

Ericsson and Qualcomm have now reached agreement. The disputes over patents, which were soon to be resolved in court, have been settled peacefully. Ericsson and Qualcomm are cross-licensing patents so that both companies can make full use of CDMA technology.

Illustration: Kerold Klang

## Ending the patent battle

Ericsson has bought Qualcomm's CDMA division for infrastructure. Ericsson also plans to open a CDMA center in San Diego, where Qualcomm's head office is located. All disputes concerning patents have now been resolved and Ericsson and Qualcomm plan to present a proposal for the third generation of mobile telephony.

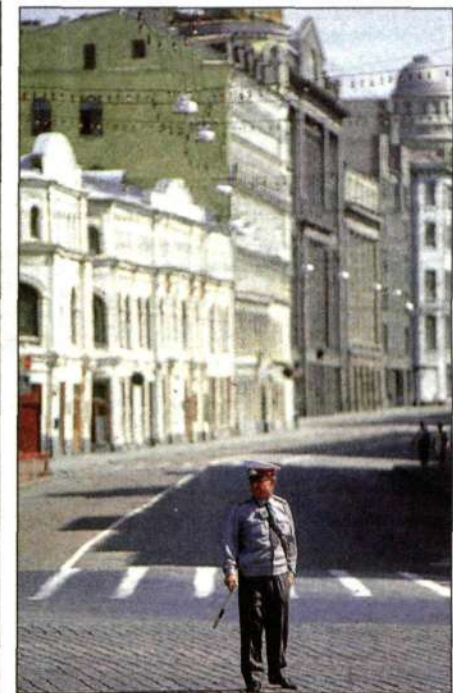


Foto: Lars Åström

## Business despite crisis

The impact of the economic crisis in Russia is apparent from the number of investments in telecoms. Despite the crisis, however, a number of deals have been concluded, and Ericsson will be well positioned in the Russian market when the economy recovers.

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### NEWS

## Collective message

The concept "Make Yourself Heard" is to be adopted throughout the company. It has so far been promoted by the Consumer Products business segment.

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## Internet popular in Shanghai

Ericsson's new Internet-solutions company is the first of its kind in China. The increased interest in the Internet in China has been particularly evident during Sweden Week in Shanghai.

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### CEBIT 99

One of the many new products on display at the CeBit trade fair in Hanover, was Ericsson's newly launched MINI-LINK for Internet and intranet connections.

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The publication for Ericsson employees all over the world

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# Focus on mobile Internet

Ericsson is strongly equipped to meet the future. Its readiness was obvious to media representatives and telecom industry observers during Ericsson's press conference at CeBIT, where CEO Sven-Christer Nilsson showed off Ericsson's new telephone models, including the WAP R 380s.

Sven-Christer Nilsson emphasized Ericsson's development of the mobile Internet and accessibility, regardless of time or location.

Media interest during CeBIT was focused primarily on Ericsson's new mobile telephones. During the press conference, Mr. Nilsson drew their attention to several total solutions that support Ericsson's position in the ongoing convergence of the data and telecom worlds.

Ericsson is leading new development in its core areas of business activity, and Sven-Christer Nilsson proudly reviewed some of the Ericsson products and systems on display at CeBIT, highlighted by technologies such as Bluetooth, GPRS, Edge and WCDMA.

"In my opinion, we are better equipped than any other company to benefit from the development of third-generation mobile telephone systems," Mr. Nilsson declared.

### Defend leadership

"We shall defend and maintain our world leadership position in the new telecoms world, a world in which more and more communications are based on IP-protocol. Mobility and accessibility are the key words in development today."

In his address, Sven-Christer



Ericsson is focusing on mobile Internet. At the company's press conference during the CeBIT trade fair, CEO Sven-Christer Nilsson presented the R 380s, Ericsson's first WAP telephone. Photo: Lars Åström

Nilsson mentioned opportunities now being created for universal use of the mobile Internet and other datacom services, which could change our lifestyles and modes of business operation.

At home, private individuals will use cordless terminals to communicate with the home network, a network built on the Bluetooth technology developed by Ericsson, for example. In the office, terminals will be connected to a wireless LAN, while en-route terminals will use third-generation mobile phone systems.

The new packet data also provides opportunities for continuous links with the Internet. Instead of

paying for connections, for example, users will pay for transmissions of certain amounts of data or the specific services they use.

### User-friendly services

"The mobile market's real growth will come in parallel with the start of third-generation mobile telephone systems, in the year 2001 or 2002," said Sven-Christer Nilsson.

"Third-generation mobile telephony will provide users with the services they want – anytime, anywhere. It's extremely important that we work with open interfaces to encourage software suppliers to create new services."

The first licenses for WCDMA will be issued this autumn.

However, Sven-Christer Nilsson emphasized, third-generation mobile telephone systems will not be solely a matter of new frequencies.

In the not-too-distant future, today's GSM and TDMA systems will also be able to handle high data transmission speeds for IP-services through applications of new technologies such as GPRS and Edge. As a result, opportunities will also be created to link these systems to form a worldwide system.

Nils Sundström

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## New models bring hope

After a shaky autumn, the press liked the phones Ericsson is now showing. The addition of eight newcomers to the product range has brought a change of tune.

"There is no doubt that good reviews have a positive effect internally on our employees. And it doesn't end there. We will be revealing more news during the course of the year," says Jan Ahrenbring, Executive Vice President of the Consumer Products business segment.

"The autumn was heavy, with negative publicity, particularly in the Swedish press. And it is obvious that employees are affected by what they read in the newspapers. But, it must be remembered that we hold a strong position and a ketchup effect is easily created when the new phones are presented."

Ericsson had a tough year in 1998. Price pressure was estimated at almost 30 percent on Ericsson's product range.

Although Ericsson sold almost 50 percent more phones than in 1997, it couldn't be seen by looking at the invoices. The business segment's sales increased by 7 percent compared with 1997. The year be-

fore, the increase in invoicing was significantly greater.

### Further price reductions

As Ericsson stated earlier, sluggish growth is also being experienced during the first six months of this year. In 1999, the price pressure in the industry is expected to be between 15 and 20 percent. The new phones launched by Ericsson will help the company to become one of the two largest in wireless telephony, wireless multimedia and Internet.

"Our goal is to increase our market share and to have long-term growth of more than 20 percent in three to five years' time."

During the autumn, Ericsson had certain design problems with some of its mobile phones. These problems led to even more rigorous testing of Ericsson's new products.

"We will not have to repeat the events of last autumn. But the occurrence of problems with quality is definitely not an Ericsson defect



Jan Ahrenbring, Executive Vice President of the Consumer Products business segment, believes in a bright spring. Photo: Lars Åström

– all industries and companies that require increasingly rapid product launches experience problems with quality sooner or later. Always being first means that it is sometimes difficult to attain the level of quality you want. Quality is always in focus, but it is obvious that when something like this happens, the organization is given food for thought. We have to put even more effort into testing the product."

### Rationalization necessary

Rationalization is needed to combat the continuing price pressure and the fact that new companies are entering the field of mobile production. Every employee must pro-

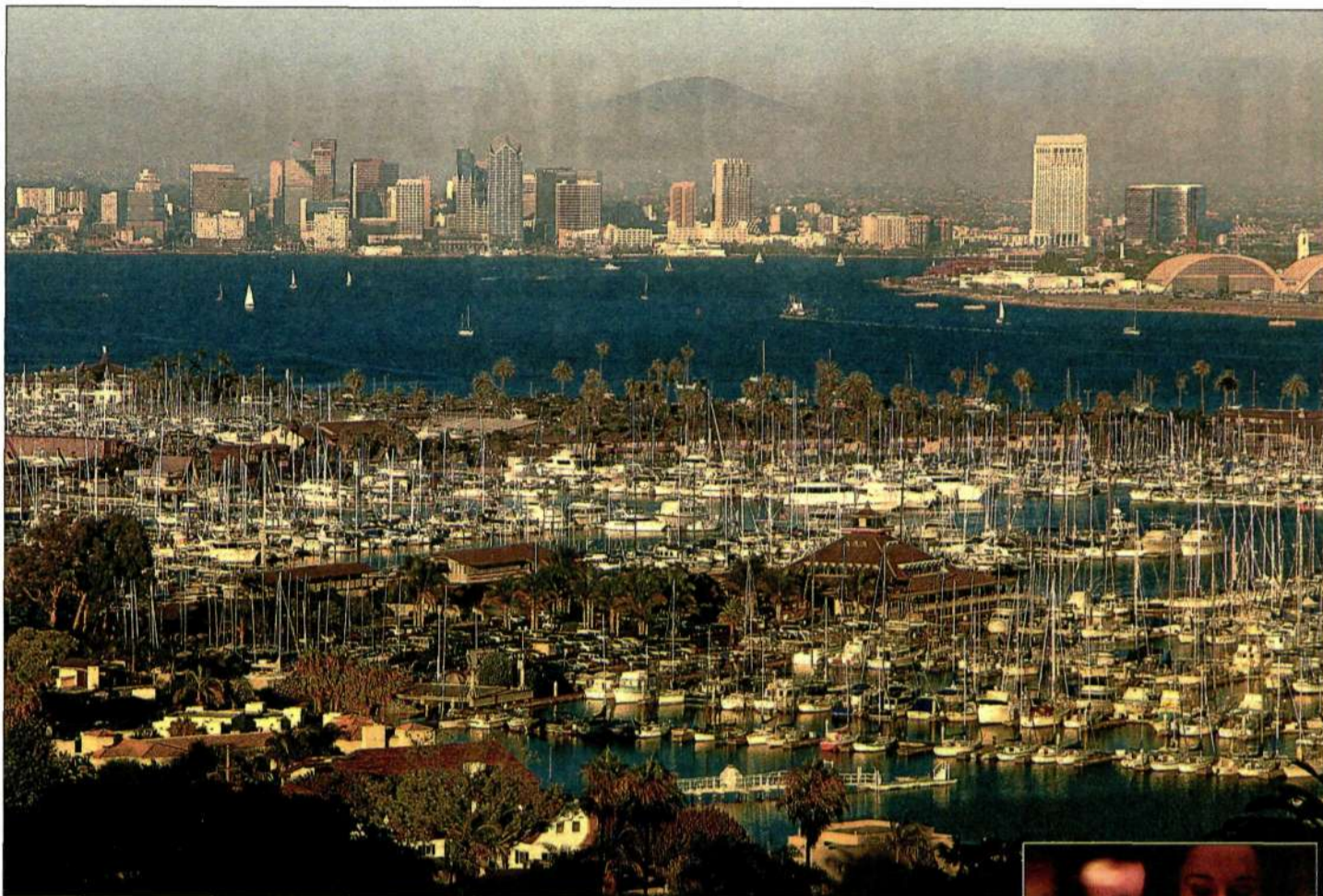
duce more phones. In 1998, the number of phones sold increased by 50 percent, but the number of employees did not increase by more than 16 percent.

New organization of Consumer Products will also speed up the process.

"This is about short lead times between market and product. We will present new products each year and new product development will become faster. All large organizations have incredible knowledge – it is efficiency and speed that generate competitive advantage," says Jan Ahrenbring.

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Qualcomm's headquarters are located in San Diego, California, in the U.S. Ericsson will be opening a CDMA center there following its acquisition of Qualcomm's infrastructure division. Photo: Jon Hicks/Pressens Bild

# Unique agreement with Qualcomm

**Two weeks ago it became clear that the patent dispute between Qualcomm and Ericsson is over. The two companies have reached an agreement and will work together on proposed standards for third generation mobile telephony. Ericsson is also buying Qualcomm's mobile systems operations for CDMA technology.**

"This is an historic event for the entire mobile telecom industry. We have now secured the road towards a global standard for the third generation mobile telephone system," says Ericsson's CEO Sven-Christer Nilsson. "Our disagreements have been drawn out, but now Ericsson will be able to focus its energy on the future."

Ericsson and Qualcomm have been in a patent dispute over the CDMA mobile telephone standard. In addition, Qualcomm has also developed a proposal for a third generation system called CDMA 2000. Ericsson has, of course, been

a proponent of its WCDMA technology. Now, the two companies have agreed on a common solution. This will lead to enormous opportunities for the creation of a single, worldwide standard for mobile telephony by the beginning of the 21st century.

## Ericsson takes over

As part of the deal, Ericsson will purchase Qualcomm's CDMA mobile systems division. Ericsson will be assuming control of employees, customers, facilities, and research and development at Qualcomm's California and Colorado operations.

Ericsson will also open a CDMA center in San Diego.

The agreement is a positive one for both Ericsson and Qualcomm, as well as the industry as a whole. Ericsson is strengthening its position as a leading supplier of mobile systems.

"We will now be able to offer all operators, regardless of their choice of technology, the opportunity to advance to the third generation,"

says Sven-Christer Nilsson. With this acquisition, the Ericsson product line now includes all standards.

Qualcomm, for its part, will be able to focus more on its core operation, which is to develop and sell telephones for the CDMA standard and to develop digital circuits, so-called ASIC circuits.

Ericsson plans to launch a telephone for the CDMA market as early as next year. In doing so, Ericsson will be strengthening its presence in the U.S. where Ericsson already had 8,000 employees prior to its purchase of Qualcomm's infrastructure operation.

## Better equipped

Ericsson has long claimed that CDMA technology operating on the current mobile system (IS 95) can't offer anything that Ericsson's TDMA system doesn't already have. And that is still Ericsson's position. The purchase is one way to become better prepared for the switch to third generation technol-



Qualcomm will continue to manufacture telephones for the CDMA standard even though Ericsson has purchased the company's infrastructure division. Photo: Lars Åström

ogy. Ericsson will also gain market share in the current CDMA system. The CDMA market is expected to be worth USD 9 billion in 1999. At present, there are 23 million CDMA system subscribers.

The portion of Qualcomm that Ericsson has now acquired will remain in the U.S. and become a business unit within the Network Operators business segment.

While there are no official figures as yet, both Qualcomm and Ericsson say they are very satisfied with the deal.

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# Closer collaboration with Juniper

**Ericsson has increased its stake in router manufacturer Juniper Networks and taken a seat on the company's board. Both parties have signed several new contracts, increasing their collaboration.**

A new distribution agreement means that Ericsson will be able to sell Juniper's fast M40 Internet backbone router as a regular part of Ericsson's systems.

"We've chosen to collaborate with Juniper because of their broad experience and advanced Internet routers, as well as their good reputation as a supplier with flexible and reliable systems," says Mike Thurk, manager of the Datacom Networks and IP Services business unit.

Last year, Ericsson along with Nortel, Lucent, Siemens, 3Com and others, made a joint investment in Juniper corresponding to four percent each. Their primary purpose

was to give Cisco more competition in the market for fast data switching exchanges, so-called gigarouters. Routers handle data traffic at speeds between 155 megabits and 2.5 gigabits per second. The market for gigarouters is relatively new and continues to be dominated by Juniper and Cisco.

While Ericsson is increasing its collaboration with Juniper, several other investors have chosen to go in other directions. Nortel, for exam-

ple, has chosen a different router manufacturer, while Lucent has started manufacturing its own.

With a seat on Juniper's board and increased ownership, Ericsson will have greater insight into the company and its strategies. The distributor agreement establishes Ericsson's position as a primary distribution channel for Juniper's products.

Lena Widegren

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## IN BRIEF

### Evacuation from Yugoslavia

► Ericsson has scaled back its operations in war-torn Yugoslavia until further notice. Employees who were there on overseas contracts have now been safely evacuated to Italy and Hungary.

Nobody from Ericsson has been working in Kosovo since last autumn. Employees are on a state of alert in Bosnia-Herzegovina and operations are minimal in the Serbian Republic.

### Siemens orders energy systems

► Ericsson has signed a five year contract with Siemens for the supply of energy systems worth SEK 1.6 billion. Ericsson will be supplying systems to Siemens Information and Communication Networks Group.

The contract includes Ericsson's entire line of energy systems for direct and alternating current, backup systems and air-conditioning systems.

### AXE exchange to the Antilles

► The operator Telefonía Bonairiano, on the island of Bonaire in the Netherlands Antilles, has purchased an AXE exchange and base stations for a TDMA network. The contract is worth USD 5 million and will be completed during 1999.

The island of Bonaire has 16,000 inhabitants and is known for its diving opportunities.

### Book your tickets over mobile phone

► Ericsson, along with Norwegian telecom company Telenor, is testing a solution for electronic commerce using GSM telephones. The test, which is being conducted in Norway, allows subscribers to book movie tickets using their GSM phones. Payment is also completed using the mobile phone, with the money being drawn from a bank account. The application can be used together with WAP technology.

The Scandinavian airline SAS and Ericsson are also testing a method where travelers are able to check the availability of different flights using their mobile phone and then book tickets directly via their GSM phone. The Amadeus ticket booking system and SMART are also involved in the trial.

### Compatible with Unwired Planet

► Ericsson is currently working with the American company Unwired Planet in order to ensure that Ericsson's WAP products are compatible with Unwired Planet's software.

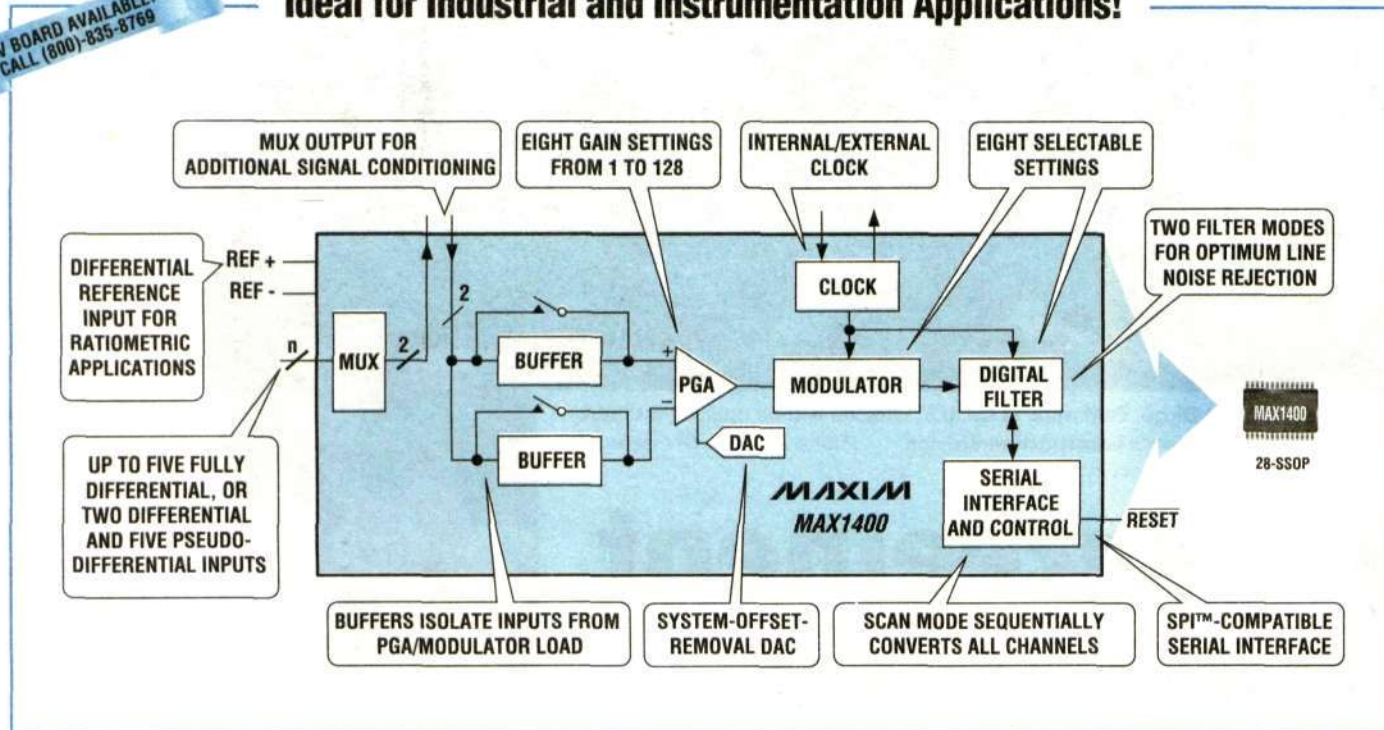
### Breakthrough in Sofia

► Ericsson Telecom has signed a contract with the Bulgarian telecom company BTC to supply four local exchanges for the capital Sofia. Previously, Siemens had the monopoly on this type of exchange in Sofia. Ericsson previously had two transit exchanges in the Bulgarian capital.

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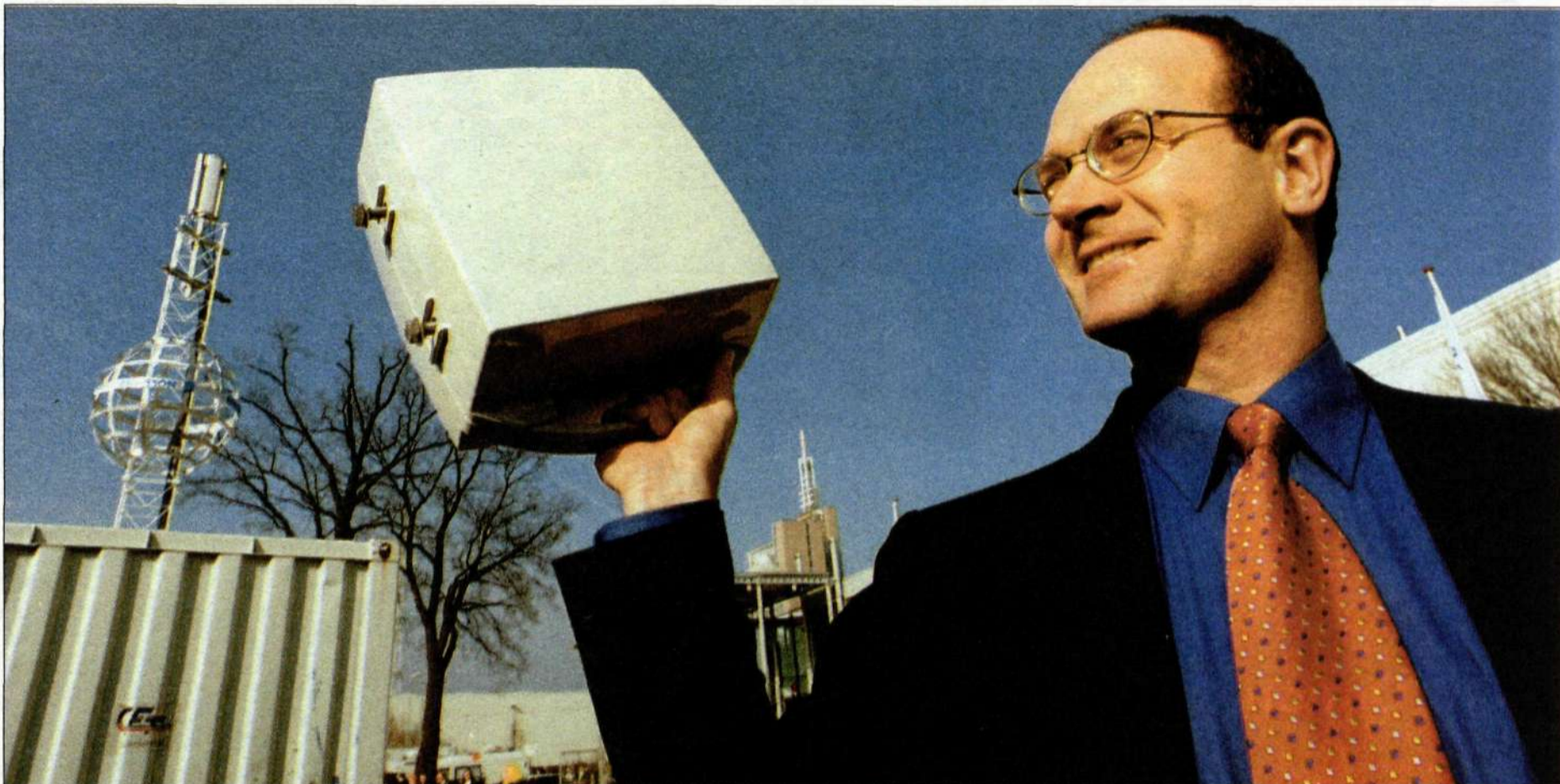
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Ericsson's new system for radio access gives users bandwidth on demand. Aldo Bolle demonstrated the new point-to-multipoint solution during CeBIT. The system's air interface uses ATM technology and is suitable for IP-services and telephony. Photo: Lars Åström

# New MINI-LINK provides broadband and IP-access

**At CeBIT 99 in Hanover, Ericsson introduced a new radio access system optimized for IP-based services at speeds up to 37 megabits per second. The point-to-multipoint system allows enterprise customers to establish rapid and simple broadband access and creates new Internet and intranet solutions.**

During Ericsson's press conference at CeBIT, President and CEO Sven-Christer Nilsson said the new radio access system is a good example of Ericsson's know-how and expertise in the convergence of data and telecommunications.

"The system is able to handle broadband-hungry IP-services and multimedia in a highly efficient manner. Users can obtain the exact

bandwidth they need for different services. Since the system is a wireless solution, it offers a rapid and highly competitive alternative for linking access networks, compared with copper or fiber cables," Sven-Christer Nilsson explained.

The new MINI-LINK BAS (Broadband Access System) is an upgraded version of Ericsson's successful MINI-LINK, a point-to-point microwave link.

## Controls capacity

A major advantage of the new point-to-multipoint system is the ability to direct real-time broadband capacity to access nodes as it is needed. As a result, networks will require fewer radio links. As many as 64 fixed terminals can communicate with the same node, sharing the 37 megabits per second.

Aldo Bolle, manager of technical sales support for MINI-LINK products, was one of the people who demonstrated the system at Ericsson's main stand at CeBIT.

"We were extremely busy all the time. We have also invited several interested customers to view our demonstration systems in Milano and Dallas," says Aldo Bolle.

## Integrated product

While the traditional MINI-LINK product is a transmission link from one point to another, the new point-to-multipoint system is more of an integral part in the operator's access network.

"Demands on us are becoming much greater as we move closer to end-users," Aldo Bolle continues. "For example, if a customer has three offices, the operator can use

the new system to establish Internet links for all three, build a LAN (Local Area Network) and connect their telephone switches, without using the burying copper or expanding fiber cabling.

"We regard the system as part of a total solution in which we use Ericsson's AXD family of ATM switches in products and AXI family of IP-routers, for example, to support the data and telecommunications needs of enterprise customers".

## Complementary system

Hans Herbertsson, marketing manager of MINI-LINK BAS, is convinced there is very strong market potential for point-to-multipoint solutions to complement traditional MINI-LINK solutions.

"First and foremost, the system offers a new alternative for operators to

serve small and medium-size companies with new broadband services, but it's also a very interesting concept in high-density traffic sections of mobile telephone networks with radio base stations very close to each other," Hans Herbertsson explains.

"We also see a trend toward convergence of mobile telephony and fixed access in services offered by many new operators, an area highly suitable for the features of point-to-multipoint connections."

MINI-LINK BAS will be available for commercial applications toward year-end 1999. Initial versions of the system will be focused on the 28 GHz band for the U.S. market (LMDS-band) and the 26 GHz band for the European market.

Nils Sundström

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The antenna for the WCDMA base station towered between the two halls at CeBIT, where the Ericsson stands were located. Photo: Lars Åström

## Mobile multimedia live

**Ericsson offered CeBIT visitors a chance to experience the future of mobile telephony. A number of broadband services were used for a live demonstration of GPRS, EDGE and UMTS, three phases in the development of third-generation technology.**

At Ericsson's main stand at CeBIT, the visitor was given a glimpse of emerging third-generation mobile telephone systems. This included the tests of video conferencing, games and fast Internet access using wire-

less portable computers. The live demonstrations provided an overview of next-generation technology and a demonstration of the speed at which data exchanges will occur on up and down links.

"An example of what we are showing is how it would be possible to view video clips of different films currently showing at cinemas before booking a ticket," explained Madeleine Beije, who works with GPRS system design.

The speed for GPRS (General Package Radio Services) is 115 kilobytes per second. With EDGE,

which uses a different modulation scheme for the radio interface, the speed goes up to 384 kilobytes per second, which is the same for the UMTS solution for the third generation of mobile telecom systems being shown at CeBIT.

"The motive for these demonstrations was to show new types of services and the differences between various stages in the technology. Field tests using GPRS are to be carried out later this year and the first commercial system is expected to come into operation next year," said Fred Ted Haar, GPRS product manager.

EDGE is expected to be applied commercially in less than two years, while the first UMTS licenses are to be issued in Europe as early as the autumn.

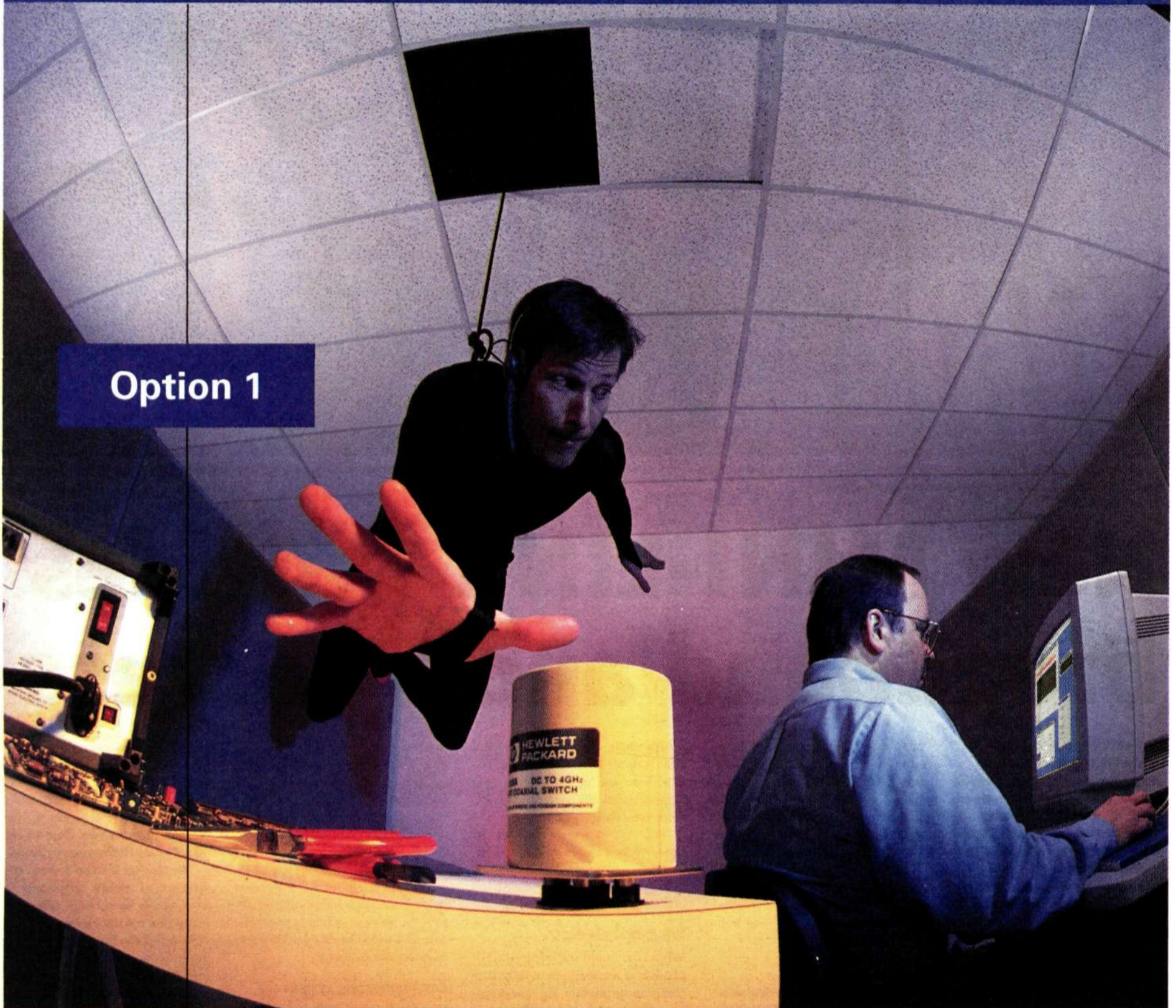
Ericsson also had a base station for WCDMA at CeBIT and showed a mobile video link-up with the WCDMA demo bus in Stockholm.

Transmission at 64 kilobytes per second resulted in excellent image quality, thanks to the use of the MPEG4 video coder developed by Ericsson.

Nils Sundström

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# Radiant efforts at Stockholm



With a testing lab, it's possible to measure both how much electromagnetic radiation a mobile phone generates, and how much radiation it can withstand. The testing lab is designed to eliminate external interference.

Photo: Lars Åström

**Ericsson recently opened a new lab in Stockholm to measure and test for electromagnetic compatibility. The purpose of the lab is not only to measure radiation levels from mobile telephones, but to also research how telephones can be protected from external electromagnetic radiation.**

"You could say that we're measuring all undesirable radiation. In other words, everything that isn't related to the antenna," says Peter Lindeborg at the Ericsson Mobile Communications development unit in Stockholm.

The work of Peter and his colleagues on consumer products includes not only ordinary mobile phones, but also so-called Card-phones and Smartphones that use modem cards and other accessories.

Similar labs already exist within other parts of Ericsson, but the new lab in Stockholm will make the work easier.

"Now we're able to avoid having to book lab times far in advance. Our lab makes it easier to quickly conduct measurements, and with greater accuracy since it is specially designed for mobile phones. Accessibility is important," says Peter Lindeborg. "The ability to measure electromagnetic compatibility at an early stage in the development of a project helps ensure the quality of the product."

The lab in Stockholm also assists other Ericsson units in conducting measurements and tests.

## Fields are everywhere

An electromagnetic field is generated as soon as an electrical current flows through a conductor. Too much electromagnetic radiation can affect the operation of a product, allowing data to be lost or reducing the sound quality of a call.

Clearly defined rules and regulations dictate how much electromagnetic radiation is allowed to be generated by a mobile phone and its accessories. The lab in Stockholm con-

ducts tests to ensure that no product exceeds those levels. Something which is seldom a problem, however, by the time prototypes are in the approval phase.

More interesting, perhaps, are the ways in which Ericsson's products are protected from radiation generated by other products. This is especially important for modems and other products which operate in conjunction with computers.

If it were possible to encapsulate everything, none of this would be a problem. Through shielding, it is possible to eliminate all undesired radiation. Problems have increased in recent years, however, with the usage of higher frequencies and more plastic materials.

## Prototypes tested

Tests are usually conducted at an early stage. Various types of construction designs are tested early in the prototype stage, sometimes even down to the level of individual components.

"The results of those tests can often influence internal design, but they rarely affect the external design," says Peter Lindeborg.

The testing chamber is encapsulated in ferrite plating and the walls and floor are covered with absorbent cones to remove undesirable reflections within the chamber. The antenna used to either detect or generate signals can be raised, lowered and rotated in order to measure radiation from various angles. Measurement data is gathered and analyzed by a computer which then presents the results.

Although it is helpful for the company to be able to test the sensitivity of products to electromagnetic fields prior to their being sold to consumers, products still need to be type approved and certified for use in various countries by independent laboratories.

A significant amount of work goes into the testing and approval of a product before it ever reaches the market.

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# Easy payment using Wireless Wallet

**Leave all your plastic payment and ID cards in your wallet. With the Ericsson Wireless Wallet, the user will in future be able to take care of all transactions and services via a mobile phone.**

At CeBIT, Ericsson launched a new concept which makes it possible, for example, to pay for goods in stores. The Ericsson Wireless Wallet smartcard reader also enables a series of new wireless services, while all plastic cards for functions from Internet access to health care can remain in your inside pocket.

## Italian leather

This is an entirely new type of Ericsson product, the prototype of which is available in both polished metal and Italian leather. The Ericsson Wireless Wallet looks like a normal

wallet and contains a smartcard reader for every card the owner possesses.

"We are building an infrastructure for smart cards, which makes everything very convenient for the user. At the push of a button, the user can, for example, take care of payment, identification and the collection of loyalty bonus points in a chainstore," says product developer Hans Beckman.

The Ericsson Wireless Wallet is also excellent for automatic ticket payments, which means that the user doesn't have to lift a finger. A certain sum may, for example, be debited when the user passes a highway toll-booth or according to how far the user has traveled on public transport.

Using Bluetooth, the wireless wallet communicates with all sorts of terminals, such as mobile phones, PDAs and cash registers. For access

to the Wireless Wallet, the user has a PIN code.

The development of this concept is supported by Ericsson Research, the Business Innovation product unit and product management at Ericsson Mobile Communications.

## Stimulating development

The need for simple methods of payment, similar to those that exist for fixed Internet connections, are expected to be of considerable significance for mobile data usage.

The Ericsson Wireless Wallet makes it possible for content suppliers to quickly receive payment for services regardless of mobile operator.

"At CeBIT, we tested to see if there is enough interest in field trials of the concept and we had huge numbers of visitors at the stand. At the same time, development is to a large

**With Ericsson's new concept for smartcard readers and Bluetooth, it is simple for the user to make payments and use other services via a mobile phone. Product developer Hans Beckman had a busy time at the stand presenting the new Wireless Wallet.**

Photo: Lars Åström



extent dependent on how rapidly the market for smartcards develops."

There are currently almost one billion smartcards in the world. It is expected that there will be 3.4 billion smartcards by the year 2001 and that

the market will grow by around 30 percent every year.

Nils Sundström

nils.sundstrom@lme.ericsson.se

[www.ericsson.se/cebit/wirelesswallet](http://www.ericsson.se/cebit/wirelesswallet)

Make yourself heard is no longer just the slogan for Ericsson's Consumer Products business segment. As of the beginning of this year, it has been embraced by the entire company.

"It's not just an ad campaign. It is a concept," says Cecilia Lund, one of the people behind the Make yourself heard concept.

# Entire company to speak with one voice

Cecilia Lund has been involved with the work behind Make yourself heard since it was first conceived.

Make yourself heard is a long-term investment in building up the Ericsson brand name. Although the campaign has only been operating for a short period of time, the Make yourself heard concept can appear in everything that Ericsson does, from advertisements to press kits, sponsorship to exhibitions.

It is Torbjörn Nilsson who has the ultimate responsibility, at the corporate level, to ensure that Make yourself heard is really used throughout the company. Even if most of the work is conducted by various steering committees and the Consumer Products segment.

Consumer Products accounts for approximately 80 percent of all external advertising. So it's not surprising that the idea came from there. It has been almost a year now since the first Make yourself heard ads began appearing in Europe. They were preceded by a couple years of work to define the foundation of the Ericsson Brand Platform.

## Strong personality

Ericsson Mobile Phones has defined a number of values that Ericsson represents and the sort of personality that the Ericsson brand name conveys.

It was out of those observations that the Make yourself heard concept was developed in close cooperation with the international advertising agency, Young & Rubicam.

Straightforward, openness, innovative and optimistic. Those are the traits that Ericsson wants its brand name to project. Those are the defining traits of Ericsson's personality.

A well-known company like Ericsson is not just recognized, it is recognized for something identifiable. Using the Make yourself heard campaign, Ericsson is influencing what that something is.

"We've tried the Make yourself heard concept in 19 different countries, and it has been very well received. It takes a while to understand it, but it stays with you. We've received very similar responses in different markets. We're happy about that, it shows that we are striking a common theme – to express oneself," says Cecilia Lund.

## Long-term brand name growth

There's a difference between marketing a product and increasing brand name recognition. None of the Make yourself heard ads contain information about individual products. Instead, they aim to show how communication can enrich a person's life.

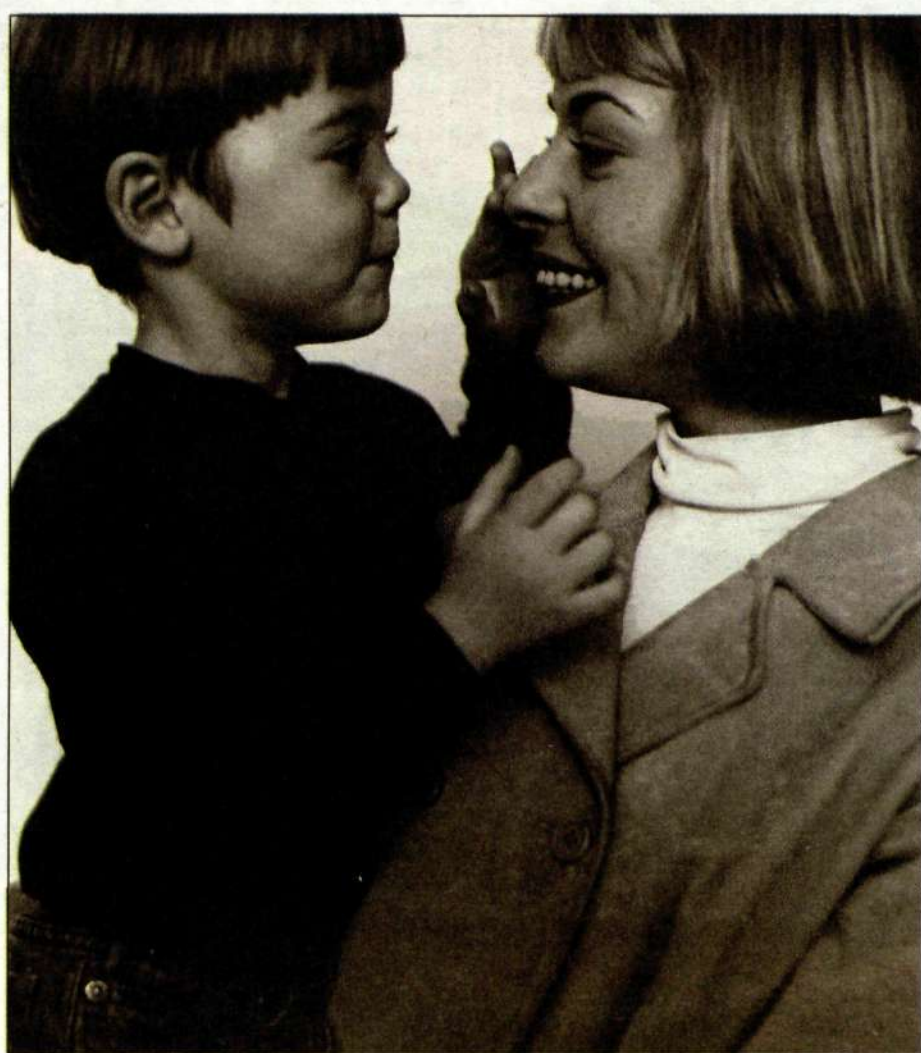
Make yourself heard does not replace product campaigns or other advertising. Rather, it is a way to build up Ericsson's image over the long term.

"This is where discrepancies arise – between sales figures in the short term and building up brand name recognition in the long term. That is why more people need to understand the ideas behind Make yourself heard. It's a very important step that the whole company is now supporting the concept. It will make further development easier," says Cecilia Lund.

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<http://marcom.ericsson.se>

"Make someone laugh" encourages this photo from the Make yourself heard campaign.



"Keep saying it" reads the text under this photo of mother and son.



About 30 products have been developed for the Make yourself heard collection. Logos are discreetly placed, sometimes along with a slogan. The neck label of the polo shirt says, for example, "Show your real beauty". Photo: Patrik Lindén

## ... and here are the items to

Some thirty products, including clothing and gift items, have been developed in order to take advantage of the Make yourself heard concept. The items are both good looking and of high quality. They also mark a new era for the various Ericsson stores in Sweden and abroad.

"Ericsson stores will now make an effort to support the Ericsson brand name. We will continue to offer advantageous prices to employees, but there will be a different focus," says Kjell-Åke Rydén who is in charge of Ericsson Promotion Services.

Until recently, there have been two catalogs, one for gift items and another for products that employees could buy at discounted prices. Now that the Web is being used instead, however, the catalogs are history. That will enable

faster changes in the product range and more up-to-date selections.

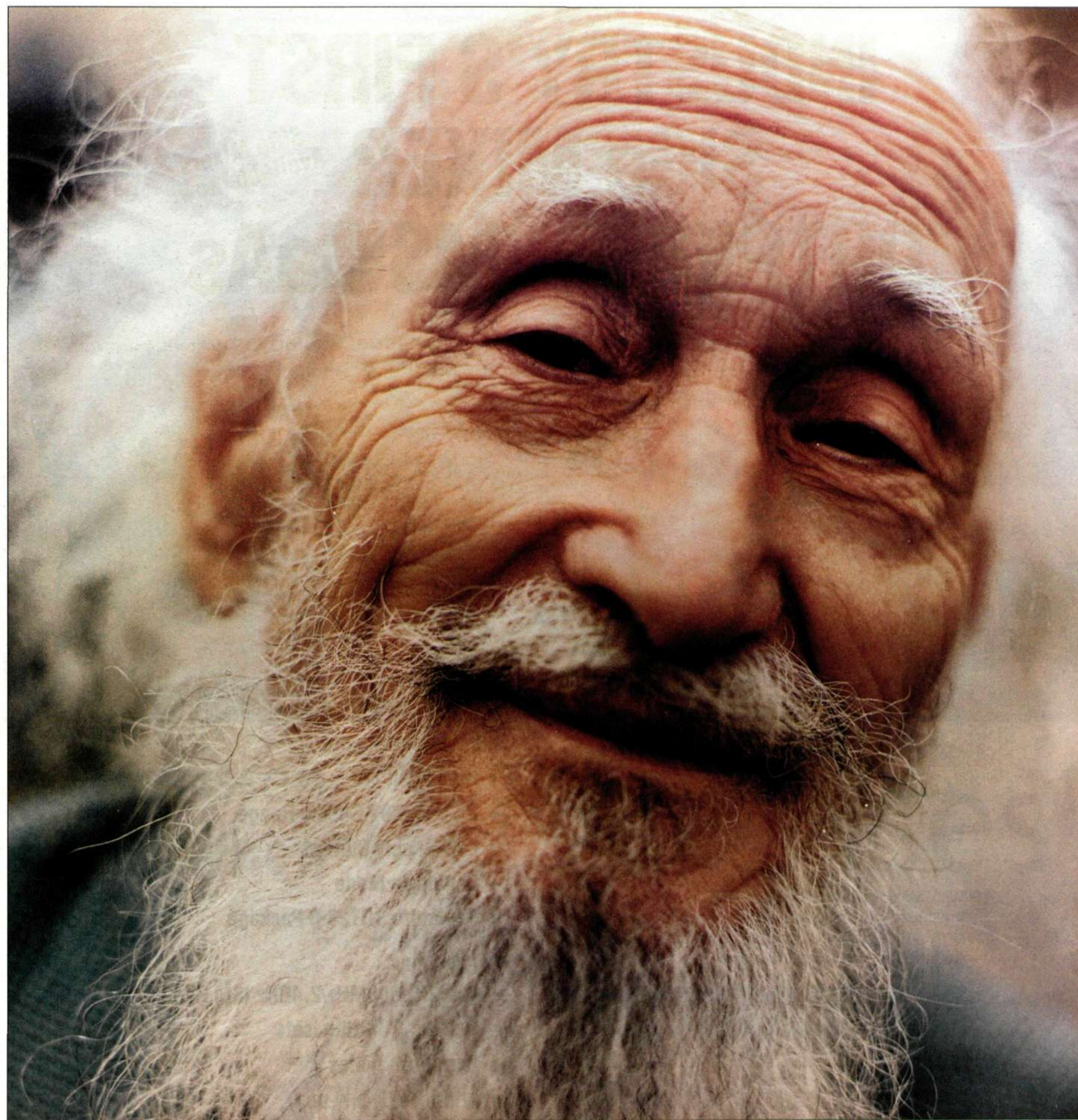
"From now on, everything that we sell will have a clear Ericsson connection. Products should be nicely packaged since packaging is half the gift. People who buy things from us should be able to give them away as gifts directly. The packaging will be so well designed that the items can be given as presents, just as they are. The idea is that the boxes can be saved and reused by the recipient."

The Make yourself heard collection is stylish and has been designed in collaboration with the advertising agency which developed the Make yourself heard concept.

"The quality of Ericsson's promotional products and gift items will be associated with the quality of Ericsson's products. That's why we are very selective in our choices. Our suppliers are also very familiar with Ericsson's rules as to how logos can be used as well as the ideas behind Make yourself heard," explains Kjell-Åke Rydén.

## Culture important

But it isn't enough to merely offer high-quality products. It's also important to think about



This older man is portrayed in the ad along with the text "Words of love never age".

## support the concept

cultural differences. The Ericsson Promotion Services Web site provides tips as to which kinds of products are appropriate for different countries. It is not a complete list, but it provides good guidelines; Kjell-Åke Rydén welcomes assistance in keeping the list up-to-date and complete.

## Representative of Ericsson

Kjell-Åke Rydén points out that the giving of gifts on behalf of Ericsson, carries a certain responsibility. When presenting a gift, one is representing the Ericsson company.

The store concept, which began as a way for employees to buy products at discounted prices in the employee shop, has developed over

the years. In 1998, Ericsson Promotion Services had sales of SEK 24 million, or SEK 110,000 per day.

One fourth of the sales is directly to employees. The rest is sold at Ericsson in Sweden and to almost 80 countries around the world.

"We believe that employees will be interested in buying our products in the future as well, even if they are developed primarily to promote our brand name. Ericsson will continue to subsidize the prices as a way of saying thanks for helping out."

Patrik Lindén

<http://www.rem.ericsson.se/eps>



A mouse pad is also part of the Make yourself heard collection.

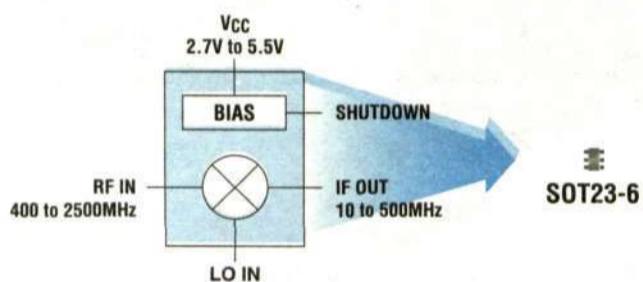


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INCREASING PERFORMANCE ↑	TECHNOLOGY	PART	I <sub>cc</sub> (mA)	IIP3* (dBm)	NF* (dB)	CONV. GAIN* (dB)	<ul style="list-style-type: none"> <li>◆ Higher Conversion Gain vs. GaAs</li> <li>◆ Higher IIP3 and Lower NF vs. Si Bipolar</li> </ul>
	SiGe ⇒	MAX2681	9	-6	7	14.2	
GaAs ⇒	HP IAM91563	9	-6	7	11		
Si Bipolar ⇒	NEC UPC8112T	9	-10	9	15		



With Maxim's family of SiGe downconverters, you can maximize your system performance by selecting the right IIP3, noise figure, and conversion-gain performance vs. supply current.

PART	I <sub>cc</sub> (mA)	RF INPUT (MHz)	IIP3* (dBm)	NF* (dB)	CONV. GAIN* (dB)
MAX2680	5	400 to 2500	-13	6.3	11.6
MAX2681	9	400 to 2500	-6	7.0	14.2
MAX2682	15	400 to 2500	-2	6.5	14.7

\*Performance at 900MHz.

## Features:

- ◆ 400 to 2500MHz Operation
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- ◆ 2.7V to 5.5V Supply Range
- ◆ Low Supply Current
- ◆ Shutdown Mode
- ◆ Miniature SOT23-6 Package

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- ◆ Cellular/PCS Handsets
- ◆ Cordless Phones
- ◆ Wireless Local Loop



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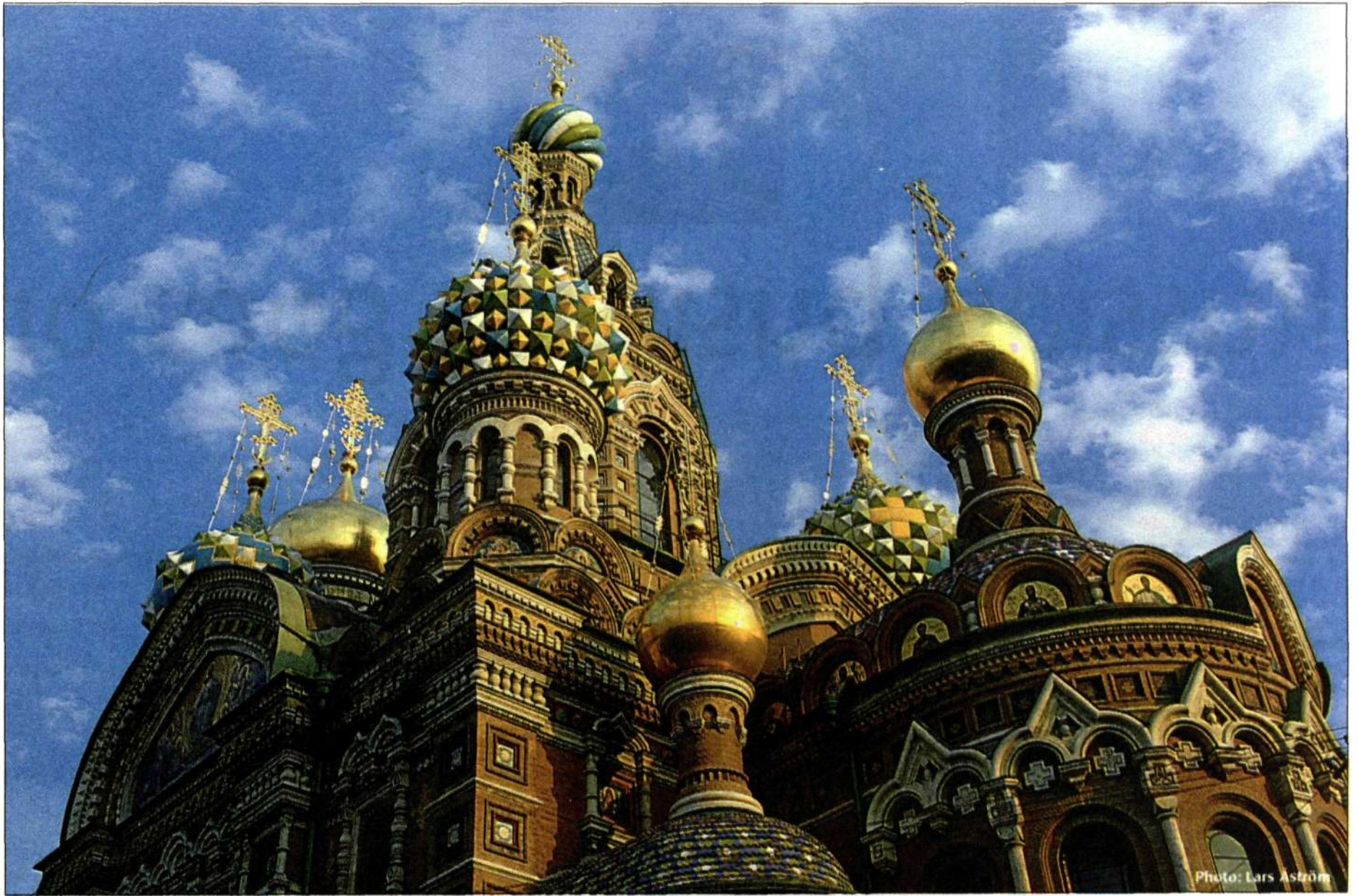
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# Ericsson ready when **Russia rises**



The economic crisis has taken a hard toll on Russian society. Investments in telecom and datacom have diminished, something which has affected even Ericsson. But despite the crisis, some business deals are still being made. And once the economy recovers, Ericsson will be in a very good position in Russia.



# Russian business goes on

Although Russia is not presently the major market it was once hoped it would be, quite a few business transactions are still being made. For many Russians, the upcoming presidential election next year is a psychological milestone, and once the Russian economy gets back on its feet, there will be great potential for dramatically increased sales.

Ericsson was conducting business in Russia as long ago as 1901, but it has occupied its current offices, located at 8 March Street in Moscow, for less than 6 months.

"The present company, Ericsson Corporatia AO, was formed in 1994, and employees moved into this building last September," explains P. O. Sjöstedt, who became president of the company in October 1998, after four years as President of Ericsson Nikola Tesla in Croatia.

Prior to the economic crisis, Russia was on its way to becoming a significant market for Ericsson. During the 1990s, telecom operator revenues increased and, as a result, so did their investments. This had a positive affect on Ericsson and the number of employees at Ericsson Corporatia grew to almost 500 people by the end of 1998.



P. O. Sjöstedt

### Competing for employees

"It's been easy to recruit talented people. They all have university education, and many of our engineers have degrees from the best technical university in Moscow," explains Irina Degtyareva, personnel manager at Ericsson Corporatia. "Most of the major telecom companies, both Western and Asian, are here competing for employees with technical training."

In addition to the office in Moscow, Ericsson

Corporatia has a branch office in St. Petersburg with about ten employees.

"The economic crisis has, of course, affected us as well. Our customers have dramatically reduced their investments. But, we're still doing a fair amount of business," emphasizes P. O. Sjöstedt.

"It's important that we retain our market share, even if volumes are lower now. We still have 40 percent of the mobile telephone network. Every third mobile telephone sold is made by Ericsson and a majority of all long-distance calls over fixed networks are routed through equipment supplied by Ericsson. Many Russian companies and organizations use the MD 110 business exchange."

### Contract with Volvo

Today, Ericsson Corporatia has 420 employees. A dozen of the local employees have been working for the past few months on long-term contracts at Ericsson in Norway, where they are receiving on-the-job training in programming. When they eventually return, they will form the basis for a new design center to be established at Ericsson in Moscow.

Personnel cutbacks have been mostly among employees in staff positions, and quite a few have been people working on overseas contracts, so-called "expats".

"The company has grown very rapidly and even before the economic crisis, the organization had become a little too large, and that is what we are in the process of adjusting," says P. O. Sjöstedt.

Volvo now occupies half of a floor in the building that houses Ericsson's offices. The two companies share a reception area and employee canteen, and Volvo also contracts time on Ericsson's computer network.

Until the fall of the Russian "wall", AXE sales to Russia were conducted through Ericsson Nikola Tesla in what was then Yugoslavia. Today, sales

are conducted through the Russian market unit, Ericsson Corporatia.

The Enterprise Solutions business segment has over 50 employees working at Ericsson Corporatia.

"Our most interesting project right now is one in cooperation with Rostelecom, the largest Russian long-distance operator," says Helmut Kegl, manager for Business Solutions operations in Russia. "It involves a speech and video system which is being installed in, among other places, the Kremlin, the White House parliament building and Duma, and the residences of the Russian prime minister and the mayor of Moscow. The system, which is owned by Rostelecom, will be rented out to their customers. The system is also being installed out in the Oblasts, or administrative regions."

Margarita Aniskova is the sales manager for the MD 110 business exchange, among other products. When she tallies up all the government authorities, businesses and other organizations which have purchased the MD 110 from Ericsson, the list is long. Included among them are the Kremlin, the Ministry of the Interior, the Moscow police, the Bolshoy Theater, several museums, Moscow's largest department store, GUM, and a new Russian TV station.

"Despite the economic crisis, we have made a number of business deals, but it is difficult to find financial solutions," says Margarita Aniskova. She does, however take a positive view of the future, but believes that it could take until the year 2002 before things really turn around in Russia.

### Motorola is losing ground

Ludmila Mironova is one of the seven employees at Ericsson Corporatia who work with mobile telephones. She explains that Ericsson has 60 percent of the TDMA telephone market and 35 percent of the GSM market. Their biggest com-

petitor is Nokia, while Motorola, which has been selling mobile telephones the longest in Russia, is not so active and is losing ground.

Ericsson recently completed a successful campaign together with the operator VimpelCom, which has both a TDMA and a GSM system.

### Election a psychological milestone

After visiting Moscow for only a few days, it is difficult to comprehend the extent of the economic crisis since it is not that visible in the Russian capital.

"From September through November, the political situation was very shaky and it felt as though we were living in a vacuum. Many feared a collapse in December, but it didn't materialize and now life goes on," says Irina Degtyareva. "There are no food shortages in Moscow, everything is available although things have become more expensive in terms of rubles. Ericsson's employees have not, however, been exposed to these increases in the cost of living since they are paid in dollars. It is in the rural areas and in smaller towns where the only manufacturing plant has shut down, where the crisis is really being felt."

"Russia is a big country with both oil and gas resources and I firmly believe that Ericsson has a future here. Telephone density is 20 percent, but the equipment is old and mobile phone penetration is only 0.6 percent," says P. O. Sjöstedt.

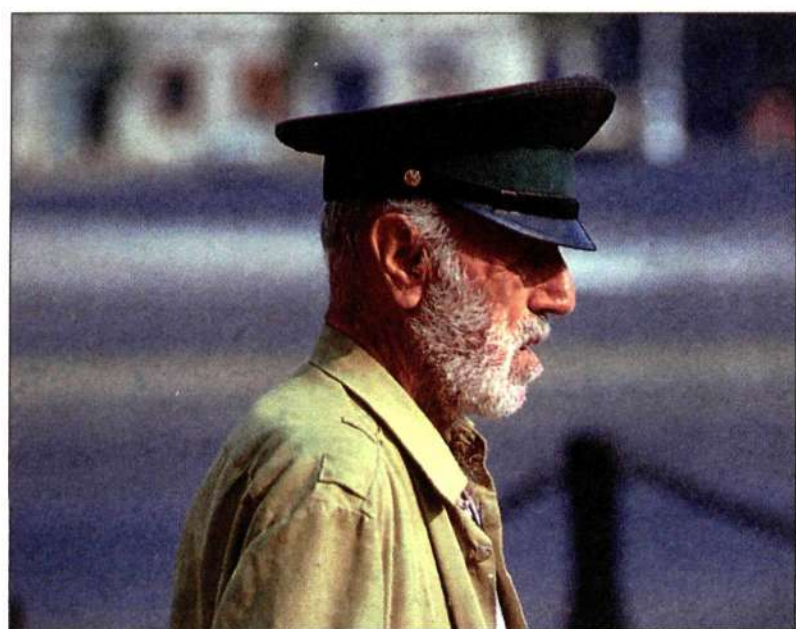
"Today, the market is not as big as we had hoped, but it is still satisfactory," he continues. "For many, the presidential election next summer is a psychological milestone. Personally, I believe that it could take somewhat longer, but I am convinced that Russia will again become a major market - and when that happens we at Ericsson Corporatia will be ready."

Gunilla Tamm

gunilla.tamm@era.ericsson.se



The economic crisis is not as apparent in Moscow as it is in rural areas. Photo: Lars Åström



Russians are a resilient people who have withstood greater crises than the current economic one.

Less than six months ago, Ericsson Corporatia AO moved into this building located at 8 March Street in Moscow.



Caviar: a natural association with Russia despite growing poverty there.



"Make yourself heard" in Russian on one of many billboards in Moscow.

Photo: Gunilla Tamm

## Attracting price-sensitive Russians

Rostov on Don, Yekaterinburg and Nizhny Novgorod are a few of the places in Russia where Ericsson has recently received orders for the expansion of mobile telephone networks, despite the economic crisis. This is a sign that there is still a market, although it is developing much more slowly at present. Of the three mobile telephone standards currently in use in Russia - NMT, TDMA and GSM - it is GSM which is expanding the fastest in terms of number of subscribers.

Russia is divided into 89 administrative regions. The federal mobile telephony standard is based on NMT 450 and GSM, while AMPS/TDMA has been selected as the regional standard.

Ericsson's first mobile telephone system in Russia, an NMT 450i system (the "i" stands for improved), was delivered to Moscow at the end of 1991. Today there are 215,000 NMT 450 subscribers in Russia, 65 percent of whom make calls on networks using Ericsson equipment, while the rest of the system was supplied by Nokia.

"Licenses are still being issued for NMT 450. It is a standard which has not yet outlived its use-

fulness," explains Eddie Åhman, who is responsible for mobile telephony operations at Ericsson Corporatia.

1998 was a good year for NMT 450 extension orders. Ericsson's collaboration with Mezhrionalnyj Transit Telecom (MTT) in that area has been important. MTT is the association of federal NMT operators.

### Interest in New Standard

Russia is very interested in the work that the European Standardization Institute (Etsi) has initiated in an effort to develop a GSM 450 standard

that will replace NMT 450. Both Ericsson and Nokia are supporting this development work.

During the spring of 1994, Ericsson delivered Russia's first AMPS system to the city of Chelyabinsk in southern Siberia. That same year, the operator VimpelCom put its AMPS network on-line in Moscow, digitizing the system later that autumn. Today it is Russia's largest TDMA network with more than 100,000 users. VimpelCom also has a GSM system with more than 20,000 subscribers using equipment supplied by Alcatel. This winter, large advertising billboards on the streets of Moscow have been covered with ads for prepaid.

"Yes," says Valery Goldin, Vice President of International Relations at VimpelCom, "We recently acquired the ability to offer telephone calling cards with prepaid calling time. This is the way in which we hope to attract more price-sensitive subscribers and win back subscribers lost during the economic crisis."

VimpelCom's TDMA system was, until recently, the largest mobile telephone network in Russia. Now it shares that spot with MTS's GSM system using equipment supplied by Siemens.

### Positive sign

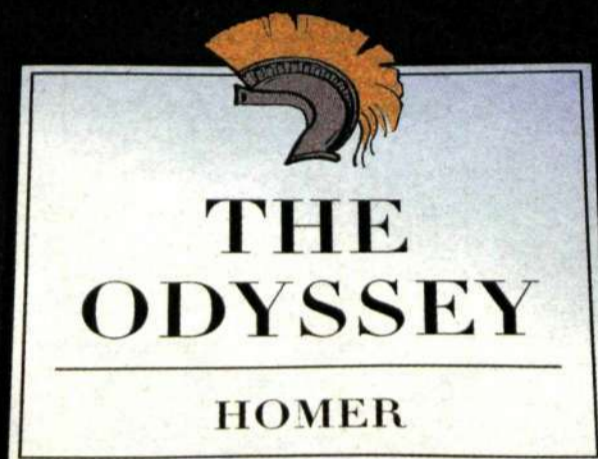
Recently, Norwegian Telenor made public its plans to buy a portion of VimpelCom.

"That is positive for Ericsson since it will give the operator the possibility to invest," explains Eddie Åhman.

"We are very satisfied with Ericsson as a supplier and consider the company to be very customer oriented. If there's a problem, Ericsson is there to help," says Valery Goldin. At the same time, he encourages Ericsson to have patience, wait out the crisis and not abandon Russia.

Gunilla Tamm

People all over the world can read this book.  
And no one remembers the translator's name.



Well, we think our translator  
is going to be a superstar.

The name is PROTOCOL CONVERTER (PCV). Even if we say so ourselves, we believe it is one of the best translators in the business.

The PCV converts between the SS7 and datacom/telecom protocols. That gives several important benefits for customers. For example, if a customer adds a new part, or needs to access resources outside the telecom environment, with a different language or protocol into a system, then the PCV will handle the conversion, both on the physical as well as the applicative level.

Switching to another protocol protects the net. Ericsson Infotech provides swift deliveries of customer-adapted PCV solutions.

The PCV requires minimum support. It winds up itself, then you just start it and forget about it. There now, you must admit that the PCV is worth a bit of attention. Superstardom might be stretching things a bit far, but don't you think it could star in your operation?

Ericsson Infotech's PCV. A marvellous translator.

# Shanghai showcases Sweden

More than 60 Swedish companies participated in Sweden week in Shanghai at the beginning of March. Ericsson China Company (ETC) was one of the exhibitors present at the Shanghai Library.

Ericsson's display was one of the larger ones at the trade show and curious Chinese came in droves to find out about new products and to participate in the IT and telecom seminar that was organized by Ericsson Microwave Systems and Chalmers University in Gothenburg, among others.

China, including Hong Kong, is now Ericsson's biggest market, accounting for twelve percent of total sales. So it was no surprise to see the great interest shown by customers and the general public during Sweden week regarding what Ericsson can offer the Chinese market.

The mobile phone market in China has experienced explosive growth in recent years, a development that nobody could foresee, according to Jan Malm, manager of Ericsson Mobile Systems in China.

"Developments are occurring most rapidly in the bigger cities and the more affluent coastal provinces, such as Guangdong and Shandong. This year alone, we expect a total of 16 million new mobile telephone subscribers in China."



Jan Malm

## Stiffening competition

Today, Ericsson China Company (ETC) has 45 percent of the mobile systems market in the country. Ericsson's main competitor, Nokia, has approximately 20 percent.



China's largest center for telecom equipment today is Shanghai, where sales total USD 1.8 billion. This corresponds to some 30 percent of China's entire telephone market.

Photo: Cathrine Andersson

"Competition is becoming increasingly stiff. In addition to foreign suppliers, there are now also two Chinese companies which will begin delivery of GSM equipment this year."

"In time, these local GSM suppliers could pose a serious threat to Ericsson," says Jan Malm, "since they are, to some extent, favored by government authorities."

"In order to be able to continue to grow, we need to push ourselves and stay one step ahead. We are able to do this by reducing costs, adjusting

prices somewhat, and above all, by becoming more proficient in network know-how. Networks are growing incredibly fast in China and are very complex. In order to be a good partner to our customers, we need to learn how to handle these networks with total competence.

## Rapid GSM growth

"The world's largest GSM network today is in China, with more than 20 million subscribers and growing constantly."

In 1994, Ericsson conducted GSM tests in China for the first time. One year later there were more than one million people involved in a test and a short time thereafter, GSM became officially approved in the country.

Today, ETC has 16 GSM customers in China. The largest is Guangdong Mobile Corporation Company (GMCC) in the southern part of the country.

Ericsson's entire mobile phone product line is available in China

and, according to Jan Malm, the mobile telephone market will continue to increase indefinitely.

"In a nation of 1.3 billion Chinese, where the need for communication is only going to grow, it is difficult to comprehend how big the market could be. The target market today comprises approximately 25 percent of the nation's inhabitants, but is growing in pace with China's improving economy."

Cathrine Andersson

## Firm develops new Internet solutions

Ericsson has become the first company in China to start up an Internet solutions consulting firm.

Ericsson Business Consulting, headquartered in Shanghai, will be the company's Internet center in China, with the task of helping the Chinese to form companies on the Net.

Ericsson Business Consulting recently became one of the first consulting firms allowed to present an Internet solution to Asia's leading mobile operator, headquartered in Hong Kong. It is a prestigious contract that should be of great importance in the future, according to Gunnar Isberg, manager of Ericsson Business Consulting in Shanghai.

"The contract will serve as a reference for our continued work in China, and means that we, along with the customer and China University in Hong Kong, will develop new Internet solutions together."

"The solution that we have developed will enable 5,000 of the operator's current subscribers to utilize a

range of data services. Soon that number will grow to 50,000 users.

"The speed of the mobile network is expected to increase tenfold during the coming year, which will make it just as easy to use the mobile network as the fixed one for sending data.

"All of our mobile operators will soon be able to purchase various Internet services, and this is where we come in," says Gunnar Isberg.

## Shanghai to become base

Since September of last year, Isberg and his employees have been working intensively to build up the new operation. The choice of Shanghai as a base of operations was no chance decision. Today, Shanghai is an im-

portant business and technology center in China, and there are many indications that the nation's new financial and service center will be located in the same region.

## Workforce to double

Ericsson Business Consulting currently employs 60 people. Most of them are Chinese engineering and economics graduates, with an average age of around 25 years.

"By the end of this year we are expecting that the number of employees here will have doubled."

The 15th-floor office is located on Zun Yi Road in central Shanghai, where the reception area is shared with colleagues at Ericsson Communication Software Research.

"So far, we haven't had a problem recruiting talented people. On the other hand, it isn't as easy to find qualified project managers," explains Gunnar Isberg.



"All of our mobile operators will soon be able to deliver Internet services of various kinds, and that's where we come in," says Gunnar Isberg.

Currently, there are eight Swedes at the office in Shanghai, and the company has employees in Beijing and Hong Kong as well.

Sixty percent of the company's operations consist of external work and the remaining portion is focused on helping all of Ericsson's companies in China with their IT solutions.

"We are targeting operators with both the mobile and fixed net-

works as well as other Chinese companies who want to take advantage of today's modern communications technology in the best manner.

"It will be the companies that bring about changes in the communications sector. They have the business ideas, while we have the technology."

Cathrine Andersson

## New office in Kyrgyzstan

Representatives of the press and TV media, as well as the Mayor of Bishkek, attended the official inauguration on March 11 of Ericsson's new branch office in the capital of Kyrgyzstan.

The Kyrgyz Republic, one of the former republics of the Soviet Union, is situated in the northeastern region of Central Asia, bordering on Kazakhstan and China, among other neighboring nations. Ericsson has conducted business in the country since 1994, when the mobile telephone operator Katel placed its nationwide analog AMPS network in operation.

### Digitized this year

Ericsson supplied various products and equipment for the network, which has been digitized this year.

Bitel, the country's GSM operator, has also purchased equipment from Ericsson, and the system was placed in operation last year. Ericsson's third customer in Kyrgyzstan is the country's post and telecommunications authority, KyrgyzTelecom, which has purchased AXE equipment.

### Personnel recruited locally

Reidar Braathen is manager of Ericsson's new branch office in Bishkek. He was previously head of Ericsson's training center in Moscow. The new branch office is expected to have about 15 employees by year-end, with most personnel recruited locally.

Kyrgyzstan, which has a population of about 4.6 million, is rich in natural resources such as coal, gold, silver and other minerals.

Gunilla Tamm

gunilla.tamm@era.ericsson.se

## Workshop in ChongQing

In China, 1999 is the year of the rabbit. It's also the year in which Ericsson is increasing the focus on customer service.

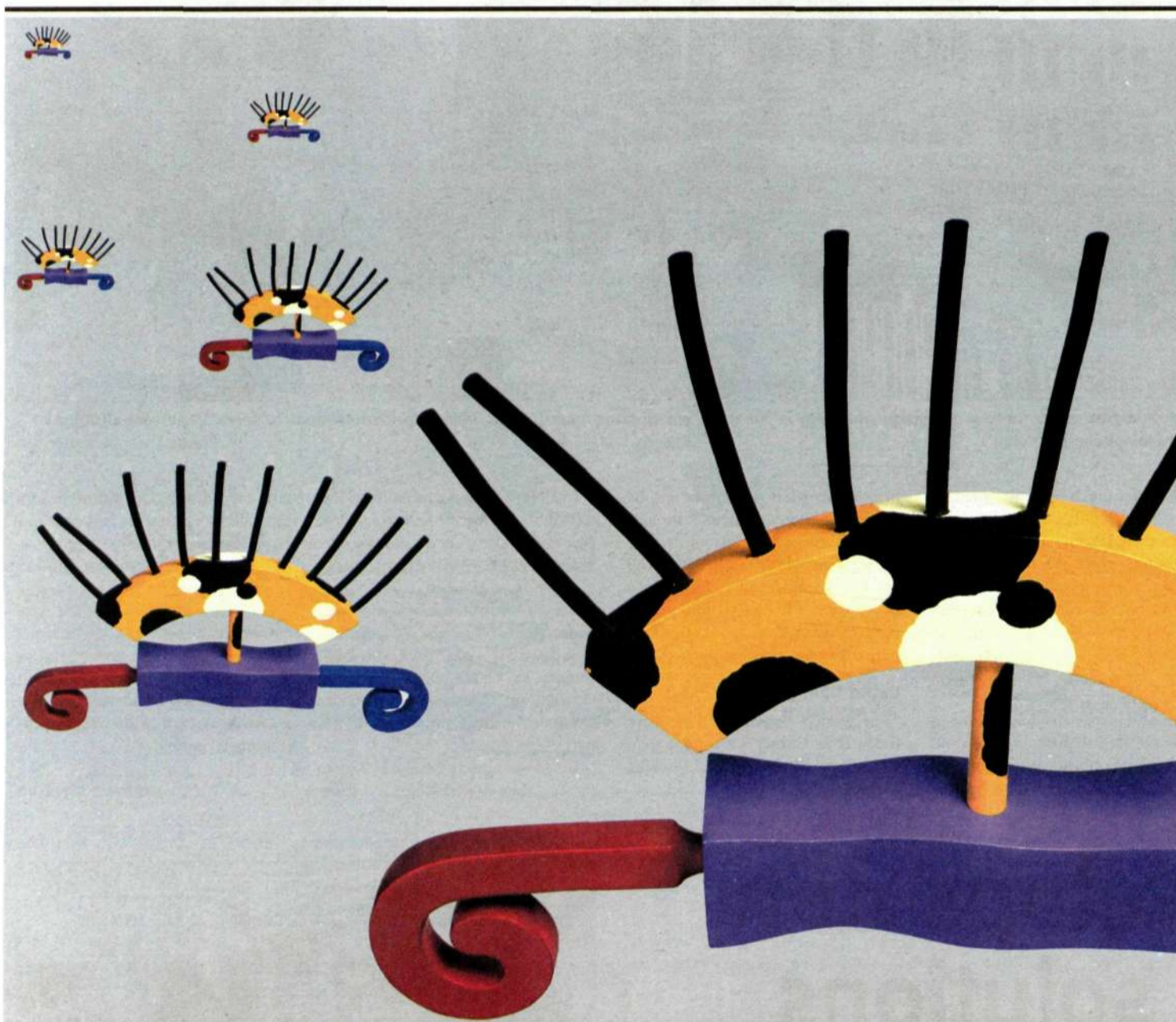
The competition has also started to realize the growing importance of service and, to learn more about customer service, GSM Systems' BSS product unit recently arranged a workshop in Chong-Qing, China.

China was the natural choice for Ericsson's first workshop in market competition surveillance, since Ericsson commands a 46 percent share of the country's GSM market. By the year 2004, according to present estimates, China will have more than 100 million GSM subscribers.

"Ericsson's company in China showed strong interest in arranging the work-shop, and all regions were represented. All of the 16 participants work with product marketing," says Michael Dona-hue, marketing manager of the BSS, GSM Systems product unit in China. Participants in workshops play an active role and share their knowledge and experience.

"It's rewarding to meet colleagues who work on the other side of the world - we actually speak the same language - the GSM language," concludes Michael Donahue.

Gunilla Tamm



## UMUX 1500 bridges the gap in your access network

UMUX 1500 is increasingly being used by network operators and private enterprises to close the gap between the transport network and the end customer. In particular, the direct connection of telephony and data services to an SDH ring has proven to be an effective and economic solution. Thanks to the enhancement of the UMUX platform with the UMUX 1500, our customers can now also profit from the cross-connect function and the V5.x interface. If you would like to know more about how UMUX can bridge the gap in your network, please contact us right away. Ascom Transmission Ltd, Belpstrasse 37, CH-3000 Berne 14, Phone +41 31 999 13 03, Fax +41 31 999 18 74, Internet [www.ascom.ch/transmission](http://www.ascom.ch/transmission).

Ascom Transmission Ltd is a partner of Ericsson in the field of carrier access.

Ascom is an internationally active Swiss telecommunications and service automation group, with more than 10,000 employees worldwide.



**ascom** thinks ahead

# Ericsson's coastal radio system will enhance safety in Russia

Ericsson has delivered a coastal radio system to Norfes, the harbor operator in Vladivostok, on Russia's east coast. The system is based on MD 110 CA combined with MINI-LINK radio links and radio base stations from the MRS 5000 mobile radio system.

Ericsson Corporatia AO in Moscow received the order. The technical solution was developed by Dedicated Networks, Enterprise Solutions.

"We built the system around a special version of MD 110, one of Ericsson's strongest platforms. It's a reliable and technically sophisticated system that meets all demands in terms of scalability and upgrading potential," says Stig Ram, marketing manager for Dedicated Networks in Russia.

## Traditional and automatic calls

The coastal radio system in Vladivostok operates on the marine VHF frequency band and covers the Bay of Peter the Great and Russian sections of the Sea of Japan. The system handles both completely automated data communications, Digital Selective Call (DSC) and traditional calls, such as "Mayday," in compliance with UN maritime safety conventions.

Remote radio base stations have been established at three locations along the coast. The centrally located MD 110 CA station controls the radio base stations, the traffic center's "hot lines," all internal communications and connections with the public network. Radio links connect the base stations and the central radio unit, while also serving transmissions of radar data from coastal radar stations in the area.

## Extremely reliable

All critical equipment is duplicated to provide the system with extremely high operational reliability. Battery back-up renders the system



One of the operations sites used in the coastal radio system in Vladivostok, which features radar and telephony equipment from Ericsson.

immune to interruptions in electrical power supplies.

The system will be expanded to the north-

east and southwest later this year. A similar system was sold and shipped recently to the island of Sachalin, northeast of Vladivostok. "We now have a finished concept that can be varied easily and adapted to meet specific customer requirements," Stig Ram says. "Since Ericsson components account for about 80 percent of the content in this type of system, healthy margins are generated."

Kari Malmström

## DEDICATED NETWORKS

Dedicated Networks is part of the Consulting Services unit within Ericsson's Enterprise Solutions business segment.

Dedicated Networks produces sophisticated non-public telecommunication systems used in such areas as aviation, oil, gas and waterworks, railroad and road transportation. One of their strongest platforms is the MD 110-system.

## JOINT UNITED NATIONS REGULATIONS

All UN member nations have entered an agreement governing joint regulations in marine safety. The International Maritime Organization (IMO) is the specific UN body that manages maritime traffic and safety matters. The Global

Maritime Distress and Safety System (GMDSS) is an IMO convention that regulates emergency radio communications between ships at sea and ship-to-shore communications, including voice and data communications.



China's minister Tang Jiaxuan arrived...



...had a look around...



...and was fascinated by Ericsson Components.

Photo: Anders Anjou

## Chinese minister of Foreign Affairs visits Ericsson

China's Minister of Foreign Affairs, Tang Jiaxuan, along with his delegation, recently paid a visit to Ericsson's facility in Kista. The delegation was met by Lars Ramqvist, Chairman of the Board, and Sven-Christer Nilsson, CEO of Ericsson.

A convoy of seven police cars, blue lights flashing, arrived at Ericsson Components at quarter to nine on Friday, March 19. As part of his official visit to Sweden, the Chinese foreign minis-

ter had a visit to Ericsson on his schedule. It was the Chinese Embassy in Stockholm which recommended that he visit Ericsson Components in particular. Lars Ramqvist and Sven-

Christer Nilsson were waiting in Kista to welcome the minister.

Lars Ramqvist held the welcome speech and touched upon the good business relationship existing between Ericsson and China which dates back to the 19th century. Sven-Christer Nilsson continued with a general presentation of Ericsson, discussing various kinds of mobile

phones. Sigrun Hjelmquist, President of Ericsson Components, then gave a brief introduction to the plant's microelectronics manufacturing operation before the group went on a tour of the acclaimed "sub-m-plant" or manufacturing of Ericsson's modern chips.

Yngve Thulin

# Vacancies

## AT ERICSSON

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

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

These responsibilities cover a wide range of products including AXE, OSS, Jambala, AP, CDPD and all other products supported by TAC.

Ideally you are an experienced Engineer, who has acquired a good understanding of the TDMA or GSM standard and the CMS88, or CMS40 product line. You have gained experience in the AXE-10, OSS and/or AP systems coupled with some experience dealing with corporate customers, and an overall knowledge of the Ericsson business.

Come see why Ericsson Canada is the place to be, and gain valuable exposure to the telecom business world.

**Application latest 990430:** Gad.Bensooussan@Ericsson.com Gad Bensoussan TAC-1, Customer Interface Manager Ericsson Research Canada, Montreal

Ericsson Radio Systems AB, Kista

### BUSINESS INSTRUCTORS/ FACILITATORS – SALES TECHNIQUE

*Business Training, Ericsson Radio Systems AB, provides training, facilitation and consultancy to develop the professional business competence of those working in Marketing & Sales. The unit comprises 27 people working with competence development in Kista, and abroad with our local companies. We are also in the process of establishing satellite operations in the Americas and Asia.*

● We require business instructors/facilitators to run our courses in Sales Technique Training for Ericsson personnel working as sales professionals. The course is 3 days and provides knowledge and skills in how to manage sales situations in a professional way. You will need to have a business background and you have been in a sales position either at Ericsson or another company.

You will join a dynamic, energetic group of men and women with a variety of backgrounds and experience in marketing and sales and telecommunications. The unit has grown rapidly in the past year and will globalise during 1999.

Qualifications: A university degree or similar qualification in marketing/economics and experience from sales. Since we work in an international environment, you will also need to have excellent skills in written and spoken English. Since we work with knowledge transfer in an international environment, you will also need to have excellent skills in written and spoken English. In addition, you should be business-minded, efficient, flexible and well-structured and find it easy to communicate with people from different cultural backgrounds. It is vital that you are, or have a strong desire to become, an excellent instructor and facilitator. You must be prepared to travel.

**Contact:** Helena Åberg, tel 404 6723, or e-mail helena.berg@era.ericsson.se Application: Ericsson Radio Systems AB "Business Instructor - Sales Technique Training" Attn: LYU/B Nadia Kettani-Petersson SE-164 80 Stockholm

Ericsson Radio Systems AB, Kista

### BUSINESS INSTRUCTORS/ FACILITATORS – BUSINESS TELECOMS FOR OPERATORS

*Business Training, Ericsson Radio Systems AB, provides training, facilitation and consultancy to develop the professional business competence of those working in Marketing & Sales. The unit comprises 27 people working with competence development in Kista, and abroad with our local companies. We are also in the process of establishing satellite operations in the Americas and Asia.*

● We require business trainers to run our program in Business Telecommunications for Network Operator/Service Provider personnel working in Marketing and Sales, but with a non-technical background. The program provides a basic understanding of telecommunications technology, including the limitations of and the business opportunities provided by the technology; and how to market and sell to end-users. Part of the program is customised for the operator's own network.

You will need to have either a sound, broad general knowledge of telecommunications (fixed, mobile, datacom, IP and Internet); or alternatively, a strong marketing or business background. You should also preferably have experience from Ericsson, a network operator/service provider or other telecom or datacom company in either a technical area or marketing and sales. Experience of competence transfer in some form and/or consulting is a plus.

You will join a dynamic, energetic group of men and women with a variety of backgrounds and experience in marketing and sales and telecommunications. The unit has grown rapidly in the past year and will globalise during 1999.

Qualifications: A university degree or similar qualification in engineering and/or marketing/economics. Since we work with knowledge transfer in an international environment, you will also need to have excellent skills in written and spoken English. In addition, you should be business-minded, efficient, flexible and well-structured and find it easy to communicate

Contact No. 5 1999

Updated March 29

#### Ericsson Netherlands

*Within the GCSO (Business Line Customer Services) ETM is a vacancy for a:*

#### CUSTOMER SERVICE SPECIALIST

● Goal/Challenge: The Global Customer Service Office (GCSO) within the division Business Line Customer Services has a leading role within Ericsson's Global Customer Support. The GCSO is the single point of contact for Global Operators to raise Customer Service Requests to Ericsson. The GCSO has 3 Hubs, located in three different time zones (Holland, United States and Australia) which enables continuous 24hr support to Global Operators. All activities are being executed in an international environment. Our organisation is characterised as challenging, dynamic, progressing and provides excellent opportunities for personal development.

Tasks: Responsible for managing internal relations from a technical point of view. Responsible for well functioning of the sold services. Solving CSR's reported by the customers. Monitoring of follow up of support requests escalated to the GRC. Advises Customer Service Manager regarding services. Report to the customer about delivered services. Guide colleague trainee engineers (mentorship).

Required competence: Education minimum HBO-level. Knowledge of AXE. 5 years experience on AXE within Ericsson as a SW trouble shooter. Able to work under pressure. Attention for detail. Team player. Good communication skills in English.

#### CUSTOMER SERVICE ENGINEER

● Goal/Challenge: The Global Customer Service Office (GCSO) within the division Business Line Customer Services has a leading role within Ericsson's Global Customer Support. The GCSO is the single point of contact for Global Operators to raise Customer Service Requests to Ericsson. The GCSO has 3 Hubs, located in three different time zones (Holland, United States and Australia) which enables continuous 24hr support to Global Operators. All activities are being executed in an international environment. Our organisation is characterised as challenging, dynamic, progressing and provides excellent opportunities for personal development.

Tasks: Responsible for first line support to customers - Helpdesk activities. Interface to other (internal or external) parties when the reported problems need to be escalated. Solving CSR's reported by the customers. Monitoring of follow up of support requests escalated to the GRC. Advises Customer Service Manager regarding services. Report to the customer about delivered services.

Required competence: Education minimum HBO-level. Knowledge of AXE. 3 yr experience on AXE SW within Ericsson (preferably as a SW trouble shooter). Immune to stress. Precise. Team player. Good communication skills in English.

**Application:** The home base is Rijenthe Netherlands. Opportunities to work abroad both for training and work is possible. For more information regarding the vacancy, please contact Liselore Brabers, E-mail: Liselore.brabers@etm.ericsson.se

#### Ericsson Lebanon

#### IP PRODUCT MANAGER

*Ericsson Lebanon is developing an IP value-added services competence to promote its IP Products & Services in the region and to help its customer to gain edge in the Market.*

● For that, we are seeking IP Product Manager to join a small team of Engineers to work with Access, IP ATM, Voice/IP, Multimedia/IP & IP backbone. The Product Manager is expected to have a high level of technical knowledge and an understanding of Ericsson Products in order to provide complete IP technology into value added business applications.

BS or MS in Computer or Telecommunication Engineering. At least 5 years experience in GSM, IP Networks, Routers, Multimedia, IP/ATM, Voice/IP, Internet, IP security, IP protocols & data communica-

tion etc.. The position requires the ability to work with people in multiple locations, organisations and disciplines. Strong Communication skills. Good command of written & spoken English. Willingness to travel within the region or globally.

**Contact:** John Hamze, Technical Manager Phone Number: +961 3 398413 E-Mail: John.Hamze@Ericsson.com

#### Ericsson Telecommunications Romania S.R.L

#### BSS/SS SUPPORT ENGINEER

*Ericsson Telecommunications Romania SRL has been established since 1994 and today we have 220 employees working with all Ericsson products. In 1997 ETR signed the contract with Mobifon, one of the mobile operators, dominated by Airtouch and TIW.*

*Our Customer had a flying start which surpassed all the expectations. The tempo is very high and the customer is in a tough competitive situation.*

● We are now looking for a new member in our BSS/SS Support team. The objective of the job is to provide technical support in one or more of the system nodes that are operational in the customer network such as HLR, MSC/VLR, AUC/EIR, SMS, MIN and BSS. You will also play an active role in providing support and advice to the local engineers and build up the local competence.

This requires close relationship and interaction with the customer, strong technical background that enables you to conduct fault analysis, trouble shooting and program correction handling in an efficient manner.

Requirements: you have experience of working within Customer Support, a good knowledge of support activities such as; troubleshooting, writing PLEX/ASA, APZ/IO recovery, trouble report handling (MSS and MHS) and system upgrades. You have good command of written and spoken English.

**Contact:** Joakim Karlsson, Front Office Manager, Memoid: ETR.ETRJOAK or E-mail: joakim.karlsson@etr.ericsson.se Phone: + 40 1 4010105 or Simona Serban - Human Resource Manager, Memoid: ETR.ETRSISE or E-mail: simona.serban@etr.ericsson.se Phone: + 40 1 4010122

#### Nippon Ericsson K.K, Tokyo

#### GENERAL MANAGER – PDC/CMS30 PRODUCT MANAGEMENT AND STANDARDISATION

*The PDC/CMS30 Product Management unit at NRJ, located in Tokyo, has the technical customer interface responsibility for the CMS30 system and associated solutions and applications, as well as for related standardization activities. The unit has around 30 staff and 4 sub-units and is a mixture of expatriates and local Japanese employees.*

● Our present General Manager will return back to his home-country and we are now looking for someone who would like to continue in this challenging position. This is a unique opportunity to work together with some of Ericsson's largest and most demanding customers in developing and enhancing the competitiveness of their cellular networks.

**Contact:** Lars Boman, Vice President Phone: +81 3 5216 9010 E-mail: lars.boman@nrj.ericsson.se or Kai Heikkinen, General manager Phone: +81 3 5216 9030 E-mail: kai.heikkinen@nrj.ericsson.se

#### Ericsson Oman

#### SS SENIOR SUPPORT ENGINEER

● We are now looking for a Senior Support Engineer, for the below tasks:

Main Responsibilities: Trouble-shooting activities on/off sites. HW/SW upgrades such as APZ upgrades/AS-changes/ACA's/EC-A's. Participate in the on-call schedule to handle emergency situations. Test/demo/implementation of new features and ser-

vices. Trouble Report handling. Transfer of knowledge to local staff.

Competence Requirements: CME 20 experience with a minimum of two years working on the SS sub-system preferably in Customer Support but applications with testing/verification experience will also be considered. Strong knowledge of test system. High competence in APZ / IOG. Ability to handle urgent S/W problem as well as the emergency situation in the field. Familiarity with MHS.

Good command of English and customer relation is a must and fluency in Arabic is a plus but not essential.

The position will be placed in Muscat, frequent travelling not required.

The contract duration is initially for one year.

**Contact:** Michael Götrich, phone: +46-8-764 1116, mobile: +46-70-552 6712 Michael.Götrich@era.ericsson.se or Bartolome Gaya, phone: +968-68 6076, mobile: +968-934 4601 SMTP:xcom.tkogaya@mesmtpe.ericsson.se

#### Ericsson Telecomunicações, Portugal

#### IN/PREPAID SYSTEM ENGINEER

*In order to help our GSM customer on a very competitive market we are setting up a local competence center with focus on Ericsson's Prepaid system and services surrounding it.*

● Your responsibilities will include studying and discussing customer requirements, making pre-studies, putting design requirements on IN design centers in Spain and Sweden and also plan testing and implementation in the network.

You should have experience from IN design projects. Experience of prepaid, Service Creation, UNIX and ObjectStore is desired.

**Contact:** Johan Ervius +351 1 446 6417 johan.ervius@sep.ericsson.se or Håkan Svahn +351 1 222 3334 hakan.svahn@sep.ericsson.se

#### Ericsson research & development, Montreal, CANADA

#### CUSTOMER INTERFACE REPRESENTATIVE

*Ericsson Research Canada (LMC) has the mandate for software development for the global wireless standard, TDMA. We are developing next-generation software for future wireless networks, handling data-com and Internet services. We are also developing new network and system architectures based on leading edge open systems technology.*

*In addition to serving as a major R&D site, Ericsson in Montreal also houses the Technical Assistance Center (TAC1) for the TDMA system. The Technical Assistance Center provides 24-hour service for all national and regional cellular networks in the Americas, Canada and parts of the Caribbean.*

● As the primary technical liaison for a North American Customer you will be using your proven customer skills and technical aptitude to provide a single point of contact for all support issues. Through your outgoing personality and continuous contact with the customer, you will develop close ties with all levels of the customer's management and technical staff as well as gain valuable experience of the cellular business.

Some of CMS8800 corporate customers are AT&T, Cantel, Bell south, South Western Bell, Cable & Wireless

The challenges of the position come in balancing technical, managerial and business issues within our corporate customers as well as within Ericsson. As customer interface, one is challenged with handling the customer's business and operations to their own benefit, whilst facilitating support internally; And on the other hand impacting support internally in order to improve our customers' satisfaction.

The responsibility also includes promoting changes in design and systems to meet our customers' needs in escalations and new requirements. Furthermore, you will be part of a highly trained Outage Team responsible for the immediate recovery of cellular systems in outage situations.



with people from different cultural backgrounds. It is vital that you are, or have a strong desire to become, an excellent instructor and facilitator. You must be prepared to travel.

**Contact:** Anita Hagelin, tel 404 8056, or e-mail anita.hagelin@era.ericsson.se Application: Ericsson Radio Systems AB "Business Instructor/Facilitator - Business Telecoms" Attn: LYU/B Nadia Kettani-Pettersson SE-164 80 Stockholm

#### Ericsson Radio Systems AB, Kista

### BUSINESS FACILITATORS - VALUBASE SELLING

Business Training, Ericsson Radio Systems AB, provides training, facilitation and consultancy to develop the professional business competence of those working in Marketing & Sales. The unit comprises 27 people working with competence development in Kista, and abroad with our local companies. We are also in the process of establishing satellite operations in the Americas and Asia.

● We require business facilitators to run workshops based on the Holden Corporation concept for value-based selling for Ericsson personnel working in Marketing and Sales. The workshops are aimed at account teams deploying this application of the value-based selling concept to their current business opportunities.

You will need to have a strong marketing or business background. You should also have experience from sales, preferably from Ericsson or from other industries. You will join a dynamic, energetic group of men and women with a variety of backgrounds and experience in marketing and sales and telecommunications. The unit has grown rapidly in the past year and will globalise during 1999.

Qualifications: A university degree or similar qualification marketing/economics. Experience from a sales position. Since we work with knowledge transfer in an international environment, you will also need to have excellent skills in written and spoken English. In addition, you should be business-minded, efficient, flexible and well-structured and find it easy to communicate with people from different cultural backgrounds. It is vital that you are, or have a strong desire to become, an excellent instructor and facilitator. You must be prepared to travel.

**Contact:** Helena Åberg, tel 404 6723, or e-mail helena.aberg@era.ericsson.se Application: Ericsson Radio Systems AB "Business Instructor - ValuBase Selling" Attn: LYU/B Nadia Kettani-Pettersson SE-164 80 Stockholm

#### Ericsson Eurolab Deutschland GmbH Herzogenrath/Aachen, Germany

The General Packet Radio Service (GPRS) within the GSM system is gaining an increasing attention both within the Ericsson organisation as well as on the telecom markets. The GPRS SW Supply and Support organisation was established in autumn last year and will further grow in 1999. The unit is responsible for GPRS verification projects as well as for market Supply and Support for the GSN node. It cooperates with the ordering units in Kista, with the GPRS application and CORE platform development centers and with the Application Support Offices around the world.

### PROJECT MANAGER GSN MARKET SUPPLY

● One common application system world wide, an optimisation of the Type Acceptance process and the involvement of the factory in pre-installation of SW are GPRS strategies to ensure an efficient SW supply. As a project manager Market Supply you will make sure that these strategies become reality.

Since the product unit GPRS is responsible for the first network implementation of the GSN nodes in each customer network, your tasks will be to steer the market supply projects at the ASOs. You will be concerned with how best to verify customer specific configurations, to show that the old features work in the new SW environment, to proof that SW upgrading and remote function change works. You will have close contacts to Central Configuration Management, Customer Services and Implementation Services.

### PROJECT MANAGER GPRS GLOBAL SUPPORT

● As a project manager GPRS Global Support you will be responsible for implementing the support strategy for GPRS by utilising and modifying the established GSM support structure for GPRS purposes in the best possible way. The efficient handling of the customer service requests flow to design, the correction handling back to the customer, packaging, help desk function (third line) and remote handling will be of your concern as well as interfacing design maintenance and the ASO and FSC organisations.

As a project manager you are target oriented, you are used to operate in the international Ericsson organisation. You are able to set clear priorities and

you are good in communicating and following up strategies and targets. You have project management experience already, ideally from international project management assignments or customer support projects.

If we are catching your interest to join a dynamic organisation that tries out new ways of working with a newly developed product, facing a tremendous resonance from the GSM markets and thus a real challenge ahead, please

**Contact:** GPRS SW Supply&Support: Axel Jeske, eedaxj@eed.ericsson.se +49 2407 575 284 Human Resources: Simon Seebass, eedsims@eed.ericsson.se +49 2407 575 163

#### Ericsson Australia Ltd

### CUSTOMER SUPPORT ENGINEERS GLOBAL SERVICES

● The Global Customer Support Office (GCSO) is seeking the services of Support Engineers for ongoing roles in a dynamic new team. The roles are to take on responsibility for Customer Support requests towards the Ericsson Global operators in various competency areas (see attributes) associated with the AXE platform in a growing market. These positions are open to both local and expatriate long term contracts.

Key Skills: Provide Help Desk assistance to end and internal customers. Technical support on fixed network elements. On line support. Provide technical advice/solutions to customer. Perform correction handling activities. Ability to impart knowledge and experience to team members.

Attributes: 2 years experience in a role including: Technical understanding of the areas of AXE, APT, APZ, Network Intelligence, PLEX, ISDN etc. Ability to interpret the customers needs/requirements and provide corrective solutions. Customer interface. Outage recovery. Trouble shooting.

Key requirements: Overall understanding of technology issues and trends. Flexibility to work in a team and under pressure. Service culture. Previous customer service experience desirable.

The successful applicants can expect challenging positions towards Ericsson growing Global Market. The positions are based in Melbourne (Broadmeadows).

**Contact:** Vesa Hiiri on 1814 (memo EPAVEHI). Application: Sue Holman EPA.EPASMH

#### Ericsson Telecommunications Romania S.R.L

### APZ/IO SUPPORT ENGINEER

Ericsson Telecommunications Romania SRL has been established since 1994 and today we have 220 employees working with all Ericsson products. In 1997 ETR signed the contract with Mobifon, one of the mobile operators, dominated by Airtouch and TIW. Our Customer had a flying start, which surpassed all the expectations.

The tempo is very high and the customer is in a tough competitive situation.

● We are now looking for an APZ/IO Support Engineer within our Support department. The objective of the job is to provide technical support in one or more of the system nodes that is operational in the customer network such as HLR, MSC/VLR, AUC/EIR, SMS, MIN and BSC. The current APZ/IO types are APZ 212 11, APZ 212 20, APZ 212 25, IOG 11 and IOG 20.

You will also play an active role in providing support and advice to the local engineers and build up the local competence. This requires close relationship and interaction with the customer, strong technical background that enables the APZ/IO engineer to conduct fault analysis, trouble shooting and program correction handling in an efficient manner.

Requirements: you have experience of working within Customer Support, a good knowledge of support activities, providing emergency and day to day support, trouble report handling, troubleshooting on/off sites, system upgrade. You have good command of written and spoken English.

**Contact:** Adrian Clinciu, Back Office Manager, Memoid: EPK.EPKADCL or E-mail:

adrian.clinciu@epk.ericsson.se Phone: + 40 1 4010174 or Simona Serban - Human Resource Manager, Memoid: ETR.ETRSISE or E-mail: simona.serban@etr.ericsson.se Phone: + 40 1 4010122

#### Ericsson Eurolab Deutschland GmbH, Germany

AMC and part of PN switching merged to CAPC. The Core Product Unit Application Core (CAPC) is responsible for providing transit switching and network access functionality commonly used by all Ericsson's wireless and wireline systems and is heavily involved in system innovation initiatives. CAPC is headed from EED, Herzogenrath/Aachen and consists of CAPC Management, CAPC International Operations, TCS Design and CAPC Verification. For further support of our teams we are looking for a

### DEPARTMENT MANAGER PRODUCT MANAGEMENT

● The CAPC Product Management Department is responsible for the product management of the transit switching and network access products that are common for many of Ericsson's AXE based systems, both for wireline and wireless systems.

This responsibility includes activities such as business opportunity tracing, product portfolio management and positioning, project cost follow up, product decisions including prioritisation, road map planning, product agreements with other product units, toll gate assessments, supervision of requirements, arrangements of product planning meetings etc..

Present challenges are ATM backbone solutions for the Universal Mobile Telecommunication System (UMTS) and the Next Generation Switch (NGS).

As Manager for CAPC product management you will have a team of product managers working with you. It is the responsibility of this team to define application core deliveries that maximise Ericsson's profit and aligns with the group's overall strategy. Travelling will be a natural part of the job. To strengthen our international operations we are look-

## Telefonaktiebolaget LM Ericsson HF/LME/I - Communications Shared Services

## MANAGER

# Ericsson Events

*Ericsson Events is a sub-unit of the corporate support unit Communications Shared Services.*

*The Events group has responsibility for leading corporate exhibition, conference and special event projects, and currently consists of nine project leaders and project managers working with activities globally.*

We're now recruiting a new manager for this sub-unit, an individual who's primary focus will be to capitalize on existing competencies, develop new tools and techniques and be a leader in utilizing exhibitions and events as part of a total corporate communications program.

Very well developed communication skills are a requirement, as well as the desire to build relationships across personal, business and international borders.

In order to be considered for this position you should have a university degree plus long (10 years) experience in marketing/ marketing communications and brand development. Management experience is required, and your background should include working with large, definite deadline projects. Experience with exhibitions and events is a plus.

You should have excellent English and Swedish language skills (written and spoken). Your responsibilities will include working with Brand and Marketing Communications/Information managers around the world. Excellent knowledge of Ericsson and a well developed internal network is expected.

Regular travel is required. You need to be flexible, willing to take risks, comfortable with negotiating internal and external contracts, and most of all enthusiastic about leading a professional team dedicated to increasing Ericsson's image through high quality communication activities.

Please call Lynne Howell Wiklander, Manager Communications Shared Services, if you would like additional information, 08 - 719 91 74, email: lynne.howell-wiklander@lme.ericsson.se

**Send your application to:**  
Telefonaktiebolaget LM Ericsson  
HF/LME/P Mats Bjerlöv  
126 25 STOCKHOLM  
Email: mats.bjerlov@lme.ericsson.se

ing for an experienced Manager with more than 7 years of telecommunication experience.

**Contact:** CAPC International Operations Ulf Henell, eedugh@eed.ericsson.se, +49.2407.575-256 Ola Melander, eedome@eed.ericsson.se, +49.2407.575-255 Human Resources Simon Seebass, eedsims@eed.ericsson.se, +49.2407.575-163

### CAPC PROJECT MANAGER, NGS FEASIBILITY AND DEVELOPMENT

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

Requirements: Degree of Engineering with specialisation in telecommunications or equivalent. At least four years work experience in technical aspects of telecommunication. Three years proven experience in project management. Good knowledge of PROPS, project planning, budgeting and management methods. Good knowledge of mobile telephone systems and Ericsson business practices would be an advantage. Resourceful, flexible, initiative, good communication, cooperation skill and good ability to work under pressure are important personal qualities. Travelling is a natural part of the job.

The main task will be to lead a large telephone system project (Next Generation Switch) with full responsibility for fulfillment of Ericsson's commitments to customers.

**Contact:** Project Office Imo Freese, eediwf@eed.ericsson.se, +49.2407.575-469 Human Resources Simon Seebass, eedsims@eed.ericsson.se, +49.2407.575-163

### PC-APT CHAIRMEN

● The CAPC systems groups are responsible for the system development of the transit and network access products that are common for many of Ericsson's AXE based systems, both for wireline and wireless systems. This responsibility includes activities such as running product committees, handling overall technical coordination in the CAPC projects, perform system studies and source system design. Present challenges are system work for ATM backbone solutions for the Universal Mobile Telecommunication System (UMTS) and the Next Generation Switch (NGS).

CAPC is responsible for running two PC-APT forums. PC-C/APT 210 25 is responsible for functional allocation and interfaces between XSS subsystems owned by CAPC and towards the mobile access subsystems. PC-APT 210 18 is responsible for the functional allocation and interfaces between fixed XSS subsystems owned by CAPC and towards the fixed access subsystems. An important task for these two forums is to find synergies and identify core application solutions between wireline and wireless systems.

Other important tasks for PC-APT are to maintain XSS (APT) system properties and structure, ensure that uniform solutions are implemented in XSS, handle allocation of functionality to products, act as a decision making body when a number of PC-ANTS can not come to a common decision and to handle allocation of functionality to products.

To each one of these two PC-APT forums, we are looking for an AXE systems designer or software designer with at least 4 years experience, who is interested in leading and driving an inspection forum. As a suitable candidate you have good communication and cooperation skills and are able to understand complex technical problems.

**Contact:** CAPC Systems Kristina Martelius, eednka@eed.ericsson.se, +49.2407.575-692 Human Resources Simon Seebass, eedsims@eed.ericsson.se, +49.2407.575-163

### SYSTEMS DESIGNERS

● As CAPC systems designer you will perform system studies or design before or in early phases of our CAPC main projects. An important aspect is to find synergies and identify core application solutions between wireline and wireless systems. The type of tasks requires that you can work independently or in teams, take initiative and drive for progress.

To strengthen our capabilities for this type of systems work, we are looking for experienced systems designers with more than 3 years of Ericsson experience in AXE10 design. We are particularly interested in people who can provide significant competence in one or more of the following areas: ATM, TCP/IP, AM system development, signalling and protocols, data communication, intelligent networks and O&M.

**Contact:** CAPC Systems Kristina Martelius, eednka@eed.ericsson.se, +49.2407.575-692 Gert Wallin, eedgew@eed.ericsson.se, +49.2407.575-8058 Human Resources Simon Seebass, eedsims@eed.ericsson.se, +49.2407.575-163

### TECHNICAL COORDINATOR FOR NGS3

● The CAPC NGS3 project technical coordinator coordinates technical issues involving several subprojects, the related wireline application projects and associated projects within the wireline and data networks systems. The CAPC main technical coordinator also supports the subproject technical coordinators.

To strengthen our capabilities within technical coordination, we are looking for an experienced system designer with more than 4 years of Ericsson experience in AXE10 design. As a technical coordinator on main level, you should have competence in one or more of the following areas: AM system development, signalling, data communication, ATM, O&M, resource modules, IN development or hardware modernisation.

**Contact:** CAPC Systems Gert Wallin, eedgew@eed.ericsson.se, +49.2407.575-8058 Human Resources Simon Seebass, eedsims@eed.ericsson.se, +49.2407.575-163

### TECHNICAL COORDINATOR AMC PHASE 7

● The AMC Phase 7 project technical coordinator coordinates technical issues involving several subprojects, the related mobile applications projects and associated projects within the UMTS, CME20, CMS30, CMS40, CMS88 and CMS99 systems. The CAPC main technical coordinator also supports the subprojects technical coordinators.

To strengthen our capabilities within technical coordination, we are looking for an experienced system designer with more than 4 years of Ericsson experience in AXE10 design. As a technical coordinator on main level, you should have competence in one or more of the following areas: AM system development, signalling and protocols, data communication, ATM, O&M, resource modules, IN development, UMTS or hardware modernisation.

**Contact:** CAPC Systems Gert Wallin, eedgew@eed.ericsson.se, +49.2407.575-8058 Human Resources Simon Seebass, eedsims@eed.ericsson.se, +49.2407.575-163

### Cia Ericsson de Chile S.A.

### DEPARTMENT MANAGER CUSTOMER SERVICE ERICSSON DE CHILE

● Would you like to have a NEW INTERESTING and CHALLENGING assignment in South America?

Ericsson Chile can offer you this!! We are looking for a new manager for our Customer Service Department.

You will, as head of your department report directly to V.P. Operations and be part of the Operation Division Management Team.

The Customer Service Department consists of FSC activities for TMA, GSM, WIRELINE, OTHER PRODUCTS and CELLPLANNING/OPTIMIZATION.

You need long experience in this kind of work. Be able to lead and communicate with people, set priorities and take decisions under pressure. Be creative, interested in improving work procedures and not afraid of a heavy work load.

English both spoken and written is essential.

Spanish is a big merit.

STILL INTERESTED?

**Contact:** CEC V.P. Operations Jan H. Lindqvist Phone : 56-2 4405651 office 56-09 3207061 mobile E-mail : Jan.Lindqvist@ericsson.cl

### Ericsson Czech Republic

#### MAKE PRAGUE HAPPEN

*The Czech Republic will in few months issue its third GSM licence. Ericsson has a well established Market Unit with headquarters in Prague, a good name in the market but has not supplied any of the present GSM networks. Therefore we are well positioned and eager to become supplier of this upcoming third GSM. And the country really needs an Ericsson system. To pursue this high priority opportunity we have started roll out preparations in anticipation of the licence.*

*For this we need hungry and experienced new colleagues to work within the GSM 1800 New Account organisation in our Czech Market unit. Take that challenge and join our team in the beautiful city in the heart of Europe!*

### GSM - ACCOUNT TECHNICAL MANAGER

● As the Technical Manager for our key account you will create total solutions that surpass one of our key prospect's high technical expectations. You will be a part of the GSM 1800 New Account organisation, and exploit all of Ericsson's product and implementation advantages over our competitors to position the account to win the licence and to bypass the incumbents on the Czech market. To do this you need to use all your GSM experience, creativity, and team-working ability. The concrete work consists of investigations, technical co-ordination, brainstorm-

ing, professional presentations, offers and a contract specification.

The first tool to handle this is the streamlined fast organisation with only smart people. The second tool is a solid support from ERA Stockholm. The third tool is your talent and time.

### GSM - MARKETING AND BID MANAGER

● As the Marketing Manager you will surpass one of our key prospect's high expectations. You will be a part of the GSM 1800 New Account organisation, and lead the marketing Core 3 team towards the customer account through the pre-license, bid and negotiation phases. Through excellent customer and internal contacts you will organise, motivate and together with the Core 3 create top quality customer solutions. The team is responsible for consolidated bottom line. The function includes leadership and work for the completion of market plans, complex offers, contracts, and forecasts.

The first tool to handle this is the streamlined fast organisation with only smart people. The second tool is a solid infrastructure and support from RMOG. The third tool is your result orientation and self-motivation.

To be successful you need to be a proactive, experienced, and team-working human. You have a M.Sc. or equivalent with at least five years working experience and desirably four of those years within cellular infrastructure. Ability to build excellent relations and drive for results.

### GSM - SWITCHING IMPLEMENTATION MANAGER

● As the Switching Implementation Manager you will take secure the organisation, speed, and quality of the implementation of the switching nodes. You will be a part of the GSM 1800 New Account organisation, and exploit all of Ericsson's product and implementation advantages over our competitors to position the account to win the license and to provide services of the highest quality on the Czech market. To do this you need to use all your GSM implementation experience, creativity, and team-working ability. The concrete work consists of project planning, leadership, professional presentations, offers and a contract specification.

The first tool to handle this is the streamlined fast organisation with only smart people. The second tool is a solid support from ERA Stockholm. The third tool is your experience and entrepreneurship.

### GSM - CELLPLANNING MANAGER

● We have today a few cellplanners. Now we need one more who also can lead the other cellplanners. Your interfaces will be the Transmission Planning, Site Acquisition, and possibly also the BTS engineering groups. You will be a part of the GSM 1800 New Account organisation, and lead the cell planning part of the market operation activities through the pre-license, bid and negotiations phases. Through excellent customer and internal contacts you will organise, motivate and work.

Therefore you need to have experience from advanced cellular networks.

The tool you get to handle this is streamlined fast organisation with only smart people. Your contribution comes through result orientation, self-motivation, and experience. Applicant should be able to start by the 10th of April.

### GSM - SITE ACQUISITION CONTROLLER

● The responsibility for our Site Acquisition controllers is to represent Ericsson towards our site acquisition subcontractors. The tasks include education of these subcontractors, controlling the progress and quality of their work, and in the longer term evaluate their performance. You should be prepared to work hard all over the Czech Republic.

To have a chance to reach our targets you should have experience of the above, finding BTS site candidates, and lease contract negotiations.

Successful candidates for all positions above need to be a proactive, experienced, and teamworking. At least five years working experience in relevant fields is desirable. An ability to build excellent relations and drive for results will be essential within your work.

Whatever you know today, you will learn something!

**Contact:** ECZ/RC Andre Grce +420 2 6119 4339 Application: Ericsson Czech Republic spol. s r.o. ECZ/HC Martina Huitfeldt U michelske skoly 10 140 00 Prague 4 martina.huitfeldt@sea.ericsson.se

### Ericsson Communications Canada

### DATA TRANSCRIPT SPECIALIST

● The Toronto Switch Implementation Department is looking for an experienced Data Transcript Specialist to complement and assist in the development of our team of highly skilled professionals. We need a per-

son who is experienced in mobile system data production and a real team player. The person should have 2 to 3 years experience with Ericsson mobile system data transcript production and is trained on the CME 20 or CMS 40 systems.

Job Requirements: Degree in Engineering, Computer Science or equivalent work experience 2 to 3 years Ericsson mobile system data transcript production Trained on CME20 or CMS40 systems Good knowledge of traffic data and routing Ability to think critically and make accurate and sound decisions A team player able to assist in the skill expansion of other department members. Excellent customer service and communication skills Good command of the English language

Job Description: Prepare Data Transcript packages, which will support the customer routing requirements and effectively use the AXE switching capacity. Attends/conducts customer meeting to identify and evaluate customer requirements. Participates in project status and scheduling meetings to ensure proper coordination of Data Transcript activities with overall project requirements. Provides DT trouble resolution as required Provides leadership for research and implementation of new products and CNA's Assist with the training of Data Transcript Specialist - level 1.

**Contact:** Shaun Laverty Supervisor, Data Transcript Tel: +1 905 629-6930 Fax: +1 905 206-7460 Email:Shaun.Laverty@emc.ericsson.se

### Ericsson Telecommunications Pte Ltd, TDMA Systems Asia-Pacific, Singapore

### TDMA/EDGE/3G LOBBYIST

● You like to be challenged? The Asia-Pacific Task Force for TDMA systems covers an area of over 13 countries, from Pakistan down to Australia / New Zealand. We are working together in a team of highly professional individuals covering different areas, like: marketing & sales, business consulting, business development, marketing communications and TDMA/EDGE/3G lobbying.

For the area of TDMA/EDGE/3G lobbying we are looking for 2-3 experienced individuals who want to join our team and are not afraid to take up a challenge. The challenge is: establish TDMA/EDGE/3G as the preferred technology for Asian operators in the 800- and 1900 Mhz band.

Your main tasks will be: Plan, together with the other members of the team and the local companies, to perform presentations, discussions and other TDMA/EDGE/3G lobbying activities towards operators, government bodies, investors, analysts and media. Maintain up-to-date information on the latest global developments in the area of TDMA, EDGE and 3G. Monitor progress on the different markets in the region, and if required take actions, to ensure that we meet our goal of establishing TDMA/EDGE/3G as the preferred standard in the Asia-Pacific. Maintain a close cooperation with the TDMA interest group UWCC. Actively work together with the corporate TDMA lobby group.

If you are the person we are looking for, you should have the following profile: MSc in Electrical Engineering or in Physics or equivalent education. At least 5 years experience with Mobile Systems. Excellent knowledge of the TDMA standard and the wide range of applications supported by this standard. Good understanding of the Ericsson 3G evolution path: EDGE/UWC-136 and W-CDMA. Excellent presentation skills. Extensive experience from meetings with the senior management of operators and government bodies. Experience with media relations. Team player and flexible attitude.

Do you fit this profile and you are interested to take up the challenge? Please respond to us by sending your CV to the e-mail address specified below (subject: job application), contact us or visit our homepage <http://enoweb.eno.ericsson.se/rmoa> for further information.

**Contact:** Aart Houweling Manager TDMA/EDGE/3G Lobbying Asia-Pacific (acting) Business Phone: +65.3501 668 Hand Phone: +65.96624359 E-mail: aart.houweling@eno.ericsson.se or Urban Gillström Regional Director Asia-Pacific TDMA systems Business Phone: +65.3501 350 Hand Phone: +65.96583041

### Ericsson Telecommunicatie B.V., Rijen, The Netherlands

### TECHNICAL SUPPORT ENGINEER

The Global Response Center (GRC) is located in three different timezone's throughout the world (The Netherlands, United States and Australia). The GRC is the responsible for the 2nd line services towards other Ericsson companies. CSR's and other service requests are handled by the GRC or passed through Marketing or Design. To deliver the technical services requested, we are looking for additional engineers to join our team in Rijen, The Netherlands.

● Key responsibilities: The Technical Support Engineer is responsible for solving technical problems for products based on the PN-product range. This means recovery of outages, making corrections, making emergency corrections, writing trouble reports, route cause analysis, analysing restart and

dumps. He or she manages the problems and if necessary takes care of the translation and communication between Ericsson and the customer.

The task also includes checking the Customer Service Requests (CSR's) which are made, monitoring the follow-up of support requests by the customer at the Front Office and the follow-up by Design.

Qualifications: A good knowledge of AXE (APT, APZ or IO) and at least three years experience as Technical Support Engineer, Trouble Shooter or equivalent level. You should be innovative, flexible and tolerate stress well. As we have a lot of male engineers we would like to invite female engineers to participate in this opportunity.

**Contact/Application:** Loet Pessers or Andy Hallett Department GRC-EU Ericsson Telecommunicatie b.v. P.O.Box 8, 5120 AA Rijen The Netherlands Tel. +31.161.249200, Fax. +31.161.249374, Mob. +31.6.55303088 Email: mailto:Loet.Pessers@etm.ericsson.se Internet: http://www.ericsson.se

#### Ericsson de Bolivia Telecomunicaciones S.A.

### SYSTEM SUPPORT MANAGER

An important part of our business in Bolivia is the support services that we perform for our network operator customers. The systems they operate are mainly cellular TDMA but also PSTN and RWLL systems.

● Ericsson Bolivia is recruiting a manager to the system support group. The responsibilities include management and development of the support organization and the constant improvement of our support service offerings. Our objectives are an increased customer satisfaction and a growing business volume for customer services.

The qualities required for the position: ability to build and manage strong customer relationships, proven leadership skills and a good technical knowledge. The candidate should have a minimum of 3 years experience of system support for cellular systems and be familiar with the work processes and tools available. Fluency in English is required. Knowledge of Spanish or Italian is a strong advantage.

Ericsson de Bolivia offers a long term expatriate contract with location in La Paz, an interesting and safe place for candidates with or without accompanying family.

**Contact:** Peter Holmertz, Customer Services Manager, e-mail: PETER.HOLMERTZ@ERICSSON.COM Application latest 990409: Ericsson de Bolivia Telecomunicaciones S.A. Casilla de Correos No 648 La Paz, Bolivia. Tel: +591 2 312233, Fax: +591 8 112279 Eva Moberg Vargas, HR Manager, e-mail: EBB.EBVEVA@MEMOUSA.ERICSSON.SE

**Ericsson Eurolab Deutschland GmbH, Herzogenrath/Aachen, Germany**

### RESOURCE / COMPETENCE MANGER

The EED/X/P department is responsible for 1/APT products, the design of the Mobile Switching Subsystem (MSS) within the Circuit Switching System House (CSS) as well as Function Test and Maintenance for the designed products in MSS

● As a Resource/Competence Manager you are part of the management team consisting of Frame-, Operations-, Resource/Competence Manager and Department Manager. You are responsible for 25-30 individuals from different disciplines within the department.

As a Resource/Competence Manager your main tasks are to monitor market and technology development to identify future competence demands, develop people to meet business demands, do resource planning and resource contracts with the projects, recruitment, appraisal and salary setting, be part of the assignment board and stay in touch with the ongoing operations.

You should have a strong interest in people and some leadership experience, a refined sense for picking up signals and a good communication.

**Contact:** Human Resources Simon Seebass EED.EEDSIMS +49 2407 575 163 or EED/X/PC Arthur Slieden EED.EEDARS +49 2407 575 141

### SYSTEM ENGINEERS (CSS) MIGRATION FROM GSM TO THE FUTURE

● We are working in the area of GSM 900, 1800, 1900 and UMTS systems.

We are looking for people that want to become system architect, technical coordinator or take a leading role in the forefront of mobile telecom evolution. You directly control the next version of Ericsson's products in the mobile world market.

Suitable candidates have proven experience in on or more of the following areas: O&M, CORBA, network management systems, middleware,

telecom/real time operating systems, ATM protocols. In addition you are team and result oriented, take initiative and have good self motivation.

You should enjoy to work on an entrepreneurial basis and have the ability to set priorities right within an ever changing environment. Opportunities for travel, networking and personal and technical development are outstanding.

Please refer to our homepage: <http://www.eed.ericsson.se/services/eed-x-d/Welcom.html>

**Contact:** Per Ljungberg, +49.2407.575-609, eed-plj@eed.ericsson.se Frank Adelhard +49.2407.575-287, eedfad@eed.ericsson.se HR: Simon Seebass +49.2407.575-163, eedsims@eed.ericsson.se

### SOFTWARE DESIGN ENGINEERS (CSS)

● We are working with the GSM-system in the area of the MSS, dealing with the design, development and test of telecom software or design complete telecom systems. Programming experience e. g. (C++, C), background in telecommunications preferred with a working knowledge of structural design methods is required for this position. Relevant Ericsson experience is a plus.

If you are interested in joining a young and international team and you have good communication as well as good interpersonal skills.

**Contact:** Human Resources EED/H/R Simon Seebass Dial: +49 2407 575 163 Memo: EED.EEDSIMS Design Department: Gina Roge, Dial: +49 2407 575 254, Memo: EED.EEDGINA or Dave Hendersson, Dial: +49 2407 575 630, Memo: EED.EEDDHE

### STE TEST ENGINEER (CSS)

● The position is located in the CME 20 SS STE Support Group under TCM. The group is responsible for supporting STE activities within CSS and CAPC 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 have experience in AXE function testing or design maintenance. Experience with MGTS PASM, TSS 2000, TTCN and C coding is of added value. You also have to be service minded and 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.

**Contact:** Human Resources Simon Seebass +49 2407 575 163 Memo: EED.EEDSIMS or EED/X/SOZC Raymond Meertens +49 2407 575 470 Memo: EED.EEDRAMO

### GPRS SYSTEM TESTERS

● The X/ST section takes the responsibility for the GPRS Indus Project, FRIGG1 being the first main release.

The GPRS System Testers are mainly responsible for planning, implementing and executing industrialisation tests needed to integrate and verify the new functionality on node level as well as on GSM network level.

Further activities are to issue and follow up requirements for test configuration and simulation tools and to build up competence in order to strengthen EED's competence in this area.

As a suitable candidate you have a profound testing experience and an interest in a challenging project where almost everything is new - new technology, new interfaces, new tools etc. In this position you will need strong analytical and communication skills as well as a very good knowledge of general telecommunications, GSM system and GPRS interfaces. Experience with test/debugging of software in a Unix environment (C, Erlang), data communication and BSC experience is a clear advantage. You will have to be flexible, team oriented and able to work under pressure.

**Contact:** Human Resources Simon Seebass +49 2407 575 163 EED.EEDSIMS or EED/X/STC Klaus Boeckers +49 2407 575 181 EED.EEDKLB

### SENIOR PRODUCT LINE MAINTENANCE TESTER GLOBAL SUPPORT FOR NO.1 AXE APPLICATION

● The product line maintenance section at EED, Herzogenrath, Germany, takes central responsibility for the worldwide CME20 switching systems. It is considered as the primary competence center for CME20 SS.

Within CME20 SS we assume full responsibility for assembly, verification, implementation, FOA support and release of intermediate CN-G packages, Rapid Product Changes and DTI/GIWU software packages. We are the central development organisation for local and remote upgrade methods. Here

# ERICSSON'S REGIONAL OFFICE IN MALAYSIA

BMOG (ERA/LIA) has established a regional office in Kuala Lumpur to support its business in Asia-Pacific. This office is supporting both new and existing customers and is now looking for the following staff

#### Business Manager New Accounts

Together with our Market Units you will develop account plans, market strategy and pricing structure for new accounts. You will also assist the Market Unit in securing resources for successful proposals and negotiations. You shall also be prepared to assist in contract negotiations and be a member of the Core3 team.

#### Experience:

At least 5 years of marketing experience, preferably in Asia-Pacific

#### Marketing Manager Intelligent Network/Value Added Services

You will be responsible for promoting products and technical solutions for IN and VAS for all customers in the region.

You shall also be prepared to justify the investment in VAS/IN by working closely with the customer in developing the business case

#### Experience:

Cellular experience and 3 years in IN/VAS

#### Marketing Manager GPRS

Most of our customers are planning to implement GPRS. You shall support them in finding the appropriate technical solution and also to provide input to develop the business case.

#### Experience:

At least 5 years of cellular radio and marketing experience

#### UMTS MARKETING

The regional office will also set up a team responsible for getting new UMTS accounts. This effort will include marketing activities both towards existing customers and new customers.

#### Marketing Manager UMTS

The main responsibility for the Marketing Manager is to secure the overall marketing message, initiate and coordinate marketing activities as well as supporting the MU in its efforts to market the next generation of Ericsson's mobile systems. The Marketing Manager will be working with both existing customers and new customers. You shall be capable of translating the technical specifications into clear and concise commercial arguments. During the coming year Ericsson is participating in many conferences, fairs and exhibitions where we will communicate our UMTS solutions.

#### Experience:

At least 3 years of cellular experience. Its essential that you are a good speaker

#### Manager Business Analysis UMTS

The opportunities with the 3rd generation of products are many-fold. Our customers are requesting Ericsson to assist them in building a business case for the new generation of products and to justify the investment in the new technology

#### Experience:

You must have good insight into the business case of the operator - a knowledge you probably have got by working for an operator. Good working knowledge of Excel and some product knowledge

#### Technical manager UMTS

The new technology arising from 3rd generation of products will require thorough explanations of the new systems both on the radio side as well as the core net-

work. You will make presentations and write proposals in close co-operation with the MU.

#### Experience:

Cellular experience and/or data communication experience for at least 5 years

#### Qualifications for all positions

For all positions its essential that you are open-minded and flexible, as the dynamics of the market place and in particular working with new accounts and new products will require that you adapt to the actual market situation. You must also be able to work with people of many nationalities and in various positions. The job requires fluency in spoken and written English. The team is small so you are expected to be flexible in order to meet new challenges.

Probably you have a Masters degree or Bachelors degree in engineering or business administration. Its also a merit if you have experience of the Asia-Pacific market.

For the UMTS positions a few months of introduction to UMTS will be held in Kista in order to become familiar with products/marketing messages and also to establish contacts.

You must also be prepared to travel extensively in the region.

#### Contact person

Mats Bosrup  
Phone +60 3 708 7336, +60 12 290 0636  
Email mats.bosrup@era.ericsson.se

Email (only) applications to:  
Lise-Lotte Ramneby  
Email Lise-Lotte.Ramneby@era.ericsson.se

our focus will be to create and verify automated upgrade, update and testing procedures.

You have at least 3 years of testing experience in AXE mobile switching, systems maintenance or support organisation, sound background in AXE test environment handling and IOG/APZ operation and maintenance. You have ASR competence, like to drive improvement and change, are effective in teamwork and are prepared to coach less experienced colleagues.

Opportunities for travel, networking, personal and technical development are outstanding.

**Contact:** Elke Busch, +49.2407.575-357, memo: EED.EEDELB HR: Simon Seebass, +49.2407.575-163, MEMO EED.EEDSIMS

## EXPERIENCED TROUBLE SHOOTERS FOR GLOBAL SUPPORT OF THE NO.1 AXE APPLICATION

● The Product Line Maintenance section takes central responsibility for the worldwide CME20 Switching System. It is considered as a primary competence center for CME20 SS.

Our strong resources reflect our responsibility for troubleshooting and testing on system level. Your contribution to the Help Desk team is excellent testing and trouble shooting experience in mobile AXE switching systems and their latest developments, commitment to provide solutions to our customers and team spirit. Develop your skills and develop your future with the CME20 Switching System Product Line Maintenance team. Opportunities for travelling, networking, personal and technical development are outstanding. Watch yourself make a global impact with your efforts.

**Contact:** Human Resources Simon Seebass EED.EEDSIMS +49.2407.575-163 or EED/X/SL Russell Hegg EED.EEDRUH +49.2407.575-668

## CORE PRODUCT UNIT APPLICATION CORE (CAPC)

AMC and part of PN switching merged to CAPC. We are responsible for providing transit switching and network access functionality commonly used by all Ericsson's wireless and wireline systems and are heavily involved in system innovation initiatives.

## SYSTEM MAINTENANCE ENGINEERS (CAPC)

● Your main authorities and tasks are to perform analysis of complex system faults and find a solution to these faults. This may involve travel to the customer sites, which can be in any country where CAPC is in use. You would be expected to have knowledge in at least one mobile application system, and a broad AXE knowledge, detailed knowledge in at least two sub-systems is advantageous. You are expected to learn and develop across all the mobile applications. Key words on your personality, would be pro-active, self-initiative, outgoing, and result oriented. You would also be goal oriented and willing to share knowledge with others.

As a suitable candidate you have good knowledge of mobile telephone systems, you are flexible, show initiative and have good communication & cooperation skills. The ability to work under pressure is also an important personal quality. Experiences from System Verification/Test are a clear advantage.

## SYSTEM TEST ENGINEERS (CAPC)

● Your main authorities and tasks are to perform System Integration Test of CAPC products. This includes activities like Load test, Stability test, Robustness test and Accuracy test. Main areas are today IN, Datacom and ISDN. You will work with the definition and execution of SIT as well as trouble shooting on the faults found.

As a suitable candidate you have good knowledge of mobile telephone systems, you are flexible, show initiative and have good communication & cooperation skills. The ability to work under pressure is also an important personal quality. Experiences from System Verification/Test are a clear advantage.

The TEST unit will have as main responsibilities to perform verification of the CAPC product components and have an active role in CAPC customer support activities. The unit will furthermore also be responsible for verification project both on main (CAPC) as well as subproject level. These projects perform in an international and intra-culture environment and is covering a vast range of development areas at the leading edge of technology, such as ISDN, IN and Internet accesses. To strengthen our activities we are looking for

## SYSTEM TEST LEADER (CAPC)

● Your main authorities and tasks are to plan, coordinate and follow-up of System Integration test activities in the Overall CAPC projects. Furthermore you will also be the interface towards associated verification projects in project related matters and of course you will coach the team.

As a suitable candidate you have good knowledge

of mobile telephone systems, you are flexible, show initiative and have good communication & cooperation, skills. The ability to work under pressure is also an important personal quality. Furthermore, fluency in written and spoken English is required. You should be familiar with System Verification/Test and/or Customer Support. Previous managerial experience, e.g. as Projectleader/Testleader is a clear advantage.

**Contact:** Human Resources Simon Seebass Memo: EED.EEDSIMS Dial: +49 2407 575 163 or EED/U/TVC Karl-Heinz Weiler Memo-Id.:EED.EED-KHW Dial: +49 2407 575 286

*The border between Telecommunication and Datacommunication is becoming more and more diffuse. CAPC needs to strengthen the competence in the datacom area focusing especially on Mobile interworking and TCP/IP. We need a person who can represent CAPC on the system level and who can contribute to the evolution of datacom within AXE10.*

● Your job 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, preferable TCP/IP and/or mobile Datacom experience.

**Contact:** Human Resources Simon Seebass Dial: 02407/575-163 Memo: EED.EEDSIMS or Groupleader EED/U/OR Gert Wallin Dial:02407/575-8058 Memo:EED.EEDGEW

## CAPC PROJECT MANAGER

● The CAPC project office has a dynamic group managing key projects at the core of all applications. These overall projects encompass subprojects and associated projects in the Netherlands, USA, Ireland, Finland, France, Mexico, Brasil, Canada, Croatia, Denmark, Sweden, Norway, England, Spain, Italy, Germany and Greece covering a vast range of development areas at the leading edge of technology. Your task will be leading a large mobile telephone system project with full responsibility for fulfillment to our customer.

Requirements: Degree in Engineering with specialisation in telecommunications or equivalent. At least four years work experience in technical aspects of telecommunications. Three years of proven experience in project management and good knowledge of PROPS, project planning, budgeting and management methods. Good knowledge of mobile systems and Ericsson business practices would be an advantage. Travelling is a natural part of the job.

**Contact:** Human Resources Simon Seebass EED.EEDSIMS +49.2407.575-163 or EED/U/OPC Imo Freese EED.EEDIWF +49.2407.575-469

## PROCESS ENGINEER PROJECT (CAPC)

● We are creating CAPS's software design environment of the future. This includes the evaluation and specification of new internal and external tools. We are looking for people who like to push the development and enhancement of the methods, processes and tools for system 108, which will be introduced for UMTS. You are responsible for the engineering of our future software design methods & tools and support their introduction into our development projects.

As a suitable candidate you should have at least two years of software design or process engineering experience. You should enjoy to work with process management in an international organisation and see this job as a challenge to establish a world class environment for our design and test activities. This job implies the opportunity to travel.

**Contact:** Human Resources Simon Seebass EED.EEDSIMS +49 2407 575 163 or Manager Methods&Quality Andreas Bleeke EED.EEDANB +49 2407 575 394

## GENERAL PACKET RADIO SERVICES (GPRS) EED/D

*The Systemhouse GPRS (General Packet Radio Services) is responsible for the development, verification, support and supply of products in the field of GPRS. GPRS is aiming for the combination of data communication and mobility. GPRS is currently standardized as an extension of GSM. The department EED/D is responsible for the development and maintenance of the GPRS core systems OMS and PXM and for the GPRS applications VLR, SMS and PTM. For further support of our teams we are looking for*

## GROUP MANAGER GPRS SYSTEM MANAGEMENT

● Packet switching systems are gaining an increasing attention both within Ericsson organisation as well as on the telecom markets.

The system management group is responsible for standardisation activities, simulations, requirement engineering. Supporting the internal organisation and

development projects as well as supporting different customer accounts. The work is performed in close cooperation with Kista and other design organisations.

The group consists of highly skilled and experienced system managers and operative product managers and will further grow during 1999.

Requirement for the position is to have a strong technical background. Experience as group/project manager or team leader is an advantage. A suitable candidate shows distinct ambition to apply his/her leadership skills and to focus on our people. He/she will also become a member of the GPRS management team at EED.

**Contact:** Torbjörn Lundahl +49.2407.575-149, memo: EED.EEDTOLU HR: Simon Seebass +49.2407.575-163, memo: EED.EEDSIMS

## WEB DESIGNER AND CUSTOMER SUPPORT

● In the Application Design Unit in the GPRS System House we develop end user applications for GPRS. The task comprise the design and maintenance of the official product web site including uploading correct software and documentation. One of the first tasks in this area will be to design and implement the customer and user database.

You will take care of trouble report handling which means that you answer TRs and dispatch them within the team. The maintenance of the TR handling tool and the contact to the company who developed the tool belongs also to the field of responsibility.

As an ideal candidate you have a good technical understanding and you are interested in working at the border line between design, configuration management and product administration.

**Contact:** Human Resources Simon Seebass EED.EEDSIMS +49 2407 575 163 or Manager Design Ralf Wellens EED.EEDRAW +49 2407 575 182

## Ericsson Austria AG, Vienna, Austria

## SOLUTION MANAGER, TELECOM MANAGEMENT

● Your responsibilities: As a solution manager within Network Operators at Ericsson Austria you shall give product technical support during marketing, sales, negotiation and after-sales activities. You will be the technical consultant within the local Core-3 team and must therefore have a broad technical knowledge about Telecom Management systems.

You will be responsible for all the co-ordination related to the Telecom Management products, i.e. handling the activities towards the different Product Units for both: a) Network Management systems, such as XMATE, XM, OSS, NMS, Netman etc. b) Customer Care and Billing systems, such as LHS/BCHS, EHPT/InterConnect etc.

Help the customers to get more knowledge about Ericsson's Telecom Management solutions by holding seminars and presentations of new or enhanced products and features will also be a part of the tasks.

In the sales and negotiation phase you shall initiate technical and functional analysis, perform dimensioning, define key selling arguments, as well as supporting the pricing.

You can expect a challenging position working as a part of a team towards a demanding and growing market.

Your experiences & background: Minimum 3 years experience with Ericsson systems for both Mobile and/or Fixed networks. Fluent German and English, as well as good inter-personal skills are requested. Start preferably as soon as possible!

**Contact:** Gerhard Fritze, Solution team responsible, Phone: +43-1-81100 5467 e-mail: gerhard.fritze@sea.ericsson.se Application: Daniela Giovannozzi daniela.giovannozzi@sea.ericsson.se Tel +43 1 811 00 4316 Fax: +43 1 811 00 4310 Ericsson Austria AG Pottendorfer Strasse 25-27 A-1120 Vienna Austria

*Ericsson Switzerland (Bern) is supplying Swisscom Mobile with ND/NPI (Network Design/Network Performance Improvement) services. We are now looking for a*

## MANAGER RADIO NETWORK ENGINEERING, SWITZERLAND

● As a Manager over the Radio Network Engineering group you will be leading a young, flexible, and self directed team of 15 engineers. The team is mainly working with ND/NPI (Network Design/Network Performance Improvement) services towards Swisscom Mobile, but assignments outside Switzerland are also performed.

Technical Competencies/experiences - well proven technical experience in the field of ND/NPI as well as international experience, preferably from a similar position. The job is putting high demands on you as an engineer, since you will face the customer in many technical discussions.

Human Competencies - leadership skills, team building and motivation to succeed, good communication and presentation skills to facilitate customer facing role, relationship building and selling competence. Fluency in English and German or French is needed.

We are offering you a dynamic job in a demanding environment with excellent career opportunities.

**Contact:** Carl Aspenberg Telephone: +41 - 31 - 9983 572 Mobile: +41 - 79 - 3000 379 email: Carl.Aspenberg@Application: Elisabetha Ledermüller Ruchstuckstrasse 21 8306 Brüttsellen Switzerland eas.ericsson.se

## Ericsson Austria AG, Vienna, Austria

*A world class challenge in the Alps -*

*CUSTOMER PROJECT MANAGERS IN AUSTRIA For the 4th GSM licence in Austria, roll-out speed is the key to success. Ericsson is in a good position to be the system supplier. This will demand the fastest network roll-out ever performed for a GSM system. It will also include site acquisition and civil works beside the normal implementation and integration of thousands of Radio Base Stations and the Switch sites. Network design and surveys will be performed by Ericsson.*

*We urgently need Customer Project Managers who are willing to take on the challenge and make this project to be a successful one!*

## TOTAL PROJECT MANAGER (VIENNA)

● Your responsibilities: Fulfill the scope of work of the total project. Run a project with hundreds of Ericsson employees and several hundreds of external suppliers. Overall responsibility for Site Acquisition, Civil Works, Installation, Integration, Network Design and Surveys. Recruitment of personnel and agreements with external suppliers. § Co-ordinate all activities in whole Austria including the different regions.

Your experiences & background: Besides a long experience as a Customer Project Manager with all common experiences needed in such a position we also want you to have: Proven track record of running big and complicated customer projects successfully. Experiences of Site Acquisition and Civil Works. Good command of German language. Excellent managerial skills.

## REGIONAL PROJECT MANAGERS (several positions open)

● Your responsibilities: Total responsibility for all activities in a region. Site Acquisition, Civil Works, Installation and integration for your region. Network Design and surveys for your region. Co-ordinate the activities in your region with the rest of Austria Recruitment of personnel and agreements with external suppliers

Your experiences & background: Besides a long experience as a Customer Project Manager with all common experiences needed in such a position we also want you to have: Ability to be responsible for a project in a remote regional office. Proven track record of running customer projects successfully. Experiences of Site Acquisition and Civil Works. Good command of German language. Excellent managerial skills.

**Contact:** Nils Torstensson (nils.torstensson@sea.ericsson.se) Tel: +43 664 460 65 28 Marcus Schubert (marcus.schubert@sea.ericsson.se) Tel: +43 664 101 61 78 Application: Daniela Giovannozzi (daniela.giovannozzi@sea.ericsson.se) Tel: +43 1 811 00 4316 Fax: +43 1 811 00 4310 Ericsson Austria AG Pottendorfer Strasse 25-27 A-1120 Vienna Austria

## Ericsson Radio Systems, Kista

*PROFESSIONAL SERVICES NEEDS SHORT- AND LONG-TERM CONTRACTORS*

*Unique and challenging opportunity to gain invaluable experience by working as a contractor on short- or long-term assignments for Ericsson customers worldwide!*

*Professional Services is an Ericsson Business Unit that delivers business solutions and consultancy services to network operators around the globe. We provide expertise in both the commercial and technical aspects of network operations and work in partnership with Local Companies.*

*The Order Office within the Network Management Services product unit is now looking for people to go on contract, that is, multinational assignments at customer projects. Knowledge, skills, and flexibility are basic requirements, however, we are looking for people to match these positions. We are currently expanding our database and are now looking for several categories:*

## NM MANAGER

● Main responsibilities: You will lead and organise the work within the NO&MC to fulfil the targets for the section, governed by the performance levels

agreed on with the customer, to ensure that the best practises are used in the work.

Requirements: The successful candidate has a technical education within Telecommunication, Information Technology and Electronics, good knowledge of general telecommunication and mobile telephony system. You have worked 2-3 years as manager for 75 persons. You have the ability to lead and motivate a multinational team and are conscious of responsibility. You also have experience with budgeting and negotiations with customers and suppliers. You should also be fluent in spoken and written English. Other languages may be needed depending on the local requirements.

#### SYSTEM TECHNICIAN LEVEL 1 AND 2

● Main responsibilities: You will be responsible for the surveillance of the network and will perform 24 hours surveillance of the whole GSM network by OSS and supervision equipment for Minilink and DXX.

You will also monitor, analyze and clear all faults reported by these systems and also complaints coming from Customer Care and other operators.

It will be your responsibility to introduce modifications to the systems as specified by work order. You call out the Field Technicians with a work order, when physical intervention in the equipment is needed, and escalate difficult problems to the System Engineers.

Requirements: The successful candidate has basic technical education and experience from Ericsson GSM radio systems, for Level 1 not less than 2 years and for Level 2 not less than 3 - 4 years. Good knowledge in English is required as well as good social- and pedagogical skills.

#### SYSTEM ENGINEERS, MSC/HLR/VLR

● Main responsibilities: You will be responsible for all telecommunication systems agreed on with the customer within MSC/HLR/VLR. The modification of existing system routines and creation of new temporary routines are also your responsibility as well as follow up of all software contents of the system.

You will send/receive/follow up with trouble reports sent to the supplier/customer and also prioritize the trouble reports, including incoming TRs from the other system engineers. You will also distribute all new and upgraded documentation in accordance with SW, HW and equipment to Network Surveillance and NFM Manager.

You will offer expert knowledge concerning system problems in MSC/HLR/VLR as well as expert knowledge regarding parameters and configuration, excluding the radio part.

It is also your responsibility to support technical interfaces with external equipment, i.e. SMS, VMS etc and to interpret switch statistical reports like processor load, traffic recording, etc.

Requirements: The successful candidate will have a basic technical education and experience from Ericsson GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from OSS is required along with good knowledge in English and good analytical ability.

#### SYSTEM ENGINEER, SMS/VMS/AUC/

● Main responsibilities: You will be responsible for all telecommunication systems, agreed on with the customer within SMS/VMS/AUC/ including both Ericsson and 3rd part equipment. You are also responsible for the modification of existing system routine creation of new and temporary routines.

You will be responsible for all preventive maintenance of the systems and generate and control switching data as well as support technical interface towards external equipment, i.e. SMS, VMS etc.

Requirements: The successful candidate has a basic technical education and experience from Ericsson GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from TMOS is required. You should also have good knowledge in English and good analytical ability.

#### SYSTEM ENGINEER, IN (INTELLIGENT NETWORK)

● Main responsibilities: You will be responsible for all telecommunications systems agreed on with the customer within IN SSP/SSCP/SCP. The modification of existing system routines and creation of new temporary routines are also your responsibility as well as follow up. You are responsible for all software contents of the system and all IN Services.

You will send/receive/follow up with trouble reports sent to the supplier/customer and handle and follow up all escalated problems. You will also distribute all new and upgraded documentation in accordance with SW, HW and equipment.

You will offer expert knowledge concerning system problems in SSP/SSCP/SCP as well as expert knowledge regarding parameters and configuration excluding the radio part. You will also prepare system plans for concerned systems.

It is your responsibility to verify data transcripts and installed service modifications sent via change request, produce data transcripts as required (e.g. parameter changes, etc.) and implement changes in

IN Service data using Installed Service Modification in SMAS and/or GSA forms. You will also support technical interfaces with external network elements (e.g. SMAS, SDP, MSC etc.)

You will give priority to the trouble reports, which includes the incoming TR from the other system engineers.

Requirements: The successful candidate has basic technical education and experience from Ericsson GSM radio system, as System Technician Level 2 not less than 3 - 4 years. Good knowledge in English and good analytical ability is also required.

#### SYSTEM ENGINEER, RADIO (BSS/BSC)

● Main responsibilities: You will be responsible for all telecommunication systems agreed on with the customer within BS and Radio. You are going to offer expert knowledge concerning parameters and configuration of BS and Radio. You will also handle and follow up all escalated BS problems.

Requirements: The successful candidate has a basic technical education and experience from Ericsson GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from TMOS is also required. You should also have good knowledge in English and good analytical ability.

#### SYSTEM ENGINEER, TRANSMISSION

● Main responsibilities: You will be responsible for all transmission systems in the network. You will handle and follow-up reports concerning transmission and transmission equipment. You will also offer expert-knowledge concerning parameters and configuration of the transmission equipment.

As Minilink is used as transmission equipment you have to be very experienced in that area.

Requirements: The successful candidate has a basic technical education and experience from Ericsson GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from DXX is required. You should also have good knowledge in English and good analytical ability. Knowledge in energy/power is desirable.

#### OSS/MMIS/SMAS ADMINISTRATOR

● Main responsibilities: You will be responsible for the OSS, MMIS and SMAS applications. This includes supporting advanced troubleshooting in the OSS/MMIS/SMAS applications. You will also work with report systems, application problems and follow up all trouble reports concerning the OSS/MMIS/SMAS supplier.

You will be responsible for the modification of existing OSS/MMIS/SMAS routines, creation of new and temporary routines as well as follow up.

You will handle all internal alarms in OSS/MMIS/SMAS applications and implement OSS and MMIS user interface layout modifications. You will also be responsible for distributing all new and upgraded documentation related to the SW, HW and equipment for the Network Surveillance.

Requirements: The successful candidate has basic technical education and long O & M experience, as OSS Administrator, from Ericsson radio system. Advanced knowledge of UNIX and SQL- programming as well as knowledge of TMOS and MMIS System Administration is required. You should also have good knowledge in English.

#### NFM MANAGER

● Main responsibilities: You will lead and organise the work within Network Field Maintenance to fulfil the targets for the section, governed by the performance levels agreed on with the customer. You will also ensure that best practices are used for the work and that the organisation is encouraged to continuous improvement of network quality and cost reductions for the operation.

You are also responsible for planning of the training and development of the Network Field Maintenance staff.

Requirements: The successful candidate has a technical education within Telecommunication, Information Technology and Electronics, good knowledge of general telecommunication and mobile telephony system; especially in installation and NO&M. It is of great advantage if you have proven experience in the maintenance of telecommunication. You have worked 2-3 years as manager for 75 persons. You have the ability to lead and motivate people and are conscious of responsibility. You also have experience with budgeting and negotiations with customers and suppliers. You should be fluent in spoken and written English. Other languages may be needed depending on the local requirements.

#### BS FIELD TECHNICIAN

● Main responsibilities: You will be responsible for guided corrective maintenance at replacement of HW at BS by following defined procedures. Tasks to be performed are ordered via Work Order from NO & MC.

Requirements: The successful candidate has basic technical education and not less than 2 years of experience from Ericsson GSM radio system.

#### SYSTEM FIELD TECHNICIAN (SWITCHES)

● Main responsibilities: You will be responsible for guided corrective maintenance at replacement of HW, of MSCs, HLRs and transit switches, following defined procedures. Tasks to be performed are ordered via Work Order from NO & MC.

You will also perform defined preventive maintenance routines of MSCs, HLRs and transit switches initiated by Work Order from NO & MC.

It is your responsibility to perform the charging data retrieval and deliver this to the customer's billing center in accordance to the existing routines and security regulations. You will also perform back-up of exchange-data in accordance to defined procedures.

Requirements: The successful candidate has basic technical education and not less than 2 years of experience from Ericsson GSM radio system.

#### SPARE PART ADMINISTRATOR

● Main responsibilities: You will be responsible for maintaining the store of spare/consumable parts, ordering new spare parts from suppliers and for servicing of tools, equipment and vehicles within the field maintenance organisation.

Requirements: The successful candidate has a basic technical education and additional economic/logistic education, and/or long experience from working with spare parts for operators. Good knowledge in English is also required.

#### MENTOR

● Main responsibilities: It will be your responsibility to investigate the training needs of new personnel and candidates.

You will establish training plans for each of the individuals in the NO&M organization.

You will also be responsible for allocating the best, available training program for the organization and for guiding all personnel towards best possible skills by means of Structured On the Job Training (SOJT).

Requirements: The successful candidate will have a basic technical education and experience from Ericsson GSM Mobile System as System Engineers, not less than 3-4 years. Experience as teacher or instructor is required.

You should also have good knowledge in English and good social- and pedagogical skills. Please, ap-

ply in writing with full Curriculum Vitae, containing details of your education, experience, reference and name of your current Manager.

**Application:** Odette Abiad E-mail: odette.abiad@ericsson.se Memo: erac.eraodab Find CV template at: <http://rtms/jobs/jobs.html>. It is important for us to know: when you will be available for an assignment, that your line manager is aware of that you have the intention to undertake an assignment.

**Saudi Ericsson Communications Co. Ltd., Riyadh- Saudi Arabia**

#### MD 110 PRODUCT MARKETING MANAGER

Saudi Ericsson is a well-established local company with the management responsibility vested in Ericsson group, represents the full range of systems, products and services from the Ericsson group.

The company is engaged in the prime activities involving consultancy, supply, installation and maintenance of advanced wired and mobile, voice and data telecommunication networks, PABXs and Business Phones for both private and public sector. The other marketing activities include distribution and supply of GSM terminals, accessories and various consumer products via dealers' network.

● We are currently looking for a "MD 110 Product Marketing Manager" on a 12-months long-term assignment at our office in Riyadh, Saudi Arabia.

The position reports to the Marketing & Logistics Director for Private Market at Saudi Ericsson.

Main Responsibilities include: active participation in the formulation and execution of marketing strategies for Medium & Large Communication Systems; product cycle management; pre-sales technical support; and pre-sales solution and integration support.

Requirements: The successful candidate should have a minimum of 5 years experience in MD 110 product support. Should have strong communication and presentation skills. Should also be a team player, self-starter, and possess good analytical approach to problem solving. Fluency in English is a must.

**Contact :** Ramez Dandan, Marketing & Logistics Director +966 1 478 5800 Ext.564 SES.SESRADAN or HR Contact : Mohammad Yousof +966 1 478 5800 Ext.560 TKS.TKSMY

## Basic Telecoms for the Business-Minded

*What are the trends and drivers for services and what demands do these make on networks?  
How is the market segmented and how is the technology used to satisfy end-user demands?*

Business Telecommunications is a new 5-day course for those with a business (commercial or marketing) background. Focusing on customer needs, it provides a basic understanding of the limitations and business opportunities provided by Wireline and Wireless Telecommunications technology, including datacom and IP.

The course is offered to both Ericsson personnel and Network Operator/Service Provider personnel.

For more information, see:  
[http://www.competence.ericsson.se/business\\_training/](http://www.competence.ericsson.se/business_training/)  
<http://www.mv.etx.ericsson.se>

ERICSSON 

Ericsson Business Training

The A 1018, unveiled at CeBIT trade fair, will help Ericsson to attract new target groups.

## For young, trendy people

Ericsson is trying to attract an entirely new target group with the new A 1018. These groups want a product that is reliable and inexpensive. Younger target groups also want a trendy phone with a well-known brand name. Fashionable colours and the right accessories are important.

"We have to offer telephones in the lower price ranges in order to achieve the volume that is required to be a leader in the industry today," says Kjell Magnusson, product manager in Lund.

Three of the telephones have an extra front, which can be changed to match different outfits or times of day. The product management team has worked very closely with fashion companies which have a good amount of insight into the major fashion institutions.



Mia Widell Örnung  
mia.widell@lme.ericsson.se

[http://www3.ericsson.se/SE/kon\\_con/kontakten/cebit99/index.html](http://www3.ericsson.se/SE/kon_con/kontakten/cebit99/index.html)

A small, sophisticated phone packed with technology - this is the new T 18 phone for the GSM 900 and 1800 bands.

## Sophisticated and simplified

"But the only thing the user will notice is that it is very simple to use. It is for example unnecessary to press YES to answer - all you have to do is open the flap. If you say 'phone home,' the phone will obey," says Simon Shepherd, product manager at Ericsson in Lund.

The phone is the first to be developed at the former Orbital company in Basingstoke in the U.K. since the company became entirely Ericsson-owned a year ago.

The telephone has undergone rigorous quality control. The lessons of the quality problems Ericsson initially had with the GH 788 have been extremely important in the development work on the T18.



Mia Widell Örnung



The new cordless phones come in four different colours; Stone-rock grey, Deep-ocean blue, Rain-forest green and Bright-sun yellow.

Photo: Lars Åström

The two brand new Cordless Phone models 260 and 230 have an individual design that is very similar to Ericsson's mobile telephones.

## Cordless phone gets a new design

"We want this to feel like an Ericsson product in terms of design and idiom. Furthermore, those who already have an Ericsson mobile telephone will not have to learn anything new. The telephone is based on the same principles and has the same menu system as the latest mobile telephones," says Martin Törnebohm, who was project leader.

These phones have a series of functions such as a telephone book, supports 13 different languages, voicemail, and a base station that supports up to eight different telephones at the same time. In addition, the Cordless Phone 260 has an internal answering machine and speaker phone.

"We have put a lot of effort into achieving good sound quality. It shouldn't be any problem to do the dishes while you are talking on the phone," says Martin Törnebohm.

It was a little over two years ago that Ericsson entered the market for DECT telephones. It is a rapidly growing market and it is estimated that 12 million DECT telephones will be sold for home use this year.

Mia Widell Örnung

### UPCOMING

**April 20-22:** TEL.COM trade fair takes place in Johannesburg, South Africa. Ericsson's local company in South Africa will be present.

**March 18:** Students from the Stockholm College of Art exhibit their work in the reception area at LM Ericssons väg 8 in Stockholm. The art exhibition will continue until September 9.

**April 27:** The exhibition Cofax 99 opens in Bratislava, Slovakia. The local Ericsson company is represented at the tradefair.

### UPDATES

**Thursday, March 25:** Ericsson and Qualcomm announced that their battle over patents for CDMA technology was over. The agreement involves Ericsson's purchase of Qualcomm's operations in the area of CDMA mobile telecom systems.

**March 18 until March 24:** Ericsson presented several new phones at the CeBIT trade fair in Hanover.

**Tuesday, March 23:** Ericsson held its Annual General Meeting at Stockholm International Fairs in Älvsjö, Stockholm. During the Meeting, questions were put to CEO Sven-Christer Nilsson by employees from Norrköping.

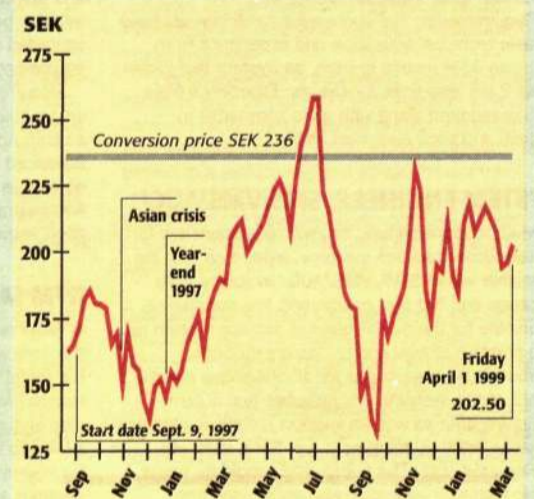
### NEW ASSIGNMENTS

**Ann Westergren Ekstedt** has become new head of Market Operations at the Enterprise Systems business unit. She was previously head of the company's Corporate Treasury unit and responsible for the company's EMU coordination work.

**Lars Härenstam** has been appointed Senior Vice President of Telia with responsibility for human resources. He was previously head of human resources and information at Ericsson Microwave Systems.

**Tor Frydenberg**, current head of Ericsson Radar, Norway, is to become new head of Ericsson AS (ETO) in Norway.

### THE ERICSSON B SHARE



An Extraordinary General Meeting of shareholders on September 9, 1997, approved a proposed convertible debenture program. The conversion period extends through June 30, 2003. For additional information, access the web site: <http://inside.ericsson.se/converti.htm>

