



Van Ngyven has a steady hand when she produces power components at Ericsson's plant in Morgan Hill in California.

Photo: Lars Åström/Världsbilden



Photo: Gunnar Ask

Millennium attention required

There are only slightly more than seven months left until the year 2000. It is crucial for Ericsson to be well-prepared, so that the millennium bug does not cause problems. Roland Sjöo is Ericsson's millennium coordinator. He believes that there are still too few people taking responsibility for the millennium problem. Many still believe that the turn of the century is far off. **5**

Successful investment in Silicon Valley

Nine years ago, Ericsson Components began production of power transistors at Morgan Hill in the south of Silicon Valley. Today, nearly 200 men and women work there, with power components used to amplify radio signals.

RF Power Products is one of Ericsson Components most successful ventures in the U.S., and its list of customers includes all of the industry's major players. **10-11**

Cello looks good for 3G

Ericsson has now entered the final phase of one of the company's most significant development projects of recent years. The Cello IP and ATM switch will play a key role in third-generation mobile telephone networks. A first product version of Cello has already been included in test networks sold by Ericsson. **7**

NEWS

T 18 sold out in record time

Ericsson's new T 18 mobile telephones are selling like hotcakes and customers are lining up to buy them. The main attractions are the new functions, for example voice recognition. **3**

Innovations at exhibition

Ericsson presented several innovations recently at the Network+Interop exhibition in Las Vegas. Using the iPulse IP solution, your contacts are never further away than a click on your computer mouse. **12-13**

Customers can pick and choose

Today's customers can pick and choose from a whole range of telephony. But not that long ago, things were very different. Customers had to patiently wait their turn to have a phone installed. **9**

Young people key customers

Understanding the way in which young people think is crucial for Ericsson's success in selling new models of mobile phones. To young people, quality is important, but it isn't everything. **Back page**

Phone operator largest in Japan

NTT DoCoMo, the Japanese operator and Ericsson customer, is now the largest company on the Tokyo Stock Exchange. It recently captured first place from Toyota. **9**

contact

The publication for Ericsson employees all over the world

Publisher

Lars A. Stålberg,
phone + 46 8-719 31 62
lars.stalberg@lme.ericsson.se

Corporate editor

Lars-Göran Hedin,
phone + 46 8-719 98 68,
lars-goran.hedin@lme.ericsson.se

Senior editor

Patrik Lindén
phone + 46 8-719 18 01
patrik.linden@lme.ericsson.se

Editorial staff

Thord Andersson,
phone + 46 8-422 03 16
thord.andersson@ebc.ericsson.se

Lars Cederquist

phone + 46 8-719 93 31
lars.cederquist@era.ericsson.se

Nils Sundström

phone + 46 8-719 93 83
nils.sundstrom@lme.ericsson.se

Gunilla Tamm

phone + 46 8-757 20 38
gunilla.tamm@era.ericsson.se

Lena Widegren

phone + 46 8-719 69 43
lena.widegren@lme.ericsson.se

Mia Widell Örnung

phone + 46 8-719 41 09
mia.widell@lme.ericsson.se

Address

Telefonaktiebolaget LM Ericsson,
HF/LME/I, S-126 25 Stockholm
fax + 46 8-681 27 10
contact@lme.ericsson.se

Distribution

Solveig Sjölund,
phone + 46 8-719 41 11
solveig.sjolund@lme.ericsson.se

Layout and web design

Paues Media AB,
phone + 46 8-665 73 80

External advertising

Information and booking:
Display AB,
phone + 46 8-90 17 79 50

Internal advertising and vacancies

Suvi Nurmi
phone + 46 8-719 10 58
suvi.nurmi@lme.ericsson.se

You will find Contact on web under the page:

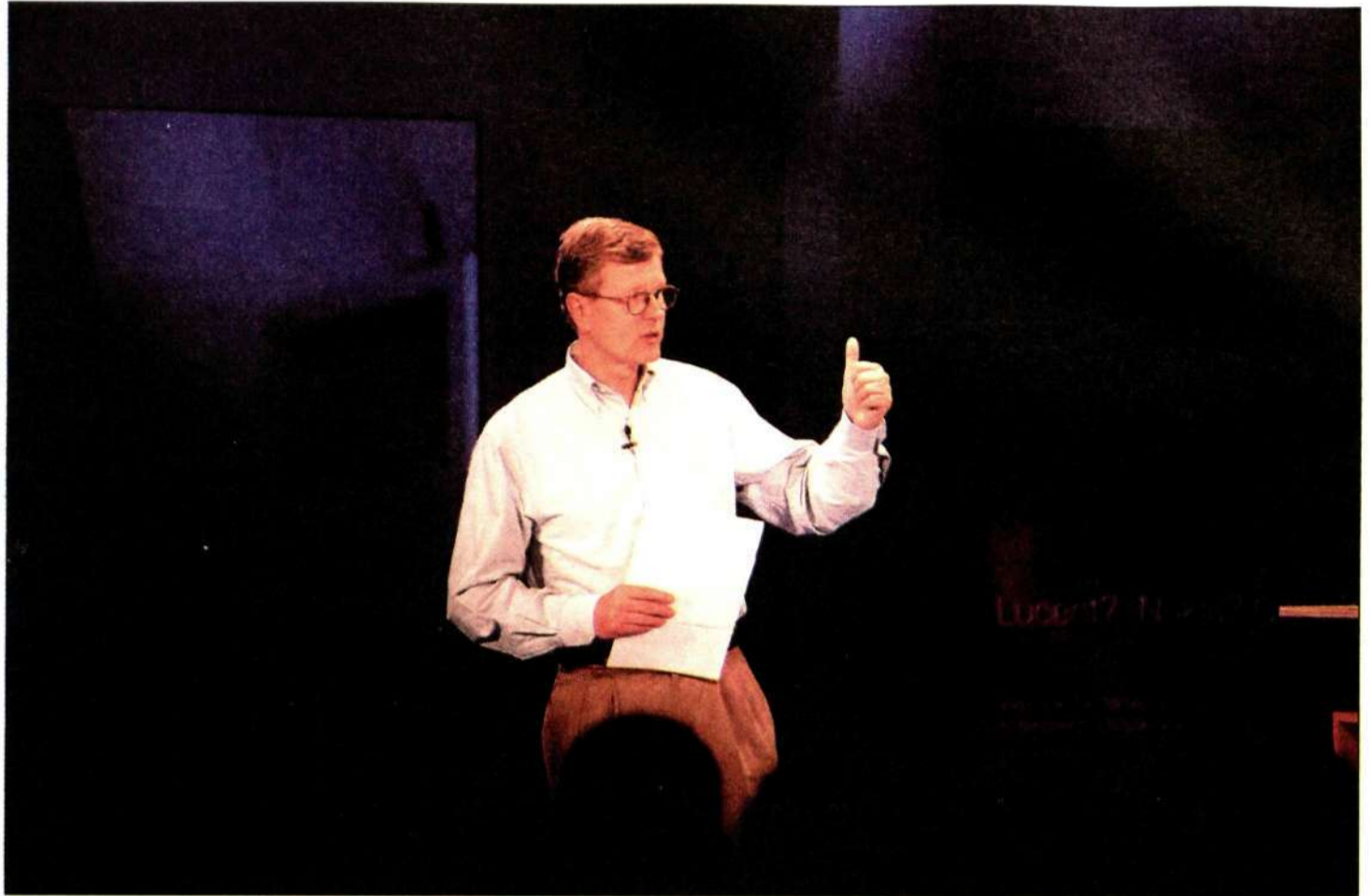
<http://inside.ericsson.se>
www.ericsson.se/Lib.shtml

Do you want Contact, the English-language edition of Kontakten, sent to your home address?

If you are on a limited assignment in Sweden that service is provided. Send us your name, home address, and the date you will leave your assignment to LME.LMEKOCO. You will continue to receive Kontakten.

If you move, please send a memo with your new (and old) address, to LME.LMEKOCO.

You can also send a mail to:
lme.lmeerco@mesmtpse.ericsson.se



"The Wireline Systems business unit will undoubtedly play a key role in determining Ericsson's future, particularly regarding the convergence of datacom and telecom," says Sven-Christer Nilsson. Photo: Lars Åström

BT contract vital to Ericsson's future

"The most recent major order from BT that includes delivery of the next generation of telecom switches is an excellent example of the global trend toward convergence of telecom and datacom," says CEO Sven-Christer Nilsson.

"We are currently the only supplier in the world with an upgrade contract of this type. The contract shows that Ericsson is already one of the main players in this process and well on the way to a leadership position in the new telecom world."

According to Sven-Christer Nilsson, Ericsson is working in three ways to grow faster than the international telecom market as a whole.

"Eventually, within three to five years, Ericsson's growth rate will exceed 20 percent. I believe we will be leading in the New Telecom World, though this will not become apparent until the end of the year 2001. To maintain our position, we should focus on a holistic approach, involving bridging over and upgrading," says Sven-Christer Nilsson.

Networks are converging

The bridging over refers to wireline, the convergence of wireless systems, and telecom and datacom, just as in the BT contract. Within the business unit Wireline Systems, the contract is known under the name of NGS, Next Generation Switching.

"NGS helps to position Ericsson as one of the best future suppliers of broadband solutions, and one of the foremost players in the industry."

"It is important to be able to build robust networks offering real-time security, regardless of whether for voice or data traffic".

"The major investments made in the telecom networks to date cannot be replaced overnight. None-theless, customer demands are increasing, and this is where

the bridging over comes into play.

"Ericsson must supply operators with cost-effective solutions to enable them to meet the demands of the new world," Sven-Christer Nilsson explains.

By "holistic approach" he means that IP (Internet Protocol) and the Internet will be part of all systems. Data communications and telecommunications are merging, pointing toward a future scenario in which both will be transported over one and the same network, as is exemplified by several recent mergers and corporate acquisitions in the telecom industry.

NGS is BT's name for Next Generation Network (NGN), the type of network solutions Ericsson is contracted to deliver within a five-year period. The contract was signed in November last year. Its total value is SEK 3.5 billion. For the project to succeed, close cooperation between the Wireline Systems and Datacom Networks business units, as well as with the customer, will be essential.

Important factor for success

In technical terms, the order involves further capacity development in Ericsson's ATM switch, the AXD 301. This is one of the most important factors for success.



Ericsson's business relations with British Telecom goes back 15 years. BT is one of the world's biggest operators. Photo: Lars Åström

"I believe the NGS project, which will require that we work across organizational boundaries even more than previously, will set a standard for other projects," Sven-Christer Nilsson explains.

There is no doubt that BT will serve as an extremely important reference when Ericsson sells NGN solutions to other customers."

Torbjörn Carlbom

Popular pocket phone

The customer interest in the new T 18 mobile phone is considerable.

Since its market launch three weeks ago, retailers have started waiting lists for customers who want the new telephone.

"We've sold all the phones in stock. As usual at the start, however, only small volumes have been released, so it is difficult to determine how great the demand really is," says Håkan Blom, purchasing manager at Geab in Sweden, one of the largest retailers in Sweden.

"Large numbers of customers have come in asking about the new phone," says Henrik Williamsson at one Telia outlet in Stockholm, who is disappointed that he has still not received a T 18 shipment.

Europe timed to Asian launch

The T 18 launch began three weeks ago. The launch was carried out simultaneously in all European and Asian countries that apply the GSM standard. The market introduction is being accompanied by a major advertising campaign.

"It's good to see that the T 18 has become so popular so soon. We're seeing the same thing in all markets where the phone is launched – the phones are disappearing like hotcakes," says Bo Albertsson, PR manager for the Consumer Products segment.

"However, at the beginning of any launch, it's difficult to achieve sufficient volumes. We are now stretch-

ing our capacity to the limit to obtain stock, and expect to attain full volume within a few weeks," says Bo Albertsson.

Packed with hi-tech functions

The new functions of the T 18 are the main attraction. The phone is as small as the 700 series, and jam-packed with new functions, for example, vibrator and voice recognition.

With the new phone models, of

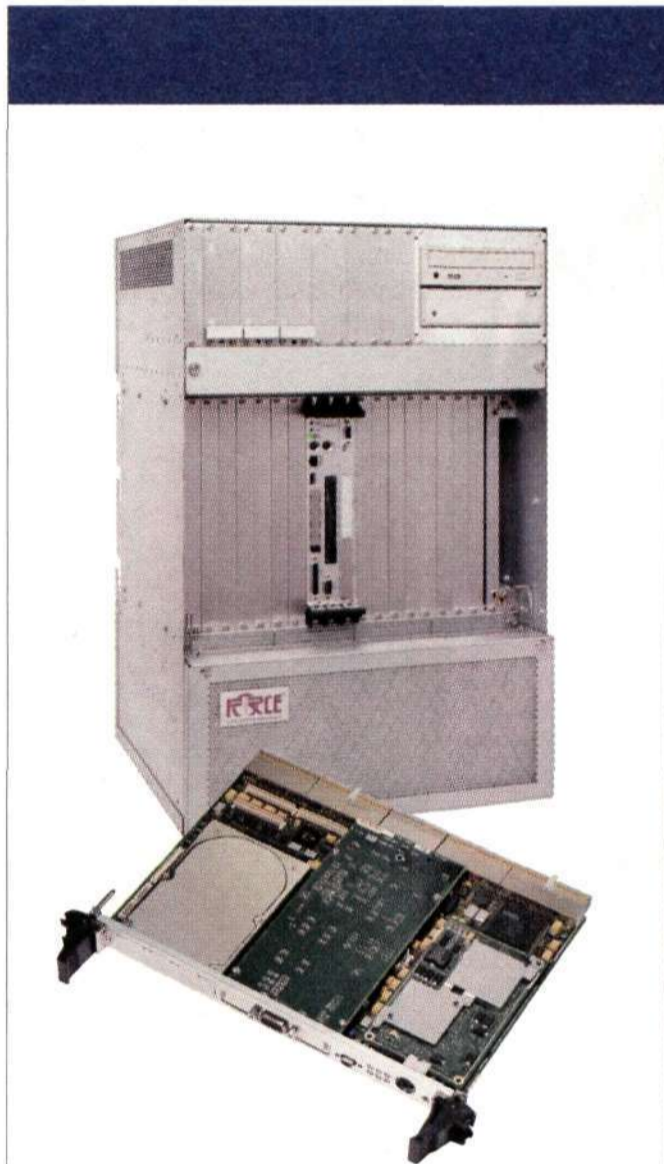
which the T 18 is the first to hit the market, Ericsson hopes not merely to defend but to strengthen its position as a mobile-phone company. Last year, market share remained at 15 percent, third after Motorola and Nokia.

"It would be naïve to think that Ericsson is not among the very top mobile-phone manufacturers. At the same time, we must keep in mind that competition for market share may become fiercer in the fu-

ture, when big strong electronics companies such as Panasonic, Mitsubishi and Philips enter the Swedish market," says Håkan Blom.

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

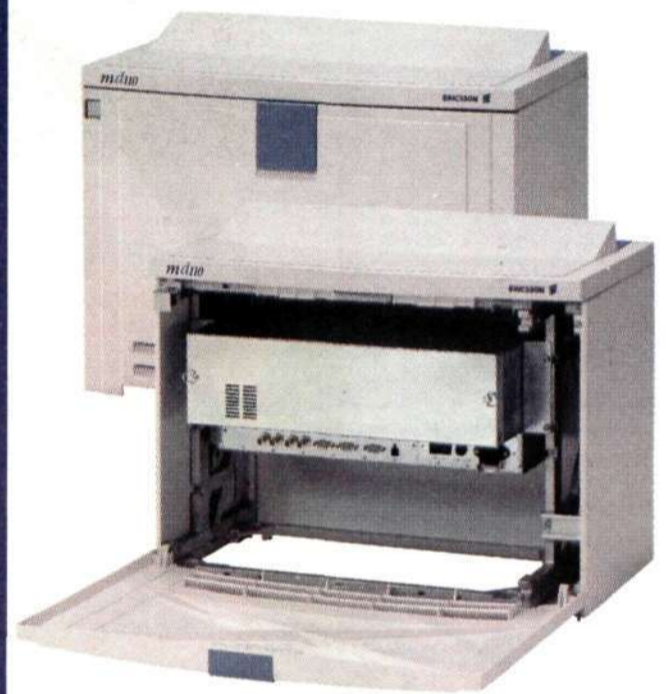
The new T 18 mobile phone is packed with hi-tech functions, for example, vibrator and voice recognition.



This is what we do.

Computer Boards and Systems based on Open Standards and leading Processor Architectures such as Pentium®, PowerPC™ and SPARC® in Windows NT™, Solaris® and RTOS environments. In the **CompactPCI®** Market we are the World Leader.*

* Source: VDC Study March 1998



This is what we do for you.

Our off-the-shelf products, derivatives and customized platforms enable you to

- ◆ Reduce Time-to-Market
- ◆ Reduce Costs of Ownership
- ◆ Reduce Lifetime Costs
- ◆ Focus on Core Competencies

YOUR TECHNOLOGY PARTNER FOR BASE COMPUTER PLATFORMS.

FORCE[®]
COMPUTERS
A SOLECTRON SUBSIDIARY

<http://www.forcecomputers.com>

Nordic cooperation in IT

Beginning next year, the Nordic countries – Sweden, Denmark, Norway and Finland – will have a common IT organization. Currently, four separate units all do basically the same thing. The organization is scheduled to begin activity on July 1 and be operating fully by year-end.

"We plan to divide up IT issues into subcategories to be managed from various parts of the Nordic region – for example, helpdesk operations or IT support for research and development," says Max Björkgren, recently appointed to lead the newly established pan-Nordic unit.

Servers, LANs and other infrastructure are to be coordinated and managed by virtual teams in the various countries. Similarly, pan-Nordic units will be created for financial functions and operation/customer services in the Nordic countries. Further information will be released at the end of June.

Patrik Lindén
patrik.linden@lme.ericsson.se

Situation: *You need microwave test accessories ASAP.*

Option 1



HP switches and attenuators offer 0.03 dB repeatability over 5 million cycles and are available through QuickShip. HP amplifiers offer ultrabroad bandwidth from 10 MHz to 50 GHz, which simplifies test set-up.

Option 2

Call HP DIRECT on one of the numbers listed below. No matter what accessory you need to complete your test system, HP DIRECT is an easier way to get it.

With a simple phone call, you can choose from more than 800 accessories – from switches to amplifiers to attenuators and more. All offer lower cost of ownership by providing superior performance over millions of cycles. We can even connect you to an HP engineer who can answer your technical questions.

So the next time you consider “borrowing” an accessory, try a faster plan of attack: pick up the phone.

www.hp.com/go/mta

HP DIRECT

 **HEWLETT
PACKARD**
Expanding Possibilities

Austria (01) 25000-7171 • Belgium (32) 778 3417 • Czech Republic 420/2/6130 7458 • Denmark 45 99 15 15 • Finland 358-9-8872 2100
France 01 69 29 41 14 • Germany (0180) 524 63 33 • Greece 01 726 40 26 • Ireland 01 615 8222 • Israel 03 53 80 377 • Italy 39 02 9212 2241
Netherlands 020 547 6669 • Norway +47 22 73 57 59 • Poland 48-22-7230066 • Spain 34 91 631.13.23 • Sweden (08) 444 2277
Switzerland (French) (022) 780 4361 • Switzerland (German) (01) 735 72 00 • United Kingdom 01344 366666.



Many people will have to stay at work to ensure that Ericsson can deal with any problems that may arise in computers and software as 1999 becomes 2000.

Photo: Scanpix

Working through New Year's Eve

Many Ericsson employees will spend New Year's Eve at work, when 1999 becomes 2000. Some 80 of them are employees of the Ericsson Utvecklings AB development company, which is responsible for Core Network Products, of which the AXE platform is an essential component.

"Naturally, we cannot predict what will happen, but we feel well-prepared," says Leif Woll, coordinator of Y2K activities at Ericsson Utvecklings AB.

The company's Y2K activities are divided into three parts. One is to se-

cure internal systems, which concern everything from IT-support systems and real estate to ensuring suppliers can fulfill their commitments. Another part is to secure the telecom products – that is, primarily the AXE platform. Sven Setterqvist is in charge of these activities. The third part is contingency planning – what to do if something goes wrong and how work at the time of the millennium shift should be planned.

Steered from Stockholm

As support provider for the AXE platform, Ericsson Utvecklings AB will have contact with the units that will first receive possible fault re-

ports. Rose-Marie Friberg will be responsible for contacts with the rest of the support organization. During the New Year holiday, the Ericsson support organization will be steered from Kista in Stockholm.

Ericsson Utvecklings AB will be able to monitor early progress in, say, New Zealand, by means of a system for early problem detection, Ericsson's "Early Warning System."

"We have booked some 80 people for the New Year holiday. They won't all be working at the same time, and some of them will be on call at their homes," says Leif Woll.

He has had cars and drivers booked to retrieve people from New

Year's Eve parties if necessary. Some extra security guards have been booked to guard Ericsson Utvecklings AB in case of problems with the burglar alarm or the electrical system. A power outage would involve the risk of water damage, if it is cold on New Year's Eve. Preparations must cover every eventuality.

No doubt not everyone is elated about having to work on New Year's Eve while friends and acquaintances celebrate. On the other hand, it could be interesting to be present during the whole process and monitor operations time-zone by time-zone. For those who have been working on Y2K preparations for a

long time, it would be a shame to miss the culmination of their work.

Many hands on deck

Not only computer technicians will be on standby.

"The entire corporate executive team must be available during the New Year holiday, ready to pitch in if something happens. We have also told market unit managers that their management teams must be prepared to respond during the New Year holiday," says Björn Boström, Senior Vice President, Corporate Supply and IT.

Patrik Lindén

patrik.linden@lme.ericsson.se



The year 2000 is fast approaching.

Photo: Scanpix

Earth won't stop turning

The world will not end. The Y2K problem is not mere hype created by doomsday prophets: there will be problems, but they will be surmountable.

Reality will develop somewhere between these extreme scenarios, according to the Gartner Group, IT and telecom analysts.

Gartner has studied the degrees of Y2K preparedness of various industries and countries. The studies show that the cost of preparing a company and its products for the year 2000 is about four to five times initial estimates.

Apart from industry differences, countries and regions vary in their degree of preparedness. In general, the English-speaking world, led by the U.S., is best prepared. This group is taken to include Scandinavia, the Netherlands and Switzerland.

Less well prepared areas include China, Russia, the Middle East, Southeast Asia and South Africa.

Among developed countries, Germany and Japan are conspicuous for

having done remarkably little about the problem. Japan, however, has recently become more active.

Pretty well the entire third world is behind. On the other hand, the

problem is not as extensive in developing countries, since they are less dependent on IT.

Patrik Lindén

Time will soon be out

With slightly more than seven months left until the millennium shift, there is not much time left to complete all Y2K preparations in time.

"In certain areas there is still too much to do for us to succeed in meeting our schedule," says Roland Sjöo, Ericsson's Y2K coordinator.

Roland believes everyone is aware of the problem, but that too few are taking responsibility. He thinks many at Ericsson are still optimistic: the year 2000 is considered far off. A sharpening of attention would be in order.

"The Y2K problem has been shoved aside because day-to-day problems are often prioritized," says

Roland Sjöo. "This is unacceptable." "Several customers have told us that if Ericsson doesn't help them deal with the millennium shift, we risk losing their business in the future."

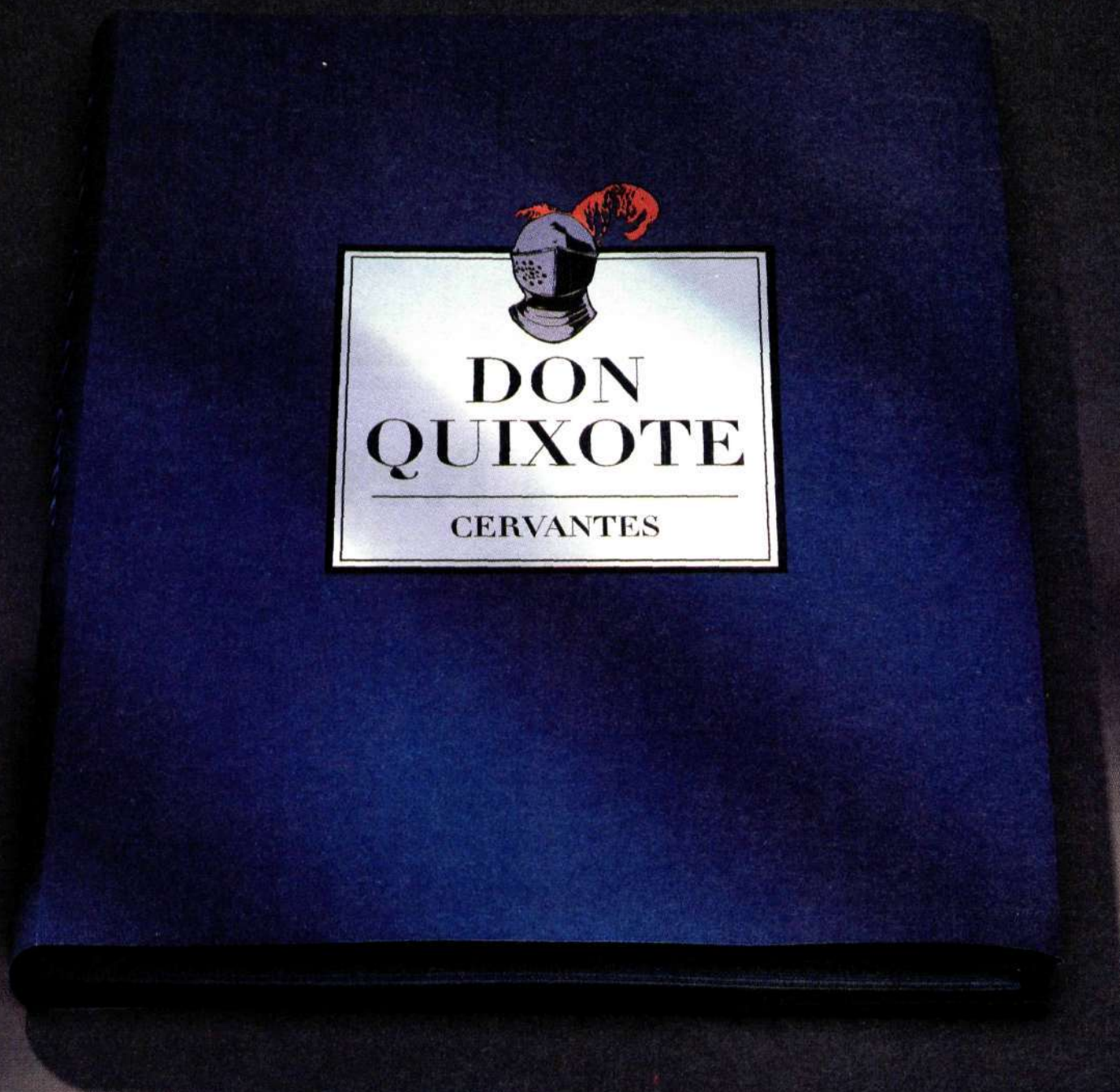
Ericsson has succeeded with preparations concerning products: all products that leave Ericsson are Y2K-compliant. The problem is the products and systems already sold and installed on customer premises. That is why some work still remains to be done.

Patrik Lindén

Ⓞ <http://millennium.ericsson.se>

Ⓞ <http://www.ericsson.se/millennium>

This book has been translated into more than 100 languages.
But can you name one of the translators?



There's just no justice
for good translators. Yet!

Allow us to present our PROTOCOL CONVERTER (PCV). We believe it is an excellent translator that deserves more of the limelight.

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.

At last, a bit of justice for the vital task of translation. Perhaps you should take an even closer look at the PCV. A very clever translator.

Cello gets ready to play

The final phase of one of Ericsson's most important development projects is now nearing completion. The resulting product Cello will be a core component in third-generation mobile telephone networks. Cello is what the engineers call a transport and execution platform. Put simply, it is a switch for ATM and IP traffic.

"Working with leading-edge technology is exciting. We are creating the future with a product that will be a core component in Ericsson's mobile systems for the next century," says Cello project manager Ola Dagberg.

Spin-off from research

The project, which started as early as 1994, was a spin-off from a previous research project. At that time, the objective was to develop a modern PBX. Subsequently, when Ericsson Radio Systems needed a switch for its third-generation mobile systems, the technology that had been developed was deemed appropriate. When Japanese operator NTT DoCoMo placed an order for the first third-generation system in late 1996, project work was intensified.

The first product version is now being used in Ericsson's 3G test systems in Japan, the U.K., Sweden and other locations. Reactions thus far have been favorable. Cello will be available commercially between 2000 and 2001.

Second generation Cello

Some 200 people are involved in the Cellma project, which is developing the second generation of the Cello product. Gunnar Nilsson is the Cellma project manager.

"Initially, Cello will be included in radio base stations and mobile network nodes gateways and IP routers for 3G systems, but in the future it will also be used in other products," notes Claes Lillerskog, who is responsible for



Cello will be put on the market between 2000 and 2001. The first circuit cards for the new product are already finished, however, and a first version is being used in several WCDMA test systems around the world.

Photo: Patrik Lindén

integration and verification of Cello.

Most of the people working with Cello are located in Nacka Strand outside Stockholm, but Ericsson units in Finland and the Netherlands are also involved. Formally, Cello belongs to the Wideband Radio Network product unit within the Network Operators business segment.

Further growth needed

The organization needs to grow more. Most in demand are people with experience in IP, data communications, the Java and Corba programming languages and distributed real-time systems.

"Quite simply, people with modern systems thinking," explains Claes Lillerskog.

According to Claes, Cello is a good example of a strategic product, as it represents a merger of mobility, data communications and telecom, which is what Ericsson CEO Sven-Christer Nilsson likes to call the New Telecom World.

Core technology

"Ericsson is off to an early start with Cello," says Catarina Wernerson, who is responsible for ATM termination cards and other components. "Ericsson is driving the development of third-generation systems, and Cello is central to that development. This is not a peripheral product, but core technology that employs out-sourced components. Out-sourcing is essential for maintaining Ericsson's leading-edge position."

Cello is a powerful switch with a modular design. Each module can handle up to 17 Gigabits per second, which corresponds to 265,000 simultaneous voice channels.

Up to 50 modules can be included in a single switch. Processor capacity is also scalable. Processor cards can be easily added to increase system capacity. This makes Cello very cost-effective for operators.

All combinations supported

One of the product's strengths is that each shelf supports any combination of processor, termination and data processing cards for such functions as echo cancellation, speech coding and packet switching.

The product name Cello actually has nothing to do with the musical instrument. Instead, it is derived from the word "cell" as in ATM cell.

Patrik Lindén

patrik.linden@lme.ericsson.se

<http://wrn.ericsson.se/>

Note: In June, Ericsson's technical journal Ericsson Review will feature an article that explores the Cello technical platform in more detail.

<http://www.ericsson.se/Review>



Cello is the name of Ericsson's ATM/IP switch for third-generation mobile systems. Photo: Lars Åström/Världsbilden



Ola Dagberg, Michael Rees and Catarina Wernerson are among the some 200 people who are working with the development of Ericsson's new ATM/IP switch for third-generation mobile telephone systems.

Photo: Patrik Lindén

IN BRIEF

Bluetooth package for encouragement

► Ericsson has launched a development package for Bluetooth technology. The aim is to encourage more customers, attracted by software tools and finished circuit boards, to create products for the new open radio technology.

Bluetooth technology permits wireless transmission over short distances and can be used for communications between several terminals and machines. Ericsson presented the technology a year ago, together with IBM, Intel, Nokia and Toshiba. Now, the interest group created for the new technology includes more than 650 companies.

PDC network expanded

► Japan's Digital Phone Group (DPG) has appointed Ericsson as its supplier for an expansion and upgrading of its PDC mobile networks, Japan's mobile telephone system. The contract involves deliveries of comprehensive solutions for mobile networks to three of the group's operators. Their networks carry the traffic of four million subscribers. The contract is worth slightly more than USD 175 million. Ericsson is the only non-Japanese supplier contributing comprehensive solutions to Japan's mobile telecom system.

WCDMA systems to Hong Kong

► Ericsson plans to deliver a test system for WCDMA to Hong Kong-based mobile-telecom operator SmarTone. The two companies are planning to cooperate on further developing the third-generation mobile system. The test system will support various multimedia services at up to 470 kilobits per second over longer distances, and up to 2 megabits per second for local coverage.

Ericsson and SmarTone recently signed the first GPRS contract for GSM networks in China. The GPRS packet data technology represents the first step toward a third-generation mobile system.

New wireless TDMA products

► Ericsson is planning to cooperate with the Telular Corporation to develop and market Telular's TDMA-based Fixed Cellular Terminals worldwide.

Fixed Cellular Terminals make it possible to rapidly expand telecom networks without burying cable. The last segment of a wireline telecom network is replaced with a radio-access component. The solution is particularly suitable for new markets without telecom networks.

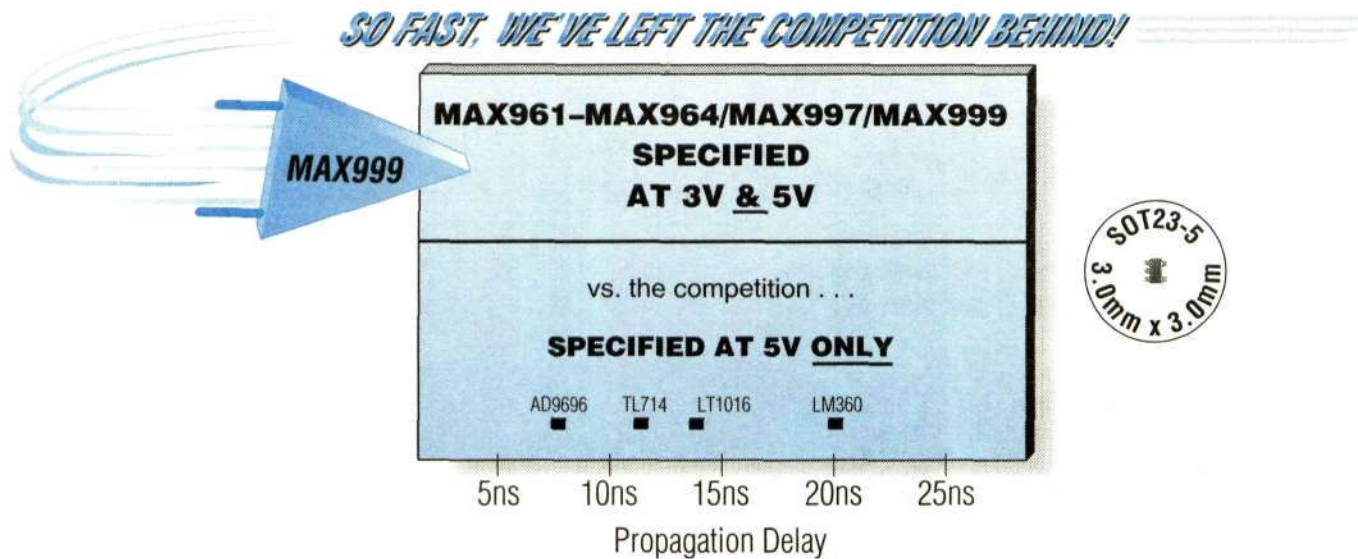
CONTACT CORRECTS

► Bengt Forsberg, Executive Vice President of the Latin America Market Area, does of course regard Miami as unbeatable when it comes to the ease of travel to most Latin American countries. In the last issue of Contact, it was claimed that he considered Miami unbearable as a flight hub, but alert readers will certainly have understood that this was a misprint. In fact, Miami's excellent flight connections to Latin American countries contributed to Ericsson's decision to locate its market area office there.

NOW IN SOT23

WORLD'S FIRST 3V, 7ns COMPARATOR

Beyond-the-Rails™ Input Range; Operates Down to 2.7V



- ◆ 500µA (max) Shutdown Current
- ◆ Internal Hysteresis for Clean Switching
- ◆ Latched Outputs
- ◆ Ultra-Fast, 7ns Maximum Propagation Delay
- ◆ Beyond-the-Rails™ Input Voltage Range
- ◆ Optimized for +2.7V to +5.5V Single-Supply Applications

The MAX961-MAX964/MAX997/MAX999 high-speed comparators are the first to guarantee less than 7ns (4.5ns typical) propagation delay and operate from a single supply as low as +2.7V. These devices feature an input voltage range that extends 100mV beyond the supplies to maximize the comparator's dynamic range. In addition, their propagation delay skew is only 300ps—a crucial spec for digital communications applications.

Select the Ideal Comparator for Your Low-Voltage, High-Speed Design

PART	COMPARATORS PER PACKAGE	INPUT OFFSET VOLTAGE (mV)	LOGIC	COMPLEMENTARY OUTPUTS	SUPPLY VOLTAGE (V)	SUPPLY CURRENT PER COMPARETOR (mA, max)	t _{pd} (ns, max)	PACKAGES
MAX961	1	0.5	CMOS	Yes	+2.7 to +5.5	11	7	8-pin SO/µMAX
MAX962	2	0.5	CMOS	No	+2.7 to +5.5	8	7	8-pin SO/µMAX
MAX963	2	0.5	CMOS	Yes	+2.7 to +5.5	11	7	14-pin SO
MAX964	4	0.5	CMOS	No	+2.7 to +5.5	8	7	16-pin SO/QSOP
MAX997	1	0.5	CMOS	No	+2.7 to +5.5	6.5	7	8-pin SO/µMAX
MAX999	1	0.5	CMOS	No	+2.7 to +5.5	6.5	7	5-pin SOT23

Beyond-the-Rails is a registered trademark of Maxim Integrated Products.



FREE Op Amp/Comparator Design Guide—Sent Within 24 Hours!
Includes: Data Sheets and Cards for Free Samples

Call For a Design Guide or Free Sample
U.K. (44) 118 9303388, Sweden (46) 84445430
Toll-Free in the U.S. 1-800-998-8800

MAXIM
www.maxim-ic.com

1999 EDITION!
FREE FULL-LINE DATA CATALOG
ON CD-ROM



Distributed by Arrow, CAM RPC, Digi-Key, Elmo, Marshall, Nu Horizons, and Zeus. Distributed in Canada by Arrow, and Marshall.
Austria, Maxim GmbH (Deutschland); Belgium, Master Chips; Czech Republic, Spezial-Electronic KG; Denmark, Arrow Denmark A/S; Finland, Acte NC Finland Oy/BC Electronics; France, Maxim France, Distributors: Maxim Distribution, Dimacel Composants; Germany, Maxim GmbH, Distributors: Maxim Distribution, Spezial Electronic GmbH; Ireland, FMG Electronics; Italy, Maxim Italy, Distributor: Esco Italiana S.p.A; Netherlands, Koning En Hartman; Norway, Acte Norway AS/BC Electronics; Poland, SE Spezial Electronic Spolka Z.O.O.; Portugal, ADM Electronics, S.A.; Russia, Spezial-Electronic KG; Spain, Maxim Distribución, ADM Electronics S.A.; Sweden, Maxim Sweden, Egevo AB; Switzerland, Laser & Electronics AG; Turkey, Inter Elektronik A.S.; U.K., Maxim Integrated Products (U.K.), Ltd., Distributors: Maxim Distribution (U.K.), Ltd., 2001 Electronic Components, Eurodis HB Electronics; Ukraine, Spezial-Electronic KG.



Japanese operator NTT DoCoMo is now the largest on the Tokyo stock exchange, and there are no indications the company will cease expanding. Photo: Lars Åström/Världsbilden

Telecom operator No. 1 on Tokyo exchange

Japanese operator and Ericsson customer NTT DoCoMo recently became the largest company on the Tokyo stock exchange, with a market value of SEK 1,000 billion.

This means that NTT DoCoMo has ousted car producer Toyota from top position.

The operator commands a market share of 57 percent in Japan, and shows no signs of retreat. On the contrary, the company harbors plans for growth both in Japan and internationally.



In Japan, telephones are bigger than cars. Telecom operator NTT DoCoMo recently captured first place on the Tokyo stock exchange from Toyota.

COLUMN

Raitis Sedlenieks
raitis.sedlenieks@lme.ericsson.se



Customer can pick and choose

Telephony customers have traditionally been obliged to muster considerable patience and planning ability. Even well into the 1970s, subscribers (yes, that's what they used to call us customers) could wait up to several years to have telephones installed in their homes.

Once the telephones were installed, they were at the mercy of the switchboard operators to connect the calls if they were trying to call outside their own neighborhoods.

Nowadays, most countries with good telecom infrastructure have quit that stage for the next development phase, which could perhaps be called "overconnectivity." From having to queue up to become a subscriber, we have now become prospective gold customers – accounts – for the operators. And now that it has become possible in many markets in Europe to choose access operator, an entire new market has opened up – a market where the subscriber is customer and the customer is king. Competition has become a prestige word in the telecom market.

As a telecom consumer caught in the midst of this courting frenzy, with operators surpassing each other with superior "best-price" offers, pretty soon you realize that the offers are very difficult, if not impossible, to compare. You get the impression you should be an Excel whiz with access to NASA's computing resources. Added to that, you've got operators throwing in services like energy control, cable TV and burglar-alarm systems, etc., which does not make the overall picture any

more intelligible. For me, the point at which I lost control of our family's efforts to compare offers was when I found a questionnaire from a new operator wanting to know more about the family's future service needs. My son had written "help with homework" at the top of the list. "Why waste valuable time on something as trivial as homework, when someone else can do it for me?" my son argued matter-of-factly. I surrendered, realizing that anything is possible if you just keep an open mind...

With this plethora of package deals, no doubt many telecom consumers will worry about the final bill.

Apart from exclusively telecom-oriented operators, organizations as dissimilar as energy companies, property-owner associations, landlords, food retailers, gas companies, employers and municipal governments will offer telecom consumers greener telecommunications fields. The list of types of organizations eager to profit from this market – not to mention all the providers and consultants anxious to help companies and individuals "design the perfect service package for your personal needs" – will become increasingly long.



Times have changed. Not so long ago, telephone customers were called subscribers and had to wait patiently for telecom access. The market has changed its tune: operators now try to outdo each other to win a customer.

How will this affect Ericsson and its options in this expanded and partly new market? We will see thousands of potential operators who need faster solutions and better images than their competitors, and this will place demands on our responsiveness, flexibility, creativity and speed, as well as on our ability to deliver world-class products and services. So, keep your eyes peeled for these new operators' offers in your mailbox; watch their TV advertising, and think about how we at Ericsson can offer them and their customers added-value solutions. And remember: success often results from innovative thinking.

Raitis Sedlenieks is a business-intelligence analyst at Ericsson's Business Intelligence unit

Read more about old and new players at <http://bic.ericsson.se>

INDUSTRY NEWS

Microsoft creates mobile browser

Microsoft is developing an Internet browser that can be used in mobile phones, thereby entering the race with the Symbian Alliance, which includes Ericsson. The new product is quite distinct from the Windows CE and sources say delivery to mobile-phone manufacturers is scheduled to begin at the half-year point.

The micro browser will reportedly also have an interface for regular telephony services, to permit surfing to be connected to the mobile phone's other functions.

... and targets digital TV

Microsoft is investing over USD 5 billion in operator AT&T, to guarantee that Microsoft's CE operating system is used in millions of new digital TV sets.

Recently, AT&T purchased a majority interest in Media One for over USD 60 billion, making the company the largest U.S. cable-TV operator.

Microsoft, in turn, is focusing not only on operating systems for PCs but also on the enormous mass market for digital TVs.

Already, five million digital TV sets in the U.S. are equipped with Microsoft's Windows CE operating system. AT&T has now purchased CE licenses for a further 2.5 million sets.

Nokia invests in wireless LAN

Nokia is investing in IP telephony over wireless LAN. A new product portfolio for radio-based data networks is scheduled to be ready for sale before summer.

During the recent Network+Interop trade show in Los Angeles, Nokia presented its vision of global IP mobility. The idea is to link wireless office LANs with the GPRS packet-switched datacom technology now being implemented in GSM networks worldwide. This will permit cordless office telephones to be used even when users are traveling outside the workplace. Nokia's IP telephones are based on the IEEE 802.11 standard, which is the first global standard for wireless LAN.

Nokia lands Russian GSM order

Nokia has landed its first contract with Russian telecom operator VimpelCom to install GSM networks in central Russia. Nokia has been contracted to deliver equipment for both the 900 and the 1800 bandwidths.

At year-end 1998, VimpelCom had about 124,000 subscribers to its GSM and TDMA-based mobile networks.

New U.S. telecom giant

American telcos U.S. West and Global Crossing are planning a merger to target high-capacity Internet services.

The new company, Global Crossing Corporation, will have a market value of about SEK 600 billion and compete with telecom giants AT&T and MCI-Worldcom. Global Crossing Corporation will inherit a combined telecom/datacom network based on Global Crossing's international fiber-optic network and U.S. West's local telecom network.

The new company will have a total of nearly 63,000 employees.

Apropos of the Internet bubble

Jan Gradvall is a columnist with Swedish business daily Dagens Industri. Recently, he commented on the fantastic stock-market performance of newly introduced Internet companies.

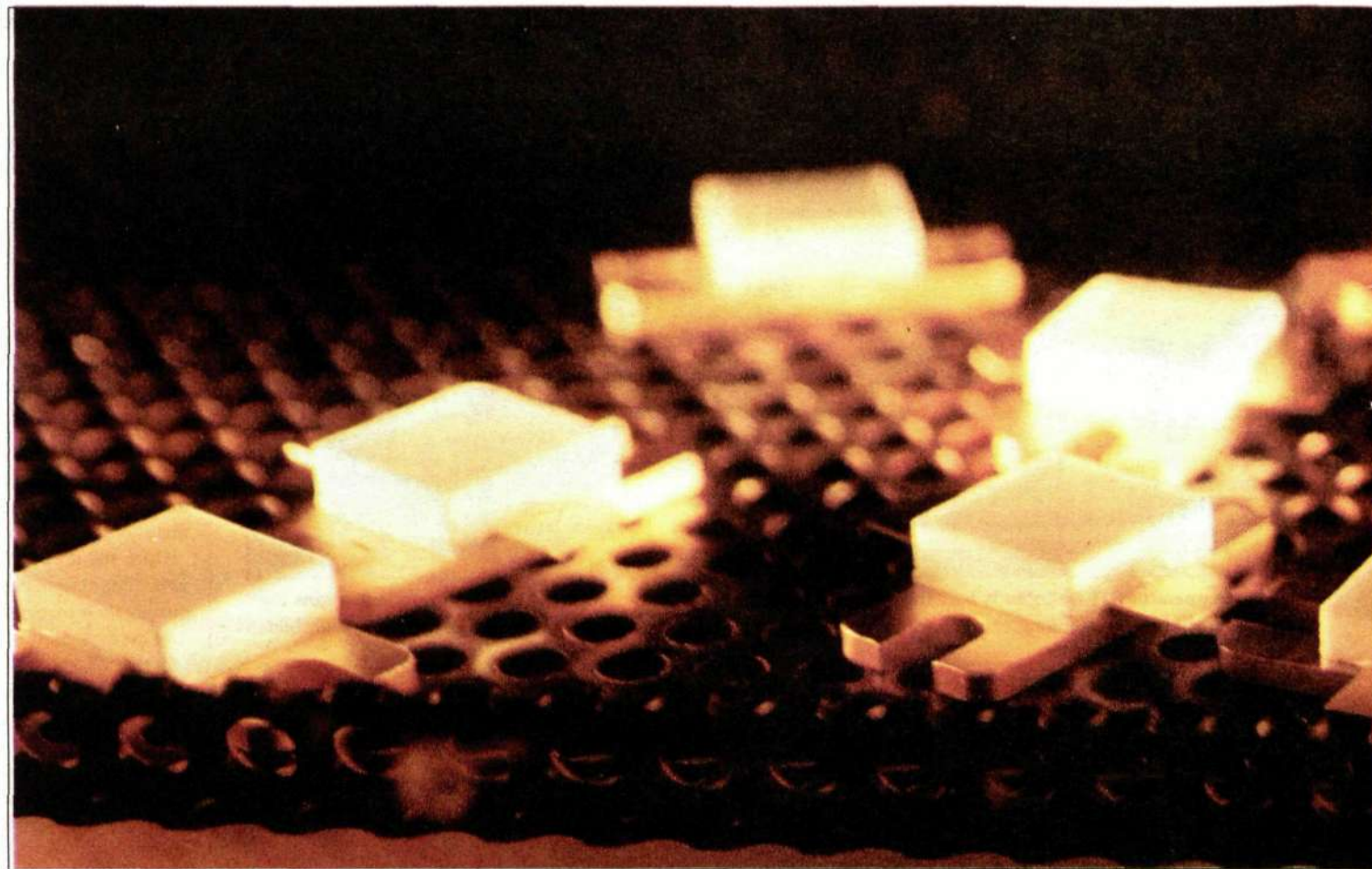
"Today, Priceless.com is almost as highly valued as, say, American Airlines. The difference between the companies is worth noting:

American Airlines owns thousands of aircraft. Priceless.com owns a few computers in Connecticut, and a URL that is easy to remember."

On the southern tip of Silicon Valley, Ericsson is involved in one of its most successful investments in the U.S. Here in Morgan Hill, California, nearly 200 men and women work with power components used to amplify radio signals.

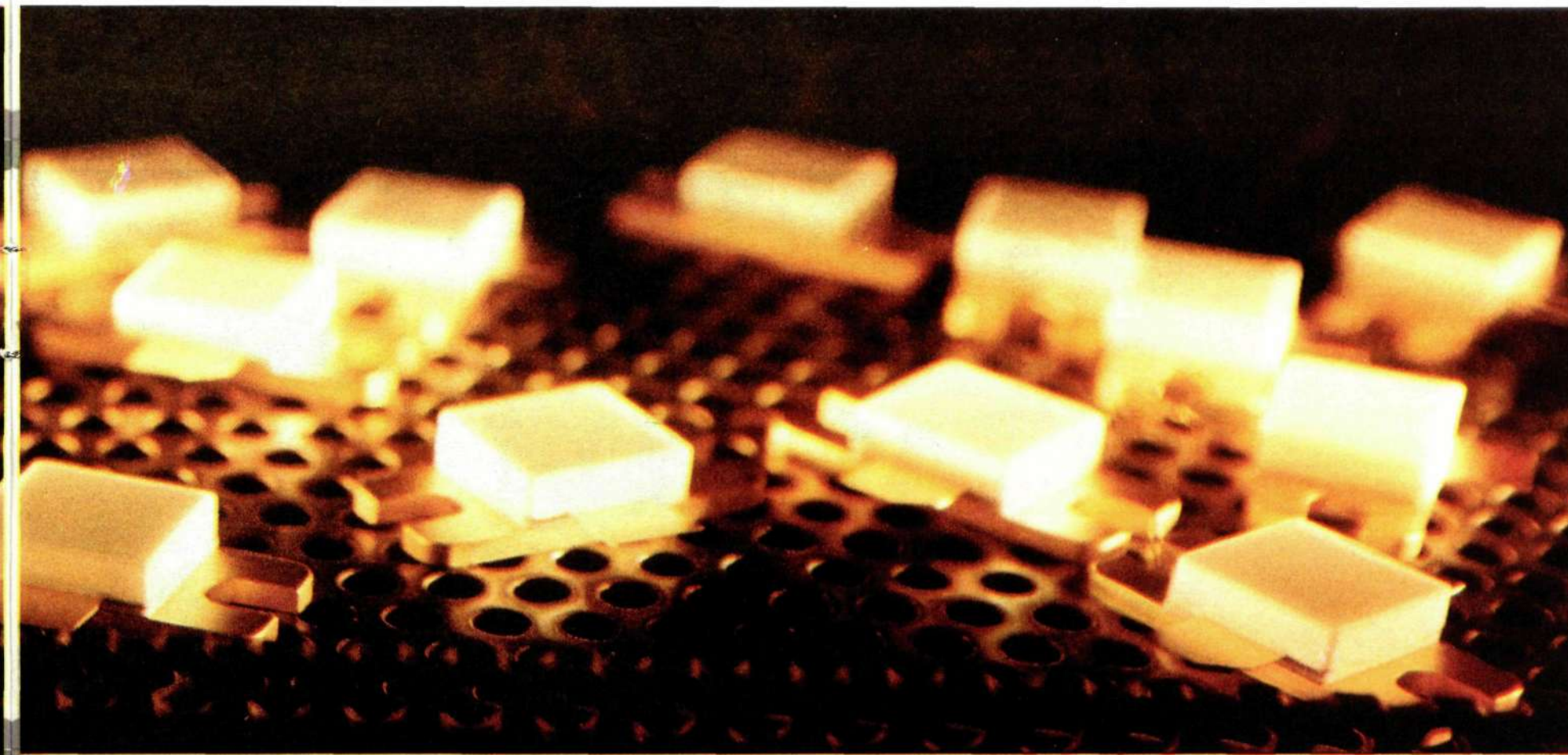
A group comprising about 10 people in Stockholm, Sweden is also included in operations.

The unit in Morgan Hill is called RF Power Products.



All components are tested at Morgan Hill before delivery.

Photo: Lars Åström



Virtual gold mine in Silicon Valley

The unit was started nine years ago with a handful of Ericsson employees. Tom Moller was one of the men who started the operations. Today, he is responsible for all Ericsson Components operations in the U.S.

When it all started, nobody believed Ericsson would be able to penetrate this sector of the industry. But they've all changed their tune. People "in-the-know" now regard Ericsson RF Power Products as one of the world's three leading companies in this very special semiconductor sector. Its list of customers includes all of the industry's major players. Several customers are also Ericsson's strongest competitors.

Expanded customer list

In the early years, production was concentrated exclusively on components for Ericsson Radio, which, in fact, was more than enough to provide strong growth for operations. Sales to other customers were started a few years ago, but it was not until last year that RF Power Products began to focus on the enormous market outside Ericsson.

This year, customers other than Ericsson are

expected to account for more than half of the unit's total production. Within a few years, RF Power Products hopes to reduce Ericsson's share of the growing volume to only 25 percent.

Henrik Höyer came to Morgan Hill as one of the unit's first employees in 1991. He expected to stay about six months. Today, he is the manager of Ericsson RF Power Products, and has settled down in California with his wife and children.

World class team

"We have a world class team working in a highly favorable environment. The employees are a positive group of men and women whose motto is "Whatever It Takes."

Henrik Höyer talks about some of the factors he thinks have been instrumental to the success of Ericsson RF Power Products. Corporate management, he explains, has provided the Morgan Hill unit with general guidelines, but otherwise relative freedom to choose its own direction.

He also cites the unit's very close cooperation in product development endeavors with Ericsson Radio's amplifier engineers. The unit

in Morgan Hill has worked in close cooperation with the product development department of Ericsson Radio Access in Gävle and purchasing and production departments of the former Mobile Systems business area. Henrik Höyer also mentions his unit's access to a sophisticated processing plant for chip products in Stockholm and access to some of the world's best engineers in semiconductor design.

Managed from the U.S.

RF Power Products is part of the Ericsson Components Group and is the only unit managed from the U.S.

"The combination of Swedish and American corporate cultures has proved to be highly successful," says Terry W. Simons, sales manager in Morgan Hill.

The people who work for Ericsson in Morgan Hill are proud to be part of Ericsson, but that's not the whole truth.

Being part of Ericsson does not mean the Morgan Hill unit functions solely as an internal supplier that automatically delivers products simply because it belongs to Ericsson Components.

Its policy states explicitly that all constituent units will compete on market terms, including internal sales. As a result, the Morgan Hill unit wants to show that it can stand on its own two feet and operate independently of Ericsson Components.

In addition to a sharp focus on technological leadership, flexibility is perhaps the primary competitive weapon. Because of its relatively limited size, which supports rapid decision-making processes, Ericsson RF Power Products has the capacity to develop and, if required, change products quickly, and easily adapt production to meet specific customer requirements.

Expansion

On the strength of its success thus far, RF Power Products is now expanding its operations to include several other areas of the U.S. A design center was established recently in Pennsylvania, with particular emphasis on HIT-products (High Impedance Technology).

"And just a few months ago, we opened another new design center in Phoenix, Arizona. For the time being, the new design center com-

prises one person and a garage, which is about the same way the Hewlett-Packard computer company was started," says Henrik Höyer.

To retain and protect its entrepreneurial spirit and rapid decision-making procedures, RF Power Products is trying not to become too large in one specific location. For this reason, the design center in Phoenix will be afforded considerable freedom to develop independently, without any forms of strict control from Morgan Hill.

Ericsson in Motorola's backyard

The company's location in Phoenix also speaks volumes about its ambitions. Motorola, its primary competitor, dominates the city. Ericsson, it may be said, has moved into the neighborhood and established operations in Motorola's backyard.

Henrik Höyer and Tom Moller have been instrumental in developing Ericsson's presence in Morgan Hill, but neither man wants to take all the credit.

"A large part of our success is attributable to the support we have received from Stock-

holm and the people at Ericsson Components. They have supplied the raw materials and silicon chips. Everybody in Stockholm has been extremely receptive and helped us maintain our high service standards," says Tom Moller and Henrik Höyer.

Patrik Lindén

patrik.linden@lme.ericsson.se

RF POWER TRANSISTORS

Products from RF Power Products consist of RF power transistors that amplify RF signals (Radio Frequency).

The transistors may be used in the power amplifier stage in radio base stations for mobile telephony, but they are also applicable in TV and radio transmissions or satellite communications within the 400-2,200 MHz frequency range, with output power between 1 and 200 watts.

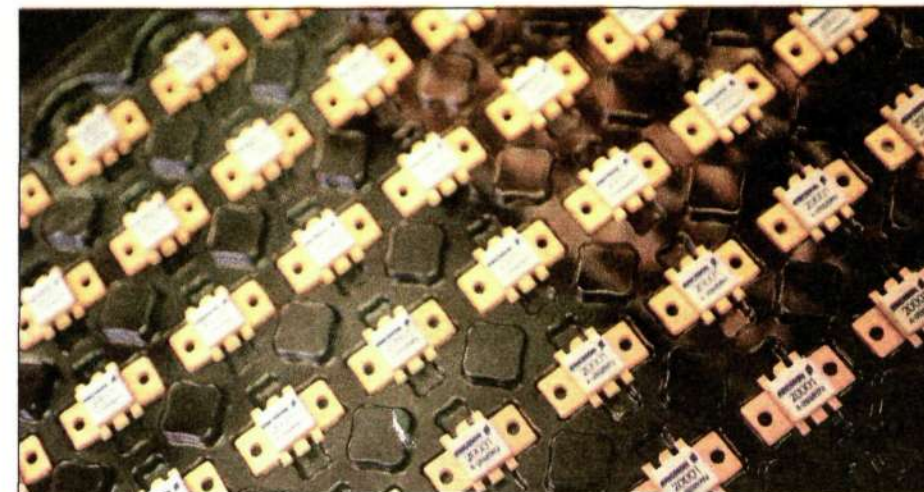
The company's two major competitors are Motorola and Philips.



Tom Moller (to the right) and Henrik Höyer were two of Ericsson's first employees in Morgan Hill. During the 1990s, the operations of Ericsson RF Power Products have progressed from activities originally conducted in a garage to a highly successful Ericsson unit with nearly 200 employees.



Ericsson competes in the marketplace with high quality. Despite current trends toward increased automation, several manual production phases are still required.



Every component is assigned a specific number so it can be traced to its source of shipment.



Precision and accuracy are important in all phases of production.

Senior Software Designers Programme

Conference in Dublin, June 12 -16, 1999

Ericsson and the Senior Software Designers Programme are proud to invite you to its fifth conference. This time we will gather in Dublin, Ireland, to enhance our professional skills, meet colleagues and enjoy life as a Senior Software Designer.

Highlights

- World telecommunications, *LOGAN ORVISS INT./Brendan Logan*
- New system platforms, *LME/Hans Brolin*
- Rational Suite, *RATIONAL/Ulrik Petersson*
- Architecture for high-performance network elements, *ETO/Knut Bakke*
- Razor, a Real Time Operating System Platform, *UABI/Mårten Sundling*
- The Legacy of PLEX, *ERA/Gösta Ask*
- Goals, metrics and practical examples, *ERA/Lennart Gustafsson*
- Improvements to ISP from the APZ-P6 Project, *UABI/David LeCorney*
- Management of the Evolving backbone Network, *EEI/Liam Fallon*
- SDL, SDL2000, UML-RT (3 lectures and panel discussion)
- Best Practices in Configuration Management, *Christopher Seiwald*
- Daily build, *ERA/Lars-Göran Andersson*

Agenda and Registration

<http://oncourse.ericsson.se/learning-market>

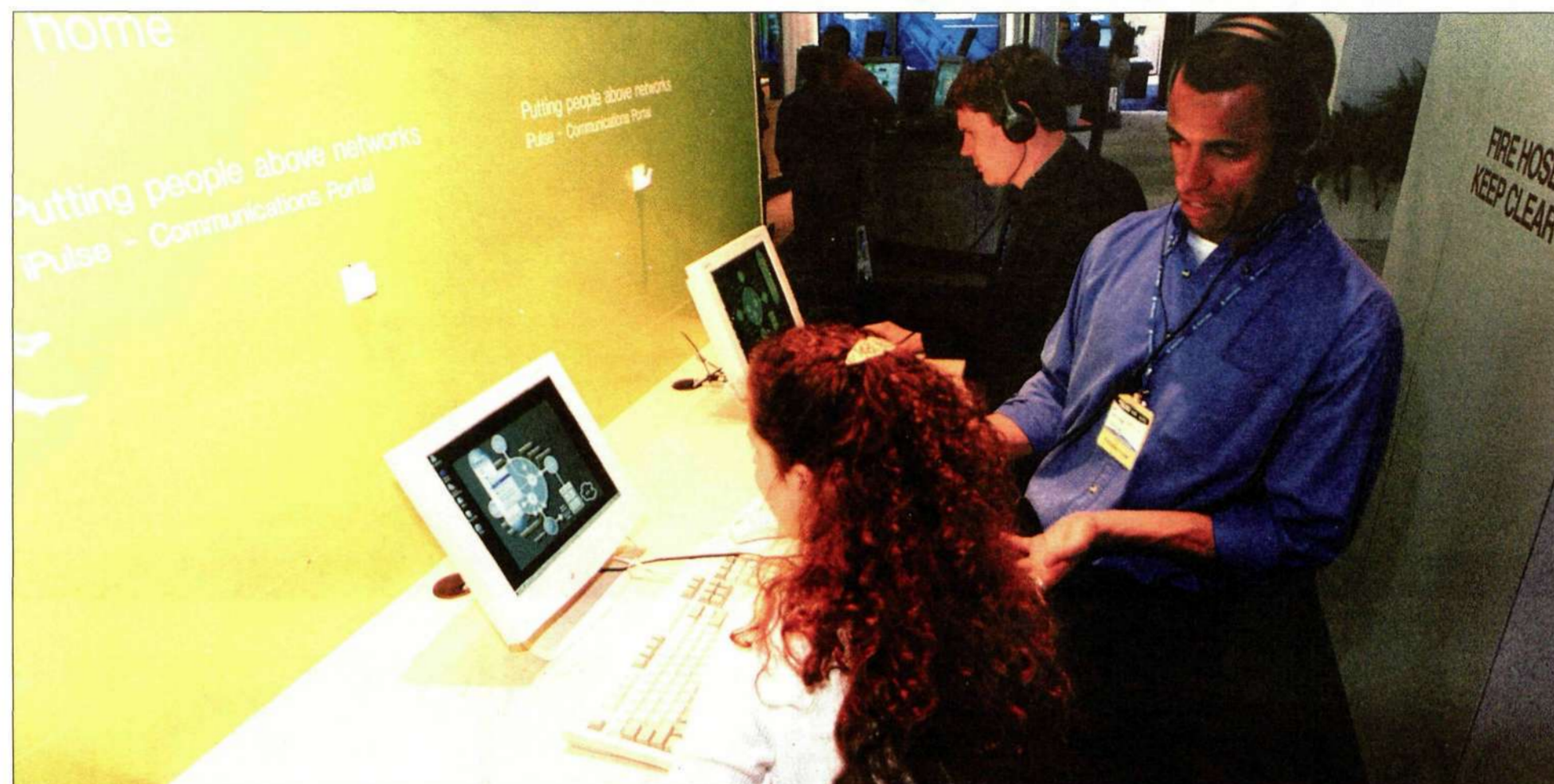
Click on 'Seminars and Conferences' to take a look at the agenda and to register. There is also an optional weekend programme (free of charge).

Senior Software Designers Programme Objectives

SSDP is sponsored by **Ericsson System Software Initiative (ESSI)** and has the overall objective to be a forum where Senior Software Designers can exchange experiences and discuss Software Engineering within Ericsson.

Responsible ERA/TZ Hans Nihlen, Hans.Nihlen@era.ericsson.se

Ericsson presented several new products at the Network+Interop exhibition held recently in Las Vegas. This international data and telecom exhibition focuses on network solutions and hardware. The exhibition started 12 years ago and is held in a number of locations around the world each year. Some 600 companies participated in the Las Vegas show, which featured more than 400 new products.



Eyo Eyoma was one of the presenters of the IP-solution iPulse during the Network+Interop exhibition in Las Vegas.

Photo: Nils Sundström

iPulse track contacts fast

Forget disorganized address books and lost business cards. At the Network+Interop exhibition, Ericsson and its Icelandic partner Oz.com launched iPulse, an IP-solution that keeps track of where and when users want to be reached, regardless of the network being used.

With iPulse, friends and colleagues are never more than a click away on the user's computer. iPulse provides an intelligent communications portal that gives the user a single access point to various networks. The result is an integration of services available via the Internet, the PSTN and various wireless networks.

Simplifying communication

"The idea is to simplify communication by allowing users to click on an icon-based menu to choose with whom they want to communicate and how," says Harry Håkansson, who is manager of Link, a virtual joint venture company established by Ericsson and Oz.com.

The user can choose to send a text message, make a voice call or start a web conference where everyone sees the same web page. The system automatically connects to the various networks without the user having to enter any numbers.

Users can also quickly change from one form of communication to another, for example from a text-based chat channel to an IP-based voice call.

"iPulse users are able to update their own numbers and choose how, where and from

whom they wish to receive information," says Harry Håkansson.

The system allows the user to receive Internet phone calls on any telephone. In addition, iPulse provides a framework for developing services for electronic commerce, for example. The user ID required for accessing the system can also be used as an ID for orders and payments over the Internet. This communication is encrypted using SSH technology.

Rapid development with open API

An open application programming interface (API) will allow software vendors to rapidly develop services for the new system.

"We met many interested third-party developers at Interop," says Harry Håkansson.

"We are primarily targeting fixed and mobile telecom operators, as well as Internet service providers," adds Håkansson, who believes that the optimal customer will be active in all three areas.



Harry Håkansson

OZ.COM

Ericsson has been working for several years with the Icelandic company Oz.com, which develops products and solutions that simplify real-time communications over the Internet. Oz.com's products for distance learning and interactive services are used by such companies as Intel, RealNetworks and Coca-Cola. The company has its head office in San Francisco and development facilities in Reykjavik and Stockholm.

Because it is possible for the user to enter information about leisure interests, for example, operators can offer different services and advertising to selected subscriber groups.

The iPulse system consists of a database for user information, a user server which indicates among other things when the user is logged on to the system and a connection server that directs calls to the terminal that the user has specified. Currently, iPulse runs only on Windows 95, Windows 98 and Windows NT, but a version is being developed to support mobile terminals with open standards, such as WAP and EPOC.

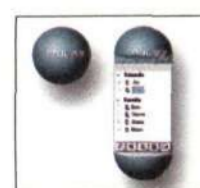
The first commercial version of iPulse will be available in the autumn.

Nils Sundström
nils.sundstrom@lme.ericsson.se



Torrent Network Technologies had its own display at the Las Vegas show, advertising clearly that the company is the latest addition to the Ericsson family. The Torrent deal was finalized in mid-April and is Ericsson's largest such transaction in the datacom area.

HOW IPULSE WORKS



When closed, the iPulse interface looks like a small ball on the screen.

When in use, the user enters his or her user identity, thus creating a secure connection with the iPulse system. This opens the ball to reveal a variety of functions and individual contact lists. Regardless of where the user is located, con-

tacts can be reached via a single click on the screen. There is no need to enter any telephone number or e-mail address to find a contact.

Users can also select when, how and by whom they wish to be contacted. At certain times, they may only want to be reached by family members, for example.

New system for secure Internet payments

Ericsson Hewlett-Packard (EHPT) is now launching a payment system called Jalda for secure payments over the Internet. This is an account-based system that allows users to easily make payments from a computer or a mobile phone.

Jalda is an open standard for managing electronic transactions on the Internet which is particularly well suited for small payments and for time-based network services, such as games, IP telephony or downloading music or videos.

The application uses a billing unit that allows it to accommodate services with different prices.

"This is an easy way for game manufacturers, for example, to enter the market and receive payment via the Internet. Users pay for the time they play, for accessing a certain

game level or according to some other predetermined parameter," says Harald Hynell, who is the marketing manager for Jalda and Internet Payment Systems at EHPT.

Demonstrated at exhibitions

The system was demonstrated recently at Network+Interop in Las Vegas and at the E3 games exhibition in Los Angeles. At the E3 exhibition, the Swedish game manufacturer Daydream demonstrated how it is using the Jalda system.

The first system for commercial operation is

expected by the end of the summer. Secure credit-card solutions exist, but the advantage with Jalda is that it can handle payments from mobile terminals and is specially designed for handling small payments, notes Harald Hynell.

"The ideal customers would be telcos and ISPs that want to offer new electronic services. Besides, they're already handling many small payments. Banks and new payment companies in which users maintain prepaid Internet accounts are also possible customers," says Hynell.

The payment system has two components: a payment server that handles data and transactions and an API (application programming interface).

When the user wants to use a pay-per-use ser-

vice, a contract containing price information is sent to the customer. The user accepts the transaction using a code which results in a digital signature being sent to the payment server.

Owned by EHOPT

The encryption technology used for this communication is RSA Public Key Infrastructure, which is a de facto standard for secure transmission. The payment server was developed by Ericsson but is now owned by EHPT. Ericsson in Norway and the Ericsson Wireless Internet product unit developed the solution for payment from mobile terminals.

Nils Sundström

Faster wireless surfing

WebOnAir Filter Proxy is Ericsson's new solution for faster wireless Internet surfing.

Users can increase the speed at which they download Web pages to a portable PC or mobile phone, fourfold.

"By compressing information and eliminating background images, colors, animations and Java script, Web pages can be downloaded two to four times faster," explains Catja Appelros of Ericsson Wireless Internet in Montreal, who recently demonstrated the solution at the Network+Interop trade show in Las Vegas.

The technology transforms GIF images into smaller JPEG files and offers lower resolution, enabling the user to download Web pages over the mobile telephone network.

"This solution is primarily aimed at companies and ISPs. It enables them to offer WebOnAir easily to up to 10,000 simultaneous users by installing software in the proxy server located between the computers in a secure network and the Internet," says Catja Appelros.

German company Mannesmann is the first operator to install Ericsson's WebOnAir.

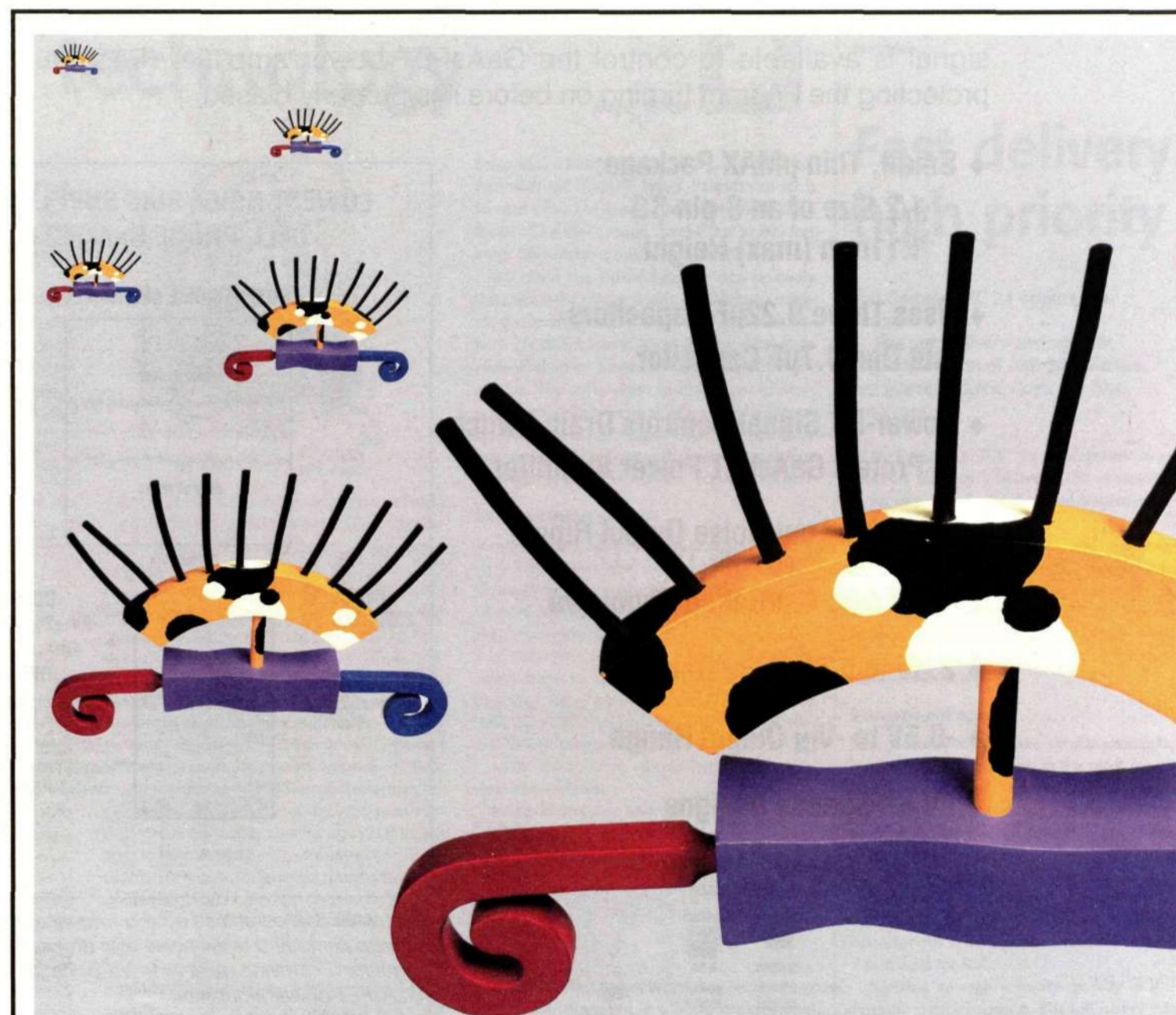


Catja Appelros

Nils Sundström



Ericsson attracted visitors with a radio talk show on the theme, "Make yourself heard." The show was hosted by actors from Second City Productions of Chicago, who asked visitors what uses they might have for greater wireless bandwidth.



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 Bern 14, Phone +41 31 999 13 03, Fax +41 31 999 18 74, Internet 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

SMALLEST GaAsFET BIAS 1/2 SIZE OF 8-PIN SO

Thin μ MAX Package is 1.11mm High and Includes Power-OK

The ultra-small MAX881R is a charge-pump inverter followed by a low-noise linear regulator that creates the negative bias voltage required for GaAsFET power amplifiers in cell phones and wireless handsets. Its input voltage range (2.5V to 5.5V) accommodates single-cell lithium-ion battery applications. A power-OK signal is available to control the GaAsFET power amplifier (PA) drain switch, protecting the PA from turning on before it is properly biased.

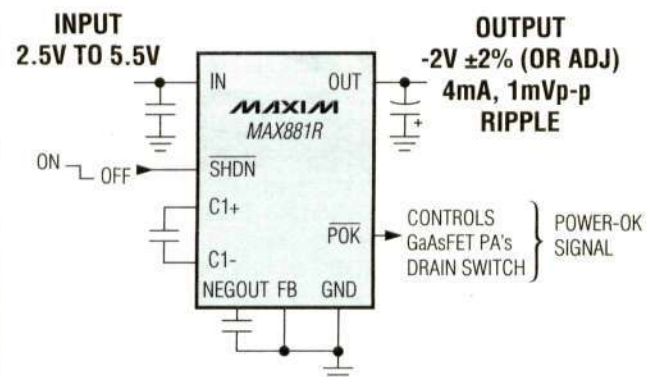
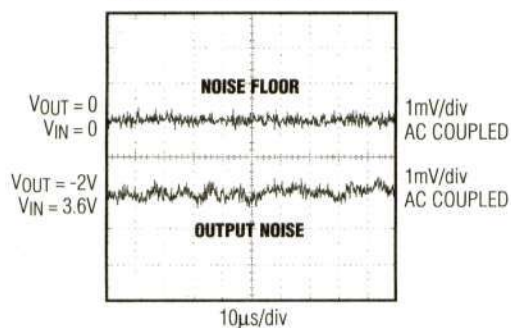
- ◆ **Small, Thin μ MAX Package:
1/2 Size of an 8-pin SO
1.11mm (max) Height**
- ◆ **Uses Three 0.22 μ F Capacitors
and One 4.7 μ F Capacitor**
- ◆ **Power-OK Signal Controls Drain Switch
to Protect GaAsFET Power Amplifier**
- ◆ **<1mVp-p Low-Noise Output Ripple**
- ◆ **1 μ A Logic-Controlled Shutdown**
- ◆ **2.5V to 5.5V Input Range**
- ◆ **-0.5V to $-V_{IN}$ Output Range**
- ◆ **EV Kit Speeds Designs**

Complete GaAsFET Bias in
1/2 the Size

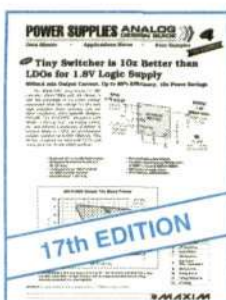
	MAX881R	MAX843
		
	10- μ MAX	8-SO
AREA:	0.024in ² 15.5mm ²	0.048in ² 31.0mm ²
MAX HEIGHT:	1.11mm	1.75mm

LOWEST NOISE BIAS SUPPLY FOR CELL-PHONE GaAsFETs

OUTPUT NOISE AND RIPPLE



The MAX881R combines a fixed-frequency (100kHz) charge pump and a low-noise, low-dropout linear regulator to provide quiet (<1mVp-p) negative bias for GaAsFET power amplifiers.



FREE Power Supply Design Guide—Sent Within 24 Hours!
Includes: Data Sheets and Cards for Free Samples

Call For a Design Guide or Free Sample
U.K. (44) 118 9303388, Sweden (46) 84445430
Toll-Free in the U.S. 1-800-998-8800

MAXIM
www.maxim-ic.com

1999 EDITION!
FREE FULL-LINE DATA CATALOG
ON CD-ROM



Distributed by Arrow, CAM RPC, Digi-Key, Elmo, Marshall, Nu Horizons, and Zeus. Distributed in Canada by Arrow, and Marshall.

Austria, Maxim GmbH (Deutschland); Belgium, Master Chips; Czech Republic, Spezial-Electronic KG; Denmark, Arrow Denmark A/S; Finland, Acte NC Finland Oy/BC Electronics; France, Maxim France, Distributors: Maxim Distribution, Dimacel Composants; Germany, Maxim GmbH, Distributors: Maxim Distribution, Spezial Electronic GmbH; Ireland, FMG Electronics; Italy, Maxim Italy, Distributor: Esco Italiana S.p.A; Netherlands, Koning En Hartman; Norway, Acte Norway AS/BC Electronics; Poland, SE Spezial Electronic Spolka Z.O.O.; Portugal, ADM Electronics, S.A.; Russia, Spezial-Electronic KG; Spain, Maxim Distribucion, ADM Electronics S.A.; Sweden, Maxim Sweden, Egevo AB; Switzerland, Laser & Electronics AG; Turkey, Inter Elektronik A.S.; U.K., Maxim Integrated Products (U.K.), Ltd., Distributors: Maxim Distribution (U.K.), Ltd., 2001 Electronic Components, Eurodis HB Electronics; Ukraine, Spezial-Electronic KG.

Early office visions

What was our vision of the future office 30 years ago?

One feature was "The Armchair," which Ericsson presented at the Office/Data 69 exhibition in Stockholm, Sweden.



Ericsson's futuristic "Armchair".
Illustration: Poul Ströyer

"The Armchair," was a technical miracle that had been developed by LM Ericsson Telemateriel AB. In many respects it contained both

telecom and data solutions that were long before their time. This

magnificent chair was a big hit with the visitors.

The following is a quote from Ericsson's internal magazine LMS/ Bladet: "In 'The Armchair' aided by every conceivable type of telephone – cordless handset mode, loudspeaker, picture-phones, and more – you can take care of your work in a highly efficient manner."

The picturephone display could be connected to a computer that

displayed information in the form of numbers, curves, and so on. The paperless workplace was already reality 30 years ago.

The Armchair was illustrated in the Swedish Newspaper Dagens Nyheter by cartoonist Poul Ströyer. He provided the newspaper with topical cartoons on a daily basis until he died in 1996.

Thord Andersson
thord.andersson@ebc.ericsson.se



New standardized system solutions for AXE are reducing lead times considerably. It will be possible to install an AXE station in 24 days. José Germán Escobar Pantoja, Mexico, Richard Allen, Australia, and Santanu Ganguly, Sweden, are responsible for the introduction of the new work methods.

COLUMN

Take on technology

Let's face it, technology and the human male ego are inextricably intertwined. It's been that way since the days when the first cave man wooed his mate by making use of the latest available technology of the period, a wooden club.

Man's fascination with technology has continued from that inglorious beginning to the present day. We frequently see men sacrificing large portions of their leisure time to conduct extended periods of in-service testing of televisions to check that the performance of the unit measures up to the manufacturer's specifications under the rigorous demands of live broadcasts of major sporting events. Many of these scientifically-minded and public-spirited souls also use the opportunity to conduct a concurrent testing of the performance of their refrigerator by performing multiple openings and closings of the door throughout the same period of time.

Men don't ask the way

There are many such examples of man's orientation towards technology, but it must be admitted that the male psyche has one glaring flaw – an inability to ask for directions when lost. Ever since Christopher Columbus landed at the Bahama Islands and thought he was just outside India, men have preferred to sail on over unknown waters and risk falling off the edge of the earth rather than admit they were lost. Speaking personally, I must confess that I cannot bear to admit becoming lost while driving.

Luckily for the directionally-challenged amongst us, technological help is at hand. Although the hand-held GPS receiver has been around for a while, to consult it in front of one's mate was a sign of weakness and paramount to an admission of being lost. One could always fudge the issue by saying "I think I'll just take out the GPS receiver and see if it's correct", thus im-



plying that we really do know where we are but in the interests of scientific study we'll test whether the GPS system is working properly. However a Japanese company has recently developed a GPS receiver built into a wristwatch. When in doubt we can now surreptitiously sneak a glance at our wristwatch and reassure our partners that their man's navigational instincts are as flawless as those of a prize homing pigeon. Through this technique we will be seen in the same glowing light as the Australian movie character Crocodile Dundee, who in the Outback greatly impressed his female companion by his ability to tell time accurate to the minute by simply looking at the position of the sun in the sky. (Of course he didn't mention to her that he had checked the time moments before by consulting the Rolex watch on the arm of their Aboriginal guide.)

Another technological tool to help keep track of one's whereabouts is under development at a University in the US. This small wireless device of about 15 mm (0.5") in diameter is intended to be used by parents of small children and can be pinned to clothes or worn like a watch. It also has a "panic button" that can be pressed in an emergency. The receiver, which

resembles a baby monitor, is a hand-held device with red blinking lights. Parents can set it to emit a loud beeping sound when their child is out of a certain range, from 2 feet to 400 feet away. One receiver can track up to 50 children.

But alas I fear this technology may be badly misused in the wrong hands. I shudder to imagine the results if my boss got hold of such a system. He could attach these cordless leashes to each of his subordinates, the effect would be disastrous. The coffee shop would go out of business immediately, several other nearby beverage-serving establishments would see their daily income halved, and our golf handicaps would go through the roof due to lack of regular practice.

Boss warning system

A much better use of this particular technology – slightly modified – would be to attach a transmitting unit to the boss, and provide each of us on his staff with a receiver that would begin to beep whenever he approached within 50 feet. This type of "early warning" device would surely improve our annual performance ratings and salary raises because every time the boss came by he would see us feverishly working on our assigned tasks.

Move over, Rover. Technology is now this man's best friend.

Roger Wilco, over and out.

Roger Wilco

In real life, Roger Wilco is a Technology Manager at a large international telecommunications company that he'd prefer not to identify.

ERIC & SON



Fast delivery high priority

The German TTC 24 project is a success.

The fast delivery and smooth implementation of AXE 24-switches has impressed RSL Com, the first customer.

With Ericsson's TTC 24 concept no more than 24 days pass between the customer's order of a switch and the final implementation.

The standardised nodes are delivered directly from a stock. They are already pre-tested which minimizes problems when integrating the switches with the customer's network. When ordering a switch from "scratch", the minimum delivery time is usually around 13 weeks.

Exceptional speed

Several competitors have similar concepts, but the speed of Ericsson in the most recent AXE 24 orders have been exceptional.

"No doubt, the concept is really working well," says Rolf Klosterman, director of the international customer service centre at Ericsson in Germany.

Eight AXE 24 switches are now up and running for RSL Com Germany. As a new operator on a competitive market timing was crucial for RSL.

"Getting enough capacity quickly is important to their business. The roll-out of this project was a challenge for Ericsson's organisation," Rolf Klosterman points out.

Co-operation essential

The co-operation between the market unit and head offices in Sweden was essential to the project success. TTC 24 requires fewer approvals and clarifications from different units, which contributes to speeding up the process.

Rolf Klosterman is convinced that fast deliveries and high quality is what can help Ericsson to be more competitive, especially towards new and global customers.

"Rumors spread fast among operators. Ericsson now has the chance to change its reputation," he concludes.

Two new orders

Partly due to this first success, two other new operators in the German market – Interoute and Telia – have placed orders for AXE 24 switches.

Ulrika Hotopp

Everybody was proud of their SS7.



Signalling System 7, or SS7, is a standard within telecommunications. But an SS7 from Ericsson Infotech with an ISR card is anything but standard. See it more as the high-powered, deluxe version.

The ISR card is a fantastic little invention. Instead of a normal SS7 with two links, our ISR card supports up to 62. This means that you can reduce 31 card positions to just one. What's more, you can re-program the card even

And then Ericsson Infotech added its ISR card.



when it has been installed. And, of course, you only pay for the capacity that you use. We call it "pay as you grow".

An ISR card from Ericsson Infotech makes your system much more powerful. If you want, we will take care of everything, from adaptations to installation. That means you can spend all of your time doing what you are best at. While we do what we are best at – SS7.

ERICSSON 

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.

Contact No. 9 1999

Updated May 25

IN SWEDEN

ERICSSON RESEARCH, KISTA

System Administrator

We are currently constructing an open R&D working environment that will incorporate state of the art technologies and best practices in computer and communication technologies: wireless, secure applications and networking, distributed shared file systems, strong authentication, remote access and open architectures. This environment will be exploited by our project teams to conduct their research projects from design to deployment.

● We are looking for a system administrator that can help us to migrate and support our research teams in this new working environment. The work will be carried out in two phases. During reduced pilot tests you will learn a technology and acquire the skills to administer it. In the next phase, you will train the research teams and support them in their daily activities.

You have a good experience in UNIX/Solaris/Linux administration, networking and web- documenting skills. Experience with routers, firewalls and intranet is desirable. Some PC Windows/NT experience needed. You must be service oriented, helpful and able to work both in a team and independently. Good knowledge of written and spoken English/Swedish required.

Contact: Luis Barriga, phone +46 8 404 22 50 e-mail luis.barriga@era.ericsson.se Mats Hjalmarsson, phone +46 8 404 80 57 e-mail mats.hjalmarsson@era.ericsson.se Jan-Erik Mångs, phone +46 8 585 316 37 e-mail jan-erik.mangs@era.ericsson.se Application: Ericsson Research Ericsson Radio Systems AB T/HS Elisabeth Sandström Torshamnsgatan 23 SE-164 80 STOCKHOLM

ERICSSON RADIO SYSTEMS AB, KISTA

Manager – Service Supply Centre Kista

Professional Services is an Ericsson Business Unit that delivers business solutions and consultancy services to network operators around the world. The Product Unit Managed Services encompasses all areas relating to network management ranging from network management consultancy to the complete operation of an operator's network.

The unit Global Resource Management ensures that the supply capacity for services is planned for and utilised from a global perspective with maximum quality and cost efficiency. Within this unit there is a Service Supply Centre based in Kista where we are looking for a new manager.

The unit consists of a group of (25) O&M Consultants working on customer projects around the world. As a line manager for this group, your main tasks will be recruiting, competence development, follow-up on personnel assigned on Customer Projects, and planning for new assignments and the time between the assignments. Today competence is focused mainly on operation & maintenance. Competence within the customer operation and IT areas also needs to be developed.

● You should have a genuine interest in developing others on a group as well as individual level. Your experience in working on customer projects abroad is qualifying as well as previous experience within the Network Management Services area.

You should have good management skills, especially your self-esteem, people orientation and perspectives; and you should be clear and concise in your communication, written as well as spoken, Swedish as well as English.

Contact: Bernhard Nijenhuis (NO/RC), phone +46 8 404 4702 Kerstin Efraimsson (NO/RPC), phone +46 8 757 5515 Laila Engren (Human Resources), phone

+ 46 8 58530100 Application: Ericsson Radio Systems AB NHS Towa Raak 164 80 STOCKHOLM towa.raak@era.ericsson.se

ERICSSON BUSINESS NETWORKS AB, NACKA STRAND

Do you want to be part of a highly motivated team in making Ericsson the number 1 player in the emerging market for wireless business communication? If you do, the Business Unit Wireless Office (WOS) is your opportunity. We have started our operations on the 1st of January, with a challenging year ahead.

Becoming number 1 in this evolving market will require a dynamic team of people that put the channels & customers in focus. The Business Unit, together with the Product & Market Units, will proactively approach and create a variety of Enterprise and Operator channels for WOS solutions, as well as develop, create and sustain Ericsson's business customer base.

For creating this world we are looking for a:

Training Manager Wireless Office Solutions

● Location: Nacka Strand Stockholm Department: Business Unit Wireless Office, Marketing department Requirements we have: Experience in setting up coordinating the availability of the training for our WOS products. Excellent knowledge in terms of driving the requirements. Excellent knowledge in setting up sales & marketing training packages for the WOS business unit together with the product units. Team player with good communication skills. Your like to work in a multicultural environment and to work with cross functional teams. Able to consult and to drive common training approach with product units, market units and channel management. Able to develop training programs using the WEB as information delivery tool.

Job description: Achieving the training objectives together with PU & BU marketing management, market development and training functions in the product units. Develop sales & marketing training programs for market units and channels. Drive the development of training packages & seminars together with product management and marketing management. Sustain and develop the WOS training program. Select training centers in the world. Able to drive new ways of training the sales and technical people in the channels by deploying computer based training by using the WEB for spreading the information together with the product units.

Supply Manager

Department: Business Unit Wireless Office, Marketing department

● Requirements we have: 5+ years experience in TTC management principles or product management (TTM and related supply will be a product unit responsibility). Team leader with good communication skills. You are able to work in cross functional teams. Excellent knowledge on supply principles and how to use supply as a tactical marketing tool. Understand the principles of E-commerce for Enterprise customers. Able to communicate with executives, middle management and sales people within the Ericsson market units and the local channels. Able to develop & drive TTC programs for the solutions.

Job description: Find new ways to expand our business opportunities by deploying TTC together with the product units. Achieving the business objectives together with channel management and market development by developing TTC programs. Develop go to market packages to market units and channels together with the product units and logistics. Investigate and propose new innovative supply in the channels. Create strong relationships with supply, product management and marketing in the market units and sales channels. Coordinate supply programs with product units, marketing management, market development and channel management.

Market Communications Manager

● Location: Nacka Strand Department: Marketing department

Requirements we have: 5+ years experience in marketing or market communications. Team leader with excellent communication skills. You feel comfortable in working in a multicultural environment and working with cross functional and business unit teams. You have good Market communications knowledge and able to communicate the marketing and business unit targets & messages to the specified publics. Able to communicate with the press, marketing bureaus. You do not have any problems with traveling.

Job description: Achieve the business unit marketing objectives together with the team leader marketing management. Definition of the publics, the wanted relation and how we will communicate with them and with what medium (e.g. web, fairs, press, etc.). Set the Marcomm objectives and activities. Select right communication medium and secure implementation of the activities. Consult management on what, why, how and when to communicate with the different publics. Secure the implementation. Create strong relationships with the Segment and Corporate Marcomm departments. Coordinate press releases between PU's and Segment Coordinate the branding activities for the unit. Develop, create and Coordinate the messages for the Business unit. Presenting the Business Unit Wireless Office Business Unit for the publics.

Contact: Berend Bergsma. Tel: +46 8 422 1097 E-mail: berend.bergsma@ericsson.se Application: Olle Bergström Tel: +46 8 422 0918 E-mail: olle.bergstrom@ebc.ericsson.se

ERICSSON BUSINESS NETWORKS AB, SUNDBYBERG

Manager, Market Operations Middle East & Africa

Ericsson Dedicated Networks, an important cutting edge area within the Ericsson Group, is looking for a Manager for our Market Operations Middle East & Africa. Our business is planning, projecting, installing and maintaining communication networks for voice, data and image. Our customers are primarily in the enterprise segment and are spread across the globe. We are currently in a build-up phase and we quickly need someone who can energetically shoulder responsibility as manager for Market Operations Middle East & Africa.

● As manager for Market Operations Middle East & Africa you will be a member of the management team and report directly to the head of Dedicated Networks. The unit you will be responsible for has consolidated profit and loss responsibility for business in the Dedicated Networks' area for Middle East and Africa. You will have an important role in our co-operation with the market units. The department has 15 employees and the main tasks are: Marketing and sales, both in co-operation with Market Units and to direct customers. Support to Market Units in their build-up of Dedicated Networks business. Commercial responsibility from sales to implementation of our turn-key projects.

For this position you should have a solid experience in marketing and sales. We appreciate experiences from the Middle East and Africa regions. You are a result-oriented businessman with managerial skills, are people oriented and have good communication skills. Good command of English both verbally and in writing is required, further languages are a merit.

Contact: Anders Ericsson (Head of Dedicated Networks), tph +46 8 585 35050, +46 70 594 1674 E-mail: Anders.Ericsson@ebc.ericsson.se Per Svahn (Human Resources), +46 8 764 0420, +46 70 652 3660 E-mail: Per.Svahn@ebc.ericsson.se Applications latest 990515: Ericsson Business Networks AB Att

Eva Kling Eldselius S-172 87 SUNDBYBERG Tph: +46 8 764 0774 E-mail: Eva.Kling-Eldselius@ebc.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Manager, Product Management UMTS packet Switching Systems

Product Group UMTS Packet Switching Systems has the mission to provide profitable and competitive UMTS packet switching products to mobile operators all over the world. The unit has bottom-line product responsibility and consists of product management, system management and design departments. UMTS packet data is about bringing together two of the most exciting and fast-growing areas of technology: wireless communication and Internet based services.

● As a Manager you will be responsible to manage and develop the Product Management department which currently consists of about 5 persons. The product portfolio comprises the GSN nodes as well as products in the area of Internet interworking.

Your organisation is responsible for defining the UMTS products, working out business cases, and taking part in product marketing and tender work. Another important part of the work is to define and motivate product requirements, and to order and follow-up development work. Since the UMTS standard is not ready yet, setting directions for standardisation is vital.

You have a M.Sc degree or equivalent and experience of product management in the field of telecom and/or datacom. You are business- and result oriented and have excellent leadership capabilities. Good communication skills and fluency in English are also important. The position is located in Kista.

Contact: Magnus Fransson, phone +46 8 757 14 85 magnus.fransson@era.ericsson.se or Bo Danielsen, phone +46 8 404 81 67 bo.danielsen@era.ericsson.se Application: Ericsson Radio Systems AB KI/ERA/LK/HS Susanne Holmene 164 80 STOCKHOLM susanne.holmene@era.ericsson.se

ERICSSON RADIO SYSTEMS AB, VAS OPERATIONS

Manager: VAS Supply & Support, Karlstad

We have taken the better of the two worlds, the former Network Intelligence Organisation at BN and Value Added Services at BR, and merged them into PVAS: Product unit Value Added Services. With a broader product range, and truly converging services to offer, we are ready to conquer the minds of the telecom community. Supply & Support, located in Sweden, handles world-wide deliveries of Network Intelligence platforms and services. ERA Supply & Support are now looking for a new manager for the Karlstad team.

● We offer you a stimulating and challenging job as Supply & Support manager for one of the teams. The job is very independent and you have great freedom to choose methods to reach the high goals for the organisation. The team is expanding and you will play a key role to find new competent team members as well as build up the operation of the team. You will also be functional responsible for one of the three main activities within the department, Integration.

As responsible for the Karlstad team and member of the management team, you will build up a broad contact network both within VAS as well as with customers and local companies.

We assume that you are genuinely interested in management and leadership and have the ability to enthusiasm and motivate your employees. You should have experience from either verification, supply or support. We need your application no later than 99-04-30.

Contact: Karl-Johan Brinck (Manager Supply & Support, Stockholm) +46-8-7193603 email: karl-johan.brinck@etx.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Business Controller Prepaid

Product Line Mobile Prepaid is a rapidly expanding unit within Product Unit Value Added Services (PVAS). We are now looking for a proactive and business driven Business Controller to help us to secure a sound product contribution and expand our business.

The Mobile Prepaid business is expanding heavily and is driving the GSM subscriber growth all over the world. It is predicted that by year 2002, the majority of wireless subscribers will be paying for their

services in advance. Whether in mature or emerging markets, pre-paid services clearly represent a growing revenue stream for operators. Ericsson has already established itself as the leader in the mobile pre-paid field, and there are many challenges ahead to meet the ever growing demands from our existing and potential customers. The Product Line is managed from Kista with design activities in Karlskrona and Dublin.

● As a Product Line Business Controller your main tasks will be among the following: Total responsibility for Business Controlling within the Product Line. Actively take part in existing and new customer contracts related to financial results, pricing and others. Be involved in the definition of reference prices. In-still financial awareness in the Product Line. Be involved in negotiations with third party suppliers. Drive the rolling forecast and business planning process as well as Balanced Scorecard

You will also be a member of the Product Line Management Team You will have extensive contacts with Ericsson offices all over the world and we therefore put great value on your social skills. You also have to be dynamic, market and business driven, creative and take own initiatives. We believe you have a M Sc degree with some years of experience from similar tasks.

Contact: Mats Hellman +46 8 404 39 97 mats.hellman@era.ericsson.se Ansökan märks Business Controller PrePaid: Ericsson Radio Systems AB KI/ERA/LU/HRS Anya Brännström 164 80 Stockholm anya.brannstrom@era.ericsson.se

ERICSSON TELECOM AB, TELEFONPLAN

Project Buyer Electronic System Components

Wireline Systems develops and markets products for telecommunication. We work with AXE 10 and many other new interesting products for broadband, such as ANx (ADSL), NMAN, Access 910. The product area is "hot"!

● Supply & Sourcing is looking for a Project Buyer Electronic Systems Components. The main tasks will be: Work close to designers and product management and find the optimal components solutions for the actual products. Work out and negotiate the agreements with the suppliers. Participate in supplier market analysis. Participate in setting the supply and sourcing strategies for the area.

The position requires a technical or economical exam or similar practical experience. Experience from strategic/project purchasing or sourcing is needed. It is natural for us to develop your sourcing skills.

You are a analytic, result and business oriented person and have the social skills to work in team/projects but also on your own.

Contact: Per Geijer, Tel: +46 8 7191266, E-mail per.geijer@etx.ericsson.se, Håkan Bergman, tel +46 8 719 7326, E-mail: hakan.bergman@etx.ericsson.se or Human Resources: Gunilla Lundborg- Regner, Tel +46 8 719 1060, E-mail: gunilla.regner-lundborg@etx.ericsson.se Application marked Project Buyer : Margareta Bringby, Ericsson Telecom AB, TN/ETX/X/AH, 126 25 STOCKHOLM or e-mail: margareta.bringby@etx.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Marketing IMT-2000 NTT DoCoMo

Japan is likely to be the first market where IMT-2000 will be deployed in full scale. NTT DoCoMo, the world largest cellular operator, will be leading the way. Business Unit BMOJ, Marketing IMT-2000 NTT DoCoMo, works in close relation to the Key Account Management (KAM) unit in Tokyo and relevant Product Units (PU) to establish and develop Ericsson's IMT-2000 business with NTT DoCoMo. NTT DoCoMo recently selected Ericsson as supplier of Wideband CDMA BTS equipment. Our near term challenge is to establish a successful WBTS business.

● The tasks at hand for the team are: Market planning and forecasts. Bid and contract management including pricing. Sales and supply management.

We are a small group, which means that you should be able to contribute in two or more of the above areas. It is a big plus if you have technical and commercial competence in order to cater for a productive dialogue with both KAM and PU.

Contact: Benny Larsson, phone: +46 8 757 2538, email: Benny.Larsson@era.ericsson.se Kajsa Möller, phone: +46 8 404 7293, email: Kajsa.Moller@era.ericsson.se Application: Gunilla Åsberg, JHS Ericsson Radio Systems AB 164 80 STOCKHOLM email: gunilla.asberg@era.ericsson.se

ERICSSON RADIO SYSTEMS AB

Market Manager for the Mobile Positioning System

The Mobile Positioning System (MPS) enables GSM operators to offer a new generation of creative services based on knowledge of the geographical location of mobile phones. The MPS consists of software changes to the MSC/VLR, HLR, BSC as well as two new nodes, the Mobile Location Center and the Location Measurement Unit. The Ericsson MPS concept is currently being standardized by ETSI and ANSI.

● As Market Manager for the MPS you will: Finalize product packaging with support and supply. Update the price guide & give quote support. Prepare Operator/Ericsson business case models. Track MPS costs and offers. Handle negotiations with application developers. Participate in Product Unit & MPS marketing activities. Give presentations to customers and Ericsson personnel. Promote the MPS at conferences and exhibitions.

We expect that you are ambitious and have high capacity. You should have general GSM knowledge. You have previously worked with telecom marketing. Experience from GSM marketing or product management is meriting.

You will work in Kista directly with the Mobile Positioning Solution Manager. The Mobile Positioning Solution Management function reports directly to the GSM System Council and is a part of the Base Station System Product Unit.

Contact: Christopher Kingdon, +46 8 764 11 06, christopher.kingdon@era.ericsson.se. Application: Ericsson Radio Systems AB KI/ERA/LV/HS Maria Pousette 164 80 Stockholm maria.pousette@era.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Regional Product Portfolio Manager – Customer Services

● For the EMEA (Europe, Middle East and Africa) region, we are looking for a Regional Product Portfolio Manager located in Stockholm. The regional office is responsible for the entire Customer Services within Network Operators & Service Provider, i.e. BMOG, BMOA and BIPN.

Our overall objective is to meet the needs of our customers and expand our service business. In EMEA Regional Service Portfolio, we are a small, dedicated team looking for a new colleague due to the continuous expansion of Customer Services.

As a Regional Product Portfolio Manager for Customer Services, your responsibility will include: Regional product portfolio management and adaptation. Assess customer requirements and competitor performances for enhancement of the regional service portfolio. Identify local services for SAU (Service Area Unit) review. Identify regional needs for standard service packages. Participate in regional product launches. Organize and lead internal service portfolio information meetings. Monitor internal service developments and inform sales groups when required. Active participation in various service development seminars. Responsible for regional Customer Service price list. Making business cases available to regional sales managers.

We believe that you should have at least three years of experience from the telecom industry and preferably also from services. You should have good presentation and communication skills, an interest to learn more about Customer Services and be open to occasional travel and have a good understanding of needs of a telecom operator.

You should also have an academic degree in industrial economy, market communication or similar.

You will work closely with the Service Product Managers for each Service Area Unit as well as Marketing & Sales and supply management within the Regional Office and the local product management at the LCs.

Contact: Henrik Albrecht, +46 8 719 46 73, henrik.albrecht@era.ericsson.se, or Lena Axhamre-Hellberg, +46 8 404 54 21, lena.axhamre-hellberg@era.ericsson.se Application: Ericsson Radio Systems AB KI/ERA/LY/HS Viveka Viklund S - 164 80 STOCKHOLM viveka.viklund@era.ericsson.se

ERICSSON BUSINESS NETWORKS AB, NACKA STRAND

Do you want to be part of a highly motivated team in making Ericsson the number 1 player in the emerging market for wireless business communication? If you do, the Business Unit Wireless Office Solutions (WOS) is your opportunity. We started our operations on the 1st of January, with a challenging year ahead.

Becoming number 1 in this evolving market will require a dynamic team of people that put the channels & customers in focus. The Business Unit, together

with the Product & Market Units, will proactively approach and create a variety of Enterprise and Operator channels for WOS solutions, as well as develop, create and sustain Ericsson's business customer base. In creating this world we are looking for a:

Marketing Manager

● Location: Nacka Strand Stockholm Department: Business Unit Wireless Office Solutions, Marketing department

Requirements we have: 5+ years experience in the marketing or introduction of either telecommunication, mobile communications or data communications. Team player with good communication and presentation skills. You feel comfortable in working in a multicultural environment and to work with cross functional teams. Market/ing knowledge and able to identify and develop (together with external resources) sales and marketing tools needed to target, market and sell in the WOS channels. Able to communicate with middle management and sales people within the Ericsson market units and the local channels. Able to develop programs creating new business opportunities together with the product units and market development managers. You do not have problems with traveling

Job description: Achieving the business unit objectives together with channel management, market development and product units. Develop marketing programs, together with Product Units, to market products/solutions. Drive the development of sales & marketing collaterals to channels and market units together with product management and market development. Develop and create sales and marketing programs. Identify and develop new business & marketing opportunities.

Contact: Charlotta Målgård Tel: +46 8 422 0222 E-mail: charlotta.malgard@ebc.ericsson.se Application: Olle Bergström Tel: +46 8 422 0918 E-mail:olle.bergstrom@ebc.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Professional Services within the segment Network Operator and Service Providers - For a successful Partnership

Professional Services (BOPS) is an Ericsson Business Unit that delivers business solutions and consultancy services to network operators and service providers around the world.

Professional Services offers: Business Consulting, Telecom Management & Systems Integration (Billing & Customer Care, Service Activation, Network Management, Fraud & Security), Managed Services (Operation of customer network, support systems and IT environment), Quality Improvement Solutions, Solutions for Internet Service Providers.

The Professional Services Marketing Department is responsible for Business Management within two of our direct markets, China and Japan and therefore we need a:

Service Marketing Manager, China & Japan

● The Service Marketing Manager will ensure that the selected Market Unit (China & Japan) works in a focused way to sell and deliver Professional Services (PS) in order to generate highly profitable business with high customer satisfaction.

This entails supporting Product Units and Market Units in their efforts to be successful in their competence areas within the selected market with the goal to increase business (and market share) in a profitable way. You will also be responsible for following up Market Unit progress and reporting back to Professional Services management.

Important activities include: Ensuring that the Market Units create a business plan for Professional Services and that they allocate resources to execute the business plan with help (if needed) from the different Product Units. Increase knowledge of PS Service & Product portfolio at the Market Units at different organizational levels. Organization of Marketing Seminars and other Marketing Activities. Co-ordinating cross Product Unit offerings and solutions towards the Market Unit and the end customer when needed. Follow up of the business plan, service sales and service delivery together with the Market Units and the Product Units. Creation of a good atmosphere and cooperation between the Market Unit and PS (relationship building).

Your profile: We believe that you have good knowledge of the business framework of Ericsson, preferably also from the cultures of China and/or Japan. We also believe that you understand the difference between consulting services and products and are able to communicate this. You are perceived as a senior person within marketing and sales. And we know that you are prepared to travel extensively.

What's in it for you? Opportunities for advancement. Responsibility - personal development. New, service-minded organization. Dynamic working environment. International contacts with management and specialists at all levels.

Contact: Stefan Johansson Phone +46 8 4043619 stefan.m.johansson@era.ericsson.se Application: Ericsson Radio Systems AB NH Towa Raak 164 80 STOCKHOLM towa.raak@era.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

STRATEGIC MARKETING

We are a new unit at Business management Europe and Africa Which is being established to market and launch our products as well as Ericsson at our markets. We are now looking for one

Market Analyst

● You will conduct, analyse and drive, end-user studies, competitor, customer and market studies in order to get a profile of the market and its needs. Increase the knowledge of each market place in order to develop the right marketing strategy and approach.

Marketing Managers,

2 persons

● You will drive and initiate marketing activities, make the marketing strategy into a saleable and understandable message, and sell this into the account teams and to our customers. You will further make preparations for market launches, e.g. make time schedules, launch plans and sales material. Adapt the market messages adapted to the specific market place.

Gather experiences from markets when it comes to launches and outcomes from them and make this information usable to other markets.

Contact: Peo Knutson, tel: +46 8 757 16 52 or +46 70 626 26 75 Application: Ericsson Radio Systems AB KI/ERA/LG/HS Marie van den Bos Marie.vanden-Bos@era.ericsson.se

TELEFONAKTIEBOLAGET L M ERICSSON, STOCKHOLM

Communication Manager

The mission of the Corporate Sourcing organization is to support Ericsson's long- and shorter term profitability through effective sourcing of technology, products and services.

The strategy is focused on: alliances with key Suppliers managed by Corporate Program Managers, common Processes, toolbox and measurements to ensure one message to the Suppliers, develop a First Tier structure to continue up in the value chain, when feasible, competence development through utilization of best practices, integrate our suppliers as early as possible in the development of Ericsson Products, be the preferred customer for our suppliers, cross functional and cross organizational networking, optimize the supplier base.

● We need to strengthen our organization with a Communication Manager. Within the responsibilities of Corporate Sourcing Development and Support contribute to the positioning of Corporate Sourcing and Technology Sourcing and enhance the units' capabilities in handling the relationships with all relevant stakeholders (customers, suppliers, management, employees, etc).

Responsibilities and main activities: Branding of Corporate Sourcing and Technology Sourcing. Information strategies and implementation of various kinds of information activities, as: reverse Marketing (Suppliers), internal Marketing ("Customers" and Employees), webmaster and editor, newsletters, weekly management letters. Information process development. Specific focus on information about Click-to-Buy.

In accordance with the current specified "power of attorneys", budgets and Ericsson specifics. Qualifications

Your professional back-ground is from marketing communications in an international business environment. You have experience of leading people in line- and project roles.

You must have a strong interest in interacting with people, empowerment and coaching is natural for you as of course a strong orientation and business drive.

You should have excellent skills in writing and speaking English, and be skilled in the use of IS/IT tools such as Microsoft Office, Publisher programmes as well as web tools.

In addition, you should be business-oriented, efficient, flexible and well-structured but at the same time you should be service-minded and find it easy to communicate with people from different cultural backgrounds.

Contact: Ulf Holm Director Sourcing Development and Support Phone: +46 8 719 9933 or e-mail ulf.holm@lme.ericsson.se Application: Kerstin Åhlberg Personnel Department KI/LME/P E-mail kerstin.ahlberg@lme.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

**Consultant –
Venture Analysis**

TDMA Systems-BMOA is one of the fastest growing business units within Ericsson Radio Systems. We are the market-leader for cellular telephone systems and services based on TDMA standards. Our mobile telephone system, CMS 8800, is the most sold system in the world and our markets around the world are growing rapidly. We are now looking for a Venture Analysis Consultant to join our team.

● As a Venture Analysis consultant you will ensure that the taskforce sales activities are based on knowledge and understanding about the operators, investors, and the end-customer market. You will also secure the sales force targets and convince the right executive decision-makers with a business model based on relevant commercial and market information.

Your tasks will include developing business cases and market plans to be presented to potential customers based on general and specific information for the individual mobile operator. You will be in close cooperation with the customer and with a third party expertise further develop and adapt these business propositions in order to prove that our solution will deliver superior value to the customer. You will also work as an interface for internal and external specialists/consultants within all applicable Specialist fields such as marketing, market segmentation and financing when creating business models.

Working as an interface towards investors, banks and Ericsson internal financing specialists in close cooperation with the Business Lobbyists when pursuing the sales work is also a part of the job. You will even, in close cooperation with Business lobbyists, develop the usage of business plans and business cases in the sales work and utilize and adapt available tools for creating business cases.

We are looking for a person with a Masters Degree in Business and/or Economics and who is fluent in English. You should preferably have at least 5 years of experience working for an operator, within the fields: market strategies, mergers and acquisitions, financing, or new license opportunities. You should also have at least 5 years of experience within sales and marketing, preferably within systems sales. Good knowledge of mobile telephony and excellent presentation skills are a must and you should also be used to working with financial models.

Contact: Anders Bohlin, +46 8 404 7389
Anders.bohlin@era.ericsson.se Application: Ericsson Radio Systems AB KI/ERA/AH/H Marie Hällgård
16480 Stockholm marie.hallgard@era.ericsson.se

INTERNATIONAL

ERICSSON AG, SWITZERLAND

**Support Engineer for
Network Management
Systems**

Ericsson AG, Switzerland, Business Unit Fixed & Datacom Networks, is supplying and supporting AXE10 systems and Network Management systems to the main Swiss operators.

● We are looking for experienced persons to upgrade and install network management systems (XM, NTM, SMAS) for our customer and support the operator in case of problems.

Job Description: Give 1st and 2nd level support to the customer on network management systems (XM, Net-Tuner, SMAS), perform upgrades and introduce new functionality on these systems on customers site in Switzerland (from installation to acceptance and follow up), develop and introduce market adaptations, maintain the local FSC systems. Workplace is in Berne, Switzerland.

Job requirements: Good knowledge in UNIX system administration (HP-UX), SQL server administration (Sybase 11.x), TMOS platform administration, XM applications on HP (XM2.3, FMA, AXS/OPS). Knowledge in X.25 data switching. Languages: English (German is of advantage).

Contact: Mrs E. Ledermüller Ericsson AG Ruchstückstrasse 21 CH-8306 Brüttisellen E-Mail: elisabetha.ledermueller@eas.ericsson.se

ERICSSON EUROLAB, HERZOGENRATH
(AACHEN)/GERMANY**WWW Master, CME User
Group Test Sub Group
Switching System Tornado
Project, SS R8.0**

● The CME User Group has started up an intense co-operation with Ericsson in order to perform Feature Test and System Test together with following customers: Mannesmann Mobilfunk, Vodafone, Swisscom, Telecom Italia, Telia, Libertel and Telenor. The goal is to obtain such a con-

fidence and such feed-back from these customers that Ericsson will be enabled to reduce the cost of sales by reducing considerably the customer's Type Acceptance lead-time.

The TSG internet pages are the visit card of Ericsson to the customers. The way we manage and maintain the internet information will contribute to a great extend on the perception our customers have from Ericsson. You will be responsible to design the TSG WWW pages and make sure the content is up to date according to the customer requirements and the Delivery Specification for the Tornado project. Your work goes beyond simple Web Administration. You are responsible to get that right content into the Web in co-operation with the Project Manager and the Test Leader of the Tornado Project. You will document all experiences and establish the processes for the future in this area together with the Project Manager of the Tornado Project. You will co-operate with other Product Units in this area, such as BSS, PSS and BSS.

You have profound competence Web design. You are aquainted with security aspects such as password administration. You are a creative person who takes initiative and is keen to keep a top level standard. Communication abilities belong to your outstanding skills. You have a special sense to identify who needs to be informed in your surrounding in order to perform well.

You like having customer contacts are eager to keep what you promise and are not afraid of working under customer pressure in peak periods. You have a positive view and you can provide leadership and guidance.

For details on the Tornado project, please check:
<http://www.eed.ericsson.se/services/eed-x-y/X-YT/TSG/index.html>

Contact: EED/X/YP Jose Pons Dial: +49 2407 575 171
7828 Memo: EED.EEDJFP EED/X/YTC Gustaf Oscarsson Dial: +49 2407 575 203 Memo: EED.EEDOSCE EED/H/R
Thomas Kommer Dial: +49 2407 575 Memo: EED.EEDTKO

In the EED/X/YO group we have an open vacancy for two

IN Service Project Manager

● The main activities are: General - Manage support projects. Set up GAS structure. Attendance on CN-I board. Follow-up design projects and GAS verification project in order to ensure maintainability of the release and to estimate the maintenance cost. Quality and cost benchmarking between the contractors

The position reports directly to EED/X/YOC.

As a suitable candidate you should have at least four years of Ericsson experience with good competence in the area of maintenance at ESO's or FSC's and/or product line. Experience in AXE structures and product definition as well as configuration management are also requested. Previous experience as project manager is a clear advantage.

In this position you will need good planning, organization, communication and cooperation skills. You should have a clear focus on customer satisfaction. You will have to be flexible and the ability to work under time pressure.

Contact: Human Resources Simon Seebass Dial: +49-2407-575-163 Memo: EED.EEDSIMS EED/H/RC CSS SW Support, Sylvain Gendron Dial: +49-2407-575-221 Memo: EED.EEDSYGE EED/X/YOC

The Test & Support Department is looking for

**Subproject Manager at
EED/X/S for the CSS/GSM
Y2K Task Force Team**

● In preparation for the millenium shift, BMOG has initiated the setup of a world-wide task force team to work out a BCP (Business Continuity Plan) for the Y2K millenium shift. All our products have been tested and verified for it's Y2K compliance. Now we are establishing team with the objective to secure worldwide operability of our CSS/GSM products during the millenium shift. This team will secure that any Y2K related system problems are acted upon and resolved in the shortest possible time frame to secure the operation of our customers network. EED/X/S with it's responsibility for the CME20 SS node maintenance, will contribute significantly to this overall objective.

Goal of the project is to set up a professional support at EED/X/S to secure seamless operation of our CSS/GSM products around the critical dates of the shift. It includes cross-functional activities from securing local power supply to organisation of a trouble shooter team for worldwide support of the switching products in our customers GSM networks.

We want YOU to lead the X/S Y2K activities because YOU: have experiences in the area of test or support. have sound product knowledge of the SS node. enjoy working towards a clear goal with a fixed deadline. can motivate the people in your local support team. are well known for your creativity in difficult situations. can handle stress in a professional manner.

You will define, implement and coordinate this Y2K support in close cooperation with the ASOs in Helsinki, Dallas, Melbourne and Madrid. You will report directly to the department manager. Start date of your assignment will be end of June, activities will be concluded around March 2000, including a thorough follow up.

Contact: Human Resources Simon Seebass Dial: 02407 / 575 163 Memo: EED.EEDSIMS Manager Test & Support Jan-Peter Meyer-Kahlen Dial: 02407 / 575 315 Memo: EED.EEDJPM

The EED/X/SO section within our CSS system house is responsible for Product Line Configuration Management for CME20 Switching Systems. We provide test configuration management for CME20 design projects from feasibility through GA. Additionally, the section is responsible for support of testing in the simulated environment for CME20 test and design maintenance activities. To support our activities we are looking for a

**TCM Tester/
Senior TCM Tester**

● The Test Bed Integration group is responsible for the assembly, documentation and delivery of target machine and emulator testbeds for Product Area Switching (PAX) and AXE Mobile Core (AMC) development projects between start of function test execution (MS7) and General Availability (GA) of the CME20 Switching System Product Line. TCM test is integral to these projects to ensure reference and working dumps are available for projects under test with the correct software configuration.

The tasks will center on assembling reference dumps and function change of working dumps for CME20 test projects. Loading and documentation of CM's during INDUS and type acceptance phases is required, and CME20 operations and maintenance tasks are included in the duties related to support of the local test plant at EED. Trouble shooting of faults detected during dump assembly or function change is often necessary.

We are looking for someone with AXE testing experience. You should have the ability to work well on a highly motivated team and to work well under strict time pressure.

Contact: Human Resources Thomas Kommer Dial: +49-2407-575-7828 Memo: EED.EEDTKO Group Manager, EED/X/SOT Stefan Posch Dial: +49-2407-575-347 Memo: EED.EEDSTP

Our Test & Support Department is seeking a well motivated candidate for the position

**STE Methods and
Tools Engineer**

● The STE Support Group is responsible for all STE activities within CSS in the area of Function Test, design maintenance and longer term Methods & Tools issues affecting testing. This central group will not only cover EED needs, but also other LDC's that perform CME20 and related testing activities. The group also provides local support to CAPC in STE issues. The focus is on STE (Simulated Test Environment) but also extends towards tools used in both STE and target (ex. MGTS, TSS 2000, etc.). As a suitable candidate, you are an Ericsson employee and should have experience in AXE function testing or design maintenance. You should be able to work well on a highly motivated team and under strict time pressure. You also have to be service minded, be willing to travel and be prepared to quickly take new assignments. You have to be critical and always want to have the urge to improve the simulated testing environment.

Your responsibilities will include: Gather requirements from the customer. Involved in writing and coordinating new requirements for STE tools. Define methods for how to test new features. Write work instructions/guidelines for how to use STE tools. Acceptance testing of new tools to be used in STE. Trouble shooting in the simulated environment. Support testing activities

More information on the group can be found on the web, <http://www.eed.ericsson.se/services/eed-x-s/o/soz/Welcom.html>.

Contact: EED/H/R Thomas Kommer Dial +49 2407 575 7828 Memo: EED.EEDTKO EED/X/SOZC Raymond Meertens Dial: +49 2407 575 470 Memo: EED.EEDRAMO

ERICSSON COMMUNICATIONS PVT LTD, INDIA

Ericsson is supplying GSM, Wireline and Data Network products to the Indian market. ECI currently works with 8 GSM operators and 2 Public Network operators.

Support Manager

● The System Support function is responsible for support of all sold and installed products in the region (currently India, Bangladesh and Seychelles).

This position shall be heading the System Support unit and shall report to head of Operations.

Responsibilities : The key responsibilities covers the standard product portfolio for System maintenance services (CSR/TR handling, emergency support and software updates) and supply related issues. Under the supply area the responsibility covers all SW supply activities as well as participation and acceptance of all new products and releases brought into the market. OD A System Test plant is under the responsibility of this function and contains 4 types of APZ, 3 types of switches, MXE, AUC/EIR, OSS, Minilink and BTS's (RBS 200 and 2000). Also under this group are responsibilities of all UNIX and VMS based nodes (e.g. OSS, SMAS, MXE PPAS, IVR, IWU etc.).

Qualification and Work Experience : Our close and successful relationship with our customers has proven that excellent support in all phases of business is the key to partnership and future sales.

We therefore have the following expectations of you as part of the team here at Ericsson, India.: Candidate should have at least 10 years experience in Telecommunications, preferably from both GSM and Wireline. Should have

broad technical experience, product knowledge, documented leadership skills and ability to provide a good working environment. Thorough understanding of the support and supply process is vital. Ought to have sound analytical capability in order to contribute towards build up of local competence. Prefers a challenging environment where speed and excellence rules. Good communication and presentation skills required.

System Expert

● Responsibilities : This position will report to the Head of System Support in ECI and play an important role in the continuous improvement processes already in place as well as to identify new improvement areas.

The key responsibilities for this position shall be: To manage and co-ordinate network investigations and problems at highest technical level and to customers expectations. To provide technical competence for resolving complex problems at highest technical level and to customers expectations and provide technical advice and assistance to support Engineers and Managers. To transfer trouble shooting skills and competence to system support staff.

Qualification and Work Experience : Experience/ expertise in working on AXE 10 Digital switching application Systems for atleast 6-8 years is desired of which at least 4-5 years experience on GSM CME 20 Systems in design, verification and/or support environment. Experience on IN is highly desirable. Good understanding of organisation structure, working methods and procedures are of high importance as well as a strong focus on customer relations and customer satisfaction.

Candidate preferably should have Masters or BSc. Degree in Computer Science or Electronics Engineering with atleast 8 years experience in the telecommunications field desired. Some travelling will be required within the region which currently consists of India, Bangladesh and Seychelles.

Technical Manager

● Two new GSM licenses will be awarded this year to state monopolies in India. This would imply a potential to double the installed network base for GSM vendors in India. With ISP licenses being issued in India, there is a good potential in the near term to position Wireless Data in the market as well.

Responsibilities : The candidate shall be responsible for providing Technical Management support which includes the following: Working within the Core 3 for specific Accounts to provide the most effective solutions and support for customers. Positioning products and solutions that meet the customer requirements. Guiding the customer in leveraging the deployed network to maximise its utilisation of the same. Working on co-ordinating technical content for tenders. Ensuring that technical queries from customers are addressed in a timely manner. Participating in technical discussions and co-ordinating technical presentations to specific customers.

Qualification and Work Experience : The incumbent should be degree/diploma holder with minimum four years of experience, out of which at least 2 years experience should be in Technical Sales Support, Systems/Network Design, Product Management or Field Support.

Competence in one or more of the following areas is desirable: GSM - SS/BSS/OSS. Wireline Systems. Network Design and Dimensioning. Value Added Services - especially IN/Prepaid, Wireless Data.

Contact: ECI/HRM Samir Prakash Human Resources Department Ericsson Communications Pvt. Ltd. P.O.Box 10912 New Delhi - 110 066 Phone + 91 11 6180808 Fax + 91 11 6187878 E-mail : eci.ecisamp@mesmtpse.ericsson.se

ERICSSON ESPANA, S.A.

**Spain – OSS Customer
Support Engineer**

● The FSC for Telefonica located in Madrid is looking for an experienced OSS Support Engineer.

Tasks: To perform first line support towards our customer including troubleshooting, rollout of SW, trouble ticket writing and tracking and to have the responsibility for software configuration of customer systems.

Required Competence: Minimum of 3 years experience with OSS/UNIX/X25 Customer Support. Excellent technical ability and good communication skills. Good command of english and customer relation is a must. Ability to work under pressure. The contract duration is initially for one year.

Contact: Juan M. Palmier (REE.REEJMPP) ERICSSON ESPAÑA, S.A. Retama, 1 28045 Madrid Spain

ERICSSON AUSTRALIA LTD

● Are you an experienced Engineer with your main competence set in the area of OPS/OTN? Looking for a change of environment? Are you keen to develop your skills in a fast paced, dynamic environment? Then the Global Response Centre (GRC) in Australia is looking for you!

This support engineer role will see you working within one of the 3 GRC Hubs responding to problems and requests globally for a variety of systems. Your main task will be to conduct trouble shooting in the OPS/OTN area upon receipt of customer service requests. You will also utilise your trouble shooting skills in at least one or more areas (e.g. IN, C7 or ISDN)

You will have a good understanding of the various OPS

Access the Power of Ericsson!

The Access area is changing and growing rapidly. We see an increasing demand for more bandwidth, Internet and ATM compatibility, and support for our customers to entail the re-use of the enormous installed base of access products so we must always look for innovative ways to achieve this. At the same time we must secure our margins by developing products at minimum cost.

Product Unit Access and Product offerings has been created to meet the customers and end-users need for future Access solutions.

Within the unit the *Access 910* Sub product unit has the responsibility to ensure that the A 910 products use the most appropriate technologies and solutions to ensure that our products stay competitive both technically and commercially in an ever changing environment.

We are now looking for new employees within the following areas!

System Management

In this area you will be a part of a team that works closely with our Product Management and our SW/HW Design organisation.

The System Management is responsible for the requirements of new system products. We have the overview of different Access technologies and set up guidelines for the system, its architecture, functions and characteristics.

The job requires a great deal of contacts both internally within Ericsson and also externally with different vendors and customers.

The job requires good understanding of telecom and datacom networks. Good HW and SW development background. The job also requires ability to work on strategic items. In addition you also need good general communication skills.

Contact: Clas Persson, +46 8 719 43 49,
e-mail: clas.persson@etx.ericsson.se

Product Management

In this area you will be right in the middle of the organization with both internal and external connections. Product management's responsibility is to secure that we have an attractive product on the market. That includes investigations of technology and customer trends, technical support of the market organization, sponsoring of development projects and preparation of commercial and technical decision input. The job requires good understanding of telecom and specifically datacom networks and the ability to start up activities and ignite the personnel.

You will experience a job with many challenges, travelling, hard work and a lot of fun.

Contact: Magnus Lindgren, +46 8 719 03 23,
e-mail: magnus.lindgren@etx.ericsson.se

Verification

We are looking for three testers to this unit. The test unit works in project form. Your task will mainly be to test one or several functions in Access 910. Documentation like test instructions, test specification and trouble reports are some of the job areas included in your duties.

The person we are looking for should have a technical background, preferably Electro engineering, and good skills in English, both verbally and in writing.

You should also be self-going, flexible, proactive, and work well in a group.

Contact: Lena Sand, +46 8 681 26 52,
e-mail: lena.sand@etx.ericsson.se
Thomas Eckemyr, +46 8 719 99 08,
e-mail: thomas.eckemyr@etx.ericsson.se

SW-Design

We are looking for you who want to work with SW Design within the development of Access 910. Besides from coding there are tasks from specification and system design to load module integration and joint test.

You have a university degree and experience from SW design with C or C++. You must enjoy working in a team and have good communication skills. Own initiatives are important. Our working climate is open, supporting and free for initiative.

Contact: Torbjörn Engesvik, +46 8 7196472,
e-mail: torbjorn.engesvik@etx.ericsson.se
Robert Mellberg, +46 8 719 00 53,
e-mail: robert.mellberg@etx.ericsson.se

HW-Design

You will work with specification, design and verification in the area of HW (both analogue and digital) and firmware in the development of the Access 910. We work with integrated systems, ASIC, FPGA/PLD, DSP, C. There are good possibilities to form the position to suit your experience and interests.

You have a technical education and experience in some of the above areas of HW/Firmware design. You have good skills in English, take initiatives, work well both on your own and in team, and like working in an international environment.

Contact: Robert Mellberg, +46 8 719 00 53,
e-mail: robert.mellberg@etx.ericsson.se
Fredrik Staaf, +46 8 719 87 81
e-mail: fredrik.staaf@etx.ericsson.se

Local Subproject Leader

We are looking for you who want to work as a Sub project Leader for our SW design activities. You will plan, lead, co-ordinate and follow up our development projects and be our interface towards the main projects.

Your background should be from the SW

design area. Experience from project management is an advantage. You have good skills in English, like to work in teams and have lots of own initiative. PROPS is familiar to you.

Contact: Roger Eriksson, +46 8 719 56 58,
e-mail: roger.eriksson@etx.ericsson.se

Support for tools and Design Environment/LSO

We need to extend our support function (LSO) for tools and design environment for the design area. You will work with and be responsible for the design environment and design tools in close cooperation with our designers. The work includes configuration, installation, license handling, support etc.

Our activity is SW design within mainly C/C++ and SDL in a Unix-environment. Knowledge of Unix system administration is needed. Experience of APStools and Clearcase is a plus. You must enjoy working close with the users of our environment, be openminded and take own initiatives.

Contact: Torbjörn Engesvik, +46 8 719 64 72,
e-mail: torbjorn.engesvik@etx.ericsson.se

HR Contact: Kerstin Halén, +46 8 719 6701,
e-mail: Kerstin.Halen@etx.ericsson.se

Send your application to:

Ericsson Telecom AB
PU Access&Product Offerings
Margareta Bringby
Human Resources
126 25 Stockholm



Make yourself heard.

ERICSSON 

services and functions together with knowledge of traffic handling within OPS in particular, and AXE in general, in order to extract relevant data for further analysis. You will be familiar with the OTN and the IBM Token Ring Network in order to assist customers with service affecting problems. Experience of OTN installation and start-up is a bonus. Establishing good contacts with OPS/OTN design organisations in order to follow the development and identify future needs for support is also part of this task. You will provide Help Desk assistance to end and internal customers and provide On line support when needed. Travel within the Asia-Pacific region may be required.

You will have at least 5 years experience in an AXE environment in either testing or support but also in a role including: Handling of OPS services and functions. Outage recovery handling. Trouble shooting. Demonstrated experience in dealing with customers.

It is desirable that you have the following: Overall understanding of technology issues and trends. Service oriented. Strong communication skills. Good command of both written and spoken English. Focus on quality and delivery precision. Flexibility to work in a team and under pressure. Willingness to travel within the Asia Pacific Region.

GRC Technical Support Engineers Wanted!

● The Global Response Centre (GRC) is located in three different timelines throughout the world (Australia, Netherlands and the United States) The GRC is responsible for second line support towards Ericsson's first line organisations. CSR's and other service requests are handled by the GRC or passed on to marketing or design. To deliver the technical services requested, we are looking for 4 additional engineers to join our team in Melbourne, Australia. These positions are open to both local and expatriate long-term contracts.

Job description: 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. Impart knowledge and experience to team members.

Previous experience: Minimum 5 years experience in an AXE environment in either testing or support including: Outage recovery handling. Trouble shooting (e.g. DT, SW-faults, Restarts, hangings). Creation of patches in blocks (With help of Plexview). Previous experience in customer service.

Key attributes: Overall understanding of Ericsson technology issues and trends. Service orientation. Strong communication skills. Good command of both written and spoken English. Focus on quality and delivery precision. Flexibility to work in a team and under pressure. Team orientation. Willingness to travel within the region.

The successful applicants can expect challenging positions towards Ericsson's growing Global Market. All positions are based in Broadmeadows, Melbourne.

Contact: Mikael Ekholm (Mikael.Ekholm@ericsson.com.au) Web address: <http://www.epa.ericsson.se/public/home/grcau/> Application: Sue Holman (Susan.Holman@ericsson.com.au) latest 990626.

ERICSSON IRELAND LTD

System Engineer

Ericsson in Athlone is a major player in Network Operator Solutions, with global responsibility for R&D and Product Development. This leading edge and highly regarded Software Centre develops and delivers products in the Access, Mobile and Internet application domains.

● We have exciting opportunities for systems engineers who have worked in data communications with experience in some or all of the following areas: Network Performance Management. OOD (Casetools). GUI building. SNMP. TCP/IP. ATM. LAN/WAN Configuration. SDH. 2nd and 3rd generation mobile systems.

If you have the experience and necessary drive to work in the fast paced environment in Ericsson then we would like to hear from you:

Contact: Michael McGann Human Resources Manager, Ericsson Systems Expertise Ltd., Ericsson Software Campus, Athlone, Co. Westmeath, Ireland. Email: Michael.McGann@ericsson.com

ERICSSON TELECOMMUNICATIONS BV

Innovation Manager

Today's telecom networks outputs a lot of information. The normal usage is for billing purposes. By using this vast source of information Ericsson is now providing a Datawarehouse solution that can boost the operators understanding of their networks, service usage and marketing effectiveness. This area is expected to grow substantially next coming years. The usage of available database technology combined with our expertise in networks will make us the market leader in this field.

● Tasks & Responsibility: You as the Innovation Manager is responsible for the managing the growth, sales and successful implementation of the Sub-Product Unit's innovation.

You have the responsibilities of managing the overall team, developing the business through fostering innova-

tive processes and to support the Business Manager, Product Manager, System Manager and Project Manager in achieving their maximum performance. This includes recruitment of new staff, we are today 10 persons and are growing to 20.

You enjoy a far more responsibility than any traditional line management job in Ericsson and enjoy being involved in sales and developments and deliveries alike.

You actively participates in developing and improving operations of the Sub-Product Unit as a whole and as a member of the Management Team, making a significant contribution to the overall strategy, objectives and implementation of the same.

Manage organisational issues that effect the innovations and represent the innovations at related Ericsson organisations is also an integral part of your job.

Required competence: Experience in product life cycle management, managing a small team, leadership qualities, experience with competence development, management issues i.e. organisational change and budget discussions, financial awareness i.e. profit & loss calculations and Net Present Value.

We are looking for someone who can empower others to achieve their best in a fast moving insecure environment. The person needs to be able to motivate, handle change, challenge others, manage many different aspects of the business - from marketing through to maintenance issues. You will be based in the Netherlands.

Contact: Brian Kilkelly 31 161 242510 (email: brian.kilkelly@etm.ericsson.se) or Per-Ivan Selinder 31 161 2964 (email: per-ivan.selinder@etm.ericsson.se) Ericsson Telecommunications BV, P.O.Box 8, 5121 AA Rijen

ERICSSON US

Technical Solutions Manager

● This critical role to Ericsson will work with our existing local customers to develop, implement and sell technical, network integration and applications solutions. These solutions will span across traditional telecommunications and data (internet) network boundaries. The individual must have strong background in wireless networks in order to work closely with customers to develop the next generation of network applications and solutions.

A B.S. (Master's preferred) in Electrical Engineering, Computer Science or related discipline is required. As well as five to ten years of experience in Switching/Transmission, Network Planning and Engineering, Product and Project Management and Operations. Experience with Ericsson products preferred. Sales experience Preferred.

We are looking for a mature, seasoned telecommunications Solutions Manager.

You must be very persistent and highly motivated. If you have the technical expertise, along with the drive to exceed the customers expectations, please submit your resume along with salary requirements. Position location is Atlanta, Ga, USA.

Application: Julie Williams, in the Ericsson staffing office in Lynchburg Va, USA e-mail Julie.Williams@ericsson.com

ERICSSON HELLAS (ETG) OFFICE, ATHENS, GREECE.

Local Product Manager to Greece

Ericsson Hellas has recently being awarded with a strategic mobile IN contract for the greek GSM operator Stet Hellas. The contract include many strategic VAS and mobile IN products and applications, as well as future phases of additional product deliveries.

● To succeed with the growing need for product planning and sales support for Stet Hellas future IN and VAS solutions, we are recruiting an experienced local product manager for a 12 months assignment to be located at the Ericsson Hellas (ETG) office in Athens, Greece.

You are self going, driving, customer and result oriented. Your experience in previous technical or strategic product management and preferably various GSM and VAS products and applications are highly appreciated. Our preferred starting date for this assignment is July 1 1999.

Contact: Antonis Hontzeas, tel +301 960 1411, or GSM +3093 246 5555 e-mail: antonis.hontzeas@etg.ericsson.se or Bo Fahlén, tel +301 960 1411, or GSM +4670 567 0595 e-mail: bo.fahlen@era.ericsson.se

ERICSSON BV RIJEN, THE NETHERLANDS

Within the Business Line Customer Services GCSO is a vacancy for a:

Business Manager

The Global Customer Support Office (GCSO) in Rijen is one of the 3 worldwide hubs of the GCSO. The 3 hubs together provide 24-hours service to our global customers. The major services are: customer management, help desk, emergency support, software/hardware support and system administration.

● Goal/Challenge: As the business manager you team up with the GCSO Business Manager and together you provide a sound financial and contractual structure. The op-

portunity involves working in a young and professional international team.

Tasks: Responsible for tracking and controlling the validity, correctness and reliability of the financial information flowing between GCSO and other organisations. Co-ordinate the invoice handling and assist in managing reports. Aware of the financial terms and conditions in the agreements and ensure that the cash flow controlling procedures embedded into these agreements are correct and valid. Work closely with the GCSO managers to manage the processes of reviewing and setting up new agreements.

Required competence: University education in Economics and IS/IT or related fields. Preferred working experience in Ericsson. Minimum 2 years working experience in a similar position or with similar responsibilities. Very good negotiation and communication skills. A motivating team player. Able to meet deadlines and well organised. Very good planning and management skills. Good command of English language. Willing and able to live in the Netherlands and to travel frequently to other countries.

Contact: Liselore Brabers + 31 161 249850. Application: Liselore.brabers@etm.ericsson.se

ERICSSON NETHERLANDS

Manager Operations Product Entity SCP

Ericsson is the world's leading supplier of Intelligent Network solutions. Our products have been chosen by over 100 operators of fixed and mobile systems in more than 40 countries. The PE SCP is determined to ensure continuous business growth in the fastest growing area in the telecom business: Value Added Services.

The Product Entity (PE) SCP Rijen (NL) develops and maintains service platform functionality software for the AXE 10 platform. The PE also has product management and product marketing responsibility. The product is the core platform for the Ericsson Intelligent Network services and supports for example PrePaid and Virtual Private Network services.

● In the PE SCP we are looking for a manager who is responsible for all operational activities for development of SCP-T. The total operational size is +/- 140.000 man-hours: per year large and distributed over Netherlands, Poland and Mexico. Current headcount is 113. Within these 140.000 man-hours international software development projects are executed varying from 60.000 man-hours/year for large projects to few 100 hours per month for small projects. In total +/- 10 project managers will be reporting to you.

As responsible for all PE projects you should have large experience in managing an international multi project environment. You should also be familiar with software development projects and operational management.

Contact: PE SCP manager competence Alfó Melisse (+31 161 249463) or PE manager Arno de Kok (+31 161 249520). E-mail: Alfó.Melisse@etm.ericsson.se.

ERICSSON LTD, UK

Supply Department Manager

● Department: MSO Location: Guildford

Key responsibilities: The Supply department is responsible for supplying Ericsson's UK customers who are mobile operators with new product releases from the product units. The MSO are looking for a manager to head up this department.

The Supply manager takes overall responsibility for the configuration and verification of new software to customers, and must ensure that any new or changed system functionality to customer systems is of a high quality. Processes must be in place and managed for all software supply projects.

The position is a management position and involves managing a team who provide a centre of testing excellence within the MSO.

A key responsibility will be to ensure staff development is an on-going activity and also to manage effective performance to achieve a highly motivated and empowered team.

Qualifications / Experience: Preferably 6 years relevant experience in the telecomms industry, with 4 spent in a technical management capacity working in the AXE field.

Skills/Competencies: Man-management competence needs to be highly developed. Good competence is required in the knowledge of software delivery, mobile awareness and interpersonal skills.

Contact: Recruiting Manager: Colin Mitchell, MSO Director Phone: 01483 305681 and E-mail: colin.mitchell@etl.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Professional Services within the segment Network Operator and Service Providers - For a successful Partnership

Professional Services (BOPS) is an Ericsson Business Unit that delivers business solutions and consultancy services to network operators and service providers around the world.

Professional Services offers: Business Consulting, Telecom Management & Systems Integration (Billing & Customer Care, Service Activation, Network Management, Fraud & Security), Managed Services (Operation of customer network, support systems and IT environment), Quality Improvement Solutions. Solutions for Internet Service Providers.

The Professional Services Marketing Department is responsible for Business Management within two of our direct markets, China and Japan and therefore we need a:

Service Marketing Manager, China & Japan

● The Service Marketing Manager will ensure that the selected Market Unit (China & Japan) works in a focused way to sell and deliver Professional Services (PS) in order to generate highly profitable business with high customer satisfaction.

This entails supporting Product Units and Market Units in their efforts to be successful in their competence areas within the selected market with the goal to increase business (and market share) in a profitable way. You will also be responsible for following up Market Unit progress and reporting back to Professional Services management.

Important activities include: Ensuring that the Market Units create a business plan for Professional Services and that they allocate resources to execute the business plan with help (if needed) from the different Product Units. Increase knowledge of PS Service & Product portfolio at the Market Units at different organizational levels. Organization of Marketing Seminars and other Marketing Activities. Co-ordinating cross Product Unit offerings and solutions towards the Market Unit and the end customer when needed. Follow up of the business plan, service sales and service delivery together with the Market Units and the Product Units. Creation of a good atmosphere and cooperation between the Market Unit and PS (relationship building).

Your profile: We believe that you have good knowledge of the business framework of Ericsson, preferably also from the cultures of China and/or Japan. We also believe that you understand the difference between consulting services and products and are able to communicate this. You are perceived as a senior person within marketing and sales. And we know that you are prepared to travel extensively.

What's in it for you? Opportunities for advancement. Responsibility - personal development. New, service-minded organization. Dynamic working environment. International contacts with management and specialists at all levels.

Contact: Stefan Johansson Phone +46 8 4043619 stefan.m.johansson@era.ericsson.se Application: Ericsson Radio Systems AB NH Towa Raak 164 80 STOCKHOLM towa.raak@era.ericsson.se

ERICSSON AUSTRALIA PTY, LTD.

The Global Response Centre (GRC) is located in three different timelines throughout the world (Australia, Netherlands and the United States) The GRC is responsible for second line support towards Ericsson's first line organisations. CSR's and other service requests are handled by the GRC or passed on to marketing or design. To deliver the technical services requested, we are looking for 4 additional engineers to join our team in Melbourne, Australia. These positions are open to both local and expatriate long-term contracts.

● Job description: 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. Impart knowledge and experience to team members.

Previous experience: Minimum 5 years experience in an AXE environment in either testing or support including: Outage recovery handling. Trouble shooting (e.g. DT, SW-faults, Restarts, hangings). Creation of patches in blocks (With help of Plexview). Previous experience in customer service.

Key attributes: Overall understanding of Ericsson technology issues and trends. Service orientation. Strong communication skills. Good command of both written and spoken English. Focus on quality and delivery precision. Flexibility to work in a team and under pressure. Team orientation. Willingness to travel within the region.

The successful applicants can expect challenging positions towards Ericsson's growing Global Market. All positions are based in Broadmeadows, Melbourne.

Contact: Mikael Ekholm (memo EPAMIEM). Application latest 990601: Sue Holman EPA.EPASMH.

ERICSSON TELECOM AB, WIRELINE SYSTEMS GLOBAL SUPPLY CHAIN/ SYSTEM SUPPLY AND INTEGRATION.

Wireline Systems Global Supply Chain is a global organization working in a world of new networking paradigms where our ability to define and deliver complete network solutions is the key to the success of our customers as well as our own.

System Supply and Integration work with the toughest customers the telecommunication market has to offer, such as RSL Com and WorldCom. The customers are new operators who are expanding globally. We are working in a team-based organisation where different roles interact

closely. Traditionally we have only been working with AXE products, now we are working towards Access, Intelligent network and integrating complete networks. For more information please visit our homepage: <http://www.hf.ericsson.se/osg>

A S Replacement Specialist

● As a specialist in A S Replacements you raise requirement handling towards product units as well as internally in order to secure continuous improvement and competence activities. You work with methods and support for upgrade of AXE exchanges in our customer solutions project. You also act as a trouble-shooter when required and support in planning and analysis phase both internally and towards marketing units and customers. You provide input to the strategic competence planning on what kind of competence the unit will require in the future.

You work together with A S Replacement specialists in other Ericsson companies in competence networks to develop and evaluate methods for upgrade of complete networks including various types of node elements like SCP, ANS, BMX etc.

We want you to have at least three years experience of AXE switches. Experience in upgrade and trouble shooting within the competence area is a requirement. You have proven skills, and you are interested in developing yourself as well as others. You are open-minded about giving guidance and assistance to others. Your Swedish and English are very good in speech as well as in writing.

Contact: Nils- Erik Bergström, tel. 08-719 9687, e-mail. nils.e.bergstrom@etx.ericsson.se

Network Integration Engineers

● As a Network Integration Engineer, your job is to integrate the different elements that the network is built up of. This can be both Ericsson equipment as well as other vendor equipment.

We work with AXEs, Airline systems, BMX and IN products, routers, DCME equipment, STH nets and much more. They should all work together and by the time the Network Integration is finished, the network should be ready for commercial operation. We want you to have a technical university degree (120p electro-engineer or equivalent experience).

The job will demand of you to be a team player, to have experience from AXE configuration and testing, preferably 1-2 years as a system tester, to have experience from customer relations and customer support is preferred, to be able to refer and relate to ETSI specifications, to have a good knowledge about network configuration and an ability to understand specific customer network solutions and that your English skills are very good.

Contact: Ulrika Strandgren, tel. 08-719 2959, e-mail. ulrika.strandgren@etx.ericsson.se

Customer Engineers

● As a Customer Engineer you will work closely to the customer. You will assist the project manager in the beginning of a project so that realistic time plans can be presented to the customer. You are responsible for the co-ordination of software and data transcript implementation, to develop and co-ordinate the demonstration and acceptance at the customer site.

We want you to have a technical university degree, at least 120 p and to have technical qualifications in telephony or data communications engineering, preferably 3 years as a system tester.

Experience as a leader is an advantage. We want you to be a teamplayer and to have a genuine interest in other people and you like to solve problems in co-operation with others. Your English as well as Swedish skills are very good.

Contact: Mikael Forsberg tel. 08-719 9520, e-mail. mikael.k.forsberg@etx.ericsson.se

Data Transcript Engineers

● As a DT engineer, you collect information from the customer network/sites which you use to create, verify and implement Network Configuration Data. You will have direct contact with customers. The work is to be performed both in Sweden and at our customer sites around the world.

We want you to have a technical university degree (120 p electro engineer or equivalent background). Knowledge of AXE/telephony and/or network planning is mandatory and we would like you to have at least one year of experience within this field.

You should also like to work with continuous improvements and try new ways of doing things in order to contribute

to the development of processes and methods. Your English and Swedish skills should be very good.

Contact: Roger Johansson tel. 08-719 3038, e-mail: roger.s.johansson@etx.ericsson.se

System Testers

● As a System Tester you work with software testing and implementation. You work in a customer team with dedicated customers. You also handle STP:s and test equipment. You follow and develop methodologies and routines.

We want you to have a technical university degree (120p electro engineer or equivalent background). We also value knowledge of Ericsson products and procedures. As a person you like to work with others, are open-minded and like new challenges. You communicate well in English as well as in Swedish.

Contact: Magnus Schön, tel. 08-719 1293, e-mail. magnus.schon@etx.ericsson.se Applications: ERICSSON TELECOM AB, HF/ETX/X/XOH, Charlotta Åkerström, 126 25 Stockholm. E-mail: charlotta.akerstrom@etx.ericsson.se

ERICSSON TELECOMMUNICATIE B.V., NETHERLANDS

Within the GCSO (Business Line Customer Services) 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 cus-

tomers. 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.

To apply: The home base is Rijen. Opportunities to work abroad both for training and work is possible. For more information regarding the vacancy, please contact Joop van de Kaa, ext. 2451. Liselore Brabers Recruitment & Search Business Line Customers Services Ericsson Telecommunicatie BV Tel.+ 31(0)161-249850 E-mail: Liselore.Brabers@etm.ericsson.nl

GSM TURNKEY PROJECTS.

Israel and Italy Long-term international assignments

Israel - Tel Aviv

LM Ericsson Israel Ltd, established August 1996, has 155 employees. Due to the phenomenal growth of Israel's GSM system - over 1,000 new subscribers per day - they need to expand their support organisation in parallel with this record growth.

The climate, the relaxed lifestyle, all the fruit and vegetables...it is easy to enjoy the most European lifestyle in the Middle East. Everything moves quickly in Israel, a nation interested in technology, with industry dominated by software and hi-tech companies. Leisure, recreation, education and medical facilities are second to none.

BSS, SS, IN/SMAS Support Engineers

Ref RS/E01/1

Building close customer relationships providing high quality technical support in one or more of: BSC, BTS, MSC, HLR, VLR, AUC, SSP, SCP, SMAS, OSS, SOG, BGW. Strong technical background in CME20 mobile systems, to conduct fault analysis, troubleshooting and program correction handling.

Ideally an Engineering or Computer Science graduate experienced in customer support. Knowledge of support

activities; trouble-shooting, writing PLEX/ASA, APZ/IOG recovery, trouble report handling and system upgrades. Good written and spoken English.

Data Transcript Engineer

Ref RS/E01/2

To prepare Data Transcript packages for MSC and BSC, and develop and implement processes and methods for data transcript production in this new market. You will attend/ conduct customer meetings to identify and evaluate customer requirements and participate in project status and scheduling meetings to ensure proper coordination of Data Transcript activities with overall project requirements.

Ideally an Engineering or Computer Studies graduate experienced in Ericsson CME20 mobile system data transcript production.

Good knowledge of MSC and BSC. Working knowledge of DTSS and processes involved in data transcript production. Able to think critically, making accurate, sound decisions; a team player able to mentor other department members. Excellent customer skills and a good command of English.

Italy

Ericsson Telecomunicazioni is the main supplier to two out of three existing mobile operators in Italy. The Italian GSM market is the fastest growing market in Europe.

Based in Rome and Milan with regional offices all over Italy, this is an excellent opportunity to experience one of Europe's most exciting lifestyles, see some of the world's most beautiful scenery and treasures, not to mention working with talented engineers committed to technical excellence.

The Italian mobile market is the fastest growing market in Europe and we are looking for a number of highly motivated Product Managers to establish good relationships with customers and team members alike.

Product Managers

Ref RS/TEI/3

You will define customer related requirements on products, define product strategies and prepare business cases. You will have close contact with the Account Managers supporting them with technical answers and solutions. This is a challenging position which will give you the opportunity

to interact with customers, both for defining requirements, and making product presentations. You will need to possess sound market and system competencies.

Ideally a good understanding of one or more of the following; BSS, NSS, IN, with knowledge of standard protocols CS1, CAMEL, TCP/IP. Also a good knowledge of telecommunications and open systems, AXE, HP/SUN - UNIX. Good written and spoken English is essential.

If you are interested to know more about any of the above opportunities or wish to apply please contact Karen Hogarth, Turnkey Solutions, ETLKNHH on 01483 305534 or 0410 587300 quoting the appropriate ref no.

Make yourself heard.

ERICSSON 



Photo: Scanpix



Photo: Scanpix

Color, form and sound are important features when young people choose mobile phones. All of their senses have to be satisfied. The youth of today have a highly sensitive "radar" - they look for associations when selecting a brand. They're not just looking for a product; they want a product that stands for something. Honesty is essential; hypocrisy is devastating.



Photo: GreatShots

Young people - key customers

If Ericsson wants to attract the youth of today and tomorrow, we'll have to get out of the starting blocks early, establish a scenario and chart and take advantage of emerging consumer trends for young people in all parts of the world," says Cecilia Lund of Consumer Products, initiator of a conference recently hosted by Ericsson to study future trends among young consumers.

Influence on family purchases

According to Teenage Research Unlimited in the U.S., young American consumers will spend USD 141 billion this year, a 60-percent increase in relation to only five years ago. And that's not all! The youth of today exercise a much stronger influence on family purchases compared with previous generations. The same trend has been noted in China, where a recent survey showed that 62 percent of parents (in metropolitan areas) discuss family purchases with their children and 24 percent of the average family's income is spent on the children.

These and other statistics were presented at the conference. Several researchers reported the findings of recent studies of purchasing patterns among today's young consumers. Young people in all parts of the world are becoming increasingly impor-



Today's trendy young people want functional products, but they also have to be "cool." Photo: GreatShots

tant customers, but what are the distinctive features of the trademarks and brand names they choose?

"The conference was arranged to create greater understanding of this target group, how young people live, think, what decisions they make and why," says Cecilia Lund.

Cream of the crop

The youth of today are part of a global generation, the first one to be able to sample and choose from the best of all global and local cultures. For them, the telephone has become a tool for communications and so-

cializing. And the Internet offers a medium that makes friends and acquaintances accessible 24 hours a day, seven days a week. Instant messaging has become a very popular and recreational outlet.

Functionality taken for granted

The young generation of today takes functionality for granted. Products have to be stylish, said the American author Ted Polhemus, a specialist in marketing communications directed at young people.

John Grant, a British marketing consultant and author, presented a young person's perspective on what makes a certain product "cool."

"Quality is important, but it's not enough. The products have to be manufactured for people of their own age; they have to be unique, something trendy friends and celebrities would buy," he said, offering the following advice to marketing personnel focused on this special target group:

"Communicate with them, tell them about your products, perhaps via a youth web site on the Net; offer them something they can truly relate to and, last but not least, make sure you provide them with an element of entertainment."

Carin Gessler

UPCOMING

June 1-4: Ericsson exhibits at the Kitef 99 trade fair in Kazakhstan.

June 5: Ericsson's annual excursion to the Kolmården Safari Park celebrates its tenth anniversary. Approximately 3,000 employees from all over Sweden are expected to participate.

June 22-25: The CommunicAsia telecom fair takes place in Singapore.

UPDATES

May 11: Ericsson, in cooperation with the Icelandic company Oz.com, launched the communications portal iPulse at the Network + Interop Exhibition in Las Vegas in the U.S. Read more about this on pages 16-17.

May 19: For the second time, the price of the Ericsson share exceeded the conversion price for employee convertible shares (SEK 236). Read more on page 4.

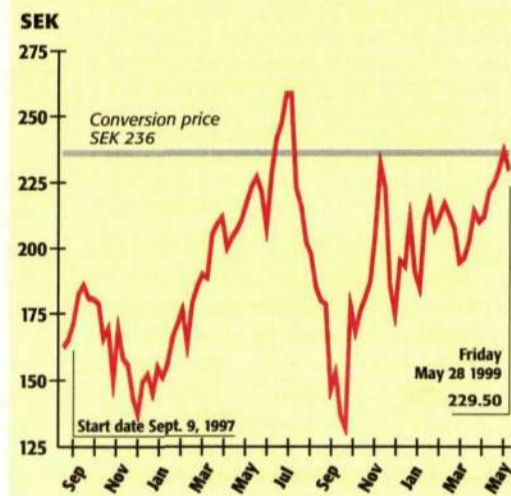
NEW ASSIGNMENTS

Kurt Sillén is taking over responsibility for GSM Systems' new electronic commerce project. He has worked for Ericsson for eleven years and has most recently been working as marketing manager at the Base Transceiver Stations product unit.

Jan Melin has been appointed head of the supply chain at the Enterprise Systems business unit.

Max Björkgren has been appointed head of a joint IT unit for the Nordic countries - Sweden, Norway, Denmark and Finland. Read more on page 4 of this issue of Contact.

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>

