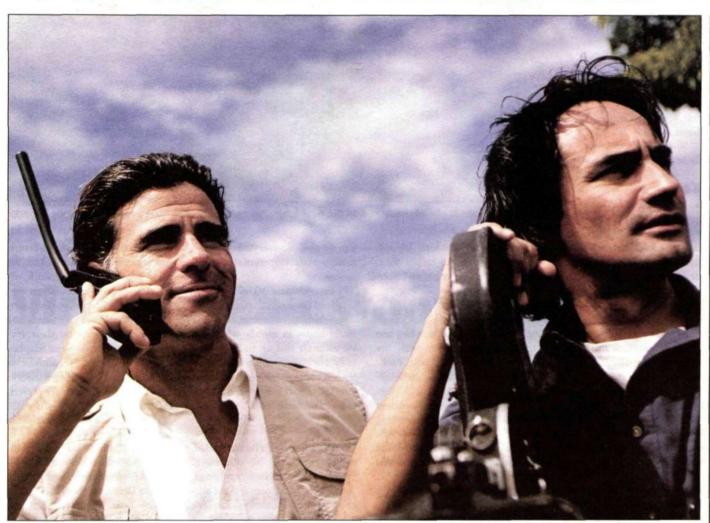
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NO. 11 · JULY 1 1999



Now you never have to go anywhere without an Ericsson phone. The new R 290 Satellite - Ericsson's first global satellite phone - has now been presented. Professional users who travel or work in isolated parts of the world are expected to be one of the first customer groups. The phone weighs no more than 350 grams and is compatible with Globalstar's satellite system, which will be launched later this year.

Ericsson global satellite phone late this year

Ericsson presented its new R 290 Satellite during the CommunicAsia fair in Singapore. It is a dual-mode phone that functions by using Globalstar's satellite system when it is out of range 10-11 of the GSM network.

Ericsson Italy creates a strong brand name

Italy is best in the Ericsson world at establishing and nurturing the brand

Success is largely based on marketing efforts which emphasize people and product benefits rather than

technology. This is the conclusion of an international image survey sponsored by Ericsson. Ericsson Italy's achievements include being first to launch mobile phones using TV commercials.



furniture is a good example showing succesful Italian marketing.

This

Strong focus on IP skills

Ericsson's most comprehensive training program ever will start in the autumn. The majority of employees will participate in a web-based course to learn more about datacom, IP and the new marketing logic that is now emerging.

New customers and competitors demand an entirely new way of working.

Bright new dual-band phone

The T10 is Ericsson's new phone model. It is a brightly colored dual-band phone for the GSM 900 and 1800 bands. The T10 is avail-

able in five colors and weighs 146

Messaging soon based on IP

New messaging based on IP technology are creating a completely new applications, such as e-mail and advanced info services.

A new product unit called Ericsson messaging has been created to lead the development. IP-based products are expected later this year.

TTC-global will affect all

Right now the TTC-global is being rolled out. It is the name of Ericsson's program designed to reduce lead times to custones. The entire production and delivery system will be undergoing fundamental changes.

A number of European countries will take part in the first wave of the

FUTURE

Wireless Internet is the key for the The New Telecoms World.

WORLDWATCH CRONICLE

It's boom-time for cable television companies.



contact

The publication for Ericsson employees all over the world

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You will find Contact on web under the page:

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

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

Wireless Internet is the key

"Ericsson is striving for a leading position in the creation of the new telecom world. As world leader in mobile telephony, we are the best equipped to be the front runner in the current race to build mobile systems of the future based on third-generation mobile telephony."

That is a brief summary of the strategy presented by Ericsson CEO Sven-Christer Nilsson at an international press seminar held in Stockholm at the beginning of Iune.

We have five exciting years ahead of us in the telecommunications industry. During these years, thirdgeneration mobile telephony will be expanded, while wireline telephony continues developing rapidly toward new solutions - based on IP (Internet Protocol), but with the high degree of reliability and security of the traditional circuitswitching telecom network. Ericsson is participating in the race now under way to be the leading supplier of telecom solutions in the future. Aside from traditional competitors such as Alcatel, Siemens, Nortel, Nokia and Lucent, our competitors include the data communications companies, led by Cisco.

It is important that Ericsson clarify the company's position in this race, and what strategy it will adopt to take the lead over the competition. Accordingly, in early June the company held an international press seminar where Sven-Christer Nilsson and Torbjörn Nilsson presented the company's new strategy.

Natural needs

"The basis for the revolution we are now facing is the phenomenon of '3G' — third-generation wireless services. Wireless Internet access and cellphones with e-mail are examples of new services that will change our lives completely," Sven-Christer Nilsson explained. "With 3G, people will finally take full control over communications. This is enormously significant for the social animal that man is: communicating is part of our nature, just as much as satisfying our curiosity



Wireless Internet is already here, and, in the near future, several applications can have an enormous impact.

and striving for freedom. We will be helped by 3G to satisfy these needs more than ever before."

Extended expertise

"Ericsson is very active in developing 3G and IP-based telephony. You are no doubt familiar with the strategy – we call it the pearl necklace strategy – which we have applied. We have avoided major acquisitions, preferring to strengthen our product portfolio by acquiring smaller cutting-edge enterprises. The ACC, Torrent and TouchWave acquisitions are examples of this strategy in action.

"We have now partly entered a new phase, in which we are focusing on increasing our expertise in developing services for future telecom systems. Our part-ownership of Oz.com and, most recently, our acquisition of the Danish Telebit company are important steps in this process. Oz.com develops extremely advanced Internet portals and Telebit is among the world leaders in the next stage of IP development – IP version 6."

Open standards

Sven-Christer Nilsson returned several times to the importance of focusing on developing 3G services.

"Ericsson has supported the development of open standards – a course we are continuing. For 3G,

too, we shall do everything we can to support developers of new applications.

"I am convinced 3G will be a success. And that's good news for Ericsson, which is of course already a world-leader in mobile telephony. We estimate that up to 75 percent of future investment in our industry will concern wireless access and terminals. That is why we continue to focus on these areas."

Telcos in the lead

"In the battle for this future market, two groups can be discerned," Sven-Christer Nilsson explained, "one rooted in telecom and the other in data communications. For telecom suppliers like ourselves, the big challenge is to create new solutions for IP-based real-time communications, solutions that maintain what we call 'carrier-class' standards, that is, that are as reliable as today's telecom systems.

"Such solutions are required to ensure that IP voice communications maintain acceptable quality – that is, considerably higher quality than is currently the case.

"Our competitors in data communications have a much more difficult task. They are good at IP, but not at real-time and carrier-class communications. In the new telecom world, the low reliability of their current IP solutions isn't good enough." In speculating about the future, one factor is easily overlooked: the traditional telephone network, often referred to as man's largest machine, represents an enormous investment. Telecom operators are not ready to abandon their revenues from ordinary voice telephony and will therefore continue to operate circuit-switching networks for many years. For many players, the way into the IP world is a migration issue – a gradual transition from the old to the new.

"Here, Ericsson can offer solutions. Our major contract with BT, and the subsequent contract with Telia in Denmark, show that we can already offer migration solutions. The market for such migration solutions will be huge, I can assure you."

Broadest product portfolio

"To lead the new telecom world, we must be able to offer comprehensive solutions for the next generation of telephone networks. It is impossible to survive as a niche player in this market. I assure you that Ericsson is capable of playing a leading role. Today, our product portfolio is the broadest in the industry. And concerning the most important aspect of the next generation of networks — wireless networks — our position is stronger than ever."

Reported by: Lars-Göran Hedin lars-goran.hedin@lme.ericsson.se

Ericsson flexes its muscles at GSM meet

Ericsson's data communications and IP solutions helps wireless operators enter the Internet market today— a fact that surprised customers at Ericsson's GSM Data Conference in Stockholm.

The conference attracted 340 invited customers, as well as customeraccount managers from Ericsson's market units. Apart from the conference part, there were several workshops offering more detailed information on such solutions as GSM on the Net and GPRS packetswitching technology.

An adjacent exhibition area displayed Ericsson's full range in wireless data communications.

"We have network products, terminals, applications and several service and support products. And in fact, it is our comprehensive range that determines whether we win or lose contracts," explained conference project manager Fadi Pharaon, who is in charge of marketing and sales of wireless data communications at Ericsson Radio Systems.

"Here, we are demonstrating concretely that we are already strong in mobile data communications and IP. The plan is to hold another similar event next year, focusing on business opportunities."

The speakers included Ericsson CEO Sven-Christer Nilsson, Corporate-Marketing Senior Vice Pres-



Ericsson's entire product portfolio in the area was on display at the conference in Stockholm on wireless data communications.

ident Torbjörn Nilsson and Symbian President Colly Myers.

Nils Sundström

nils.sundstrom@lme.ericsson.se

Bright phone

Ericsson recently launched another new mobile telephone, the T10 model, which is a brightly colored, dual-band phone for GSM 900 and 1800 bands.

The new model is aimed at fashion-conscious consumers.

Clothes and other accessories, including mobile telephones, often speak volumes about the lifestyles of individual consumers.



NEWS

The T10 mobile phone will be available in larger volumes later on in the

The T10 model is available in five different colors with seven different ring signals, including two options for melodies. The choice of a vibrating signal is also available for customers who want to be more discrete.

The telephone has a three-line display field and longer battery times. It weighs 146 grams and can be used with all Ericsson 700-series accessories.

A variation called T10 sc has been developed specifically for the Asian market. The special model is programmed to process Chinese characters and store Chinese names in its telephone book.

> Patrik Lindén patrik.linden@ericsson.lme.se

Virus spread stopped quickly

Ericsson has quickly stopped another new virus. This time. the virus was treated more quickly than its predecessor, Melissa, but it's still too early to draw any definitive conclusions about the latest attack, says Stig-Göran Flemström, problem manager at Ericsson IT Services.

Initial indications of the virus were detected on Thursday, June 10, by transmissions of conventional telltale signs such as warnings to refrain from opening e-mail attach-

Stig-Göran Flemström says initial information about the virus was extremely limited. Nobody knew exactly where the new virus might lead. The worst case scenario indicated signs of the same type of cascade virus as Melissa, or worse.

Documents could be erased

It was clear, however, that documents produced by software included in Microsoft's Office packet could be erased by the virus, perhaps not only on local hard disks but also in other units linked to users via the network.

Ericsson IT Services started working to eliminate the virus over the weekend, when the gravity of potential problems was recognized. A decision was made early Monday morning to shut down all terminals, and a fax message was sent to all IT managers.

"We wanted to stop the virus from spreading and gain time to install updated AntiVirus software in work stations throughout the company," explains Stig-Göran Flemström.

Business-critical system

The most business-critical systems were up and running again by Monday night, when the risk of continued spread of the virus had been virtually eliminated.

A series of analyses will now be conducted, and IT Services will present a report containing comments and analytical findings.

Petter Schaffer

Strong focus on IP-skills

The world and market conditions are changing rapidly. A training program will be initiated throughout all of Ericsson this autumn to increase employee skills levels in datacom and IP.

It will be the most comprehensive training program ever started by Ericsson.

The growing need for datacom and IP is creating completely new marketing logic, a world with new customers, new fleet-of-foot competitors and, most importantly, a completely new mode of operations among Ericsson's large and established customers. New market parameters are also affecting Ericsson's work methods, influencing how and to whom new products and services should be sold.

Requires a new outlook

"Members of the corporate executive time are in unanimous agreement that a new marketing logic is emerging with datacom and IP products, and the Internet, which will require new work methods and a new outlook on business within Ericsson," says Britt Reigo, Senior Vice President, Corporate Human Resources. "It is essential that all Ericsson employees understand

and accept the fact that implications of new business conditions are critical to the company's future success. In view of this

situation, we



Britt Reigo

are now concentrating on comprehensive training to accelerate the process of change throughout the company."

Beginning in October, most Ericsson employees will attend a web-based training course to gain so-called datacom/IP certification. Different levels of technological skills will be offered, depending on each employee's background and job assignment.

"Our objective is to provide training courses for 80 percent of all employees by the end of the first quarter of the year 2000," says Nils-Gunnar Håkansson, project manager of the training program.

A number of Ericsson companies will be chosen to evaluate pilot training courses in September. The worldwide web-based training program will include fundamental facts about data communications and the Internet, as well as information on new technologies, applications and market players.

Courses will be offered

Special courses on new marketing logic will also be offered to Ericsson customer account managers, about 5,000 sales

persons and a large number of development engineers.





Nils-Gunnar Håkansson

logic, but it's important for everybody to be provided with the same basic knowledge," explains Nils-Gunnar Håkansson. "Our objective is to stimulate as many employees as possible to assume responsibility for their personal skills development. I am convinced that all Ericsson employees will meet this challenge and try to gain a better under-

standing of what today's changing market conditions will mean to Ericsson and for their own job responsibilities."

A number of programs designed to increase skills related to datacom and IP have already been started in various parts of the company. The GSM Systems business unit, for example, has established a knowledge ladder for about 4,000 employees in Sweden. Depending on job assignments, employees are free to choose from more than 20 seminars and CD-ROM training courses.

"In consultation with their immediate supervisors, all employees are encouraged to identify their place on the knowledge ladder, defined as individual progress in terms of know-how and a means of targeting areas for supplementary training," says Bengt Källbäck of Ericsson Research, which developed the program.

The new company-wide datacom and IP training program will be introduced exclusively as web-based instructional courses. Users will be able to select from a variety of virtual rooms to gauge their knowledge of the subjects.

> Nils Sundström nils.sundstrom@lme.ericsson.se

IN BRIEF

Investment in Telebit

➤ Ericsson has acquired a 75-percent ownership interest in Telebit Communications A/S, a Danish Internet company. Telebit specializes in wireless Internet technologies. Ericsson's recent investment in the Danish company amounted to about USD 30 million.

Minority holding in Saraïde.com

> Ericsson has acquired a minority ownership interest in Saraïde.com, a California-based company that develops Internet services for all types of mobile systems. The investment amounted to approximately 5.5 million dollars.

Internet Advertiser sold to Y-Pay

Y-Pay, an American Internet Service Provider (ISP), has acquired Ericsson's Internet Advertiser. The service will enable Y-Pay to offer customers Internet access and derive revenues from advertising. The agreement is valued at 35 million dollars over a five-year period.

Ericsson joins CDMA group

➤ Ericsson has joined the CDMA Development Group (CDG). Its membership in CDG confirms Ericsson's support of CDMA development and global spread of cdmaOne technology.

Major investment in Oz.com

➤ Ericsson has acquired a minority ownership interest in Oz.com of Iceland. The investment amounts to more than SEK 100 million and intensifies cooperation between Ericsson and Oz.com.

The acquisition of shares in Oz.com will provide both companies with better insight into each other's operations. Ericsson will also gain a seat on Oz.com's board of directors. Oz.com works with new Internet solutions designed to increase the value of the Internet for users. The activities will supplement Ericsson's leading position in IP-Telephony and wireless Internet services.

"The investment will enable Ericsson to focus on new concepts and business opportunities, which we have recognized while working in cooperation with Oz.com during the spring," says Harry Håkansson, President of LINK, the virtual company in which Ericsson and Oz.com cooperate.

Cooperation between the two companies has resulted in iPulse, an Internet communications portal scheduled for market launch after the summer

Contact goes on vacation

➤ Contact is going on summer vacation. The first edition after the summer break will be published on August 12. During the vacation period, some information will be available at Contact's home page, which is accessible on the intranet under "Inside Ericsson." Information can also be accessed externally at Ericsson's web site under "Publications."

The editorial staff wishes all our readers a very pleasant summer.

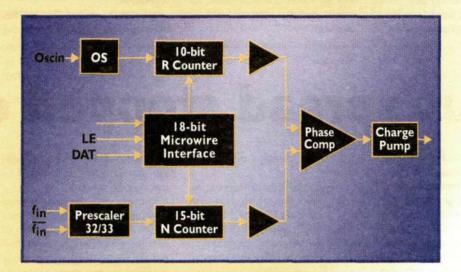
THE SINGLE PLL DESIGNED FOR ERICSSON'S NEXT GENERATION OF GSM TRIPLE-BAND CELL PHONES

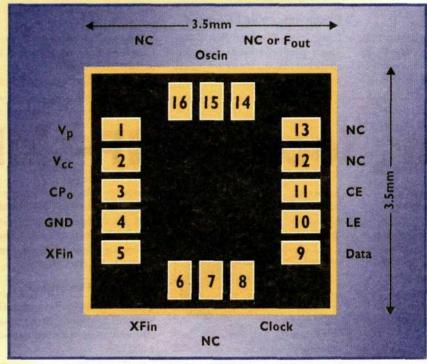
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New name in Silicon Valley



The attractive Ericsson-blue WebSwitch 2000 comes in several sizes for various capacity needs and can handle up to 100 users. Photo: Lars Aström

Ericsson WebCom Inc. is the new name for the Silicon Valley-based company Touch-Wave which was recently acquired by Ericsson.

The company, which is part of the Enterprise Systems business unit, developed the now widely acclaimed WebSwitch 2000

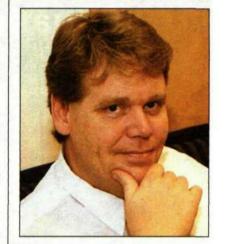
WebSwitch 2000 is a business switch (PBX) for smaller market segments, up to approximately 100

dinary and IP-based telephony.

A test version of the new system will be presented at Communic-Asia 99 in Singapore June 22-25.

WebSwitch 2000 will have its market debut in the U.S. during the fourth quarter of this year, and will be introduced into other key markets during the first quarter of

Thord Andersson



MHELLO THERE

Bert Nordberg

Manager of the new Ericsson Services business unit that was formed on June 15 within the **Network Operators and Service** Providers business segment.

➤ Why was a new business unit formed and what will you be working with?

"Service is becoming increasingly important to Ericsson now that the focus is shifting away from products to solutions. At the same time, telecom and data technologies are moving closer together, providing great opportunities for making the service sector an interesting and profitable area. Our major competitors are already operating in this manner. At IBM, for example, services are their most important business area.

"The fact that we are now combining all the services offered within the business segment into a separate business unit is not revolutionary, but rather evolutionary. Last year saw the start of closer cooperation within the service areas of the GSM Systems, TDMA Systems and Wireline Systems business units, and it is that cooperation which will now be developed further. Our operation is divided up into five product units. Telecom Management will become a separate product unit."

➤ How many people are employed at Ericsson Services?

"Altogether we number approximately 14,000 people. Eventually we will have four regional offices located in Stockholm, Beijing, Boca Raton, Florida in the U.S. and in Kuala Lumpur. In Sweden, where there won't be any physical reorganization for the time being, there are over 900 employees. Before summer vacation, everyone will find out where they fit into the new business unit. For the vast majority of employees, the new organization will involve no changes when it comes to work assignments."

➤ Most recently you worked at GSM Systems, how long were you there?

"I came to Ericsson Business Communications in 1995 and I became the head of Customer Services at GSM Systems in the middle of last year. Before coming to Ericsson, I worked for ten years within the IT industry as a service manager."

➤ Will you be taking any vacation this

"Although I'm very enthusiastic about my new job, I'll be taking a week now over the midsummer holiday. Later on I'll be spending time with my family at our summer cottage in southern Sweden, but I'll be within GSM coverage range the whole time."

TDMA forces gathered

Almost 1,000 employees from the TDMA Systems business unit in Sweden participated in an information meeting that was held on June 2 in Stockholm. Using the theme "Voice and beyond", the business unit's strategic goals were highlighted.

"It's important that we're all operating under the same principles and understand our strategic goals," said Björn Olsson, head of TDMA Systems, who opened the information gathering.

Developments within the telecom industry have shifted from fixed telephony to mobile telepho-The theme "Voice and beyond" is mobile telephony does not simply

"Both TDMA and GSM Systems can expect an accelerated rate of growth for another three to five years, but after that, system traffic will be just as great for wireless mobile data, the Internet and multimedia," explained Björn Olsson.

Delivery strategy

The meeting also dealt with strategies for securing deliveries during the high rate of growth currently being experienced.

"We need to move away from leaving things to chance," said Björn Olsson, explaining with standardized sales items, so-called 'high-level sales objects', will become increasingly important as volume products. Base stations are one such example. The U.S. and Brazil are countries where that is now starting to be implemented."

IT debater Christer Sturmark

was a featured speaker at the TDMA meeting. He explained the progression from an industrial society to today's communication and information society.

"We've created tools, such as the mobile telephone and the Internet, and now it is those tools which are shaping our work routines. It's important for Ericsson as a company to move away from a focus on engineering towards focusing on communications instead," he said.

Cai Strand and Håkan Cavenius, both of TDMA Systems, were in charge of another part of the program. Listeners were able to participate in a journey through 'Wireless Internet Space' featuring introductory music from "Star Wars." Cai and Håkan presented several of the major companies in the telecom industry, explaining how corporate buyouts and agreements helped them profile themselves within the New Telecoms World. These included, among others, Lucent, Cisco, Microsoft and, of course, Ericsson. Three English words that are of importance in that new world are "flexible," "friends" and "fast".

More than infrastructure

Björn Olsson also discussed third generation wireless systems and Edge, where it is important for Ericsson to help customers further develop their businesses. The telecom networks of the future will be more about generating traffic rather than delivering infrastructure.

"The world needs to know that we have solutions and products for the future and that it's our goal to remain a leading supplier in the future as well," he explained.

> **Gunilla Tamm** gunilla.tamm@lme.ericsson.se



Elsy Rodriguez, Cecilia Berg, Johan Martinell-Aronsson and Ana Beatriz Carvalho enjoyed some icecream during a break in the TDMA meeting. Photo: Kurt Johansson

anead

It's time for Ericsson's customer account managers to decide who to invite to Telecom-99.

On July 15 invitations and cover letters will be ready to be sent out. An advance invitation is already out on the intranet.

"To begin with, every customer account manager (GAM, KAM and NAM) will receive ten invitations and ten admission tickets," explains Liselotte Claydon, who is in charge

of Ericsson's internal communications for the exhibition. Those who need more tickets can order them from the printer's, she added.

It's now also clear what will be shown at the Telecom-99 trade show. But the organizers want it to be a surprise when the show opens on October 10.

The recruitment of display personnel is in full swing. The plan is to emphasize Ericsson's global presence in the market by involving as many employees from as many parts of the world as possi-

Already, there is a great deal of interest in Telecom-99. All of the hotels in Geneva are completely booked between October 10 and 17, but Ericsson made plans early and reserved a large number of rooms.

It's important that those who are planning to visit the trade show book their rooms through the Internet now.

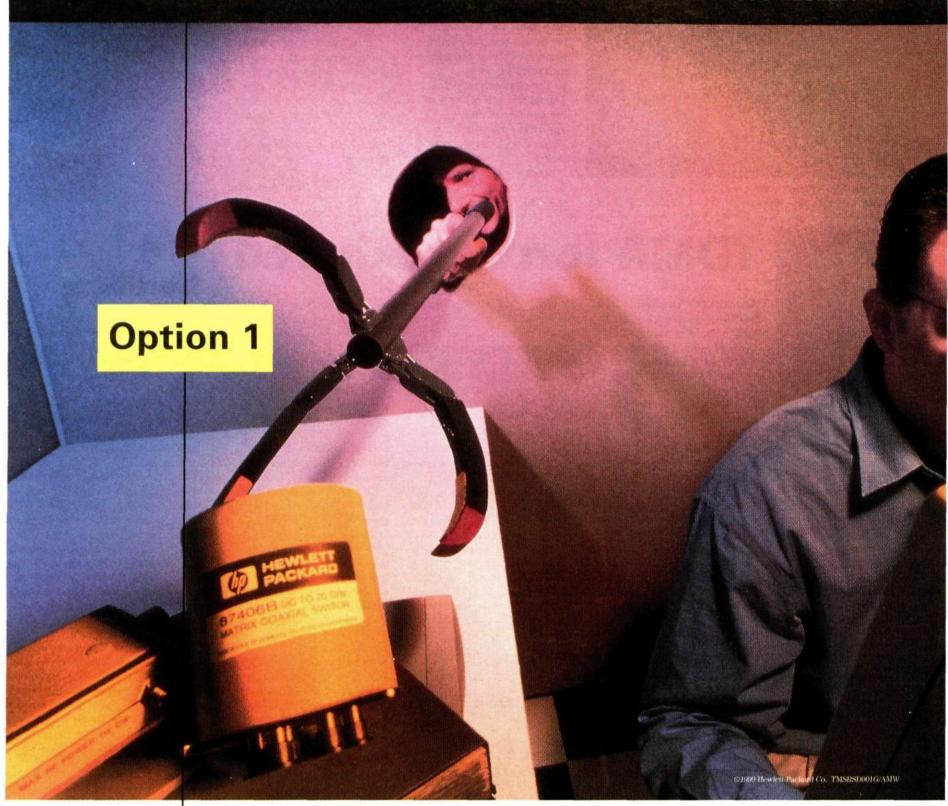
It will also be possible for people to fly down and back in the same day to see Telecom-99. Several quick charter flights from Sweden to Geneva have been planned during the week of the fair. Longer trips should be booked through the travel company as usual. For booking and more information about trips and anything else regarding Telecom-99, check out the net.

Carin Gessler

http://inside.ericsson.se/tele-

Gunilla Tamm

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HP DIRECT



New Balkan initiative

Lanaco is a reputable distributor of data and telecom equipment in the Republica Srpska which, with its 1.6 million inhabitants, forms a part of Bosnia. At a meeting in Stockholm on June 9, the company was granted the rank and status of distributor of Ericsson's telecom equipment in the Republica Srpska.

"I'm very happy about becoming one of Ericsson's official distributors," says Nebojsa Ninic, head of Lanaco. "I've been in close contact with Ericsson for a long time and have come to appreciate the company's telecom solutions."

Signed three contracts

During his Stockholm visit, Nebojsa Ninic signed three distribution contracts, one for each of the business segments. The first, with Enterprise Solutions, applies to the MD110, Businessphone and cordless DECT solutions. The second agreement, with Consumer Products, includes GSM phones, while the third agreement, with Network Operators and Service Providers, includes equipment for PGS (Per Gain System) and HDSL (Highspeed Digital Subscriber Line).

With PGS it's possible for four subscribers to share a single telephone line. HDSL increases bandwidth for conventional copper wire networks up to two megabits per second in both directions.

Important systems

In a country which only has 15 percent telephone coverage, these systems will be very important in order to quickly increase capacity in the existing telephone network. Additionally, there will also be an investment in GSM for mobile telephony.

The country currently has two GSM consortiums. Nebojsa Ninic



A handshake between Nebojsa Ninic, left, and Lars Svensson, head of Enterprise Solutions, symbolizes all of the contracts that were entered into. Ericsson's manager in Banja Luka, Torbjörn Engström, applauds enthusiastically.

Photo: Peter Gunnars

is the head of one of them, which goes by the name Mobtel Srpska – GSM Operator. Negotiations are already underway to determine who will build up the network.

"Our goal is to begin operation of our own GSM network before the end of the year," says Nebojsa Ninic.

By doing so, the last white speck on Europe's GSM map will disappear.

Thord Andersson

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Time saver program

TTC Global is the name of Ericsson's program designed to reduce delivery times to customers. It is a program which will affect most employees. The entire production and delivery system will be undergoing fundamental changes in order to increase speed and delivery accuracy.

TTC Global is now being rolled out throughout the company. During the first wave, it will be introduced to market units in Germany, the U.K., Spain, Italy, Turkey, France and the Nordic region, and will affect the following business units: GSM Systems, TDMA Systems, Enterprise Solutions, Wireline Systems and Microwave Systems. Most progress has been made in Germany where many of the program's concepts have already been implemented. Contact will have more coverage from there in coming issues.

Simplified routines

The motivation behind TTC Global was the demand from customers for faster, more precise deliveries and simplified ordering routines. Ericsson's response to these demands is to completely alter the flow from the construction phase, where completed production packages are made, to the testing and assembly which occurs in the factory, to installation which is conducted according to so-called Total Site Solutions.

This means that all equipment is delivered ready-to-go in the same delivery and is quickly assembled. All local steps have been eliminated



Information about TTC Global is now being spread throughout the company. "It's important to get the message out that change can lead towards good things for Ericsson and its employees," emphasizes Cim Bartlett from Ericsson's Guildford office in the U.K.

Photo: Per Myrehed

Ordering has been simplified by having customers order – directly from the factory – the size of system that they want to have, that is, a mobile system for x number of subscribers which can do this and that. In the past, customers were responsible for checking off hundreds of lines of orders down to the most detailed level.

Generalized measurements

A core issue in the project is to develop generalized measurement methods that show where in the process any potential stumbling blocks exist, along with why and how the work will progress. This is just another part of the campaign to "Think Big – Start Small," which involves looking at the big picture, but tackling it on a small scale using

proven methods in order to get a quick start.

This new work method will, of course, leave its mark on operations. Many middlemen and some jobs will, of course, disappear.

"That is an unavoidable development," says Christer Jungsand, who oversees the TTC Global program. "The market is moving in that direction and, so far, we are in a good position and have a chance to take the initiative and position ourselves. But this will require implementing these changes carefully, with respect for those who are affected, something which will require a comprehensive information and communication initiative.

A process for change needs to be implemented together with all of those affected, in order to make them feel that they are involved in the process. This has not always been handled so well in the past. Often there has been a great deal of talk about how "we have to change," but perhaps not always so much about in which way or, even more rarely, away from what. Even if the changes are great, they should be seen as a natural development and not something which negates the way in which things have been done in the past.

That sort of indiscriminate attitude only generates resistance and stifles motivation, according to studies.

Lars Cederquist lars.cederquist@lme.ericsson.se

ttcglobal.ericsson.se

Millennium Information

A huge number of projects are ongoing within Ericsson concerning the millennium issue, and it is sometimes difficult to understand how they all link together.

The Millennium Program office (MPO) is initiating some of these projects, but there are also many local programs and cross-functional programs that run in parallel.

We in the MPO would like to give you some tips about where to find the information you need.

The best source for information is the web. MPO (Millennium Program Office) has a web site on http://millennium.ericsson.se/. You reach it directly from Inside Ericsson. On this site you will find information about the different programs and how things are organized. You will also find data concerning compliance for our own products and business support systems.

There is a database for vendors and third party products, information about seminars, and so on. From the MPO web page, there are links to other millennium pages in local companies, product units and business units, for example.

There are also contact lists containing names and addresses to Millennium Controllers and other persons responsible for different areas of the millennium program within all parts of Ericsson.

Controller keeps an eye

Almost all local companies, business units, product units and production units have appointed a Millennium Controller.

This person co-ordinates all local millennium activities and is the source for help and information concerning all millennium related issues. The Millennium Controller should be your first contact if you have questions or suggestions regarding the millennium.

A newsletter "Millennium Success" will be issued on the web and sent out in printed copies in a limited edition. This newsletter describes good practices found within Ericsson and is intended as a source of inspiration. A CD/video will also be produced with interviews and more in-depth information about some success stories.

Brochures produced

Two corporate brochures have been produced. One describing the Millennium Program overall and one focusing on Product Contingency – what we plan to do to help our customers over the shift. The brochures can be ordered through http://xbs.ericsson.se. A third brochure describing how we secure the total supply flow will be ready later this summer. These brochures are intended for external as well as internal use.

Some videos have been produced within Ericsson to describe the millennium issue, possible scenarios and our preventive actions. These can also be found on the MPO web site and be downloaded from there. The videos can be used externally and internally.

Help desk answer questions

There is an internal Help Desk, The Millennium Support Center, that you can reach over the MPO web or through phone +46 8 726 20 00 or fax +46 8 721 71 63

Please do not hesitate to contact us at MPO if you need help or have questions. We are here to support you!

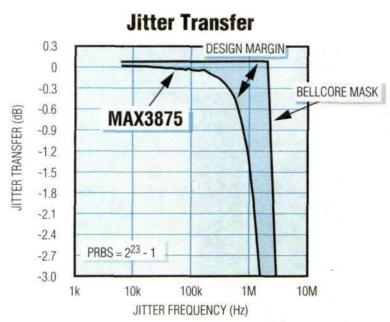
Annika Söderholm, Communications Millennium Program Office

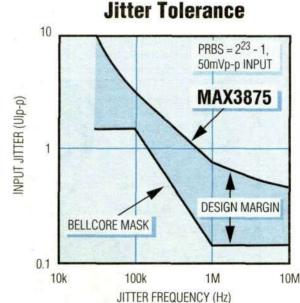
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PART	FUNCTION	VCC RANGE (V)	POWER (mW)	EV KIT AVAILABLE	PACKAGE
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MAX3875	Clock & Data Recovery IC with Limiting Amplifier	3.0 to 5.5	396	Yes	32-pin 5x5 TQFP
MAX3885	1:16 Deserializer	3.0 to 3.6	660	Yes	64-pin TQFP
MAX3867	Laser Driver	3.0 to 5.5	204	Yes	48-pin TQFP
MAX3890	16:1 Serializer & Clock Generator	3.0 to 3.6	580	Yes	64-pin TQFP

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Yokosuka Research Park – a creative beehive

The Yokosuka Research Park (YRP) is located approximately 50 kilometers southwest of Tokyo, beautifully situated on the hilly Miura peninsula. Today, around 40 different companies are present there, most of which are focusing on wireless communication. The ambition is clear – to make the location into the world's leading research center in the field.

"Virtually all of the international players are here, with the exception of Alcatel and Nortel," says Erik Svedmark, who is senior manager and responsible for one of the two Ericsson research departments at YRP.

The companies at the park are focusing on the third and also the fourth generations of mobile telephony and the vision that YRP will become the Silicon Valley of wireless communications. It is believed that, in the future, 10,000 engineers will work here and that a university will be established.

Joint solutions

YRP was started in 1997 by Japan's leading mobile telephone operator, NTT DoCoMo and a railway company called Keihin Lines – its motive being that YRP will increase the number of passengers on the line. In addition to Ericsson, other companies at YRP include Lucent, Nokia, Philips, Sharp, Motorola, Sony, Matsushita and Mitsubishi.

"It is a particularly creative environment, where the objective is to find joint solutions for the mobile telephony of the future," says Erik Svedmark. "At the same time, it is of course important that secret information does not leak out to main competitors. In other words, you really have to think before you open your mouth in the communal restaurant."

Ericsson was one of the first companies to move into Yokosuka in the late autumn of 1997 and is currently located in the building next to NTT DoCoMo – one of



Yokosuka Research Park (YRP) is a gathering point for many companies involved in wireless telecom.



Kazuhisa Suzuki joined Ericsson because he wanted to work within the most expansive areas of the telecom industry.



Erik Svedmark is head of one of two Ericsson research departments at Yokosuka Research Park (YRP).

"Ericsson is the strongest mobile systems company," says Kazuhisa Suzuki, who switched from Siemens to Ericsson.

Ericsson's most important customers in Japan and the company that will be the first operator in the world to launch a WCDMA system (in April 2001, according to plans).

Several test systems

Currently, operations are being concentrated on IMT-2000, the third-generation of mobile telephony. This primarily involves research and development, but also verification and support. Approximately 80 people are employed at the unit at the moment. Erik Svedmark can already report success in several research areas.

"One example is the 'Interference

Cancellation' function, which we can use to reduce interference from other channels, which can occur during mobile calls. This function offers the possibility to enhance coverage and transmit using less power. Consequently, more subscribers can be added to the system without it having to be expanded."

Neighboring NTT DoCoMo is testing an Ericsson WCDMA system, which Ericsson's largest customer in Japan, Japan telecom, is also doing in Shiba, northeast of Tokyo.

"Having the test equipment located in the neighboring building is incredibly useful. We have very close contact and can provide NTT DoCoMo with prompt support, while also receiving direct feedback from them," says Erik Svedmark.

Eases recruitment

Like all non-Japanese companies, Ericsson has previously had problems recruiting Japanese staff. This problem has declined with the emergence of with more difficult times and increased openness in Japanese society – but also as a result of the establishment of YRP.

"Students and others can see that we are making long-term, goal-oriented investments, something which is appreciated in Japan. Ericsson has now been present in Japan for eight years and this also means that we have become better-known among students and in the labor market in general," says Erik Svedmark.

"This year we already have a list of about 50 students, who may be interesting candidates for employment next year. That's an unbelievable difference compared with only a few year ago, when Japanese students still viewed non-Japanese companies with great suspicion.

Kazuhisa Suzuki started at Ericsson in December 1998. Before that, he worked for Siemens in Japan with ATM switches.

"I applied to Ericsson because I wanted to work in the most expansive sector of the communications industry and I believe that Ericsson is the strongest company within mobile systems," says Kazuhisa Suzuki

Kazuhisa Suzuki is a member of a group that develops software for maintenance and trouble-shooting for third-generation base stations. His development group consists of many different nationalities and is characterized by good teamwork.

"I learn something new about the mobile telecom world every day and I am constantly developing. I hope that I myself can contribute to Ericsson's development and make the company even more successful," says Kazuhisa Suzuki.

Jan Kind

INDUSTRY NEWS

Microsoft invests in mobile Internet

➤ The American software giant Microsoft wants to buy the Swedish company Sendit, which develops mobile Internet solutions.

Sendit's programs enable GSM operators to offer such services as e-mail and Internet surfing directly via mobile phones.

Sendit has a cooperation agreement with companies including Ericsson, Motorola and Symbian.

Microsoft has made an offer of SEK 325 per share to Sendit's shareholders, which is 41 percent more than the share's current price. Sendit's board of directors is urging its shareholders to sell.

New call rates in the U.S.

➤ The payment system for mobile calls in the U.S. is about to be changed substantially.

A new law is proposed which would mean that the party making a call would pay for the call. This may considerably stimulate the use of mobile phones in the U.S.

Mobile users currently pay all calls received by their mobile phones and this has lead to many American subscribers using their mobile phones as pagers. When the phone rings, the person who receives the call has quite simply decided to call from another phone.

According to American industry experts, the system of the person making the call also paying for it, has been one of successes of mobile telephony in Europe.

Now they hope that a change in the law will also lead to a mobile telephony boom in the U.S.

Major contract for Nokia

➤ Nokia has signed a contract with the American company Sprint PCS valued at USD 500 million.

Nokia will deliver two new varieties of mobile phone which can communicate with the Internet using browser technology. Delivery of the phones, which are produced in Texas, has already begun.

COLUMN

Opportunities for cable companies

ne of the key objectives of the American Telecommunications Act of 1996 is to create a "free for all" environment that allows long distance and local carriers, local cable companies, to freely compete in each other's territories.

It is going to open opportunities and competition and unleash huge quantities of investment into the telecommunications industry. Cable companies, which already serve more than 62 percent of U.S. households, want to share the huge profits of the phone business. They will tempt the customers with price discount through bundling cable, Internet access and phone services on one single bill. A quick way to

ne of the key objectives of the American Telecommunica- through merger and acquisition.

AT&T, FOR EXAMPLE, bought the second largest U.S. cable company, Tele-Communications Inc. (TCI), for USD 52 billion in June 1998 and recently acquired MediaOne for USD 58 billion to enhance its local loop and broadband services for household capability. AT&T also formed a strategic relationship with Time Warner, the leader in the media and entertainment industry, to offer AT&T branded cable telephony service over Time Warner's cable television systems in 33 states.

Although there are hundreds of cable TV operators in the U.S., the

top 10 largest operators control over 50 percent of the cable subscribers. The largest ones are Time Warner, TCI, MediaOne, Comcast, Cablevision and Cox. It is no wonder that in May this year, Microsoft invested USD 5 billion in AT&T to get Windows CE into the digital set-top box market and bolster the software giant's role in high-speed Internet communications.

However, cable TV traditionally is a one-way communication technology that is not compatible with the two-way phone service. The cable industry also has to overcome a negative reputation for poor quality and customer service. Cable companies need new technology and equipment to upgrade existing networks so the customers can make phone calls over their cable lines.

INTERNET ACCESS has become a necessity for cable companies' bundling service. According to a recent study done by the Paul Kagan Associates, cable TV operators have spent more than USD 20 billion in infrastructure upgrades over the past three years to add fiber to their plant and activate the return path. They believe that IP networking is the heart of the cable operators' future.

From the cable companies perspective, the foreseeable future market is to offer residential access to Internet and related services at 2



offer an ATM bearer service for business users. The list of killer applications includes voice/information on demand, home banking, home shopping, video conferencing, interactive games, distance education, telemedicine, and videotelephony. Therefore, people in the U.S. will soon have phone companies providing cable TV service and cable companies providing the telephony service. We are, indeed, living in an interesting world of convergence.

Bobby Chang works as an analyst at Ericsson Business Intelligence.



By signing a contract with Italian satellite operator Telespazio SpA. Ericsson has taken the lead in earth stations that are the gateways in satellite systems. These modified mobile switching centers provide the links between satellites and mobile networks.

Ericsson in the lead in earth stations

satellite system for mobile communications should be seen as complementing existing cellular systems using GSM, TDMA, UMTS and other technologies. Users will have dual-mode phones that normally communicate with the cellular network but switch over to satellite when necessary. This provides total coverage using global or regional satellite networks, depending how high the satellites are flying.

If the satellites are at 36,000 kilometers, they are in a geostationary orbit in which they rotate at the same speed as the earth, which means they are stationary over one point on the ground. Such a satellite can provide coverage for a large area.

If the satellites are at a lower altitude – 1,000 to 10,000 kilometers – they travel faster than the earth's rotation, meaning that more satellites are needed in different orbits so that one satellite takes over from another to provide global coverage. Both techniques are currently in use with the principal difference that the global systems are aimed at traveling businessmen, while the regional networks are for the general public.

Via satellite to earth stations

In a satellite system for mobile communication, the radio signal from the mobile phone is transmitted to a satellite, which then sends it down to earth stations which are equipped with antennas, switches, etc. A typical set up for a geostationary system has a master gateway, which is usually located directly under the satellite, and a number of regional or national gateways strategically placed throughout the coverage area.

Ericsson offers both terminal and infrastructure products for satellite communications. Infrastructure products include a switching center, which is in principle a modified AXE MSC (Mobile Switching Center) that includes the mobile switch with supporting systems, the home location register (HLR) for subscribers, the OSS (Operations and Support System), billing systems, short-message functions and other special functions for satellite communications.

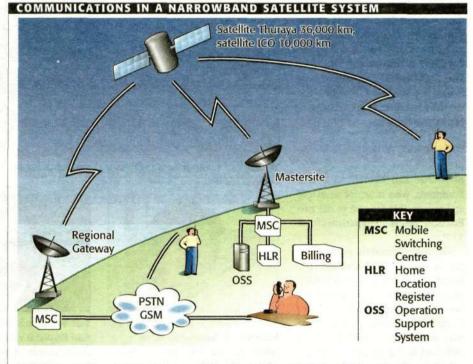
"We have chosen not to develop base stations or antennas, however," notes Catharina Jedberger, who heads the unit working with gateways for satellite systems. "There are other companies, such as Lockheed Martin and Hughes, that are specialists in this area, so our work involves close cooperation with a number of other companies, which is both stimulating and demanding."

Three major contracts signed

Even though the systems have not yet been taken into operation, Ericsson can be considered the global leader in gateways with three major contracts.

The first contract was signed in March 1997 with ICO, which is a spin-off from Inmarsat with as many as 88 owners, including Comsat, Hughes, DT Mobil and several of Ericsson's existing GSM customers, such as the PTTs in Lebanon, South Africa, Oman, the Netherlands, Finland and other countries. ICO is a global satellite system for which Ericsson has already supplied 12 earth stations. The system is expected to become operational in the year 2000.

The next contract was signed in December 1997 with Hughes Network Systems for a mobile system to be operated by Thuraya with headquarters in the United Arab Emirates. This is a regional geostationary system that will provide coverage for Northern Africa and the Middle East as far east as India. The system, which will be able to handle two million sub-



Calls from satellite phones are connected to the satellite, which checks the subscriber information and charges the call via the master site. Thereafter, the call is forwarded to the regional gateway closest to the person being called via the fixed network or a GSM network, for example. The satellite operator also leases capacity in a land network that links the different regional gateways. Ericsson currently has three contracts for gateways for satellite systems. The ICO and Thuraya contracts are for narrowband systems, while the Astrolink contract calls for a broadband system for which Ericsson will supply a large share of the radio equipment.

scribers, will be taken into operation in the year 2000. Thuraya's ambition is to offer the same price for satellite calls as for normal mobile calls.

The third contract was signed as recently as April 1999 with the Italian company Telespazio SpA for its Astrolink system. Unlike the other two systems, which are for voice and low-speed data communications up to 9.6 kbps, this system, which will be taken into operation in 2003, will be a global broadband system using GPRS (General Packet Radio Service). With broadband technology, this satellite system will not only complement but provide a complete alternative to existing systems.

"We are a small break-out unit that works directly under the business segment's management," says Catharina Jedberger. "Originally, we came from GSM, but with the new organization, we have become more independent."

Consists of 30 people

Today the unit consists of a mere 30 people located Ericsson's offices in Sundbyberg outside Stockholm and in project offices in the U.S. and the U.K. This is a young unit in which most staff members were employed in 1998. The unit is actively seeking new recruits inter-

nally with the goal of doubling its personnel. Preferred candidates are creative engineers with a background in design.

"We work on longterm, technically oriented projects that are very exciting, with many contacts with partner and customer companies. The biggest challenge is that we are all dependent



Catharina Jedberger

on each other and that we work globally in many different cultures," says Catharina Jedberger.

The unit is responsible for the entire process up to and including sales. There is no production, however, since existing AXE and ATM equipment is used, but the unit develops the software for its products.

Lars Cederquist lars.cederquist@Ime.ericsson.se



MANY SATELLITE OPERATORS

ICO.

time.

Today there are about 15 major current or

potential satellite operators. The leaders are

Motorola's Iridium system with Siemens

gateways, which was taken into operation in

November 1998, Globalstar, which will be

operational in the second half of 1999, and

Market forecasts indicate that there will

be more than 20 million satellite users in

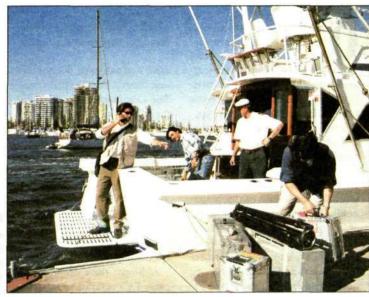
five active systems by the year 2002. This

figure can be compared with the number of

mobile telephone subscribers, which is ex-

pected to climb to nearly one billion by that

Ericsson's R 290 Satellite, which is designed for the Globalstar system, was shown at CommunicAsia last week.



With Ericsson's R 290 Satellite, users can stay in touch when there is no telephone network.



The new R290 Satellite phone will initially be a niche product. Professional users who work or travel in isolated regions and need reliable communications are expected to be an important customer group.

This is the market's smallest and Ericsson's first telephone for global satellite networks. Now you can take an Ericsson phone anywhere in the world and stay in touch. The new phone, which was launched last week at CommunicAsia 99 in Singapore, will be available at the end of this year.

Smallest satellite phone on the entire market

he new phone is no larger than what was considered too small for a mobile phone just a few years ago, but slightly larger than what we have become accustomed to today. The R290 Satellite, which is the newest addition to Ericsson's family of phones, weighs 350 grams. It shares the same design as other Ericsson models introduced this year but has a satellite antenna that makes it just a bit larger.

In short, the R 290 Satellite is a dual-mode GSM 900/satellite phone with all the features that demanding consumers have come to expect but with the important addition that it will switch over to Globalstar's satellites when no GSM coverage is available.

"We know that there is an excellent market for the R290 Satellite. Although more and more people have access to mobile phones, there are still large land areas without cellular

coverage or even a fixed network. In these areas, Ericsson's new phone will be ideal," says Tord Nybleus, marketing manager for satellite phones at Ericsson.

The satellite phone is not expected to be a consumer product but rather a niche product in Ericsson's portfolio. The R 290 Satellite is aimed primarily at professional users who work or travel in isolated regions without cellular coverage and need simple and reliable communications. As phone prices and call charges come down, the market will grow. Another customer group are active outdoor enthusiasts who readily adopt new technology and want to use the very latest.

Globalstar is working extensively with traditional mobile operators around the world. In many markets, customers can receive a single invoice for both satellite and conventional

GSM calls. One telephone, one number and one invoice. Globalstar is not competing with operators in the same way as Iridium. Instead, operators can offer their customers a more comprehensive service with Globalstar's help.

The R 290 Satellite was developed at Ericsson's research

and development unit in Basingstoke in the U.K., where a unit for fixed satellite telephony has also been established. The phone will be sold through an OEM contract with Globalstar.

"Development of the R 290 Satellite phone went very quickly and smoothly," reports Staffan Reinefjord, who heads Ericsson's satellite phone efforts. "Despite the technical challenges faced by the team in Basingstoke, it was gratifying to see how everyone was focused on the task at hand and how well the different units worked together. Without these many contributions, we would not have produced such a great result in so short a time."



patrik.linden@lme.ericsson.se

TELECOM GIANTS BEHIND GLOBALSTAR

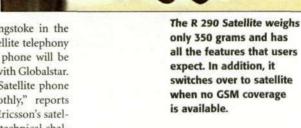
Globalstar's history began in 1986. A number of companies had similar ideas at that time and after several mergers and continued development, Globalstar was formed.

Today the company can

count telecom giants such as Alcatel and France Telecom among its owners, who also include American operator Airtouch, British operators Vodafone and Elsacom.

The first satellites were launched in 1998, and in Oc-

tober of this year, the system will be opened for commercial service. There are already 24 satellites in low-earth orbit at an altitude of 1,400 km. The system will be extended and strengthened successively.







In Italy, customers understand the Ericsson brand just the way we want them to. "Our success in this area is based on marketing that focuses on ordinary people and the product's usefulness rather than the technology," says Benedetto Condreas, marketing communications manager for Ericsson in Italy.

Italians best brand-builders



Young Italians prefer Ericsson's mobile phones.

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The Ericsson Services, Professional & Managed Services Order Office - Quick, Customized Service Delivery

B enedetto Condreas believes that braint-building is profitable and that their meth-ods can be easily translated to conditions enedetto Condreas believes that brandin other countries and be equally successful

Ericsson Italy is best in the Ericsson world at building and cultivating the Ericsson brand name. Ericsson has commissioned an international image study comprising such factors as motives, occasions, usage areas, functions, image, user image and user descriptions.

Improvements in the brand name were noticeable in several other countries, such as Denmark and U.K. - but were strongest in Italy.

Ericsson most popular

Among young Italians - the 35-and-under crowd - Ericsson is the most popular brand, outstripping all the competitors.

Benedetto Condreas explains that Ericsson's message, "Make Yourself Heard" is much stronger and more up-to-date than competitors'

"In our culture, in Italy as well as the rest of the world, it is important for people to express themselves as individuals. We try to express our personality in as many ways as possible - in our clothing, the cars we drive and our mobile phones. That, for Italians, is the subtext of 'Make Yourself Heard, which in Ital-

ian is 'Fai sentire la tua voce.' A strong message is not enough, however.

"The company must ensure the message underlying 'Make Yourself Heard,' is strongly projected in marketing, images and choice of media. This also applies to the mix of marketing activities," says Benedetto Con-

Ericsson in Italy was first to market mobile phones in TV commercials. They were also first to use taxis as advertising

"Being seen and heard in new ways and getting closer to people - this is our approach. We have succeeded in getting the media to talk about the



Young Italians not only want to make themselves heard, they want to show off their phones, too. Photo: Claes Hemberg

new product every time," Benedetto Condreas explains. "And we will continue to seek out new channels that provide a surprise effect."

Setting examples

Aside from regular marketing, Ericsson in Italy has sponsored and arranged events illustrating "Make Yourself Heard."

"We have promoted events giving young musicians and artists the chance to express themselves. These events have been broadcast and given intensive coverage by TV and radio. Ericsson has helped people express themselves.

These kinds of events enabled Ericsson to better communicate what is behind our brand positioning, and what we mean by 'Fai sentire la tua

The activity was extremely successful and Benedetto Condreas encourages other marketers

Strength in diversity

"Brand-building is an

investment, not a cost.

Therefore, it isn't relevant

to link the brand name to

sales alone. On the other

hand, in the long run, a

strong brand creates loyal

This kind of event-marketing has created a dialogue in society - a dialogue in which the Ericsson brand name features prominently

At the same time, Benedetto Condreas points out that, with all due respect to ad agencies, they cannot be expected to produce the whole solution to the brand name challenge.

> "We at Ericsson must translate the brand name to suit our local market and culture," says Benedetto Condreas.

"I feel that we at Ericsson should exploit our strength from having a strong local presence and national expression, and that we have created a common vision, common values and a common identity. We should start a multinational team to lead our brand-building.

After all, as we are well aware, there is strength in

Does the brand name earn money? Does a strong brand name mean that Ericsson in Italy sells more than the competition, or that Ericsson can command a higher price?

"Brand-building is an investment, not a cost. Therefore, it just isn't relevant to link the brand name to sales alone. Nor is it relevant to link it to market share or 'premium price.' On the other , son. It's all a matter of the personal interface. hand, in the long run, a strong brand creates loy-

The image study shows that, in Italy, the Motorola brand name is stable, but that Ericsson has equaled Motorola's strength after each of its cam-

Aiming higher still

Nokia, on the other hand, has a curve that fluctuates more frequently than Ericsson's, and to date Nokia has not approached Motorola's position.

Benedetto Condreas interprets the brand name to mean focusing on ordinary people, encouraging them to make themselves heard. That is why he has concentrated on activities such as a music festival, where young performers can dis-

Benedetto Condreas believes that staging events is an important aspect of marketing,



Ericsson Italy works creatively in its marketing. This piece of furniture is a simple way of

since it creates a meeting and dialog with Erics-



Benedetto Condreas, marketing communications manager at Ericsson in Italy. Photo: Claes Hemberg

"We have participated in events where people can have fun, such as musical, sports or visualarts events," Benedetto Condreas explains. "In the future, I hope we can make greater ef-

forts to create special 'Ericsson cafés' and to explore alternative ways of communication to the classical advertising, such as developing, together with TV- or radio producers, programs where our products have an important role."

He also obtained sole rights to exhibit Ericsson mobile phones and accessories on the Via Condotti in Rome, the street with the hottest fashion names.

"We have also contacted one of the bestknown fashion companies regarding coopera-

"It is always about being innovative and differentiating ourselves from competitors," says Benedetto Condreas.

Anneli Krantz

Marketing a tough challenge

In Italy the mobile phone was previously associated with status and subject to a luxury tax of USD 10 monthly. Mobile phones were not subsidized by telephone operators either.

Today, however, mobile phones are for everyone. Prepaid subscriptions have given sales an extra boost.

Ericsson has played out a tough match in Italy. In 1990, Motorola was launched as the inventor of the mobile phone, which gave the company a head start. Nokia began marketing to retailers at an early stage, while Ericsson arrived late on the

This persuaded Ericsson to choose a strategy based on influential figures, letting leading journalists, actors, politicians, advertising people and other trend-setters deliver the message. They tended to perceive Ericsson as a high-tech company with exclusive design. Ericsson arranged release parties for products which were broadcast on TV, a strategy which was successful when mobile phones were still considered as status symbols.

Division into customer groups

In 1995, GSM was introduced on a large scale. Telephone operators began to divide customers into different groups: businessmen, women and

"Suddenly, ordinary Italians felt this was an excuse to buy a mobile phone. It was also an excuse for parents to buy mobile phones for their children," explains Benedetto Condreas, marketing communications manager in Italy.

When a product has wide success and becomes something for everybody, it tends to loose its magic and risks to become a commodity. In Italy, this pattern did not affect mobile phones.

Nowadays, teenagers have increasingly begun using mobile phones. Currently, 7 percent of Italians own four or more telephones each. They also use their phones two-to-three times more than other Europeans. In fact, mobile phones are the most common Christmas present or gift.

Making themselves heard

When the mobile phone became something for everyone, Ericsson changed its marketing tactics, concentrating on letting people express themselves. February marked the start of Ericsson's global brand campaign, "Make Yourself Heard." The concept was used in Italy to launch the EF738. Benedetto Condreas relates:

"We selected a photographer to portray ordinary people in the street, in natural user situations - black-and-white, natural and straightforward. This photographer went on to work on the global branding campaign."

The Italian marketing communications team also produced an appointment book, with photos by Dirk Vogel and text by Fernanda Pivano, well-known writer and translator of the "beat

generation" - everything from Hemingway to

By being first to exploit new media forcefully and deliberately. Ericsson successfully built the values it wanted into its brand name. Activities involving new media include:

· Taxis in major cities decorated with Make Yourself Heard photographs.

This received extensive press coverage.

· Sponsorship of Testaccio Village, a music festival for youth held each year in Rome in August. · Activities conducted in the festival area included tattoo contests and fashion shows.

· All Right Club: Customers joining an Ericsson club received extra benefits such as discounts

· Ericsson Time: Cooperation with retailers who organized special Ericsson corners, attracting customers to come and test the new mobile

· Night Wave '99 in Rimini

TV sales promotion.

While using traditional product advertising techniques, Benedetto Condreas has also succeeded in finding creative approaches: for example, a large white billboard had a picture of a tiny mobile phone in one corner, beside the huge caption "World's largest mobile phone."

Mix of various media

What is the significance of the mix of different types of media?

"Today, we invest most heavily in marketing communications, followed by store-based marketing ("channel marketing") and PR (10 percent). In the future, we will place greater emphasis on events marketing."

"We will also focus on national TV and incorporating the products into TV programs. The Internet is expanding, though not to the same extent as in Sweden. In Italy, people use mobile phones more than PCs."

However, the real challenge in the mobilephone market - the contest for the hearts of the Italians - is esthetic.

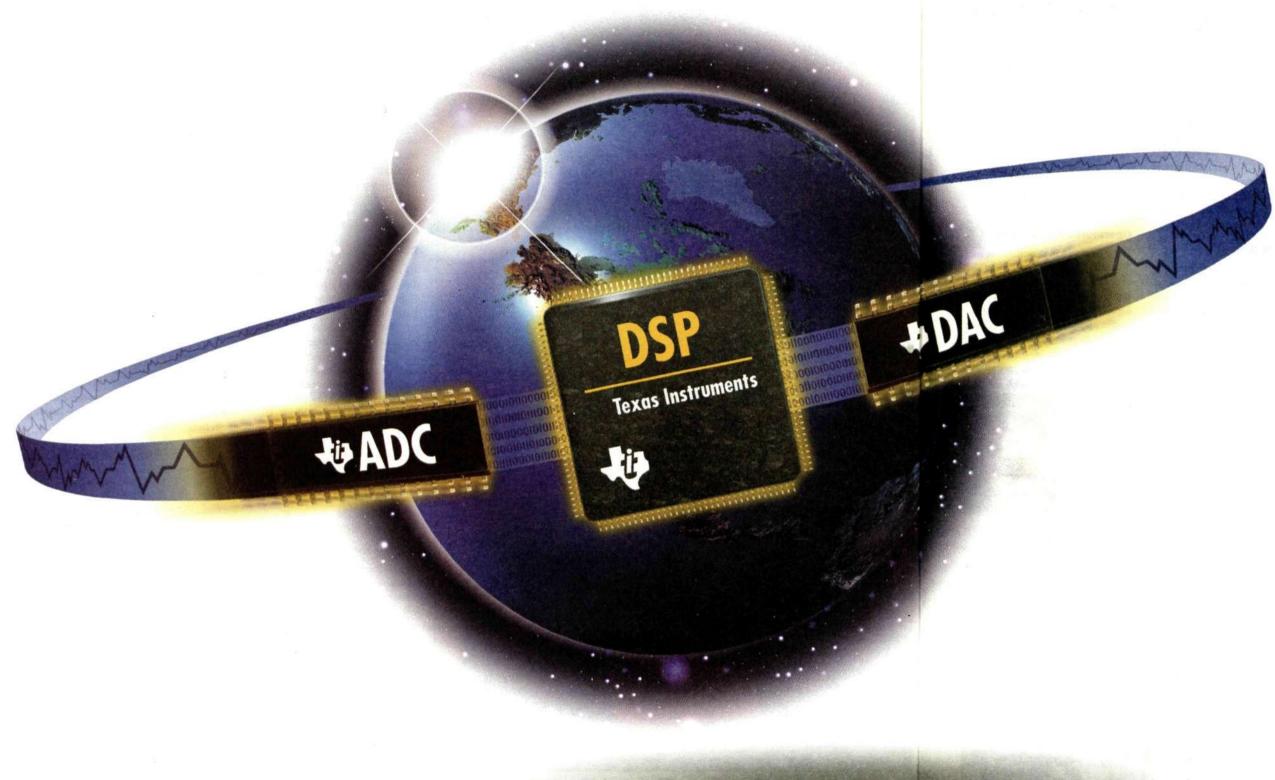
"Sure, the way we communicate our products is important. But for Italians, the most important thing is the look of their telephones. That is Ericsson's next challenge: to deliver a product of elegant design, we can already count on the brand and our high-tech background", Benedetto Condreas concludes.

Anneli Krantz



The ATP championship in Rome was sponsored by Ericsson. This is Michael Chang in one of the matches against Thomas Müster.

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ADC	Resolution	Conversion Rate	Power (mW) typ.	Parallel or Serial	No. of Inputs	Supply Voltage (V)
*TLC876	10 bits	20MSPS	107	P	1	5
TLV1543	10 bits	38kSPS	4	S	11	3.3
*TLV1544/8	10 bits	85kSPS	3	S	4 or 8	3/5
TLV1570	10 bits	1.25MSPS	8	S	8	3/5
*TLV1572	10 bits	1.25MSPS	8	S	1	3/5
*TLV2543	12 bits	66kSPS	3.3	S	- 11	3.3
*TLV5510	8 bits	10MSPS	42	P	1	3

Digital-to-Analog Converters for the 'C6000								
DAC	Resolution	Settling Time (µs)	Power (mW) typ.	Parallel or Serial	Supply Voltage (V)	Output (V or I)	No. of DACs	
TLV5604	10 bits	3-9	9	S	3/5	٧	4	
TLV5613	12 bits	1-3.5	4.2	P	3/5	V	1	
TLV5614	12 bits	3-9	9.6	S	3/5	V	4	
TLV5616	12 bits	3-9	2.1	S	3/5	V	1	
TLV5619	12 bits	1	4.5	P	3/5	V	1	

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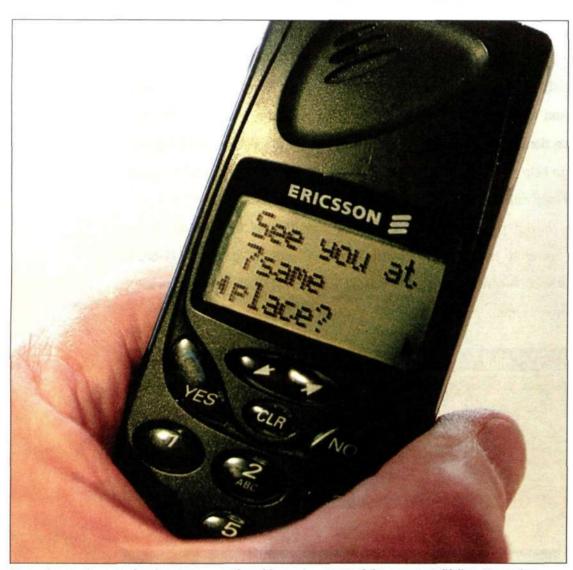
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Messaging services are no longer limited to voice mail, short messages and fax. Far from it. New messaging services based on IP technology are creating completely new applications, such as e-mail and advanced info services.

"IP messaging is one of the driving forces in the convergence of mobile and fixed networks, as well as data and telecom. It is therefore of strategic importance for Ericsson to show that we are making a serious commitment in this area," says Sture Östlund, who heads the new Ericsson Messaging product unit.

IP messaging gains ground



Messaging services are showing strong growth and becoming a part of the operator's lifeline. Messaging services are expected to increase by about 40 percent annually.

Photo: Lars Åström/Världsbilden

Customers in focus in New York

Marketing issues surrounding messaging services were the theme as representatives from 18 North and Latin American cellular operators gathered at a user group meeting in New York in early June.

"There has never been a similar forum that focuses on marketing issues rather than technology. We wanted to provide an opportunity for operators to discuss issues relating to messaging services and show them the possibilities for making money from mobile voice mail and other messaging services. Even among our competitors, this type of meeting is unusual," says Ingela Thyselius, responsible for customers in North America, Mexico and the Caribbean.

By meeting with customers in this way, Ericsson also receives valuable information about what operators are planning, how their markets are developing and feed-back about what Ericsson should be doing.

"The meeting really was a success. We have formed a reference group together with the operators and decided to meet regularly," says Salomon Israel, responsible for customers in Central and South America.

Mia Widell Örnung

UNIFIED MESSAGING

With Unified Messaging, subscribers can send and receive all types of messages, voice or text messages, e-mail and fax, from different types of terminals, including a phone, a phone with a WAP reader, a computer with a web browser or a conventional e-mail client. P technology opens new possibilities for messaging services. The challenge is to create new services for new Ericsson mobile systems, such as GPRS, GSM on the Net, the packet-switched CDPD service for TDMA networks, UMTS and other third-generation mobile systems. Ericsson's strong position in these technologies also strengthens the company's position as a supplier of new IP-based messaging services.

New product unit

A new product unit, Ericsson Messaging, was created in February to lead this development effort. Three units were combined: Ericsson Messaging on Long Island outside New York, Ericsson Radio Messaging in Hallonbergen outside Stockholm and a GSM messaging unit in Kista. The head office was moved from Long Island to Kista in order to allow closer cooperation with system developers. One of the product lines in the new unit will focus exclusively on IP messaging.

"Our goal is to be the leader in messaging services. We expect to have IP-based products ready later this year and believe that the market will take off next year," says Sture Östlund.

Considerable IP-demand

There is already considerable demand for IP products. Unified Messaging has become a buzz word. Many subscribers need to handle large numbers of messages every day and to maintain many different mailboxes for voice, text and e-mail messages. Unified Messaging offers users a simple method of managing all messages from any terminal.

"We are very interested in IP mes-

saging because it is a convenient way to manage all the subscibers messages and let the carrier make a strategic pricing, differentiation from competetors, increase network usage and reduce churn. We are planning to introduce Unified Messaging next year," says Gabriel Escobar Ontiveros, manager of new technologies and standards for messaging products at Mexican operator Telcel.

Operators investing now

IP messaging will stimulate the market for messaging services. Many operators are already investing in mobile answering services, however. Mobile operators want to maximize traffic, and the market is expected to grow by 40 percent annually.

"Services, such as voice and text messages, allow us to more easily attract new cus-

tomers and to differentiate our service," says Sandra Abreu Silva, product manager for messaging services at ATL, one of Brazil's new mobile



Sandra Abreu Silva

ATL introduced Ericsson's mobile voice mail service a few months ago and extended it to prepaid users a few weeks ago.

"Messaging services are a part of the operator's lifeline. After call charges, revenues from voice mail are the greatest source of income for operators," reveals Sture Östlund.

Mia Widell Örnung



Arely Fontecha from Ericsson in Mexico, Enrique Ortiz from Telcel in Mexico, Ingela Thyselius from Ericsson Messaging and Gabriel Escobar Ontiveros from Telcel in Mexico, met in New York in early June together with 18 other mobile operators and Ericsson representatives to discuss marketing issues and messaging services.

A little passion creates satisfied customers

A new program addressing customer satisfaction within BN Services and Support in Burgess Hill, U.K., has been identified as best practice within Wireline Systems.

The program, called Wildfire, translates the need to focus on customers into every day activities.

"Every company, no matter what its mission, is in business for one reason above all others, to create value for its customers. If we succeed in delivering customer value, we build a customer base loyal to Ericsson. I wanted BN Services and Support to take a lead in this important initiative and to demonstrate to the rest of the organization what we can

achieve as a collaborative team.", says Jonathan Smith, director of BN Services and Support at Ericsson in Burgess Hill.

"We have all recognized that customer satisfaction is the key to Ericsson's future success. What has been missing is a common understanding of how this will change what we do in our everyday work and activities. Sometimes the change required is so small that it is almost too obvious and we are in danger of missing the point—if our customers feel satisfied then they are satisfied.", says Paul Humphries, project leader and customer satisfaction team leader at Burgess Hill.

The Wildfire program is a do-ityourself program which uses study materials, videos and group discussions to stimulate learning across a group of people. At Burgess Hill, 140 people have taken the training course, of which 98 percent would recommend the course to others. "We also did a selftest of our customer focus both before and after the program and the results show approximately a 12 percent positive shift in customer focus across the support organization", says Mike Henson, Wildfire program manager.

"The key to the success of this initiative has been the fact that the training has been very practical and behaviorally based. Unlike much of the current training in this area which is very abstract, this training is simple, highly cost effective and can be run anywhere – no previous training experience is

required to make this program work."

"We have tried to instill feeling and passion in the concept of customer satisfaction. It's not just a question of trimming processes and speeding up deliveries. Perception is everything, and you can't argue with perception because right or wrong it determines how our customers feel when they interact with us", says Paul Humphries.

Mia Widell Örnung

For more information please contact paul.humphries@etl.ericsson.se

Quicker mobile switch installation

The task of installing and testing mobile switches in GSM systems is being simplified.

A new method is now being introduced at the 15 largest local companies, where performance targets are being set and reported every eight weeks.

Supply and Implementation Services, which is a service area within the GSM business unit, is responsible for developing and defining methods for the implementation and maintenance of GSM systems.

Result orientation

As a partial target in the TTC (Time To Customer) improvement program, a new method is being introduced with action plans for shortening lead times, increasing delivery precision and improving project efficiency. The method, which is called Result Oriented Management, is being introduced at Ericsson's 15 largest local companies with GSM customers.

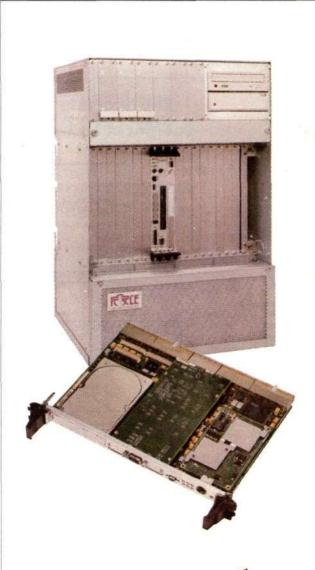
"Coordination is essential for increasing efficiency. By setting and following up measurable targets every eight weeks, the companies will be competing with each other to make improvements," says Roger Orrstenius, manager of Supply and Implementation Services.

Improving deliveries

In order to increase project efficiency, it may be necessary to simplify reporting, for example, or to review logistics so that complete deliveries are received in the right place at the right time.

"We take a very positive view of synchronizing improvement projects. Customer demands are increasing all the time with respect to quality and installation time, for example. We have to meet these demands to remain competitive," says Ingvar Eriksson, who is responsible for test and implementation of fixed and mobile networks in the U.S.

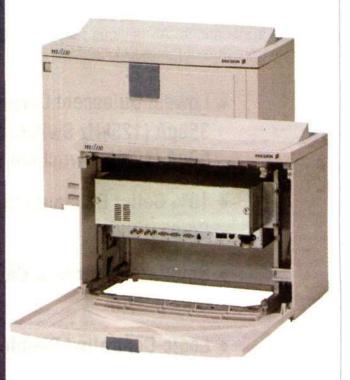
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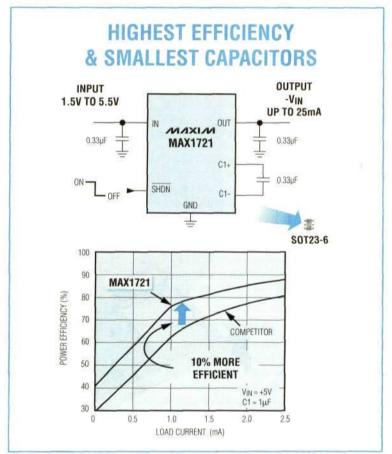
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- ◆ Up to 25mA Output Current



Faster switching speeds permit smaller capacitors, but usually result in higher quiescent current. Compare the MAX1721 to its closest competitor. Both are running at 125kHz, but the Maxim part has 10% higher efficiency thanks to better design and process technology.



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ERICSSON US, PLEASANTON, CALIFORNIA

Technical Solutions Manager (BSS)

• Participate in the network definition, integration, and evolution based on products available or specified by Product Unit or other sourcing units. Meet customers and guide them into purchasing existing Ericsson products and solutions. Identify and develop new business opportunities.

Act as technical lead for RFI/RFP/RFQ. Effectively communicate customers needs to the Ericsson organization. Develop and communicate presentations covering technical solutions and products to the customer. Collect and forward to Product Unit product requirements from customers.

Bachelors degree in Engineering, CS, Business Management, or marketing, or equivalent experience. Minimum of five years experience in the telecommunications with extensive knowledge of the global telecommunications marketplace. Knowledge of BSS required.

Contact: Joe Compton, Recruiter email joe.compton@ericsson.com or EUSJOCO

ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

Operations Manager – Slovakia

The young nation Slovakia resides in the centre of Europe, on the shores of the river Danube, 45 minutes from Vienna and one hour from Budapest. On these historical grounds, a new GSM operator will enter during 1999 and we, at Ericsson Slovakia, will be the ones to make that

 We now need an Operations Manager to join us, for planning and building up the implementation organisation. Working together in the account team, he/she is responsible for the start-up, carry-out and completion of the implementation project, this being on a turnkey basis.

We think you have a university degree in engineering or science, several years in cellular systems implementation and previous experience as Operations Manager in Ericsson. Your success will be built on drive, determination and team spirit.

Contact: Harald Rudell, +421 903 41 0006, e-mail: harald.rudell@ericsson.com Ulf Borison, phone +46 8 757 1580, e-mail: ulf.borison@era.ericsson.se Anita Malmstrom Wallner, Human Resources, phone +46 8 404 2429 Application: Ericsson Radio Systems AB LP/HA Siw-Britt jJohanson 164 80 Stockholm, siwbritt.johansson@era.ericsson.se

ERICSSON SPAIN

System Manager at EEM

At EEM Systems Management within BMOG we work with mobile applications for mobile telephony systems (GSM900, GSM1800, GSM1900, GSM1900/D-AMPS, UMTS, etc.) in the CSS (Circuit Switching Systems) Product Unit. Our GDB (General Data Bases) products include HLR, FNR, AUC, EIR, etc.

 We are seeking one person to lead a section who has responsibility for platform of GDB products, system characteristics and system behaviour, like ISP. The duties of the section include system solutions and investigations, traffic modelling, node and network dimensioning, early design project participation (pre-prestudies, prestudies.), platform strategies, SPM support, etc. The section is formed by high competent individuals.

The position also entails dealing with UAB, EED and ERA/LV/I, which are organisations related to platform development and management.

Applicants should have experience gained in similar position. The candidates should response to the Ericsson manager profile, i.e. have in a good degree: people orientation, result focus, perspective, intellectual ability, and self-esteem. leadership, communication, negotiation, able to motivate, build competence, solve problems, and manage change, business knowledge, english, planning and organizational abilities, and social awareness

The System Managers in EEM/TD/MD dedicate, in average, 50% of her/his time to pure management activities, and the other 50% to running operational issues, hence, a technical background at system level

Experience in international activities is a plus. All the working activities aim at leading and ensuring the evolution and competitiveness of the Ericsson GSM Systems (GSM900, GSM1800, GSM1900, GSM1900/D_AMPS, etc.). This means that most of the work is developed for 3G Systems (UMTS).

Contact: Beny Lopez, beny.lopez@ece.ericsson.se, +34-91-339 24 83, and Gregorio Nuñez, gregorio.nuñez-fernandez@ece.ericsson.se, +34-91-339 29 24

ERICSSON MOBILE COMMUNICATIONS AB, SLOUGH, UK

Training Developers & **Training Team Lead**

The mobile phone industry is changing rapidly. In order to keep up with - and drive the change - Ericsson Consumer Products Segment has initiated the Time To Customer (TTC) Program, a global business program working together with the line organisation to implement a simple and robust supply chain, on time and budget, which is responsive to all customers' expectations

TTC - with it's concentration on providing a stable and scalable platform for growth - lies at the heart of Ericsson's strategic plan for managing the new realities of increased competition in the global marketplace. The goal of the TTC Program is to keep our competitive advantage and maintain Ericsson's leadership position in the market by delivering to customer needs.

 We are currently looking for training developers and coaches with experience in a number of functional areas who would like to join our change management team in Slough, UK.

The training developers will develop and deliver SAP training in EMEA and Asia Pacific, while the role of Coach is one of facilitation rather than instruction. The Training Team Lead helps participants to discover the right answers rather than provide the right answer (i.e. lecture) during a learning event.

Applicants to both positions will transfer together with the rest of the TTC program to the Stockholm area in the end of September 1999.

TRAINING DEVELOPER

Qualifications/Experience: We require people with good presentation skills, solid PC skills and business knowledge in one of the following areas: Finance Asset Management, Accounts Receivable, Internal Order Accounting, Product Costing. TTC Demand -Transport Planning, Distribution (picking and packing), Shop Floor Control, Customer Care. TTC Supply - Supply Unit Planning and Supply Network Planning, Master Data, Production Master Data, Quality Inspection and Management.

It is a strong plus if you have any SAP skills.

TRAINING TEAM LEAD

Qualifications/Experience: The coach does not have to be an expert as the users will typically have no or basic knowledge. However they should have the following characteristics; ? SAP transactional skills. ? Communication and presentation skills. ? In addition, the following attributes are typically found in a successful coach: ? counsellor, mentor, tutor, confronted. ? listening skills, conflict management skills, ability to provide continuous, constructive and positive feedback; encourages multiple levels of commu-

It is a strong plus if you have any SAP skills.

Contact: Thomas Boesen, phone +44 1753 701 019 ext 2411 Anna Vikstrom Persson, phone +44 1753 701084 Application: Ericsson Ltd Att. Anna Vikstrom

Persson The Nova Building Herschel Street Slough, Berkshire SL1 1XS UK

Updated June 21

ERICSSON EUROLAB (EED) AACHEN, **GERMANY CORE PU APPLICATION CORE**

System Maintenance Engineers

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

As a suitable candidate you have good knowledge of mobile telephone sys tems, you are flexible, show initiative and have good communication & coopera tion skills. The ability to work under pressure is also an important persona I quality. Experiences from System Verification/Test are a clear advantag e.

System Test Engineer (CAPC)

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

As a suitable candidate you have good knowledge of mobile telephone sys tems, you are flexible, show initiative and have good communication & coopera tion skills. The ability to work under pressure is also an important persona I quality. Experiences from System Verification/Test are a clear advantag e.

The TEST unit will have as main responsibilities to perform verificatio n of the CAPC product components and have an active role in CAPC customer s upport activities. The unit will furthermore also be responsible for verifica tion project both on main (CAPC) as well as subproject level. These project s perform in an international environment and is covering a vast range of development areas at the leading edge of technology, such as ISDN, IN and Inter-

Contact: Human Resources Simon Seebass eedsims@eed.ericsson.se , Dial: +49 2407 575 163 or Jim Nilsson eedjin@eed. ericsson.se Dial: +4 9 2407 575 562 EED/U/TV Karl-Heinz Welter eedkhw@eed.ericsson.se Dial: +49 2407 575 286

ERICSSON AUSTRALIA LTD

Be part of our Dynamic Team!

 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 IS-

You will have a good understanding of the various OPS 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

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, Mel-

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. For information about the GRC, please browse the GRC Web site: http://www.epa.ericsson.se/grc http://www.exu.ericsson.se/grc-external http://grc.etm.ericsson.se

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

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 desires 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 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 be 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 persistant 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 SPAIN SA

IN-Prepaid System Egnineer/Senior Designer

CHALLENGING JOB POSITION IN SPAIN

Customization Design Center for Intelligent Network Services within Ericsson España S.A., Madrid, Spain (EEM/BN), is grawing up in order to help different customers on a very competitive market as IN. Now we are setting up a team with focus on Ericsson's Prepaid System. This team will be responsible for the whole development cycle (requirement clarification, design, test, support, etc.) of the customer's adaptations (which are not considered as standard) within the Prepaid area.

• We are looking for a System Engineer or Senior Designer with experience from IN Design projects, preferably in Prepaid. Your responsibilities will include studying and clarifying customer requirements, prestudies and feasibilities studies, involvement in design execution (mainly support and skill-transfer to other designers) and support to the customer. Other required skills are familiarity with Object-Oriented development. C++, JAVA and CORBA (Orbix).

EEM/BN guarantees a pleasantly open working environment, focus on personal development and challenging work.

Contact/Applications: Pablo Pérez, IN Customization Design Center manager. Phone: +34 91 3392155, e-mail: pablo.perez@ece.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: Er-

icsson Radio Systems AB NH Towa Raak 164 80 STOCKHOLM towa.raak@era.ericsson.se

ERICSSON TELECOMMUNICATIE BV, NETHERLANDS

Within the Business Line Customer Services at the department Network Management we have several vacancies for the function of:

Test Manager

 Network Management is a young, dynamic and international team that provides services according NO&M concepts for operators.

Goal/Challenge: Within the department Network Management is the KPN Connect Service (KPN-CS) a new service to deliver. As a test manager you're responsible for the correct and on time carry out from test activities for the interconnect projects.

Tasks: Writing a specific test plan. Co-ordinate the tests. Daily contact with test managers and other telecom operators. Troubleshooting and writing test reports.

Required competence: Experience with similar projects with operators. HBO level of thinking, acting and working. Good management skills on behalf of operational leadership. Good communication skills in English (Dutch is a plus). Proactive, problem solving, decision making. Knowledge of AXE principles and test procedures. Insight in KPN infrastructures regarding interconnect. Knowledge of C7 networks.

Application: The home base is in the middle of the Netherlands. For more information regarding the vacancy, please contact Liselore Brabers, tel.:+ 31 161 249850 or mail: Liselore.brabers@etm.ericsson.se. Send your application to recruitment & selection, room 20.0092,

Within the Business Line Customer Services at the department Network management we have several vacancies for the function of:

Data Builder

 Network Management is a young, dynamic and international team that provides services according NO&M concepts for operators.

Goal/Challenge: Within the department Network Management is the KPN Connect Service (KPN-CS) a new service to deliver. As a data builder you're responsible for the correct and on time carry out data build activities of the Interconnect projects.

Tasks: Writing a specific data build plan. Co-ordinate activities. Troubleshooting. Writing status reports.

Required competence: Experience with similar projects with operators. HBO/University level of thinking, acting and working. 3 - 5 years experience with datatranscript, development and implementation. Good communication skills in English (Dutch is a plus). Proactive, problem solving, precise. Knowledge of AXE principles. Knowledge of C7 networks. Insight in KPN infrastructures regarding interconnect is a plus

Application: The home base is in the middle of the Netherlands. For more information regarding the vacancy, please contact Liselore Brabers, tel.:+ 31 161 249850 or mail: Liselore.brabers@etm.ericsson.se. Send your application to recruitment & selection, room 20.0092,

Within the Business Line Customer Services at the department Network management we have several vacancies for the function of:

NIT-Tester

 Network Management is a young, dynamic and international team that provides services according NO&M concepts for operators.

Goal/Challenge/Tasks: Within the department Network Management is the KPN Connect Project (KPN-CS) a new service to deliver. As a NIT-tester you're responsible for the Plugbox and ISUP test activities within the interconnect projects regarding the specific test plan. Daily contact with testers and other telecom operators, Troubleshooting and making test reports are your activities.

Required competence: Experience in similar projects with operators. MBO+/HBO level of thinking, acting and working. Good communication skills in English (Dutch is a plus). Proactive, problem solving, error solving, independent, precise. Knowledge of AXE principles and test procedures. Knowledge and experience with protocol-analyzers. Excellent knowledge of C7 networks. Insight in KPN infrastructures regarding interconnect

Application: The home base is in the middle of the Netherlands. For more information regarding the vacancy, please contact Liselore Brabers, tel.:+ 31 161 249850 or mail: Liselore.brabers@etm.ericsson.se. Send your application to recruitment & selection, room 20.0092.

Within the Business Line Customer Services we are looking for the department Network management a:

Project Manager

 Network Management is a young, dynamic and international team that provides services according NO&M concepts for operators.

Goal/Challenge/Tasks: Within the department Network Management is the KPN Connect Service (KPN-CS) a new service to deliver. As a project manager you are responsible for setting up (build) en support (operate) the service. After the build period you're going to control the operational activities and having the contacts with KPN. As a leader of a 20 persons counting team your responsible for the correct and on time delivery from the interconnect projects. Deliberate about the projects with "KPN regiekamer" and project managers from the telecommunication companies. Besides your proactive and coaching appearance it's important to be also the relation manager.

Required competence: Excellent knowledge of Network Management. Experience with similar (test)projects with operators. University or HBO level of thinking, acting and working. Good management skills. Good communication skills in English (Dutch is a plus). Proactive, problem solving, decision making. Knowledge of the AXE principles. Insight in KPN infrastructures regarding interconnect.

Application: The home base is in the middle of the Netherlands. For more information regarding the vacancy, please contact Liselore Brabers, tel.:+ 31 161 249850 or mail: Liselore.brabers@etm.ericsson.se. Send your application to recruitment & selection, room 20.0092,

NIPPON ERICSSON K.K. - JAPAN

Expert AXE/UNIX Trouble Shooters for CMS30 System

 Candidates should have well proven troubleshooting skills in any of the following areas:
 APZ / IOG-11 or 20 APT ISUP RADIO (MBS/MRS)
 IN UNIX

Our responsibilities cover the following areas:
System verification ASR (Method Development) ASR
(Compatibility & Regression testing) CNA Production
& Testing, ACA Production & Testing, 24 hr Emergency Support Trouple Shooting TR-s, SW Implementation Project Support EC-A, SC-A, TC-A Handling
UNIX Products (OSS, MXE,SMAS,Packetdata Products) And excellent conditions.

Application:Thomas Åhberg NRJ/HP-Human Resources E-mail: thomas.ahberg@nrj.ericsson.se

NIPPON ERICSSON K.K., JAPAN - NRJ

IN and Switching Support Engineer

 We have now a vacant position for an experienced IN and switching Support Engineer to work with CMS30 (PDC standard). Your work location will be at our regional office in Nagoya.

The candidates shall have experience in trouble shooting, IN and SMAS upgrades and updates, and trouble reports handling. Previous experience in CMS30 is a plus. The candidates will have daily customer contact and participate in regional emergency service.

The candidates shall be fluent in spoken as well as in written English. Japanese language skills are a plus. Transfer of competence to local staff is one of the most important tasks. Proven skills in this area is required.

Previous experience with customer interface is a requirement.

We presume that you are open-minded, outgoing and that you can easily adapt to a culturally diverse working environment. We are ready to offer a long-term contract to the right person and starting date as well as length of the contract is negotiable.

Application: Mikael Sjöberg NRJ/DN/VC. Phone: +81 52 323-6547 Fax: +81 52 323-3358 Memo id:NRJ.NRJMISJ E-mail: mikael.sjoberg@ericsson.co.jp

ERICSSON, US, PLEASANTON, CALIFORNIA

Technical Solutions Manager (BSS)

Participate in the network definition, integration, and evolution based on products available or specified by Product Unit or other sourcing units. Meet with customers and guide them into purchasing existing Ericsson products and solutions. Identification and development of new business opportunities. Technical lead for RFI/RFP/RFQ. Effectively communicate customers needs to the Ericsson organization. Develop and communicate presentations covering technical solutions and products to the customer. Collect and forward to Product Unit product requirements fromcustomers.

Bachelors degree in Engineering, CS, Business Management, or marketing, or equivalent experience. Minimum of five years experience in the telecommunications. Extensive knowledge of global telecommunications marketplace. Must have good knowledge of BSS.

Contact: Joe Compton, Recruiter, Fax 925-737-5850 or email EUSJOCO or joe.compton@ericsson.com

ERICSSON TELECOMMUNICATIE B.V. NETHERLANDS

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 caracterised as challenging, dynamic, progressing and provides excellent opportunities for personnal 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 on a high technical level Knowledge of AXE 10 3 yr experience on AXE SW within Ericsson (preferably as a SW trouble shooter) Immune to stress Precise Team player Good communication skills in English

Application: The home base is Rijen, Liselore Brabers, tel. + 31 161 24 9850. Liselore.Brabers@etm.ericsson.se

LM ERICSSON DATA AB

CMcc need a Configuration Management teacher

 Are you working with Configuration Management today and would like to teach it tomorrow or are you teaching something else today and would like to teach CM tomorrow?

Which ever of these you are we are seeking outward looking people that love a challenge and never see the sky as the limit.

The job entails planning, organizing and booking a variety of Configuration Management courses, workshops and seminars. Some of these courses are ready to hold today and others you will be helping develop during the rest of 1999.

Configuration Management is an area on the way up at the moment and training is scarce so whatever you do it will be greatly appreciated by us at CMcc and by our customers, the students.

So come and join us, we can promise you many challenges and a great deal of fun.

Contact Jean-Marc Dagenais BCS/B/SXC Telephone +46 8 7263276 Mail jean-marc.dagenais@edt.ericson.se or visit our homepage http://cmcc.ericsson.se

ERICSSON GMBH, GERMANY

Strategic Product Manager **Core Product Unit** Application Core (CAPC)

 The CAPC Product Management Department is responsible for the product management of the transit switching and network access products that are common for many of Ericsson's AXE based systems, both for wireline and wireless systems. This responsibility includes activities such as business opportunity tracing, product portfolio management and positioning, project cost follow up, product decisions including prioritisation, road map planning, product agreements with other product units, toll gate assessments, supervision of requirements, arrangements of product planning meetings etc.. Present challanges are ATM backbone solutions for the Universal Mobile Telecommunication System (UMTS) and the Next Generation Switch (NGS)

The product management team has the responsibility to define application core deliveries that maximise Ericsson's profit and aligns with the group's overall strategy. Travelling will be a natural part of

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

ERICSSON KFT HUNGARY, BUDAPEST -

In Hungary a 3rd license will be awarded in end June and Ericsson is today in a good position to be the system supplier. In order to meet the rapid roll out requirements Ericsson has started to build up the project Organisation however we are in need of people with experience of Ericsson Implementation projects. For all position it's essential with good command of English and willingness to work within

Regional Project Managers

(SEVERAL POSITIONS OPEN)

· First task is to build up the regional project organisation and recruit local people. As the regional Project Manager you will be total responsibility for the execution of the project in your region including all activities, Site acquisition, Civil Work, Installation, Test and integration. You report direct to the Programme Director (Total Project Manager).

Further responsibilities: Transfer knowledge from expatriates to local resources To hold a budget for the execution of the 'regional project' Customer presentations and progress reporting Scheduling of all activities in the region Manage a portfolio of regional sub projects and sub contractors

Requirements: Besides a long experience (minimum 3 years) as a Customer Project Manager with all common experiences needed in such a position we also want you to have: Ability to be proven Track record of running Ericsson customer projects successfully. Ability to work under pressure, independent and well-organised and excellent management

Site Controller

(SEVERAL POSITIONS OPEN)

 As Site Controller you will be responsible for a number of sites from search order all the way to integration. You are responsible for the progress and quality of the sites. To your help you will have Build Controllers and Installation Teams. You will report to Regional Project Manager

Responsibilities: Ensure that all selected sites are within acceptable build tolerance, rent levels, access and RND levels. Ensure that the sites are constructed in accordance with design documentation, agreed schedules, budgets and standard of quality and health & safety. Ensure that the sites are installed within agreed time schedule, budget and quality standards.

Requirements: Ability to be proven Track record of participating in Ericsson customer projects as Installation Supervisor or Build Controller or Site Acquisition Controller or equivalent. Ability to work under pressure, independent and well-organised and excellent management skills.

System Engineer, Manager – Transmission

 You will be responsible for all transmission systems in the network, transmission plans, dimensioning and parameter settings.

You will handle and follow up reports concerning transmission and transmission equipment. As a line manager for the transmission team you will also be responsible for resources and competence development of the personnel.

Requirements: Technical education, experience

from transmission work within Ericsson GSM projects, strong management skills and ability to work in team and share competence

Build Manager

 As part of the Operations/Programme Management team the Build Manager is responsible for the site design and build process, recruitment and line management of civil engineering and site build staff, external consultants and sub contractors.

Responsibilities: Ensure that the regional project teams are provided with the correct numbers of competent resources to perform specified tasks within agreed time frame. Recruitment and line manager of civil engineers, build controllers, quantity surveyors, civil works site inspectors and external consultant companies. Responsible for line budget and financial performance for site design and build phase of the BTS's. Specify and update the working process to be used for the design and build teams.

Requirements: Proven skills in managing people. Several years in the area of civil engineer and construction. Experience of interfacing with sub contracted companies. Knowledge of the different processes included in building base station sites and

Radio Network Design -**Cell Planners**

(SEVERAL OPEN POSITIONS)

 As a RND Engineer for the regional office you will be working with nominal cell plans, radio coverage predictions, frequency planning, site surveys, site nominations, RF measurements, BSS parameter settings and initial tuning.

Requirements: A minimum of 18 months relevant experience is required and competence equivalent to RMOG certification level Consultant.

Transmission Planner

As a Transmission Manager you will be working in one of the regions. Your main tasks will be engineering services, frequency planning, site surveys and interface external suppliers of equipment.

Requirements: A minimum of 12 months relevant

Project Coordinator

· As a Project Co Ordinator you will report to the Programme Director (Total Project Manager). You will be line manager for 10 people and be responsible for the project scheduling, reporting, database, IT and document control.

Requirements: Experience within equal areas is an advantage. As a person you must be very well organised and experienced with managing people.

Looking for new challenges in China?

That is what we can promise you!

"We" are Guangdong Ericsson Telecom Engineering Co. Ltd. (GUC) in China, and we are vey busy.

We are responsible for all the southern part of China, such as the tropical island of Hainan, "the Hawaii of China", Guangdong and Guangxi. Not to forget the big province of Sichuan, where you get the most wonderful foo you can imagine.

China is for the time being the most expanding market in the world of telecommunications and the biggest Ericsson local market. Right now we are looking for more employees with experience in AXE 10 support area.

You are expected to have genuine experience in GSM or TACS, and also have wide knowledge of Ericsson organization of support and supply. On-site and offsite trouble-shooting skills are required. We are working in an expanding market with many different customers, so it is essential to be customer focused and to be able to maintain good relations with customers.

You can also expect to participate in interesting projects outside the normal support activities.

If you get prepared, take a detailed look at the follow-

Senior Support Engineer (GSM & TACS)

As a Senior Support Engineer in GSM & TACS, you will provide the core services to our customers, help desk duty, 2nd line backup for emergency service and

You will also act as a primary knowledge source in technical questions and transfer of knowledge within the division.

We are looking for two engineers in the following areas: BSC and TACS.

Senior Support Engineer (BSS Supply)

As a senior support engineer in BSS supply, you will be working in a young team, providing service to the China market, including package creation, package testing as well as delivery to the different customers.

We are looking for two engineers who will be working in the BSS supply organization. BSS knowledge is therefore mandatory to provide the best service for our customers.

To apply for the above four positions, you are expected to have at least 4 years experience working in an Ericsson Support or Supply Organization.

We believe that with all the challenges that you will experience in GUC, your professional expertise will be enriched, which in returns will surely lead you to future success in your career.

For further information, please contact Nicole Kraemer regarding TACS/GSM (e-mail: Nicole.Kraemer@guc.ericsson.se) or Kim Lee Buu for BSS supply (e-mail: Kim.Lee@guc.ericsson.se)

For all the vacancies, you can also contact Michael Ou in HR department: e-mail: Michael.Ou@guc.ericsson.se Tel: +86 20 85538868-20659 Fax: +86 20 85536193/6191 (www-guc.etc.ericsson.se)

ERICSSON 3



RBS & TRM Installation Engineer

(SEVERAL POSITIONS)

 As an RBS & TRM Installation Engineer for the regional offices you will be responsible for site surveys and preparation of Radio Site Installation Documentation, including radio link if necessary.

Requirements: Knowledge and experience of Rules and Methods for Installation Engineering (RUME); At least 2 years of relevant experience from other Ericsson customer projects; Capability to work independently or as part of a team; Capability to transfer knowledge to local staff;

Senior Installation Supervisor

(SEVERAL POSITIONS)

As a Senior Installation Supervisor you will be responsible for a number of 4-6 sub-contractor teams working with installation, test and verification of Ericsson GSM radio base stations and transmission equipment. You will ensure that the sites are installed within agreed time schedules and according to Ericsson standard quality.

Requirements: At least 4 years experience of installation and test of Ericsson Macro and Micro RBS, of which at least 1 year of installation supervising; 3-5 years of experience from installation and test of transmission equipment, especially Mini-Link equipment. Excellent supervising skills and capability to share knowledge and experience

BSS Integration Supervisor

(SEVERAL POSITIONS)

 As an Integration Supervisor (integrator), you will be part of a team working with integration of BSCs and Radio Sites into our Customer's GSM network.

Requirements: CME 20 / CMS 40 experience with a minimum of 2 years working with BSS integration in Ericsson customer projects;

Contact: Stefan Hedelius, Programme Director, +36 30 914 3402. Application: Andrea Bencsik ETH/KP Ericsson Kft H-1300 BP 3 P.O. Box 107 Hungary Andrea.bencsik@eth.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Administrator

● The Business Unit for TDMA Systems - BMOA is looking for an administrator within the unit Operational Development of Business & Product Line Management (ERA/AK/U). The administrator will work close to the TDMA Systems TTM coordinator and be responsible for documentation of the TTM process and for the information on the TTM web. The administrator will also be responsible for the operational system within the unit (ERA/AK), which means to assure that the document handling is correct and that the operational documents within the unit are correctly updated.

The tasks will be to collect updated documents from the different sections within the unit, to store the documents on a common drive, and finally to release the documents on the web. The administrator will also act as the Managing Web Editor of the unit. The Managing Editor is responsible for the content and usability of the Business & Product Line Mgmt (ERA/AK) section of the Intranet. The Managing Editor is responsible for managing the publishers and for investigating any changes which might be needed to make the Intranet a better tool. The Managing Editor is also a representative in the BMOA Intranet council

The person suitable for this job shall be well structured be able to work both independently and in team have good knowledge in English, written as well as spoken. have good knowledge about Microsoft Office software as well as html and webtechniques. have Ericsson knowledge For you who are an administrator/ secretary today this could be a good way of finding a new challenge and interesting job for the future.

Contact: Eva Malmberg, +46 8 757 0180 Application: OPERATIONAL DEVELOPMENT Ericsson Radio Systems AB AH/HS Elisabet Grahl 164 80 Stockholm, elisabet.grahl@era.ericsson.se

L M ERICSSON DATA AB, BUSINESS SOLUTIONS, STOCKHOLM

Business Consulting is a rapidly growing area within the Ericsson Enterprise segment. One of our key factors for success is to establish a project oriented organisation and therefore we need to strengthen our force with support staff.

Support Staff

 We have a need to support a large number of installations of CMtool and Ericsson ClearCase. CMtool and Ericsson ClearCase are adaptations of ClearCase for Ericsson use. Many of the installations will be cooperating using Multisite. We need people who have experience of providing technical support in a distributed environment.

Knowledge and experience of some or all of the following is a plus: ClearCase and Multisite. Sun Solaris administration (basic). Windows NT administration (basic). Ericsson knowledge. Presentation and teaching. Willingness to travel and work face to face with customers would be a distinct advantage. Good skills in written and spoken english is required.

Contact: Ken Mcarthur , +46 08-726 23 26 ken.mcarthur@edt.ericsson.se. Application: recruitment@edt.ericsson.se

L M ERICSSON DATA AB, ÄLVSJÖ

IT Services

DO YOU WANT TO WORK FOR A COMPANY WHERE CHANGE IS CONSTANT? Join Ericsson IT Services' global team of 1000 talented IT professionals. Ericsson IT Services is dedicated to delivering state-of-the-art global IT Solutions to Ericsson and as a result, helping Ericsson be a leader in the new Telecoms World

Ericsson IT Services manages one of the worlds most geographically distributed and complex networks with explosive growth. This includes operations in Stockholm, Dallas and Kuala Lumpur. Learn about World Class IT Services by helping us to realize the vision of delivering World Class IT Services, creating business value for Ericsson and being one of the World's top 10 IT service providers. Service Area - Information Management & Security - is a strategic area within Ericsson IT Services. We are handling information flow between systems and platforms for internal and external communication supporting Ericsson business processes (Electronic Messaging e.g. EDI), Security (with aspect of solutions and products, both standard and customerspecific), database support & administration and directory. The two challenges and assignments for 1999 are Y2K and globalization, i.e. provide support for our products on all hubs. Security is involved in all products and is a focused area for Ericsson.

To be able to support rapid changes and expansion we are currently looking for the following competences: Electronic messaging. Application messaging.

You will be working with development and implementation of application messaging solutions together with application developers. Today we mostly work with MQSeries from IBM but we see today that the middleware area is expanding and our customer demands will generate new products to be introduced. We need people with experience from application development in different environments such as mainframe, midrange or PC and people with experience from system administration from the previous mentioned environments Experience from middleware products is appreciated but not a demand for us. We are looking for both experienced and newly graduated people.

Contact: Göran Morberg

EDI Consultant

• As an EDI - Consultant you will be working towards Ericsson partners and customers as well as within Ericsson. We prefer that you to have a couple of years experience with EDI but are also looking for people with a big interest of EDI with less experience. We are currently mapping using the products DEC/EDI and GENTRAN. University degree and experience from working in projects is a merit. Contact: Torbjörn Ericson

For both positions: You should have very good skills in English and be willing to travel if needed. You must have a deep interest in IS/IT and be willing to learn even more. Since we are working in a very flexible and global environment we expect you to be open-minded, curious and enjoy interacting with others.

Contact: Göran Morberg , +46 8 568 61508, goran.morberg@edt.ericsson.se, Torbjörn Ericson , +46 8 568 62905, torbjorn.ericsson@edt.ericsson.se. Application: recruitment@edt.ericsson.se

L M ERICSSON DATA AB, BUSINESS SOLUTIONS, STOCKHOLM.

Business Consulting is a rapidly growing area within the Ericsson Enterprise segment. One of our key factors for success is to establish a project oriented organisation and therefore we need to strenghten our force with developers.

Developers

 You will work in a small team of developers on adaptations of ClearCase. These adaptations will be either generic for all of Ericsson or specificly for the needs of one part of Ericsson. Experience of Pearl and C/C++ is good. We will work in Sun Unix and NT. Knowledge of ClearCase is a bonus, but experience of adapting other databases for customer needs would be good. Ericsson knowledge is good too. Willingness to travel and work with customers would be a distinct advantage.

You have good skills in written and spoken eng-

Contact: Ken Mcarthur, +46 08 7262326 ken.mcarthur@edt.ericsson.se. Application: recruitment@edt. ericsson.se

ERICSSON MOBILE COMMUNICATIONS AB,

Information System Support

 Till vår enhet Customer Services inom marknadsregionen NCEEMEA söker vi Dig som ska arbeta med Information System Support.

Du kommer att ansvara för drift, support och utbildning av vårt Vantive system till våra lokalbolag och partners. Du kommer även att driva utvecklingsoch förbättringsåtgärder mot Global Customer & Services. En annan arbetsuppgift är att informera och koordinera Vantive-Helpdesken gentemot försäljning, marknad och lokalbolagen. Vi vänder oss till Dig som är serviceinriktad och initiativrik. Du är Systemvetare, nyexaminerad eller med några års erfarenhet.

Kontakta: Robert Paulsson 046-19 30 77 robert.paulsson@ecs.ericsson.se. Ansökan: Ericsson Mobile Communications AB, Personalenheten 221 83 LUND

L M ERICSSON DATA AB, ERICSSON BUSINESS CONSULTING SVERIGE AB, STOCKHOLM

END USER SUPPORT

Business Consulting is a rapidly growing area within the Ericsson Enterprise segment. One of our key factors for success is to establish a project oriented organisation and therefore we need to strengthen our force with developers and support staff. The Method & Tools group within End User Support, provides the End User Support process with development and maintenance of tools such as WIH, EDAM, GORDON and LINDA. We do also sell our competence in ARS and the End User Support Tools as consultants on the open market.

Method & Tools B/PEM C++ Developer

To work in a small team of developers with the Asset Management application as the main business. The AM application is very integrated with WIH which is based upon the ARS platform. You will therefore work very close to our ARS developers to find solutions in a creative mood. We will work in Sun Unix and NT.

Knowledge of ARS is a bonus. NT and UNIX competence are other valuable skills. Ericsson knowledge is good too. Method & Tools has a global responsibility for the End User Support Tools worldwide.

The customers can be anywhere around the world. This can give you the opportunity to travel through your work.

Contact: Robert Sjöö , +46 8 726 22 69 robert.sjoo@edt.ericsson.se. Application: recruitment@edt.ericsson.se

L M ERICSSON DATA AB, STOCKHOLM

System handling of SW Support Systems

We are approximately 35 professional people, all very dedicated. We provide systems for business support processes / activities used by development units. A system consists of online method products, tools and training products. Our aim is to cover our customer's whole need of deployment and support by proactive-, project-, operative- and technical support.

Team leader – Systems Integration

 There is an open position for a teamleader having a creative mind for expansion of a promising business. The team works with Integration, product / system packaging and quality assurance. This by best use of competence, tools and technique.

Qualifications: Technical University education or similar. Proven management and/or project management experience is of real advantage. Several years of work experience are a must.

Contact: Lennart Stengård , +46 8 568 615 51 Lennart.Stengard@edt.ericsson.se. Application: recruitment@edt.ericsson.se

L M ERICSSON DATA AB, VÄSTBERGA

Competence/Expert Support Manager

Ericsson has been using the SAP R/3 system since 1993 and it is now in use in over 30 companies worldwide. To support the continued growth of the system, we have decided to set up a professional SAP Applications Management Center within our newly formed Ericsson IT Services. The SAP AM Center will support use of SAP R/3 by Ericsson Business Unit's worldwide, via linked organizations in Stockholm, Dallas and Kuala Lumpur.

· We are looking to fill key Management and Technical positions in the SAP AM Center, which is planned to grow to over 80 people during 1999. The jobs are located in Stockholm (Västberga). Expert Support Manager This is an opportunity to be involved in building up a professional, customer services operation within the recently established SAP Application Management team in Stockholm. You will report to the SAP AM Center Manager and will manage a team of SAP experts providing support to our growing list of customers in Sweden and internationally. You will also co-ordinate global Expert Support coverage via equivalent organizations in Dallas and Kuala Lumpur and will be responsible for monitoring service delivery in line with our Application Management agreements.

You will be strongly customer-focused and have previous management experience, ideally gained in a Customer Services business or working with global response centers.

Knowledge of SAP would be very useful, but a willingness to gain a broad knowledge of SAP R/3 is more important; training will be organized where needed.

Other requirements: Good Ericsson knowledge. Fluent in English. Excellent inter-personnel skills. Good commercial skills and business understanding.

Contact: Rod Hall, Service Area Manager, +46 8 757 17 85 rod.hall@edt.ericsson.se. Application: recruitment@edt.ericsson.se

L M ERICSSON DATA AB, SYSTEM HANDLING OF SW SUPPORT SYSTEMS, STOCKHOLM

Deployment Management and Customer Support

We are approximately 35 professional people, all very dedicated. We provide systems for business support processes / activities used by development units. A system consists of online method products, tools and training products. Our aim is to cover our customer's whole need of deployment and support by proactive-, project-, operative- and technical support.

 As part of the team, you will give our customers strategic advice and planning help with the use of SW development support systems and tools in order to enhance their business. E.g. we support our customer's with co-ordination and arrangement of technical support, seminars and training.

Qualifications: University education or similar, experience of project management and/or product deployment or related services, preferably SW development systems such as APS System. Skilled and service minded person with experience of customer contacts. Knowledge from training and seminar administration is advantageous.

Contact: Lennart Stengård , +46 8 568 615 51 Lennart.Stengard@edt.ericsson.se. Application: Deployment Management and customer support,recruitment@edt.ericsson.se

L M ERICSSON DATA AB, SYSTEM HANDLING OF SW SUPPORT SYSTEMS, STOCKHOLM

We are approximately 35 professional people, all very dedicated. We provide systems for business support processes / activities used by development units. A system consists of online method products, tools and training products. Our aim is to cover our customer's whole need of deployment and support by proactive-, project-, operative- and technical support.

Experienced SW developer

 Working with the whole chain of SW development activities. Platforms are the web, UNIX and NT. Database knowledge is advantageous. Qualifications Technical University education or similar, a minimum of 2 years experience of professional SW development.

Contact: Lennart Stengård , +46 8 568 615 51 Lennart.Stengard@edt.ericsson.se. Application: Experienced SW developer, recruitment@edt.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

GSM is the worlds leading digital mobile system with over 150 million users, growing by 5 million subscribers a month. Ericsson with over 40 percent of the market, is the unchallenged global leader in GSM. We are seeking dedicated professionals who can join us in helping Ericsson to meet the challenge of the future in this dynamic and exciting market.

Marketing Communications Interactive Media Project Manager

• A position is available for an experienced project leader to work with global and strategic Marketing Communications interactive multimedia projects presenting Ericssons mobile systems and solutions. The presentations have multiple purposes such as demos and interactive presentation material at exhibitions and other external events, customer meetings and customer seminars. The presentations are also useful for individual learning and competence development. They are also published on the Internet.

Working in close cooperation with the product managers, the project leaders job involves support in formulating messages, structuring and developing pedagogical outlines explaining and transforming technical descriptions and presentations into striking and effective realisations of how our products can bring value to the customer. The project leader also initiates and supervises production of illustrations, writes speakers scripts etc. and sees to it that all different parts are joined together into a well-functioning interactive presentation. This work is performed together with well-reputed consultancy firms.

You will be joining a highly professional team within the marketing communications department, based at Ericsson Radio Systems in Kista, Stockholm. You are an experienced project leader, with a technical and marketing focus. You have the management skills to run several concurrent interactive media projects. You are creative and have a genuine interest for pedagogy and graphic design. You should have some experience in internet publishing and working with Macromedia Director and Macromedia Shockwave Flash. You should also be fluent in English. Knowledge of mobile telephony would be a definite merit.

Contact: Carina Ullemar Lönnbom, +46 8 757 36 96 carina.ullemar@era.ericsson.se, Tommy Karman, +46 8 404 84 66 tommy.karman@era.ericsson.se. Application: MARKETING COMMUNICATIONS INTERACTIVE MEDIA PROJECT MANAGER Ericsson Radio Systems AB KI/ERA/LH/S Birgitta Ahrebo 164 80 Stockholm.

ERICSSON MOBILE COMMUNICATIONS AB,

Quality Manager

Ericsson is a market leader in mobile phones. In recent years, the mobile phone market has grown rapidly and Ericsson has played a key role in this success.

● The position as Quality Manager, Business Unit GSM requires both commercial and technical competence combined with a real passion for driving improvements in all aspects of Product & Process Quality. You will need a thorough understanding of the development process and supply chain, having to deal with all parts of the Consumer Business Segment including close contact with external customers, local sales companies, market regions, R&D, operations and customer services. As a result excellent communications skills, fluent English and a confident outgoing personality are a must.

As part of the Business Unit GSM, who have Global Product responsibility including profit and quality, the person will be expected to initiate and drive product and process quality issues from management perspective. This will involve: Being the champion for the process of improving product performance.

Representing the company on quality issues with customers. Setting and implemented Quality Requirements on the rest of the organisation. Responsible to monitor and report on key performance indicators. Drive corrective and preventative actions across the organisation.

Your background will ideally be in Project, Product or Quality Management with a minimum of 3 years experience in one of these disciplines. Other requirements are: A masters degree (civilingenjor or civilekonom) in a technical or business subject.

Experience in dealing face to face with customers at a management level is essential. Enjoy working independently and taking decisions, but must also have excellent interpersonal skills. Have the ability to travel globally at short notice.

Contact: Ian Scott, +46 46 19 33 23 ian.scott@ecs.ericsson.se. Application: Business Unit GSM Ericsson Mobile Communications AB Human Resources Department 221 84 LUND

ERICSSON RADIO SYSTEMS AB, KISTA

Marketing and Sales Support is a unit within the Product Unit GSM Circuit Switching Systems. We are responsible for product marketing and global market and sales support of the GSM Switching System including the Core Network of Third Generation Systems. Our main task is to drive and actively support New Account Management and Key Account Management in the sales of switching products and solutions towards new and existing customers.

Sales Support

· We are now looking for a marketing and sales oriented person with a good technical understanding of the GSM switching system. One part of the work is to develop product marketing material, e.g. marketing guides, business cases and presentations, and to actively push GSM Switching products to the market. Another part is to work closely together with local companies in all phases of the sales process towards customers, e.g. customer presentations and actively take part in pre-tender, tender and negotiation work. You should have a M. Sc. in Engineering, preferably including a degree in Industrial Marketing or similar, and at least two years experience in the area of marketing and sales or GSM Switching System. The position entails extensive contacts with Local Companies and customers and you must be prepared to do some travelling. You are result oriented, creative and willing to take initiatives. Communications skills and fluency in English are important. The position is lo-

Kontakta: Johan Dahlström, +46 8 757 24 21 johan.dahlstrom@era.ericsson.se. Skicka ansökan till: Ericsson Radio Systems AB, LX/HS Ann Beer, 164 80 Stockholmann.beer@era.ericsson.se.

ERICSSON TELECOM AB, TELEFONPLAN

Price Manager

Do you want to make a difference? Are you business oriented? Do you think we must have knowledge of how our competitors act on market? Should we focus more on what value our customers makes from the Ericsson solution? If the answer of above questions is YES, then this position is something for you. Our segment, New & Global Customers, are fast moving, business driven and are using the technology as an enabler to meet their revenue targets and to maximise shareholders value.

As a price manager you will be responsible for preparing price strategies and pricing tools for the products/solutions within the CG New & Global product portfolio. You will also focus on benchmarking; both comparing what we internally are doing but also look at what are competitors are doing in the pricing area.

You will also continuously participate in tenderwork where actual pricing is taking place. This will include travelling abroad in short notice and requires ability to co-operate and understanding of other cultures. You must be customer and business focused, be able to work under pressure, innovative regarding new ways of pricing and packaging, have drive and be result oriented, have knowledge of our product and economics.

Preferably you have knowledge of products at DNIP. You probably have a B. Sc. in Economics or similar.

Kontakta: Sarah Persson, +46 8 719 1514, +46 70 519 8249 sarah.persson@etx.ericsson.se. Skicka ansökan till: Ericsson Telecom AB, TN/ETX/X/GM S-126 25 Stockholm

ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

Market Manager

The Product Line Call Centre Solutions within Product Unit Value Added Services is expanding. We are looking for a Market Manager with the ambition to maintain, develop and drive business opportunities in markets of interest to the PL Call Centre.

• The role of the Market Manager is to: Identify, forecast and secure profitable business on behalf of the PL Call Centre Track all sales that have a revenue impact on the PL Call Centre and ensure their timely and appropriate recording against the PL target. Achievement of objectives against Market & Channel Development targets/forecasts

This will include: Development and implementation of Market & Channel Development plans Develop and maintain appropriate contact with Customer Base (Local Companies) Secure new business by influencing LC's and Operators Reporting on a regular basis as to the market situation and actions/recompendations required.

As Market Manager you report directly to the Market & Channel Development Manager. Your position also includes providing support as appropriate to the Local Companies and Call Centre PL including: Bid/Proposal writing, development and justification Business case development Report production Developing and giving presentations Developing marketing propositions and messages Developing and maintaining sales support material(in conjunction with Market Communications Unit) Provide support as appropriate at exhibitions Updating customer and opportunity tracking database for monthly reporting

The suitable applicant has competence/skills in:
Marketing & sales, Business & economics, Price /
Proposition development and Presentation skills

Desired but not essential is: Market research / analysis experience and,Computer literate in MS: Word/PowerPoint/Excel

This position provides the opportunity for a great deal of international travel and the successful applicant will experience the convergence of the IT/Telephony market first hand. The successful candidate will also be placing themselves on a career path with potential for development into management within Ericsson's market & channel development organisations.

Sounds interesting? We hope so and look forward to hear from you.

Contact: Chris Graham-Fielding, Market & Channel Development Manager, +46 8 7194288 Chris.Graham-Fielding@etx.ericsson.se. Skicka ansökan till: Ericsson Radio Systems AB, LU/HRS, Kjell-Gunnar Königsson, 164 80 Stockholm

ERICSSON TELECOM AB, ÄLVSJÖ

The business unit Datacom Networks and IP Services is responsible for solutions for data communication and IP services and we are now launching a number of new exiting products and network solutions that dramatically will change the way that telecom networks are implemented. We have developed Ericssons new high-performance ATM switch, AXD 301, that is the base for Ericssons Multi-Service Network offering. We are now expanding in Älvsjö, on the outskirts of Stockholm, and we urgently need people in a number of competence areas.

Product Marketing

 Product Marketing is responsible for product positioning and messaging. We drive awareness and revenue for ATM products. We create marketing material and supports for exhibitions and customer presentations. We are the link between Product Management, Market Units and other Business Units.

We now wish to expand the group with one or two people. Your main task will be to market the products and solutions to the sales channels at local companies.

You should have experience in data-communication (ATM background is an advantage). Your background is in product management andor product marketing. Your personal situation allows you to travel.

Contact: Anna Sandberg, +46 8 719 94 19 anna.sandberg@etx.ericsson.se. Jan Malmqvist (Human Resources), +46 8 719 57 48 jan.malmqvist@etx.ericsson.se. Märk ansökan med: Product Marketing - AXD 301 Skicka ansökan till: Ericsson Telecom AB, ÄV/ETX/D/H Jan Malmqvist 126 25 Stockholmjan.malmqvist@etx.ericsson.se.

ERICSSON RADIO SYSTEMS AB, KISTA

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

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

Our portfolio includes Business Consulting, Telecom Management & Systems Integration, Managed Services, Quality Improvement Solutions and Solutions for Internet Service Providers.

Internal Communicator

 We now seek a motivated and confident selfstarter for the role of Internal Communicator in our Communications team which is responsible for Internal, External and Marketing Communications.

It is anticipated that you will be a key person in our global network.

You will coach the Professional Services management team in communications skills and assist them in both gathering and spreading information throughout the organization, ensuring that the right information reaches the correct target group.

You will represent us on the Network Operator segment Internal Communications Council and on the editorial boards of Ericsson internal publications. The ideal candidate should have relevant qualifications and experience and be fluent in English. It is anticipated that you will be a skilled writer and producer of Powerpoint presentation material and that you will have experience of organizing internal events and roadshows.

It is likely that you will have an outgoing personality and enjoy working under pressure. You should be able to take initiative as this position offers you the

opportunity to define and develop your own role in a new organization.

Marketing Communications Manager

 The ideal candidate is expected to be a qualified marketing communications professional with at least five years experience of handling a variety of communication projects.

Your English must be fluent as you will be working in a multicultural environment with a great deal of international contact.

You should feel at ease communicating with a variety of media as well as liaising with external agencies. Much of your work will involve participating in cross-functional teams together with other Ericsson Service organizations.

You will have the confidence to take decisions and the experience to produce fast, effective results. You enjoy mucking in and get a kick out of meeting sometimes tight deadlines.

Experience of producing Powerpoint presentations is a definite advantage.

Contact: Stefan Johansson, Marketing Director, +46 8 4043619 stefan.m.johansson@era.ericsson.se. Jackie Karlsson, +46 8 4047500, e-mail: jackie.karlsson@era.ericsson.se. Send your application to: Ericsson Radio Systems AB, NH Towa Raak, 164 80 Stockholmtowa.raak@era.ericsson.se.

ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

EXCITING OPPORTUNITIES WITHIN SATELLITE SYSTEMS Ñ A NEW AND CHALLENGING BUSINESS FOR ERICSSON.

Within the Operator Segment a new Business Unit, New and Special Business Operations, BNSO, was established this year. Satellite belongs to BNSO who has a mission to give new small business activities the appropriate attention and conditions for operation.

Ericsson has been awarded 3 gateway infrastructure contracts. In March 1997 a contract was signed with ICO, a global mobile satellite system operator and in December 1997 Ericsson signed a contract for Thuraya, a regional mobile satellite system operator (covering parts of Europe & Africa, Middle East and India). Both ICO and Thuraya are narrowband systems for voice and low rate data and are GSM-based.

In April 1999 we signed the Astrolink contract, our first broadband system, with multimedia services for voice, data and video. Here we still have the challenge to finalize the architecture. - Mobile satellite systems will play an important role in providing complementary service to existing terrestrial cellular system operators and fixed telephone subscribers in remote areas. Roaming agreements between cellular operators and satellite operators and the availability of dual-mode handheld phones will facilitate these services.

Ericsson develops satellite functionality within Ericsson's product portfolio. It is a very strong plus if you have experience in GSM/GPRS/ATM/ISUP/IN and has worked within development projects.

To be able to support and provide the satellite operators with a total satellite system we are working closely with several other companies. This means long term strategic relations and agreements with our partners.

If you think this is a real challenge and want to work in a small organisation, than we can offer you interesting positions as:

Sales Managers

• As a Sales Manager you will work with the sales and be responsible for fulfilling the customeris high expectations. You will be a part of the marketing and sales team towards the customer account. Create and maintain market plans, responsible for meeting and exceeding sales booking objectives, profitability targets, maintain and negotiate contracts and establish long-term partnerships between our customer and Ericsson.

The successful candidate should have an ability to build and maintain good customer relations, have strong sales & leaderships skills and experience from several markets/regions. You should also be able to work out business cases for the new satellite development.

For the position we need a person whose profile shows that you are outgoing, independent and self-motivated with strong interpersonal and communication skills.

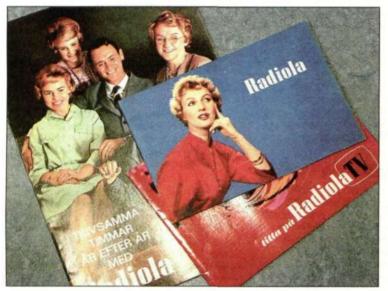
You should have a university degree, preferably M. Sc. or similar.

Good written and oral skills in English, You should have experience in tender preparations.

Contact: Catharina Jedberger, +46 8 404 44 64 catharina.jedberger@era.ericsson.se.

Back in May 1952, 18 year-old Märit Rådström responded to a job ad placed by Svenska Radio Aktiebolaget in Stockholm. She got the job and now, 47 years later, she will be retiring at the end of June from the same company which now goes by the name of Ericsson Radio Systems.

"It's been a very fun time, and the most exciting part was when we got computers," she says.



This is what brochures for the popular Radiola radio looked like during

venska Radio Aktiebolaget (SRA) was formed in 1919 by LM Ericsson, AGA and ASEA. By 1952, when Märit Rådström was hired, the company employed approximately 800 people. The most important product manufactured and sold at that time was the Radiola radio. Märit began her career working in SRA's accounting department, and has continued to work with financial matters, primarily accounts payable ledgers and financial statements.

"Sometimes customers paid with notes which had to be redeemed," she recalls.

She recounts that her first monthly salary was SEK 325 and that during her first years her working week included Saturday mornings as well.

Märit has experienced many changes in the accounting systems over the years, including tools such as accounting machines and invoicing using punch cards. "The most exciting time was when we first got computers for our jobs," according to her. Many work tasks became both easier and more interesting as a result.

Acrobatic proof

Märit remembers Hugo Blomberg, the CEO when she first started working, as a man with a rather bold sense of humor. He allegedly stood on his hands to convince LM Ericsson's management and the National Swedish Telecommunications Administration that SRA's first pager would remain in a shirt pocket without a clip, using friction bands made of rubber.

The first mobile telecommunications system tests, conducted during the mid-1950s, didn't make much of an impression on Märit. There was, however, a great deal of attention given to the events surrounding Åke Lundqvist, who became the head of the newly formed mobile radio division in 1963, later becoming the president of the company. By 1976, facilities at the Alströmergatan 12 address in central Stockholm had become too small, leading the company to move to Kista, situated on the outskirts of the city.

"At that time we were out in the country. Kista center had not yet been built and SRA was the first com-

UPCOMING

Friday, July 23: Ericsson presents its interim financial report for the first six months of 1999.

Contact takes a break. The next issue will be published **August 19**.

HIPDATES

Ericsson has made a series of acquisitions of Internet companies. Ericsson has acquired 75 percent of the Danish Internet company Telebit for USD 30 million. For USD 13 million, Ericsson acquired a minority holding in the Icelandic company Oz.com and, for USD 5.5 million, a minority holding in the San Francisco-based company Saraïde.com.

Ericsson presented mobile phone innovations at CommunicAsia, which was held in Singapore on June 22-25.

NEW ASSIGNMENTS

The management team for the new CDMA Systems business unit in San Diego has been appointed. Åke Persson is head of the unit, Jan-Anders Dalenstam is responsible for business development and strategic marketing, Dave Munsinger will have responsibility for product development in Boulder, Colorado, and Houtan Dehesh for product development in San Diego. The human resources manager is Tony Chartrand and Håkan Persson is financial manager.

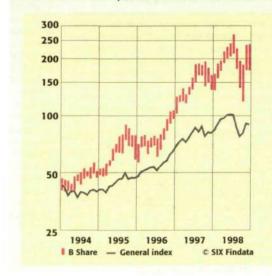
Robert Buckley is the new manager of the Access Products product unit in Santa Barbara in California, which is part of the Datacom Networks and IP Services business unit.

Alan Atkins becomes manager of the new marketing and sales division at Ericsson Cables.

Gunnar M Eriksson, currently President of Ericsson Utvecklings AB, UAB, has been appointed Deputy Chief Technology Officer at Corporate Technology, LME/DT. He will be responsible for the total Ericsson research and development coordination of the TTM Phase.

THE ERICSSON B SHARE SEK 275 250 - Conversion price SEK 236 225 - 200 - 175 - 150

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



A lifetime at Ericsson



Radiola was Svenska Radio Aktiebolaget's most important product when Märit Rådström was hired there in 1952. This ad poster is from 1942.

3

Photo: Lars Åström

pany out here. Six months later Rifa, which is now Ericsson Components, moved out here," explains Märit. She, herself, was living in another part of town and transportation was difficult. As operations grew and SRA became Ericsson Radio Systems in 1983, Märit's international contacts increased. She was in contact with Ericsson companies all over the world regarding payments between companies.

She recalls one humorous incident from that time when an entire base station – micro stations had not been invented – suddenly appeared outside her office, addressed to Märit Rådström.

"It had arrived from the U.S. and was actually supposed to go to Ericsson Radio Access, but the sender apparently knew only my name," she laughs.

Contacts in Australia

Since she dealt with employees from several foreign companies, Märit became quite familiar with several people without actually meeting them. One summer, however, one of her colleagues at Ericsson in Australia came to Sweden on vacation with his wife and paid a visit to Märit. In recent years, she hasn't worked with foreign contacts, but has worked instead with some 30 different companies in Sweden.

As a retiree, Märit is looking forward to boat trips and bicycling during the summer and going skiing during the winter.

"These past 47 years have been a lot of fun and of course I'll miss work and especially all of my colleagues. But with the rapid pace of development now, I probably won't recognize anything if I come back and visit in a couple of years," she concludes.

Gunilla Tamm

gunilla.tamm@lme.ericsson.se