentations to customers and local companies and assisting the local companies in their tender work. We have a world wide responsibility although the European market normally requires the major part of our support, and we are experiencing a growing need for our services related to the increased competition on the market.

We therefore need to reinforce our team with two product marketing engineers. Since expertise in this area is hard to find, we are willing to invest in your technical development. Qualifications and experience needed are a M.Sc. degree or similar, basic GSM knowledge, a market orientation and fluency in English.

Contact: Fredrik Wallgren, phone +46 8 404 5998 application: Ericsson Radio Systems AB KI/ERA/LV/HS Kerstin Almlad 164 80 Stockholm

Ericsson Radio Systems AB

SOLUTIONS MARKETING MANAGER

Cellular Systems - European Standards (RMOG) is expanding rapidly is looking for qualified personnel to be able to handle the competitive business situation.

In the Marketing unit, a new unit for Solutions Marketing has been formed. The Solutions Marketing unit has two main responsibilities, i.e. to identify and analyse the needs of the end-user, the subscriber, and to drive solutions marketing at RMOG based on needs analysis throughout the value chain.

● The open position as solutions marketing manager at the marketing unit comprises the following responsibilities:

Drive solutions marketing projects together with our product units and sales units. The work covers all aspects from need's identification (end-users, enterprises, operators etc), solutions value assessments, positioning and the development of argumentation.

The position will cover marketing activities with and for our customers.

We believe you to have M.Sc. or MBA and at least 5 years of marketing experience. It is an advantage if you have sales experience and/or if you have worked for a telecommunications operator with similar tasks. Good knowledge of the English language is a necessity and we appreciate if you have good knowledge of at least one more European language apart from your mother tongue. We believe the qualified applicant to be analytical, outgoing, communicative and independent.

Contact: LM/PC Björn Blondell, phone +46 8 757 20 98, ERAC.ERABLOD Please send applications to KI/ERA/LH/S Birgitta Ahrebo

Ericsson Radio Systems AB, Kista

RMOG Resource Agency is a unit within ERA/LY, responsible for supporting the local companies world wide in their effort to secure operations/support personnel.

GLOBAL RESOURCE CO-ORDINATOR (stand-in for one year)

● JOB PROFILE: You will be allocating and co-ordinating resources within the operations- and support organisation world wide, mainly long term assignments, among our various subsidiaries. This means to help build up and support our big global contact net.

You will also be a part of the implementation work of the Ericsson Competence Model and Competence mapping for the FSC organisation world wide.

REQUIREMENTS: The successful candidate has preferably an academic education and is customer oriented and able to establish good relations with old as well as new stakeholders. You must have a structured way of working, result oriented and able to work independently. You should also be an outgoing, self-motivated person with good communication skills as well as good knowledge in English. Experience of HR is an advantage. Ericsson experience is a requirement.

Contact: Lars Ander, phone +46-8-404 5252, memoid: ERAC.ERALSAR, Ritu Sjulander, phone: +46-8-4046786, memoid: ERAC.ERARIMA or Ulrika Martinus, phone: +46-8-404 2565, memoid: ERAC.ERAMSSS Application: Lars Ander (memoid: ERAC.ERALSAR) Torshamnsgatan 26 164 80 Stockholm

Ericsson Radio Systems AB, Kista

BUSINESS UNIT RMOG STRATEGIC PLANNING

RMOG's strategic planning unit is responsible for:

- Leading the development of strategies for GSM, NMT and TACS together with RMOG's Product and Business Management Units as well as with BR and Major Local Companies. - Assisting our business unit in business development activities and partnering with other players to capture new growth opportunities. - Supporting our line organization and other parts of Ericsson with business intelligence, both on a strategic and tactical level. - Collecting, analyzing and disseminating market data crucial for RMOG's business.

To successfully achieve our objectives we work in cooperative and effective teams, often across Ericsson's organization. Our work requires strong analytical and effective interpersonal skills and gives an excellent overview of our business. We are now looking for a:

SENIOR BUSINESS DEVELOPMENT ANALYST

● You will work on specific projects to analyze new business opportunities and competitors. You will also support RMOG's market messages, strategic plan and senior management with analysis and market information. This means that you will be responsible for analysis of, e.g. market shares, subscriber development and traffic patterns for external publication as well as to RMOG's management.

The person we are looking for should have a solid theoretical background, e.g. with an M.Sc. or an MBA, and a good overview of the telecom market. Ideally, you should have experience from sales and marketing or product development. The candidate must have a proven track record

of getting things done and demonstrated effective leadership skills in a team-based environment. You should also have very good business judgement and be able to express yourself well orally and in writing.

Contact: Thomas.Noren@era.ericsson.se, +46 8 585 31 338 Application: Ericsson Radio Systems AB LM/BS Charlotte Reuterskiöld, SE-164 80 STOCKHOLM

Ericsson Radio Systems AB

PRODUCT MANAGER - GSM 1900 BASE STATION SUBSYSTEM

ERA/LJ is a Business Management and Operations unit within RMOG responsible for the marketing, sales and implementation of GSM mobile telephone systems in the US, Canada and Latin America.

The GSM 1900 Product Management main responsibilities are to ensure a competitive product portfolio, to develop total solution offerings for our GSM customers in North America and Latin America, and to give technical sales support to the Local Companies.

● We are looking for a Product Manager to work within the Base Station Subsystem (BSS) area with focus on the BSC node. The responsibility includes the BSS Infrastructure, the BSS Radio Network, and the GSM O&M areas. As a team-leader you will also be working with GSM 1900 for Wireless in the Local Loop (WLL), targeting operators that start with WLL, but later plan to provide mobile services.

You will, in co-operation with concerned parties - define total solutions within the areas mentioned - be team-leader for the GSM 1900 WLL total solution definition work - be the main responsible for the BSC node, including definition of product packages - work out business cases to influence the development of any needed new products, and enhancements to existing products - make customer presentations, and support introduction of new products and solutions

You should preferably have been working a few years with Marketing, Business Development, Product Management, or System Management issues in the Telecommunications area. An experience from an Ericsson Local Company, or an operator is appreciated, as well as good GSM knowledge. Excellent command of the English language is necessary. Spanish is merit.

Contact: Göran Tillqvist, phone +46 8 404 95 01, ERAC.ERAGTT Juhana Kaaman, phone +46 8 404 54 33, ERAC.ERAJUK K-G Königsson, Human Resources, +46 8 404 79 46, ERAC.ERAKONI Application: Ericsson Radio Systems AB KI/ERA/LJ/XS Christine Bokelund 164 80 STOCKHOLM christine.bokelund@era.ericsson.se

Ericsson Radio Systems AB, Kista

PRODUCT MARKETING, GSM CIRCUIT SWITCHING SYSTEMS

Market and Sales Support is a unit within the Product Unit GSM Circuit Switching Systems. We are responsible for product marketing and global market and sales support of the GSM Switching System. Our main task is to drive and actively support Local Companies and Marketing and Sales Organisations in the sales of switching products and solutions towards new and existing customers.

● We are now looking for a marketing and sales oriented person with a good technical understanding of the GSM switching system. One part of the work is to develop and implement product marketing strategies including everything from doing market analysis, business cases and marketing material to customer presentations. Another part is to work closely together with local companies in all phases of the sales process towards customers, i.e. actively take part in pre-tender, tender and negotiation work.

You should have a M. Sc. in Engineering, preferably including a degree in Industrial Marketing or similar, and at least two years experience in the area of marketing and sales or GSM Switching System. The position entails extensive contacts with Local companies and customers and you must be prepared to do some travelling. You are result oriented, creative and willing to take initiatives. Communications skills and fluency in English are important. The position is located in Kista.

Contact: Johan Dahlström, phone +46 70 340 31 50, memoid ERAC.ERAJOD Johan.dahlstrom@era.ericsson.se Application to: Ericsson Radio Systems AB LX/HS Ann Beer, 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

PRODUCT MANAGER, PRODUCT INFORMATION

Business Unit Cellular Systems - American Standards (RMOA) offers products for cellular and PCS networks in the 800 and 1900 MHz frequency bands based on the digital D-AMPS standard. Our products are successfully being developed in several countries in North and South America, Asia, and Oceania.

● We have a position open as Product Manager for product information. As such you will be responsible for customer documentation for switching products. You are also expected to keep yourself up to date with new technologies for development and presentation of technical information.

As product manager you work with consolidation of market requirements, product strategies, business cases, life cycle management, and customer presentations.

You have an academic degree, a general telecom background and good AXE knowledge, preferably in operation and maintenance of the switch. You are fluent in English. A background in technical writing and/or knowledge in SGML and WWW technology is an advantage.

The work entails international contacts and requires some traveling.

Contact: Stefan Hasselgren, Phone: +46 8 404 2856, memo ERA.ERASHAS Application: Ericsson Radio Systems AB, AH/H Anette Spångberg, 164 80 Stockholm.

Ericsson Business Networks AB

PRODUCT MANAGER FOR CTI BASED PERSONAL APPLICATIONS

The Enterprise Networks Product Area Enterprise CTI is responsible for CTI (Computer Telephony Integration) and Network Management products within Enterprise Networks. The products included in this area include Personal Applications, Systems and Network Management, Call Centre, Media Platforms and Messaging Systems.

At Nacka Strand there is a team of Product Managers with varying degrees of responsibility for these products. Along with our colleagues based in Cypress, California we are the product champions for CTI within Enterprise Networks and are responsible for all tasks related to developing and marketing our products.

● To join us in the Nacka based team, we are looking for a Product Manager to take overall product responsibility for the applications which use CTI in desktop and mobile environments. These Products enable people to efficiently perform all their telephony tasks from their desktops. In a typical office environment they can search for contacts, make calls, leave messages, receive calls and messages and control their own CTI profile. Personal Applications today include the individual products Personal Screen Call, Personal Web Directory, and nET.PSC, which use TAPI drivers, web technology and client/server architecture to meet the needs of customers requiring a wide range of personal efficiency tools in a fixed and mobile environment.

You will be total product responsible for these products and your responsibilities will include: Product Life Cycle calculations, introducing new products to the market, defining requirements for upgrading of existing products, setting strategic direction for these products and actively working with marketing, design and service departments to ensure successful deployment of the products.

Your background should include major responsibility in either product management or within large projects during the last 5 years. Knowledge of the CTI and software environments and some marketing exposure would be to your advantage. Also, you should be able to present yourself and your products in a professional manner using both spoken and written English.

We are looking for an enthusiastic and visionary person who can take initiative, work in a team, motivate others and is willing to actively and positively contribute to our continued success within the Enterprise CTI area.

Contact: David Wells, phone: +46-8-4221664 David.Wells@ebc.ericsson.se Application: Ericsson Business Networks AB EN/H Anna Blomqvist-Johnson 131 89 Stockholm, Sweden anna.blomqvist@ebc.ericsson.se

Ericsson Business Networks AB

PRODUCT MANAGER FOR SNMP BASED MANAGEMENT APPLICATIONS

The Enterprise Networks Product Area Enterprise CTI is responsible for CTI and Network Management products within Enterprise Networks. The products included in this area include Personal Applications, Systems and Network Management, Call Centre, Media Platforms and Messaging Systems.

At Nacka Strand there is a team of Product Managers with varying degrees of responsibility for these products.

Along with our colleagues based in Cypress, California we are the product champions for CTI within Enterprise Networks and are responsible for all tasks related to developing and marketing our products.

● To join us in the Nacka based team, we are looking for a Product Manager to continue to drive the successful development for SNMP Based Management of the highly successful voice, data and IP networks being sold and installed by Enterprise Networks. Our chosen Platform is HP Openview for Windows NT.

You will be responsible for defining the functionality to be included in future releases of the D.N.A. Event Manager product and for actively contributing to the ongoing strategic planning of Systems and Network Management Products.

(D.N.A. means Dynamic Network Administration, the suite of Enterprise Networks award winning Systems and Network Management applications.)

Your background should include some experience of Network Management products, interactive communication with customers, a technical leaning and willingness to provide input to marketing and positioning discussions. Also, you should be able to present yourself and your products in a professional manner using both spoken and written English.

We are looking for an enthusiastic team worker who can actively and positively contribute to our continued Network Management success within the Enterprise CTI area.

Contact: David Wells, phone: +46-8-4221664
David.Wells@ebc.ericsson.se Application: Ericsson
Business Networks AB EN/H Anna Blomqvist-Johnson 131
89 Stockholm, Sweden anna.blomqvist@ebc.ericsson.se

Ericsson Radio Systems AB - Kista

HW SUPPORT UNIT, RMOA

Business Unit Cellular Systems - American Standards (RMOA) is one of the fastest growing business units within Ericsson Radio Systems. We are the market leader for cellular telephone systems and services based on D-AMPS/AMPS standards. Our mobile telephone system, CMS 8800, is the most sold system in the world, and our markets around the world are growing rapidly.

● The Customer Support Department is looking for candidates to its Hard Ware Support unit. The unit is responsible for the delivery of the Hard Ware Supply Services. We are aiming to create more efficient HW repair flows, i.e. through improving delivery lead times and handling of HW.

The persons we are looking for need experience in Project Management, a good knowledge of logistics including customs handling, and at least four years of experience from the Ericsson environment.

You also need good analytical, inter personal and communicative skills, a well developed sense of motivation and the ability to work independently as well as member of a team. You will be travelling approximately 25 percent of your working time.

Contact: AM/OMRC Lars Römpötti, phone +46-8-757 1104, Memoid ERA.ERALROM AM/OMR Anders Mellström, phone +46-8-404 7009, Memoid ERA.ER-AAMEM Application: Ericsson Radio Systems AB, AH/H Tom Larsson, 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

MANAGER - CMS30 SYSTEM MANAGEMENT, ISP & CHARACTERISTICS

● We offer you an overarching job with a large contact network. If you seek challenges and personnel development this is the job for you! Our unit has an exciting future ahead of us and you can be a part in building our system into the next millennium.

The ISP & Characteristics unit belongs to the System Management unit that has the responsibility for the worlds second largest Mobile Telephone System PDC, marketed in Japan. The quality demands are very high and the performance is a key issue. Our aim is to manage the system in such a way that both designers and customers experience a good and reliable system.

As manager for the ISP & Characteristics unit you will have the responsibility to secure optimal system performance in our systems. The main areas to manage are system characteristics, system platforms and the CMS30 In Service Performance (ISP) Program. Due to the strong customer focus on system performance this is a very thrilling position that will offer a real challenge.

You shall have experience from telecom system and preferably have worked as manager before. Experience from mobile systems is merit.

Your social competence is of extra importance and you shall communicate with ease, be open for changes and take own initiative. As we work in an international organization with large contact network it is important that you speak and write English well.

Contact: Ola Hubertsson, phone +46 8 764 13 32, ola.hubertsson@era.ericsson.se Application to: Ericsson Radio Systems AB LX/HS Ann Beer, 164 80 STOCKHOLM

Ericsson Radio Systems AB, Linköping

QUALITY ASSURANCE MANAGER IN THE BSC ORGANIZATION

The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM.

The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks.

The BSC product will before the millennium shift serve more than 100 million people.

● Role Description: The Quality Assurance Manager will lead the BSC organization effort in Software Quality Assurance. This includes activities in the node, the design centers and the ASOs.

The activities are organized as peer-review under a new organization called Software Quality Assurance (SQUAD) which comprises quality responsible from each design unit and the node. This team coordinates the QA function, carries out audits and inspections and recommends action to the MT-BSC. The QA manager will be the chairperson of SQUAD.

The QA manager will be independent of the projects and will therefore have an objective overall role in the development of quality in the BSC. Other duties will include oversight of the CMM progress, ESSI contract negotiation with PU-BSS, improvement coordination and other initiatives.

Role reporting line: This role reports to the BSC node manager and should have at least one direct report.

Requirements: This role requires that the candidate have a thorough knowledge of the design process. He or she needs to be analytical, precise and be able to communicate effectively. As there will be persuasion and tact required, experienced gained in a multicultural environment

will be essential. The appointed person will have qualifications in formal quality assurance (preferably gained by experience). He or she needs to be an experienced change-leader.

The successful candidate will gain an unprecedented knowledge of the BSC design environment and its customers. The opportunities for someone who is successful in this role are excellent and the organization leverages that can be gained are counted in BSEK.

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application: Ulla-Britt Johansson email: ulla-britt.johansson@era.ericsson.se. We want your application as soon as possible. Please mark your application with ref 98-67 C

BSC PRODUCT AREA MANAGER

The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM. The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks.

● Role Description: The GSM-BSC product is entering a new phase of development with GPRS. We will be the first in the world to deliver this functionality to the GSM-market which means that mobile phones and terminals will ALWAYS be connected through TCP/IP.

The BSC Product Area Manager will be responsible for the technical development of the BSC throughout its lifetime i.e from idea to full deployment. Specifically, the role executes the System Management of the BSC, including requirements management, system specification, characteristics, Operation and Maintenance requirements and supply. To carry out this role, the unit employs c 30 system engineers.

There will be extensive contacts with BSS product management and all the GSM development units and customers.

Role Responsibilities: Requirements management including requirements for maintenance, supply, tools etc. Customer/Product information. Requirements on external products. Released SW product baseline. Product Ownership. Node product management. AS design and library specification. Characteristics. System release. System Management fora. Technology Leadership.

In addition this role is responsible for the competence development and management of the system design engineers ensuring that the right competence and levels of staff are available for the BSC product.

Reporting Lines: This role reports to BSC Node manager and is based in Linköping. The role will have a number of competence managers reporting who will concentrate on people development and management.

Requirements: BSC system knowledge Technical vision to bring the BSC into the next millenium. Excellent communication skills. Management experience.

Timeframe: The person is required to be in place by the 1st of September.

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application: Monica Olovsson, +46 13 28 46 04 email: monica.olvesson@era.ericsson.se Address: Ericsson Radio Systems AB Box 1248 581 12 LINKÖPING. We want your application as soon as possible. Please mark your application with ref 98:69 C

COMPETENT MANAGERS

The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM. The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks.

● Role Description: The BSC organisation will deliver the worlds first mobile GSM TCP/IP system so that our customers are ALWAYS connected. This is a new world. The Internet will drive the pace but the market could take us anywhere, probably to places we cannot even imagine today. Its not a time for old-ways, the time has changed to Internet Time.

In a world of change we depend more and more on the people in our organisation. Their competence is the secret to success. Consequently we will strengthen our management team by appointing competence managers who will work with people on competence development and ensuring that individuals are challenged and perform at their best for the organisation. In this way we will improve the focus on people and add resources to our competence management effort.

Role Responsibilities: Recruitment Competence Development and Management Goal setting Performance Appraisal Salary recommendation Team building Customer Liaison Budget Each competence manager will be responsible for c 12 people.

Reporting Lines: The Competence Managers will be appointed to the units responsible for Product Area Management and Integration, Supply and Support. Competence Managers work in different technical areas in requirements, system verification, supply, maintenance etc. They are appointed at section manager level.

Requirements A deep interest in people. Competence in the BSC and IP world that others can respect. Excellent communication skills. Management experience. Knowledge in design some part(s) of the design process (e.g. system, design, test, maintenance). Willingness to be part of the change to Internet-Time. Customer knowledge is an advantage.

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application to: Monica Olovsson, +46 13 28 46 04 email: monica.olvesson@era.ericsson.se Address: Ericsson Radio Systems AB Box 1248 581 12 LINKÖPING. We want your application as soon as possible. Please mark your application with ref 98:70 C

INTEGRATION SUPPLY AND SUPPORT

The BSC node in Linköping is staffing up to meet the future. Today we are looking for a number of persons that want to be part of Ericsson front liner GSM. The Base Station Controller (BSC) is part of the Base Station System (BSS) within GSM. The BSC is controlling the mobile switching and radio networks.

● Role Description: The GSM-BSC product is entering a new phase of development with GPRS. We will be the first in the world to deliver this functionality to the GSM-market which means that mobile phones and terminals will ALWAYS be connected through TCP/IP.

This role performs the interface between BSC design and the customers. The unit will integrate the output from all design phases, test it against customer requirements, supply to the customers and maintain it.

The unit is based in Linköping and has c 40 system engineers reporting.

There is a considerable challenge in this role to prepare for Ericssons share of 200 million GSM mobile customers where 20% of these are "data" customers. The quality requirements are self-evident!

Role Responsibilities: System Verification Maintenance of Released Products. ASO coordination SW supply SW TCM INDUS Requirements for supply and maintenance. BSC org. fora.

Competence development and management of c 40 engineers.

Reporting Lines: This role reports to the BSC Node manager. There will be a number of competence managers reporting to this role who will focus on people. There will be extensive contacts with BSS and other GSM design organisations, MLCs and customers.

Requirements: BSC knowledge Excellent communication skills Management experience Change management experience Testing/Maintenance in a data environment is an advantage. Multi-cultural experience Absolute commitment to Quality. Timeframe: This role should be active by the 1st of September .

Contact: Roger Fitzpatrick, +46 13 28 46 60 email: roger.fitzpatrick@era.ericsson.se Application: Monica Olovsson, +46 13 28 46 04 email: monica.olvesson@era.ericsson.se Address: Ericsson Radio Systems AB Box 1248 581 12 LINKÖPING. We want your application as soon as possible. Please mark your application with ref 98:71 C

Ericsson Radio Systems AB, Kista

TEAM LEADER TESTER - GSM/BSS

The BSS System Verification unit is responsible for verification and maintenance of the BSS product. We are performing our activities in a complete GSM environment consisting of MSCs, BSCs, BTSs and OSS which is located in our test plant in Kista. In the development projects we are responsible for BSS System Test and BSS Feature Test.

● We believe that you have knowledge about mobile telephony or data services. If you have worked abroad or close to a customer this is a merit. You are now looking forward for new challenges within the GSM field in a unit which is very flexible.

You will work in a team with other testers and will co-ordinate tests with system management and our GSM operators. The team will have own responsibility of the test area, with contacts and test development. It will be your responsibility to secure the quality of the product we deliver to the customer within your test area.

Contact: Peter Sandberg Phone +46 8 404 4402 Mail: peter.sandberg@era.ericsson.se Application: Ericsson Radio Systems AB Kerstin Almlad, LV/HS 164 80 Stockholm Sweden

Ericsson Radio Systems AB, Kista

TRANSMISSION NETWORK DESIGN, LATIN AMERICA

We are a Business Management and Operations unit within RMOG responsible for the marketing, sales and implementation of GSM mobile telephone systems in the US, Canada and Latin America.

● We need an experienced Transmission Network Designer to work on our coming projects in Latin America.

You will have the following responsibilities/tasks plan and execute all necessary Transmission Network Design activities, participate in all activities during the implementation of the systems, support and be active selling our Transmission Network Design Services.

The work will be done together with our local GSM TND engineers in the actual country, and our TND staff in Kista. You will be stationed in Kista.

We are looking for you who: have experience of TND on GSM market, have international experience, would like to work on a high potential market.

English is mandatory and basic Spanish is required.

Contact: Stig Hemström, phone + 46 8 757 10 70 Per-Olov Kjellvard, phone +46 8 404 45 97 Application:

Ericsson Radio Systems AB KI/ERA/LJ/H K-G Königsson 164 80 STOCKHOLM kjell-gunnar.konigsson@era.ericsson.se

Ericsson Infocom Systems

System Management of Infocom Solutions for AXE fixed applications

System Architecture and Definition is a unit within the Product Line Unit Switching at Infocom Systems (ETX), working with system management questions. We have both strategic and operative tasks. Our mission is to enable introduction of Infocom solutions into our systems and platform products, mainly the AXE system, once they are defined.

AXE 10 is still one of the leading systems for public telecom operators. The market place changes fast and the competition between traditional and new operators force us to comply with ever increasing demands on lower cost, easier handling, better In Service Performance and increased capabilities.

The first steps have now been taken to add on functionality, making AXE a competitive solution in the future more datacom driven networks. This evolution will continue, and we need reinforcements to succeed to do our part of this work.

We are looking for reinforcements within most of our working areas e.g.,

SIGNAL COORDINATION

● The Signal Coordinator is involved in all signal related activities for a specific source system issue. This includes coordination activities in the signal area with other source system issues.

You have an interest in any of the work areas above. You may already have a broad generic infocom system competence, been working within design or specification and is willing to get responsibility to drive the future evolution of our systems. All positions will give you an excellent opportunity to gain competence within a demanding area. We are also interfacing all the product-units world wide and mobile partners giving you an excellent contact network for your future career.

ARCHITECTURE

● Studies and initiatives to evolve the AXE architecture, to continue to be an efficient base for successful launching of new network applications into the next century, e.g., in the area of support for IP/Datacom.

SYSTEM CONTROL.

● Actively influence the technical direction of projects and design proposals. One important cornerstone in this area, is our responsibility for PC-AXE for the fixed applications. We also take active part in Ericsson wide system management networks and foras.

PROJECT SUPPORT.

● Technical coordination and support to Switchings projects to implement our system objects and system view. Our involvements in projects cover all phases, from definition and start up to execution.

SYSTEM FILE MANAGEMENT

● The System File ties together the System Modules, which contain SW written in High Level Plex (HLPLEX). The System File contains specifications of global procedures and type declarations, which are common in the whole system.

CHARACTERISTICS SUPPORT

● Responsibility for coordination of the characteristic activities in development projects. Assure that requirements are specified, verified and reported.

We are situated at Telefonplan, Stockholm

Contact: Architecture & System Control Ingemar Persson +46 8 719 2531 memo:etx.etxping Project Support & System Control Jan Dahl +46 8 719 5478 memo:etx.etx-jand System File Mgmt & Signal Coordination Helena Fredriksson +46 8 719 5218 memo:etx.etxhefl Characteristics Support & Architecture Ingemar Persson +46 8 719 2531 memo:etx.etxping All areas Pontus Tibbling +46 8 719 0652 memo:etx.etxpoti Human Resources Anna Wennerholm +46 8 719 4517 memo:etx.etxanwm

Ericsson Radio Systems AB, Kista

PROJECT MANAGER, CUSTOMER PROJECTS

We are a Business Management and Operations unit within RMOG responsible for the marketing, sales and implementation of GSM mobile telephone systems in the US, Canada and Latin America.

● We need an experienced Project Manager to our Operations Department within the Business Manager Unit, The Americas.

The job is business oriented and your tasks will be to: In close cooperation with our local representations and companies, prepare, plan, budget, organize, initiate and monitor/manage the progress of the projects. Monitor and follow up the material deliveries, acceptance tests and invoicing during the execution of the project. Participate in

Tender Preparations as responsible for the project management parts in accordance to the Core-3 concept.

Your home base will be Kista, but you must be prepared on frequent business trips.

We are searching for you who: have an excellent knowledge of English and master a basic Spanish. hold a formal degree of MSC, MBA or corresponding, have more than 5 years experience from customer environment on the international arena. have a basic knowledge about cellular systems. would like to work on a high potential market.

Contact: Per-Olov Kjellvard, phone +46 8 404 45 97 Jan le Grand, phone +46 8 404 85 25 Application: Ericsson Radio Systems AB KI/ERA/LJ/H K-G Königsson S-164 80 STOCKHOLM E-mail: kjell.gunnar.konigsson@era.ericsson.se

Ericsson Data AB

E-SAP CC stands for Ericsson SAP Competence Center. It is a project aiming at building a global organization for support, operation and management of Ericsson's new business model. We are part of the EGBM (Ericsson Global Business Model) program set out from the Ericsson top management to speed up our workflow, to improve our delivery capacity, and to rapidly adjust to changes in the marketplace.

E-SAP CC comprises six sub-projects occupying some 80 people in total. The different sub-projects were formed earlier this year and will gradually develop into a line organization by spring 1999.

The project offices are situated at Hallonbergen but E-SAP CC activities are also going on at Västberga and Älvsjö. We urgently need to strengthen our project organization at Hallonbergen.

PROJECT ADMINISTRATOR

● Tasks - Support the project leaders with planning and reporting - Accomplish monthly reports and analysis - Document management responsibility for the total E-SAP CC project

Qualifications/Profile - Academic background - Some experience from similar project work - Good IT/IS experience - English speaking - Advantage: Knowledge about PROPS

PROJECT CONTROLLER

● Tasks - Budget work - Economic follow-ups and reports - Follow-up of suppliers - Economical investigations

Qualifications/Profile - Academic degree in economics - At least two years' experience from similar work - English speaking - Advantage: Knowledge about PROPS

HEAD OF ADMINISTRATION

● Tasks - Co-ordination of the EGBM administration - Establishment of EGBM administrative routines

Qualifications/Profile - Experience of line management - Experienced in administration i.e. economy, HR, IS/IT,

Send your application and C/V to johan.bredberg@edt.ericsson.se. If you want more information you can also reach Johan on +46 8 585 32743 or mobile +46 70 567 78 72.

International

Teleindustria Ericsson S.A. Mexico

Short and Long Term Contracts for Latin and South America

D-AMPS Technical Assistance Centre, TAC-2, based in Mexico City, is the 2nd line support organisation for CMS88 products in Latin and South America. Currently employing 115 people, the TAC is expanding to meet the cellular operator growth in the region. What are we looking for:

SUPPORT EXPERT TROUBLE SHOOTER

● High knowledge of PLEX/ASA. High experience in writing ECs. High general expertise in AMPS/D-AMPS. Excellent software troubleshooting skills Ability to self teach and teach others.

SWITCHING AND TRUNKING SUPPORT ENGINEER

● Ability to perform emergency support on/off site. Ability to perform trouble report handling tasks. Ability to provide 24 hour rotational on call support. Expertise in GSS, MNS and TSS troubleshooting. Expertise in ISUP, TUP, R2MFC, IS-41 and S7/C7MTP trouble shooting.

CALL PATH SUPPORT ENGINEER

● Ability to perform emergency support on/off site. Ability to perform trouble report handling tasks. Ability to provide 24 hour rotational on call support. Expertise in TCS, CHS and mobile callpath troubleshooting.

RADIO SUPPORT ENGINEER

● Ability to perform emergency support on/off site. Ability to perform trouble report handling tasks. Ability to provide 24 hour rotational on call support. Expertise in MBS and MRS and RCSU troubleshooting. Expertise in RBS 882 and RBS 884 software/hardware. Expertise in digital and analog mobile radiosystems.

APZ SUPPORT ENGINEER

● Ability to perform emergency support on/off site. Ability to perform trouble report handling tasks. Ability to provide 24 hour rotational on call support. Expertise in APZ 212 20 and APZ 212 11 hardware and software. Expertise in

Central, RP and EMRP softwaretrouble shooting.

The above positions are available on short and long term contract.

Application latest 980904: TIM.TIMBPN, or fax: B. Phelan, TAC-2Manager, at: (525) 726 2274 Contact:quire more information, please call Brian P., at: (525) 726 2383 / 726 2964

The EED Test & Support Department is seeking a well motivated candidate for the position of

STE TESTER ENGINEER

● The position is located in the CME20 SS STE Support Group (EED/X/SOZ) under TCM. The CME20 SS STE Support Group is responsible for supporting STE activities within CSS and AMC in the area of Function Test, design maintenance and longer term Methods & Tools issues affecting testing. This central STE support group will not only support EED but also other LDC's that perform CME20 SS related test and maintenance activities. As a suitable candidate, you are an Ericsson employee and you have experience in AXE function testing or design maintenance. Experience with MGTSPASM, TSS 2000, TTCN and C coding is of added value. You also have to be service minded and be prepared to quickly take new assignments.

In this position you will have the opportunity to travel, perform new tools evaluations, come up with new testing strategies and increase your network throughout Ericsson.

More information on the group can be found on the web: <http://www.eed.ericsson.se/services/eed-x-s/o/soz/Welcome.html>.

Contact: simon seebass, +49 2407 575 163, eed.eed.sims, eed/h/rc orjan lindquist, +49 2407 575 460, eed.eed.jli, eed/x/soz

Ericsson Radio Systems AB, Kista

NEXT CHALLENGE - EGYPT/CAIRO

Take the opportunity to get experience from starting a mobile operator by participating in the team of approximately 30 persons that will perform our sold Network Operation and Maintenance Service (NO&M Service).

Telecom Management Solutions (RTMS) was formed in 1997 as part of Ericsson's strategic focus on services. Working within Ericsson Mobile Systems, we offer consultancy services to all Ericsson customers within the mobile communications industry, specialising in Customer Management, Network Management and Management Consulting.

The successful sales of another NO&M service generates a need for more qualified persons. RTMS are looking for several categories of competencies for a new customer service project in Cairo, Egypt. The customer has bought the Build, Operate and Transfer version of our Network Operation and Maintenance service (NO&M). Within the scope of the service, RTMS will take responsibility for the operation and maintenance of the customer's network, both at the customer's NMC (Network Management Centre) and in the field (Field Maintenance). RTMS will run the network, train the customer personnel in network operation and maintenance at NMC and on the field maintenance, and thereafter transfer the operation responsibility to the customer. Following positions are open:

SYSTEM TECHNICIAN

● You will be responsible for the surveillance of the network from the NMC. Your main tasks will be monitoring, analyzing and correcting incoming alarm or any service/quality degradation detected, either by on-line activities, work orders (WO), or by following the escalation procedure. You will also perform the periodic system routines and monitor traffic and service quality status in the network.

You have a technical education in Telecommunication, Information Technology or Electronics and/or long O&M experience within the telecommunication field. Experience from working with network surveillance is requested and experience from operator is desirable. Good knowledge in English is required. As you also will be responsible for transfer of knowledge to the customer, you should have good social and pedagogical skills.

These assignments will commence around the 1:st of September and the contracts length are 12 months, 9 months and 6 months.

SYSTEM ENGINEERS, MSC/HLR/VLR

● You will be system responsible and work at the NMC. You will also be responsible for the modification of existing system routine creation of new and temporary routines, and follow up as well for all software contents of the systems.

You have a technical education in Telecommunication, Information Technology or Electronics and/or long O&M experience within the telecommunication field. Experience from the OSS is required. One of the positions shall be covered by a highly skilled person within the IN area. You should have good knowledge in English and good analytical ability. As you also will be responsible for transfer of knowledge to the customer, you should have good social and pedagogical skills.

These assignments will commence around the 1:st of September and the contracts length are 12 months and 9 months.

SYSTEM ENGINEERS, SMS/VMS/AUC/EIR

● You will work at the NMC and be responsible for all telecommunication systems agreed on with the customer

within SMS/VMS/AUC/EIR including both Ericsson and 3rd party equipment. You will also be responsible for the modification of existing system routine creation of new and temporary routines, and follow up as well for all software contents of the systems. You will also be responsible for all preventive maintenance of the systems.

You have a technical education in Telecommunication, Information Technology or Electronics and/or long O&M experience within the telecommunication field. Experience from SMS is required. You should have good knowledge in English and good analytical ability. As you also will work with transfer of knowledge to the customer, you should have good social and pedagogical skills.

This assignment commences around the 1:st of September and will go on for a period of 12 months.

SYSTEM ENGINEERS, RADIO (BSS/BSC)

● You will work at the NMC and be responsible for all telecommunication systems agreed on with the customer within BSS and Radio. You are going to offer expert knowledge concerning parameters and configuration of BS and Radio. You will also provide expertise concerning BS problems.

You have a technical education in Telecommunication, Information Technology or Electronics and/or long O&M experience within the telecommunication field. You should have good knowledge in BSS and experience from an operator is to prefer. Good knowledge in English is a requirement. As you also will work with transfer of knowledge to the customer, you should have good social and pedagogical skills.

These assignments will commence around the 1:st of September and the contract length is 12 and 9 months.

SYSTEM ENGINEER, TRANSMISSION

● You will work at the NMC and be responsible for all transmission systems at the network. You will handle and follow-up reports concerning transmission and transmission equipment. In this network Minilink is used as transmission equipment why you have to have very good experience from that area. Knowledge in energy/power is desirable. Good knowledge in English is a requirement. As you also will work with transfer of knowledge to the customer, you should have good social and pedagogical skills.

This assignment will commence around the 1:st of September and will go on for a period of 12 months.

OSS/MMIS ADMINISTRATOR

● You will work at the NMC and be responsible for the OSS and MMIS applications. This includes support advanced trouble-shooting in OSS/MMIS applications. You will also work with reports systems, application problems and OSS/MMIS routines.

You have a technical education in Telecommunication, Information Technology or Electronics and/or long O&M experience within the telecommunication field. Advanced knowledge of UNIX and SQL-programming and knowledge of database handling is required. You should have experience from OSS. If requested, we will offer you training on MMIS. Good knowledge in English is required. As you also will work with transfer of knowledge to the customer, you should have good social and pedagogical skills.

This assignment commences around the 1:st of September and will go on for a period of 12 months.

CATEGORIES FOR FIELD MAINTENANCE FIELD MAINTENANCE MANAGER

● RTMS are looking for a Field Maintenance Manager to work with the operation of the Field Maintenance.

You will be responsible for leading and organising the work within Network Field Maintenance and ensure that the best practices are used for the work.

You have a technical education within Telecommunication, Information Technology, Electronics and/or experience from O&M work at operator. You should have 2-3 years work experience as manager for at least five persons.

This assignment commences around the 1:st of September and will go on for a period of 7 months.

BS FIELD TECHNICIAN

● RTMS are looking for Filed Technicians to work with the operation of the Filed Maintenance.

You will be responsible for guided corrective maintenance by replacement of HW at BS, and continuous preventive maintenance at BS.

You have a basic technical education and/or experience from other radio systems. General knowledge of radio technique. This assignment commences around the 1:st of September and will go on for a period of 7 months.

SYSTEM FIELD TECHNICIAN (SWITCHES)

● RTMS are looking for System Filed Technicians to work with the operation of the Filed Maintenance.

You will be responsible for guided corrective maintenance for HW replacement of MSCs, HLRs, and transit switches. Further on, perform preventive maintenance routines for MSC, HLR, and transit switches, perform back-up of exchange data, and perform the charging data retrieval and deliver this to the customer's billing centre.

You have a basic technical education and/or experience from other radio systems, general knowledge of radio technique, general knowledge of telephony as well as SPC technique, basic knowledge of hardware structure and design principles, and knowledge how to handle hardware units.

This assignment commences around the 1:st of September and will go on for a period of 7 months.

SPARE PART ADMINISTRATOR AND LOGISTICS

● RTMS are looking for a Spare Part Administrator and logistics to work with the operation of the Filed Maintenance.

You will be responsible for maintaining the store of spare/consumable parts, ordering new spare parts from suppliers and responsible for servicing of tools, equipment and vehicles within the filed maintenance organization.

You have a basic technical education and additional economic/logistic education, and or long experience from work with spare parts for operators.

This assignment commences around the 1:st of September and will go on for a period of 7 months.

Contact: Rolf Jangenby, Phone +46 8 404 2605 E-mail: rolf.jangenby@era.ericsson.se Application: Ericsson Radio Systems AB, NHS Towa Raak S-164 80 Stockholm, SWEDEN E-mail: towa.raak@era.ericsson.se Please, specify which contract length that is most suitable for you.

Ericsson Limited, Hong Kong

OSS SYSTEM SUPPORT ENGINEER

● To strengthen our support organization, we are looking for one OSS System Support Engineer for a long term contract in the Hong Kong FSC.

OBJECTIVES:

To provide technical support to Ericsson's customers and to other Support Engineers in the FSC. To be accountable and responsible for the efficient running of the OSS System Support function within the FSC.

RESPONSIBILITIES:

To assist in building up the expertise and to transfer knowledge within the department. To make judgement of the most efficient way, technical and economical, to solve a problem. To review, develop and improve the procedures in Field Support Centre. To ensure that all activities within the department meet the Ericsson Quality standards. To identify, investigate and report or solve problems of a complex nature in both hardware and software. To be able to explain highly technical issues to different levels within the organization. To be part of the 24 h emergency service.

REQUIREMENTS:

Degree in Electronic Engineering/Telecommunications of equivalent. A minimum of five (5) years relevant experience working in the telecommunications/computing industry where at least three (3) years has been working for Ericsson with OSS testing or customers support.

You must have a broad knowledge of Unix HW & SW, Sybase, X.25, trouble shooting, trouble report handling, correction, implementation and preferably Radio and Telecommunications knowledge.

SKILLS/COMPETENCE Fluent in written and spoken English, excellent communication and presentation skills, you are result and customer focused.

Contact: Brian Cakebread, tel +852 2880 7828, mobile +852-91648277, memoid EHK.EHKBNC Application: Brian Cakebread, memoid EHK.EHKBNC, brian.cakebread@ehk.ericsson.se, fax +852 2590 9544

Ericsson Eurolab in Nürnberg

Ericsson Eurolab Nürnberg is responsible for Product Development for Mobile Phones, Radio Base Stations, Transcoders and for the Research Mobile Communications. Due to restructuring our Unit Product Development Mobile Phones is seeking a

GROUP MANAGER SOFTWARE II

● to head a second software development group in that department. The tasks of the group involve design, implementation and test of controller software for terminal products.

As Group Manager you will be responsible for your staff as well as for the quality of the tasks performed within your group.

As a suitable candidate you hold a diploma in computer science or telecommunication technology. A minimum of five years professional experience in software development for real-time communication systems and good general knowledge in telecommunications is expected. Good cooperation and communication skills are important personal qualities. Furthermore you should be team- and result-orientated, take initiatives and have good self-motivation. Excellent spoken and written English is a prerequisite.

Contact: Norbert Lechner, EED.EEDNLE, +49 911 5217-111 or Martin Vogel, EED.EEDMVO, +49 911 5217-102. Application: Ericsson Eurolab Nürnberg, Human Resources, Nordostpark 12 90411 Nürnberg, Germany.

Ericsson Telecom AB

REGIONAL MAS OWNER FOR CENTRAL EUROPE

Market Unit Central Europe and Central Asia is now facing many new challenges on our markets. To strengthen our marketing and implementation commitments we are now searching for a product owner for our common MAS for Romania, Turkey, Bulgaria and Poland.

● You shall co-ordinate all product handling activities for this common MAS and manage the AS-Board for the same. In your responsibility you shall also refine and optimise the handling procedure of this MAS. You will be responsible to co-ordinate all input needed for this MAS towards our Resource Centre in Hungary. Frequent travelling is to be expected.

We believe that you have a thorough knowledge of AS specification and that you can handle SSP-tool. You also need to have a broad AXE knowledge and fluent in English.

The role also requires that you have good interpersonal skills, you must be able to communicate and co-operate in an environment that is continuously changing. Knowledge of other parameter setting and SW implementation procedures are considered an additional qualification.

Contact: Anders Pousette, ETX.ETXPOUS +46 8 719 2217 Göran Avås, ETX.ETXAVAS +46 8 719 3073 Mark the application with: REGIONAL MASOWNER Send the application to: Ericsson Telecom AB Ylva Löfstrand, TN/ETX/PN/CEH S-126 25 Stockholm

Ericsson Telecom AB

CUSTOMER SOLUTIONS MANAGER

Market Unit Central Europe and Central Asia is now facing many new challenges on our markets. To strengthen our marketing and sales activities we are now entering a heavy expansion phase and we are searching for new Customer Solutions Managers for, Romania, Turkey, Bulgaria, Bosnia, Hungary, and the Central Asian markets.

● The Customer Solutions Manager shall, with the Customer in focus, create and take care of profitable business opportunities, with established and new customers, by offering complete solutions that uses Ericsson's products and services in an optimal way.

As a Customer Solutions Manager you are responsible for the technical contents in a commercial core team at the Market Unit. This means that you have an active participation in proactive marketing towards new and existing customers.

You will be responsible to manage the analysis of customer specifications, tenders, offers and implementation projects.

To give product presentations and participate in customer discussions is a common task for you as a CS Manager. An awareness of commercial implications of suggested technical solutions is of course a necessity.

We believe that you have a Master of Science degree, broad AXE knowledge and are fluent in English. The role also requires that you have good interpersonal skills, you must be able to communicate and co-operate in an environment that is continuously changing. Knowledge of other product areas, IP, IN, Access etc. and experience from marketing are considered an additional qualification.

Contact: Anders Pousette, ETX.ETXPOUS +46 8 719 2217 Göran Avås, ETX.ETXAVAS +46 8 719 3073 Application: CUSTOMER SOLUTIONS MANAGERS Send the application to: Ericsson Telecom AB Ylva Löfstrand, TN/ETX/PN/CEH S-126 25 Stockholm

Ericsson GmbH, Germany

EDD is headquartered in Düsseldorf and employs about 1,000 employees.

For our business support function "Quality" we are looking for an

ORGANIZATIONAL COMPANY CONSULTANT

● For this challenging position the tasks include consulting and coaching of the organization of Ericsson Germany regarding process management, continuous improvement projects and best practices. The position holder is also responsible for carrying out adequate workshops, coaching of implementation of preparing steps, benchmarking as well as knowledge management for organizational consulting.

The preferred candidate has at least an 8-years experience in organizational development and change and TQM projects as well as IT experience. The candidate should work distinctively analytically and comprehensively. He/She should be self-sufficient, team oriented and customer/success oriented and must be able to initiate communication. Good knowledge of the English and German language is a must.

Contact: Helmut Klein, tel.: +49-211-534-1410, memo-id EDD.EDDHEKL or - Dagmar Kuhnens, tel.: +49-211-534-1419, memo-id EDD.EDDDK

Asia Pacific Region

TECHNICAL MARKET COORDINATOR

Customer Solutions within Supply Control Centre, Australia needs to strengthen its capabilities as the workload and the number of markets supported is increasing. One of these areas is Technical Market Coordination.

● The role will be reporting to the Technical Market Coordination Leader within Customer Solutions. The role includes support during tenders such as tender analyses, statement of compliances and analysis of specific market requirements. It also includes MAS handling (MAS design and MAS plans) and associated product substitution plans. It further includes handling of miscellaneous technical questions from a range of local companies.

The amount of requests for tender support and technical questions has been growing rapidly during the past months.

The incumbent must possess the following skills and

attributes:- Excellent demonstrated product knowledge in AXE.- Experience of AXE S/W (Preferably experience of MAS handling)- Understanding of AXE S/W structure, AXE features and parameter setting.- Good interpersonal and communication skills.- Proactive "can do" approach to problem solving.- A strong will to satisfy customers and to build and maintain relationships.

The following would be seen as advantageous:- Knowledge of, and network with local and overseas technical (AXE) groups.- Experience of other Ericsson products in the BN product portfolio.- Experience from working within the Asia Pacific region.- Previous experience from MAS handling and AS specification.- Tender preparation experience

The successful applicants can expect a challenging position working as part of a team towards a number of local companies and end customers in the Asia Pacific region. We see this as an excellent opportunity for a self-motivated and switched on person. The position is based in Melbourne, however there will be some requirements to travel within the region.

Contact: Christer Olofsson (EPACIO) or Alfred Giang (EPAAHG). Suitably qualified personnel are encouraged to submit written applications to Hadjer Kerber, P/ES, Broadmeadows (Memoid EPA.AHRK) by COB 98/08/28.

Asia Pacific Region

TECHNICAL SOLUTION MANAGER

Customer Solutions within Supply Control Centre, Australia needs to strengthen its capabilities in the area of Technical Solution Management as the workload and the number of markets supported is increasing.

● The role will be reporting to the Manager of the Technical Solutions team within Customer Solutions. The prime role of the Technical Solution Manager is to manage total technical solutions in various tenders (including network solution, dimensioning, statement of compliances, technical documentation etc.). This requires close cooperation with a range of local companies within the Asia Pacific Region and also a number of other units (international external).

The incumbent must possess the following skills and attributes:

- Good demonstrated overall product knowledge of BN Product portfolio.
- Good overall knowledge of the telecommunication industry.
- Good knowledge of, and network within Global Product Management.
- Tender management experience
- Technical marketing and sales experience
- Good interpersonal and communication skills.
- Proactive "can do" approach to problem solving.
- A strong will to satisfy customers and to build and maintain relationships.

The following would be seen as advantageous:- Network planning experience.- Experience from working within the Asia Pacific region.- Ability to dimension and configure network solutions.

This challenging position is an excellent opportunity for a motivated and capable person that wants to be part of creating new telecommunication solutions within the region. The successful applicant will be part of a team working towards a number of local companies and end customers in the Asia Pacific region. The position is based in Melbourne, however there will be some requirements to travel within the region.

Contact: Christer Olofsson (EPA.EPACIO). Suitably qualified personnel are encouraged to submit written applications to Hadjer Kerber, P/ES, Broadmeadows (Memoid EPA.AHRK) by COB 98/08/28.

Asia Pacific Region

CUSTOMER SOLUTION ENGINEER

Customer Solutions within Supply Control Centre, Australia needs to strengthen its capabilities as the workload and the number of markets supported is increasing. One of these areas is solution engineering. The amount of requests for tender support and solution engineering has been growing rapidly during the past months which has created this new challenging opportunity for a motivated and capable person that want to be part of creating telecommunication solutions within the region.

● The role will be reporting to the Manager, Customer Solutions within the Supply Control Centre. The prime role of a Customer Solution Engineer is to create solutions based on defined customer requirements. Key tasks involved in new tenders are traffic calculations and H/W dimensioning. Also included are involvement in production of other technical tender documents such as statement of compliance, description of technical solutions, block diagrams and floor plans. Other tasks include support to ongoing project (verification/re-dimensioning) and solution engineering support to local companies within the region. The Customer Solution Engineer should also, ideally, be able to take on the role as technical solution manager/coordinator for selected tenders.

The incumbent must possess the following skills and attributes:

- Excellent demonstrated overall product knowledge of BN Product Portfolio.
- Good knowledge of AXE products mandatory.
- Good knowledge of other BN products seen as very advantageous.
- Ability to dimension and configure network solutions.

- Ability to convert network solutions into material lists.

- Good interpersonal and communication skills.-

Proactive "can do" approach to problem solving.

- A strong will to satisfy customers and to build and maintain relationships.

The following would be seen as advantageous:-

Experience from tender preparation work.- Network planning experience.- Technical marketing and sales experience

The successful applicant can expect a challenging position working as part of a team towards a number of local companies and end customers in the Asia Pacific region. The position is based in Melbourne, however there will be some requirements to travel within the region.

Contact: Christer Olofsson (EPA.EPACIO). Suitably qualified personnel are encouraged to submit written applications to Hadjer Kerber, P/ES, Broadmeadows (Memoid EPA.AHRK) by COB 98/08/28.

Asia Pacific Region

PRODUCT MANAGER - RADIO PRODUCTS

Customer Solutions within Supply Control Centre, Australia needs to strengthen its capabilities in terms of product knowledge in the radio products area. More and more of the total technical solutions we are involved in include one or more radio products.

● The role will be reporting to the Manager, Customer Solutions within the Supply Control Centre. The prime role of the Product Manager - Radio Products is to create telecommunication solutions involving radio products. Key tasks, involved in new tenders, are H/W dimensioning and development of technical tender documents such as statement of compliance and description of technical solutions. Also included is technical support to ongoing implementation projects (verification/re-dimensioning) and product support to local companies within the region

The incumbent must possess the following skills and attributes:

- Good demonstrated overall knowledge of Ericsson's radio products.
- Detailed knowledge of Ericsson's radio access products (DRA1900, RAS1000 etc.) and radio based transmission products (MINILINK etc.).
- Ability to dimension network solutions and to produce material lists.
- Good interpersonal and communication skills.
- Proactive "can do" approach to problem solving.
- A strong will to satisfy customers and to build and maintain relationships.

The following would be seen as advantageous:-

Knowledge of BR's product portfolio in terms of radio base stations.- Experience from tender preparation work.- Network planning experience.- Technical marketing and sales experience

The successful applicant can expect a challenging position working as part of a team towards a number of local companies and end customers in the Asia Pacific region. The position is based in Melbourne, however there will be some requirements to travel within the region.

Contact: Christer Olofsson (EPA.EPACIO). Suitably qualified personnel are encouraged to submit written applications to Hadjer Kerber, P/ES, Broadmeadows (Memoid EPA.AHRK) by COB 98/08/28.

Asia Pacific Region

MANAGER - TECHNICAL SOLUTIONS TEAM

● High profile role calling for a leader with outstanding intellectual strength and solid Ericsson product knowledge

As part of the establishment of Customer Solutions within Supply Control Centre, Australia there is a need to strengthen some capabilities within the same. One of these capabilities will be as small but highly competent Technical Solutions Team. The incumbent will be the leader in this team and we see this position is an excellent opportunity and challenge for a motivated and capable person.

The role will be reporting to the manager, Customer Solutions. The incumbent will be expected to establish a high performing team capable of implementing and managing processes relating to management of total technical solutions in various tenders (including network solution, dimensioning, statement of compliances etc.). This will also include coordination with external 3rd party partners and close cooperation with a range of Ericsson units involved in the Asia Pacific region.

The incumbent must possess the following skills and attributes:

- Excellent demonstrated overall product knowledge of BN Product Portfolio.
- Excellent knowledge of, and network within Global Product Management.
- Tender management experience
- Strong leadership qualities.
- Excellent communication and presentation skills
- Proactive "can do" approach to problem solving.
- A strong will to satisfy customers and to build and maintain relationships.

The following would be seen as advantageous:- Technical marketing and sales experience.- Network planning experience.- Experience from working within the Asia Pacific region

If you are a person possessing many of the above qualities, coupled with initiative and a desire to take on a

highly demanding and satisfying role we would very much like to hear from you. The position is based in Melbourne, however there will be some requirements to travel within the region.

Contact: Christer Olofsson (EPA.EPACIO). Suitably qualified personnel are encouraged to submit written applications to Hadjer Kerber, P/ES, Broadmeadows (Memoid EPA.AHRK) by COB 98/08/28.

Ericsson Research Canada - Montreal

PRODUCT HANDLING SENIOR SPECIALIST

● We are looking for a Senior Specialist in the field of Product Handling. Our group, LMC/XM, has overall responsibility for the Design/Configuration and Management of the CMS8800 level Integrated System, Source System, AM systems, PLGAS and Application Systems. With your more than 10 years of experience within Ericsson, with emphasis in the field of Product Handling, you will act as a mentor to the group. Your activities will include the driving of investigative projects that will further enhance our existing methods and tools to better meet our customer needs.

Your experience includes, Application System Specification work, Source System Handling, and expertise in the Parameter Handling area. You might come from a System Test background or a TAC organization with experience from an AS receiver perspective.

If you feel up to meeting the many challenges of this demanding and rewarding position, please give me a call.

Contact: LMC/XMC Jean-Marc Dagenais, memoid: LMC.LMCJMDA, phone: +514 738 8300 (ext 2692).

Ericsson Eurolab Deutschland GmbH

Ericsson Eurolab Deutschland GmbH, our young Research & Development centre in Herzogenrath, near Aachen, offers new challenging positions within CSS System House. The Mobile Switching Design Department EED/X/P within our CSS System House is responsible for the design for the Mobile Switching subsystem for the CME20 / < CMS40 Switching System. The department activities include design of new functions and products, CME20 SS Maintenance, function test as well as the investigation of future design. In order to prepare for the coming years and to provide for a flexible focused project organization as well as to guarantee to have the right competence at the right time we are looking for a

COMPETENCE MANAGER

● The Competence Manager is part of the EED/X/P management team consisting of one Frame Manager, two Operations Managers, three Competence Managers and the Department Manager. You are responsible for 25-30 individuals from all different disciplines within the department.

As a competence manager your main tasks are to monitor market and technology development to identify future competence demands, developing people to meet business needs, being part of the assignment board, planning of resources, preparing resource contracts for the project organization, regular competence and performance talks with individuals, reviewing/ setting of salaries, planning of career development, staying in touch with ongoing operations.

You need to build up strong interfaces to employees, team leaders and the different members of the management team as well as to establish contacts to different competence management organizations within Ericsson (e.g. ETM, EEI).

You should have a strong interest in human beings and have some leadership experience (project/team/line). You should have a refined sense for picking up signals and you should be very good in communication.

Contact: Simon Seebass, EED/H, +49 2407 575 163, EED.EEDSIMS or Arthur Slieden, EED/X/PC, +49 2407 575 141, EED.EEDARS, or one of our competence managers: Gina Roeger, EED/X/P, +49 2407 575 254, EED.EEDGINA, or Dave Henderson, EED/X/P, +49 2407 575 631, EED.EEDDHE.

Ericsson Eurolab Deutschland GmbH

System Engineering and Product Management, Migrating from GSM to the Future

We are working in the area of GSM 900, 1800 and 1900 systems.

● We are looking for people that like to design in responsible positions the evolution of our GSM markets to the next generation of networks. We are the right place for business oriented system engineers that like to work for UMTS, Internet networks, GSM systems and mobile data.

You directly control the next version of Ericsson's products in the mobile world market. You're responsible for European standardization (ETSI) and you join also sales teams in Europe and middle east to boost Ericsson's market success.

Please refer to the department homepage in the www for further information about the department's activities "http://www.eed.ericsson.se/services/eed-x-d/welcome.html". Suitable candidates are familiar with system engineering of 3-5 years of AXE. Being a technical coordinator, project leader, doing marketing descriptions giving customer presentations and doing technology evolution

lution in the forefront of telecommunication development should give you the fun professional life has to offer. You should enjoy to work on an entrepreneur like basis and have the ability to set priorities right within an everchanging environment. Business trips to European standardization gremia, Stockholm as well as to customer sites will enrich your day to day life.

Interested? Contact: Frank Adelhardt, tel +49-2407-575-287, mail:eedfad@eed.ericsson.se; Andreas Thuelig, tel+49-2407-575-246, mail:eedant@eed.ericsson.se; Simon Sebass, tel+49-2407-575-163, mail:eedsim@eed.ericsson.se.

The System House GPRS (EED/D) is responsible for the successful development of products and applications for the GPRS bearerservice. The unit Product & Operations (/D/P) just recently got the assignment to build up the Central Configuration Management (CCM) for Ericsson's GPRS products. For this ambitious task we need your help.

CONFIGURATION MANAGER

● We are looking for a Configuration Manager Project-No. 4898 who will enable us to secure, enhance and extend our current configuration management activities in the areas of: -Development Environment (ClearCase, imake) - Software/System Builds - Integration of PRIM/GASK/Trouble Reporting Tools -Trouble Report Handling (Introduction of ClearDDTS) As a technical CM you need a good understanding of software version control, UNIX and Makefile systems. Knowledge of ClearCase and/or imake is an asset.

The department and Human Resources will support you in all areas needed. You need to bring initiative, very good communication and cooperation skills as well as a good ability to work under pressure.

Contact us asap, preferably until August, 31st. Human Resources EED/D/PC Simon Sebaß Stefan Eissing Dial: 02407/575-163 Dial: 02407/575-159 Memo: EED.EED-SIMS Memo: EED.EEDSTE

Ericsson GmbH, Germany

EDD is headquartered in Düsseldorf and employs about 1,000 employees. For our major account unit VIAG situated in Munich we are looking for a

CUSTOMER SOLUTION MANAGER (1)

IP / Datacom

CUSTOMER SOLUTION MANAGER (2)

Fixed Mobile Internet Convergence

● For both positions the tasks include the understanding of the customer's network and services and the creating of added value in terms of solutions dedicated to the specific segment. Furthermore the specification of solutions and the establishment of relevant support of the Business Unit in Sweden is required. The position holders are also responsible for the description of target concepts and the offer's technical part. Last but not least they give support in business cases and bid preparations and secure first pilot or field trials in order to prepare the basis for volume delivery.

The preferred candidates have an engineer degree and several years of experience in product management/ product marketing for telecommunication networks and/or network services. They have knowledge in either IP/Datacom solutions, services and applications (1) or in telecommunication networks especially IN, Broadband and/or Datacom solutions (2). The candidates have a good business understanding and are able to create solutions rather than dealing with products. They should be self-sufficient, creative and customer orientated and must be able to initiate communication. English language knowledge is a must, German would be nice to have.

Contact Ernst Fischer, tel.: +49-89-99622-350, memo-id EDD.EDDFlor Hans-Jürgen Vratz, tel.: +49-211-534-1441, memo-id EDD.EDDHJV.

Telefonaktiebolaget LM Ericsson Technical Office U.A.E. (TKU)

INSTALLATION ENGINEER

Telefonaktiebolaget LM Ericsson Technical Office UAE (TKU) is a technical office with approx. 120 employees throughout the country. As a result of recent project expansion, we have a vacancy in our organisation.

● Do you wish to become a member of a successful team to support a fast growing GSM market?

Our team is going to install all necessary tools for producing C-module documentation, locally in Dubai, UAE. The C-module will enable installation staff to construct MSC/BSC switches and install Ericsson equipment to customer specification.

For this we are looking to employ an Installation Engineer on a local contract. We will be having an instructor working here for approx. 6 months, training local employees to handle the system. Responsibilities also include keeping and maintaining updated records on installed base, as well as participating in logistics monitoring, ensuring high quality deliveries.

QUALIFICATIONS/EXPERIENCE:
Technical: - BTEC 2nd year or equivalent qualification in telecommunication. PC literacy. Appropriate technical courses and willingness to undertake further ongoing training to remain technically up to date.

Business/Human: - Flexible approach to change. Customer focus. Team Working. Ability to work under pressure. Good command of the English language, both written and verbal.

SKILLS/COMPETENCIES: Ideal background/experience: - Minimum of 2 years experience in GSM Installation/Test or Switch Engineering. CAD Experience.

Contact: Leif Kron Project Manager GSM Memo ID: XCOM.TKULEKR or Pär Bard Operations Manager Memo ID: XCOM.TKUPABA Tel: +971-2-724222 Fax: +971-2-724025 Applications: Kristina Lindgren Human Resource Manager Tel: +971-2-724222 Fax: +971-2-724025

Ericsson in Japan

NETWORK PERFORMANCE BUSINESS ENGINEER

The business for Ericsson in Japan is growing. At present we are 700 employees, approximately one third is expatriates. Presently there is two companies established in Japan, Nippon Ericsson NRJ (MLC) 690 employees, and Ericsson Mobile Communication EMJ (JV) 15 employees.

Our mission is to identify new business opportunities for Customer Services for our existing and new CMS 30 customers. This involves a business mentality and an aptitude to create and seize opportunities in a very fast and dynamic environment.

● Your role is to analyse and interpret network statistics in order to absorb the existing business and/or develop new business opportunities. This includes follow up for our Optional Services for securing quality, cost effectiveness and recommendations regarding improvements. Customer added value analysis related to our services is the main output from these follow up. These activities shall be conducted in harmony with the cultural bounds and be consistent with our business processes.

The position requires co-operation between different organisational units throughout RMOJ and NRJ, where our Support Organization is an essential counter part.

Skills & abilities required: You are positive, independent and self-motivated with a very strong interpersonal and communications skills.

You should have a university degree, preferably M.Sc. or MBA, with a minimum of five years experience in telecom. You are a very good business minded technician. Fluency in English is required.

Contact: Jaime Córdova, phone +81 45 475 6293, fax +81 45 4750451, e-mail jaime.cordova@ericsson.co.jp Bo Eriksson, phone +46 8404 8336, fax +46 8 764 1833 Application: Ericsson Radio Systems AB JHS Gunilla Åsberg, 164 80 STOCKHOLM

Ericsson in Japan

MARKETING & SALES IN JAPAN OF SERVICE SOLUTIONS

The business for Ericsson in Japan is growing. At present we are 700 employees, approximately one third is expatriates. Presently there is two companies established in Japan, Nippon Ericsson NRJ (MLC) 690 employees, and Ericsson Mobile Communication EMJ (JV) 15 employees.

Our mission is to identify new business opportunities for Customer Services for our existing and new CMS 30 customers. This involves a business mentality and an aptitude to create and seize opportunities in a very fast and dynamic environment.

● Your role is to develop new business opportunities and carry out marketing activities to our customers. This includes product offering, customer negotiation and creation of commercial contracts. These activities shall be conducted in harmony with the cultural bounds and be consistent with our business processes.

The position requires co-operation between different organisational units throughout RMOJ and NRJ, where our Support Organization is an essential counter part.

Skills & abilities required:
You are positive, independent and self-motivated with a very strong interpersonal and communications skills.

You should have a university degree, preferably M.Sc. or MBA, with a minimum of three years experience in the telecom, service or consulting business. Fluency in English is required. Japanese is a plus.

Contact: Jaime Córdova, phone +81 45 475 6293, fax +81 45 4750451, e-mail jaime.cordova@ericsson.co.jp Bo Eriksson, phone +46 8404 8336, fax +46 8 764 1833 Application: Ericsson Radio Systems AB JHS Gunilla Åsberg, 164 80 STOCKHOLM

Ericsson International AB, Bangladesh

SFO ENGINEER

● We are looking for a support engineer with a degree/diploma in Electronics or Communications or Computer Engineering with 4-6 years in related field and a very good understanding of Ericsson GSM System SS/BSS product areas.

You should have excellent trouble shooting skills - software & hardware on Ericsson GSM system and a high degree of customer orientation. We need someone with good communication and interpersonal skills as well as willingness to travel. You should also have familiarity with Application Systems, Configuration Management & Ericsson Quality Process.

Job description:
To prepare implementation proposals to ensure accu-

rate and timely implementation of solutions and new application systems. To assist and guide Support Engineers to ensure correct working and participate in Emergency support and handle customer service requests effectively. To be able to implement software updates and Emergency corrections on site independently and to plan, test and implement new releases for FOA projects. To participate in new system validation projects towards TEC.

Contact: Bengt Skörelid, memoid: ERAC.ERABEPN, phone: +46-8-7570198 Gabrielle Wessel, memoid: ERAC.ERAGAW, phone: +46-8-757 3680 Application to: Eva Fransson, memoid: ERAC.ERAFRAN, e-mail: eva.fransson@era.ericsson.se

Ericsson Telecommunications Romania S.R.L.

CME 20 SUPPORT ENGINEER

Ericsson Telecommunications in Romania (ETR) have today 220 employees and working with all of the Ericsson products. We are now looking for an professional support Engineer who can continue to give our customers excellent support. Your main location will be Bucharest but travelling in and outside Romania is a part of the job.

● Main responsibilities: Trouble-shooting activities on/off site, HW/SW upgrade such as APZ-IOG upgrades, AS-changes/AC-As/EC-As. Participate in the on-call schedule to handle Emergency Situations.

Test/Demo/Implementation of new features and services. Trouble report handling (MHS/MSS). Transfer of knowledge to local staff. Prepare and participate in FOAs and other tasks connected to support & system supply.

Complete Requirements: A solid AXE experience in (preferably) GSM with minimum of three years of working, if possible, in customer support. Application System testing/verification experience, strong knowledge of the Test System, ability to trouble shoot HW/SW problems, experience in System Stoppage Handling and familiarity with MHS/MSS will be taken into the overall consideration.

You must be customer and team oriented with proven capabilities to transfer knowledge to local staff.

Contact: Support Manager ETR.ETRLMNE Martin Nebe Mobile +40 92 382620 or Human Resource Manager ETR.ETRPALI Pauli Liimatainen +40 92357 015

LM Ericsson Ltd, Ireland

AXE TESTERS & TROUBLE SHOOTERS

Software Centre - Western Europe

Within ETX Public Networks there is a drive to rationalise the delivery of AXE to our customers. A number of initiatives are in place or planned. One such initiative is the concentration of AXE software handling for Western Europe into a software centre located in Ireland. The centre will build, verify and deliver the Market Application Systems to some of Ericsson's biggest and most important customers.

● We are seeking a number of AXE Testers and Trouble Shooters to supplement our existing staff. Applicants should have at least 4 years experience in AXE 10 software verification or support. Customer focus will be an important attribute of the Software Centre. Ideally, the experience will have been gained in an environment involving regular contact with end customers.

The duties will include software verification of Global and Market Application Systems, design and verification of GAS Upgrades, MAS Rollout support, GAS maintenance.

Contact: Claire Scahill - HR Dept., MemoID: Imi.Imicls EMail: Imicls@eel.ericsson.se Application: latest 07/09/98.

Ericsson Caribbean

SUPPORT ENGINEER - PUERTO RICO

Ericsson Caribbean based in Puerto Rico is continuing to grow and is looking for MSC and RBS Support Engineers to support our customers' network, CMS 8800. Currently Ericsson Caribbean is supporting network with AXE 212-20/212-11, HLR, MXE and WIN systems.

● The FSC/CSO Support Engineer will be responsible for the assistance of the customer to maintain network fault free and updated. Main tasks are implementation of new releases, TR handling, emergency/ on call service, help desk and knowledge transfer to local staff. To resolve complex problems in accordance with Ericsson procedures the candidate shall have advance knowledge of AXE and associated network elements, experience with CMS 8800 and trouble shooting skills. The candidate participates in generating of procedures when required and support other inter-units.

QUALIFICATIONS: Hold a BA in Electrical/Telecom Engineering - be a Senior Engineer or equivalent training. Four (4) to Eight (8) years of experience. Knowledge of Ericsson portfolio is required, and focus on the AXE 212-20/212-11.

Fluency in English is required and good knowledge of Spanish is recommended.

This position requires that you are solution-oriented, have commercial awareness and the ability to develop and maintain excellent client relationships. Patience and professionalism, perseverance and a good sense of humor are other factors that we appreciate in this young company.

Contact: Mr. Enrique de la Cruz Tel.: + 787 758 1770 or +787 6161038 Customer Support Manager Ericsson Caribbean ID Memo: EPR.EPRELDC Or Carmen L. Nadal

Tel.: + 787 758 1770 Human Resources Admin. ID Memo: EPR.EPRCLNR

Ericsson (China) Company Ltd

NETWORK PERFORMANCE IMPROVEMENT IN CHINA

The GSM expansions in China are continuing at a remarkable speed following a rapid subscriber growth. Increased attention has also been put by the operators to increase the network quality. Ericsson is building up resources and competence within Network Performance Improvement to meet the challenge. Resources are needed for the following positions.

3 ENGINEERS TO ETC/RN, NETWORK SUPPORT

● You will in this core unit be working with the implementation of Network Performance Improvement and O&M services in China. The work includes adaptations of services to the Chinese market and support to the regions with tools, guidelines, processes and competence development.

You will share knowledge and train team members as well as regional centers and the customers. The three areas/positions are: Switched Network, Radio Network and Operation & Maintenance. The unit is located in Beijing.

2 ENGINEERS TO ETC/NM/T, MOBILE NETWORK DESIGN, NORTH REGION

● With home base in Beijing, you will be acting as a consultant at customer premises and take responsibility for system optimisation projects in north region. The challenge is to improve the overall quality of the networks, as well as transfer of knowledge. The projects will be carried out by a team of engineers covering all technical areas of the system.

You will share knowledge and train team members as well as the customers during the tuning activities. You will also support and train local staff in all areas of Radio Network Design and Network Solutions.

1 ENGINEER TO ETC/YM, MOBILE NETWORK DESIGN, REGION CENTRAL

● With home base in Shanghai, you will be acting as a consultant at customer premises and take responsibility for system optimisation projects in central region. The challenge is to improve the overall quality of the networks, as well as transfer of knowledge. The projects will be carried out by a team of engineers covering all technical areas of the system.

You will share knowledge and train team members as well as the customers during the tuning activities. You will also support and train local staff in all areas of Radio Network Design and Network Solutions.

Basic requirements for all positions are strong human skills, fluent in English, and solid experience from Radio Network Design & Performance Improvement. Experience from system design, system verification and AXE O&M is also valuable. Good analytical skills, ability to work in teams and to share knowledge, ideas and experiences as well as business orientation are important characteristics.

Application & Contact: For general questions about the positions and NPI activities: ERA/LVR/POC Stefan Svennebring, tel: +46 8 7573690 E-mail: stefan.svennebring@era.ericsson.se For questions about and application to the positions at ETC/RN: ETC/RN Dan-Erik Grobecker, tel: +86 10 6463 2288 E-mail: etc.etc-grob@mesmtpe.ericsson.se For questions about and application to the positions at ETC/NM (North): ETC/NM/T Urban Andersson, tel: +86 10 6561 0306 E-mail: etc.etc-urban@mesmtpe.ericsson.se For questions about and application to the positions at ETC/YM (Central): ETC/YS John Haselden, tel: +86 21 6375 3399 E-mail: etc.etcchase@mesmtpe.ericsson.se

Marketing Opportunity in Bangladesh

KEY ACCOUNT MANAGER, KAM

● KAM for Bangladesh Telegraph & Telephone Board, BT-TB. Position will involve the promotion and marketing of the Ericsson Product Portfolio towards Public Networks' main customer in Bangladesh, BT-TB, but also to pursue new opportunities with other customers. The KAM will represent Ericsson towards all levels of BT-TB and act as daily interface and communication channel.

The applicant should ideally:

- Be able to make friends and contacts on all levels of BT-TB, from technical level to Chairman and political level.
- Be commercially oriented and be able to critically analyse business opportunities and potential.
- Be reasonably knowledgeable in the Ericsson product portfolio and be able to present this to customer in a selling way (training provided if required).
- Be fluent in English and preferably speak some Bangla.

- Have cultural knowledge and/or interest of the region
We are primarily looking for an applicant interested in settling in Bangladesh on favourable conditions, but short term (8-12 months) assignments can also be considered.

Contact: Jonas Hassler, ETX.ETXJOPE, Market Manager Bangladesh or Elinor Skogsfors, ETX.ETXESK, Human Resources.