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The Åland economy has long relied on ferry traffic and tax-free shopping. Now the region is changing course and focusing on becoming a leading IT society.

Photo: Lars Åström

Baltic Sea's 3G treasure island

The third 3G supply agreement for Ericsson has been received from the Baltic island of Åland, situated between Sweden and Finland. The tiny Finnish island-community plans to make a name for itself in the IT world. Working together with Ericsson, Åland will become a testing ground for IT solutions of the future.

4, 6-7



Sleek designs tempt choosy customers

Long neglected until late in the development process, design is now an important and integrated part of new telephone manufacturing. These days, mobile phones are not simply a communications tool, they are also a lifestyle attribute. New

products are reviewed in all kinds of media outlets. Ericsson is now taking a more conscious approach towards design and ergonomics. People are demanding something different. Young users especially want to have stylish phones.

16-17

NEWS

Kosovo gets Ericsson network

Ericsson has delivered a regional network for the UN in Kosovo. The system will operate as a public telephone network, but is based on the MD 110 business solution and Ericsson's Mini-Link radio links.

9

IP network doubles in size

Erinet, Ericsson's own IP network is continually being expanded. Still, it has a difficult time keeping up with the explosive growth in traffic. Hundreds of e-mails are being sent daily and more and more people are logging on to the Internet.

13

New rules for e-business

With e-business, many of the routine tasks between Ericsson and its customers can be provided over the Internet. The time saved can instead be devoted to improving customer service. Initiatives are underway throughout the company. GSM Systems already has an extranet for communication with customers.

20-21

Product placement is in

Ericsson is making a concerted effort to place its products in movies and TV shows. These days Ally McBeal makes her calls on an Ericsson phone.

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Thai mobile Internet solution

Ericsson has developed a method to simplify the selection of various mobile Internet services in Thailand. Soon Thai GSM users will be able to bank, read news and send e-mails via their mobile phones.

5

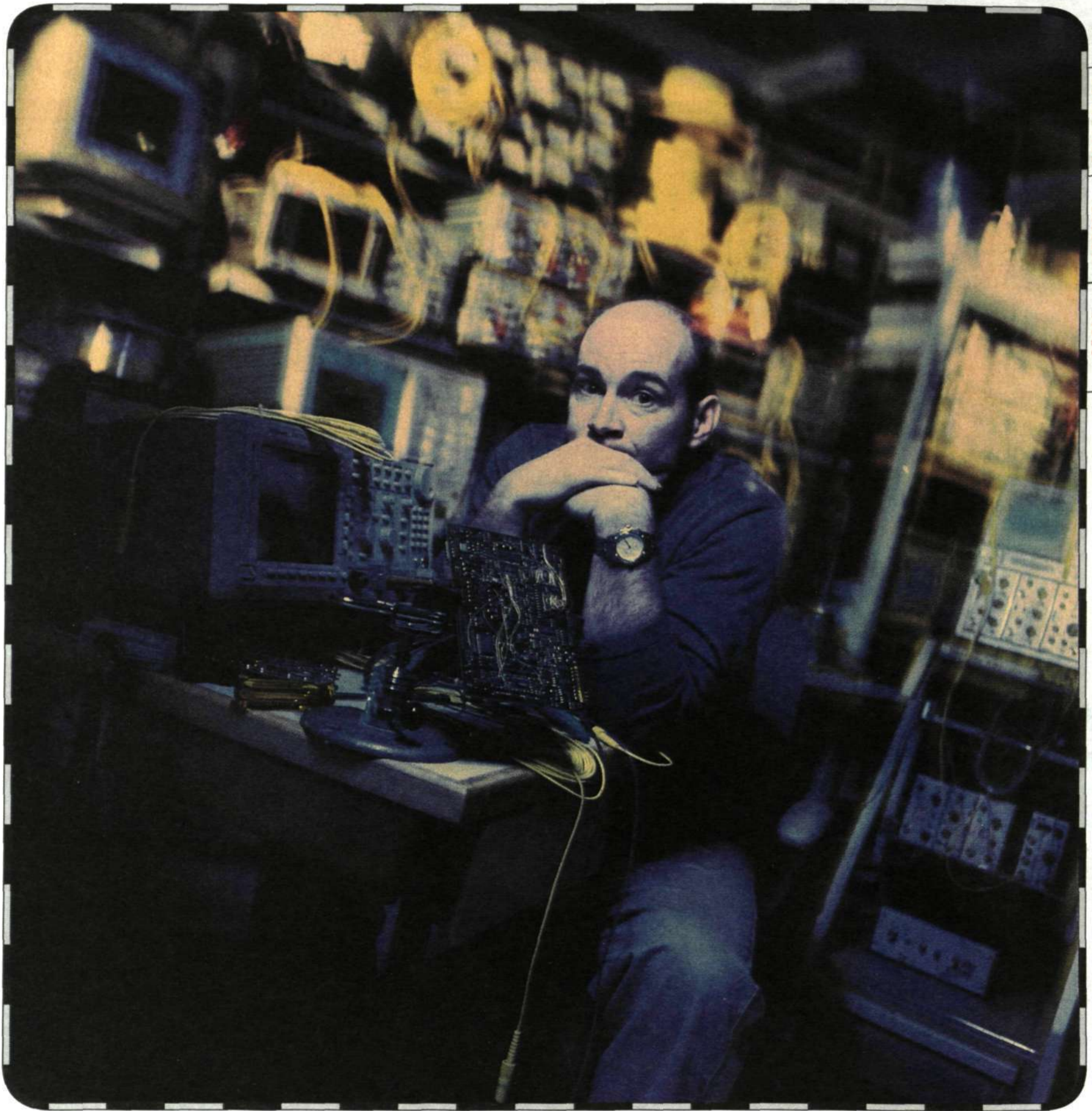
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Ericsson is co-sponsor of an international chess tournament to be held in Iceland. Among those competing is world champion, Garry Kasparov.

ACCESS

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China is engine of rapid growth in Asian market

With more than half of the world's population, Asia and Oceania make up the world's fastest growing telecom region. Kjell Sörme, based in Hong Kong, is Ericsson's Executive Vice President for the market area.

"There are no major obstacles here, only opportunities. It's up to us. Our job is to help customers grow fast enough," says Kjell Sörme in an interview with Contact in Hong Kong in mid-February.

The financial crisis that hit Southeast Asia in the mid-1990s is still not completely over, but the situation is considerably better than it was a few years ago. In Asia and Oceania, Southeast Asia accounts for less than a quarter of Ericsson's sales and China for over half.

"Ericsson has a leading position in China. The country underwent a somewhat calmer phase in 1999, due to a number of changes in the operators' structure, but everything indicates the market is now heating up again," says Kjell Sörme.

To give an idea of the size of the Chinese market, Kjell Sörme points out that China is expanding its mobile network by two times the size of Australia's network every year.

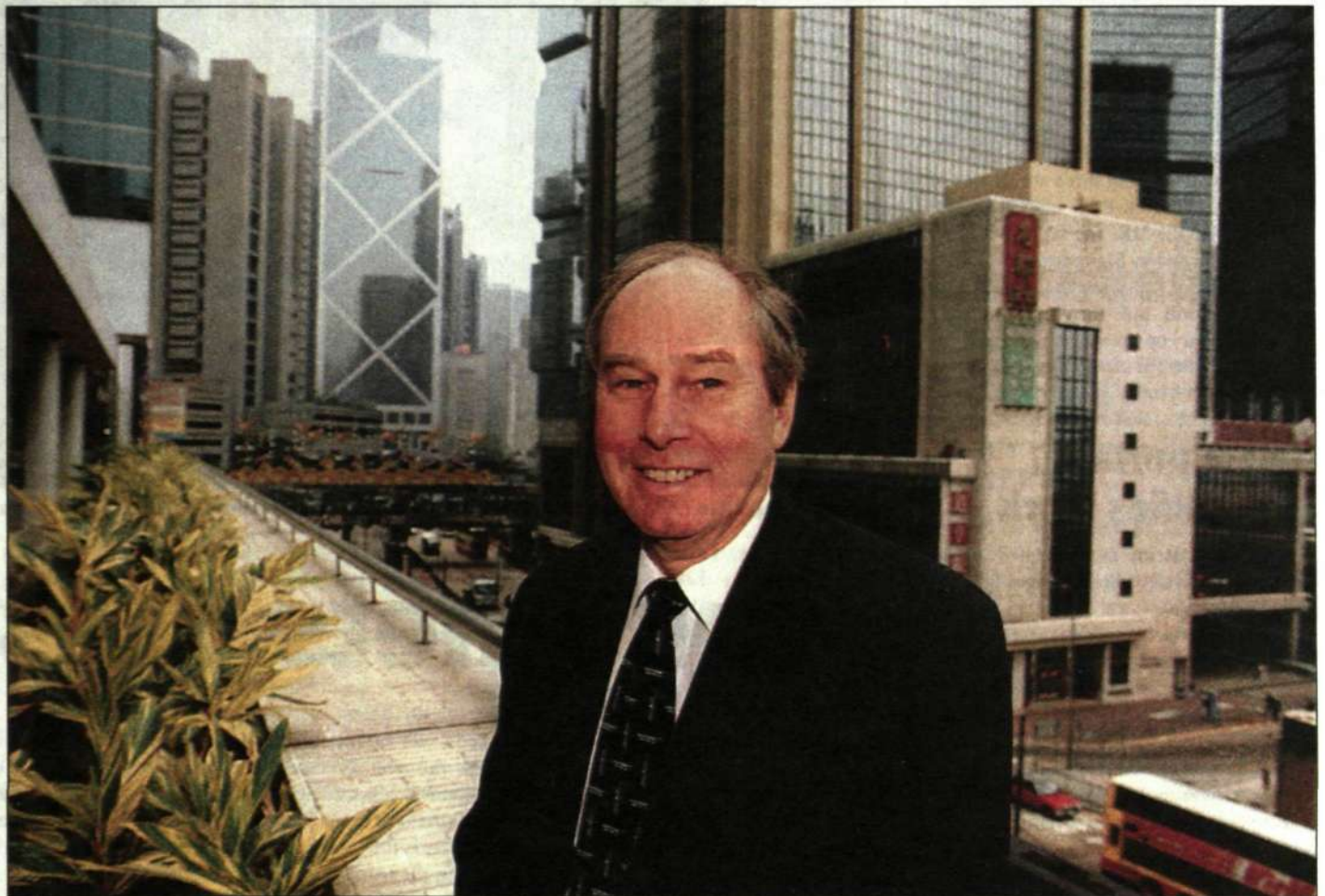
Development in India has been slower than in certain neighboring countries, but the process is under way there, too. Licenses have been distributed for some time now, but expansion has only just begun.

Rapid deregulation

Asia is a tough market, with a great deal happening. Many operators are joining forces in partnerships and alliances. Asian operators are venturing into other parts of the world, and American and European operators are becoming established in Asia.

"It's difficult for both Ericsson and the operators to make forecasts that are certain in such a rapidly growing and dynamic market. That's why it's particularly important for Ericsson to be fast and flexible."

Most countries in Asia are currently in the midst of rapid deregulation. This means structural changes, involving new ownership constellations and several new operators. Ericsson has the major advantage of an established presence in practically all countries, making it easi-



Kjell Sörme has been the head of the Asia Pacific market area since last September. One-third of the world's telephone subscribers live within his area.

Photo: Lars Åström

er to follow an operator breaking into a new market.

Japan is now a volume market for mobile telephony. Traditionally, the Japanese market has mainly consisted of domestic suppliers, but Ericsson has established a solid presence there.

"Our success in Japan has not come without intensive effort," Kjell Sörme explains.

Mobile data services have already become a large industry, even before the introduction of third-generation (3G) mobile systems. I-mode is the name of the solution, which exists only in Japan. It is a technology that works much like WAP. There has been a sudden explosion in de-

mand, which bodes well for the introduction of full-fledged mobile-Internet systems within a few years.

Japan is an early bird with regards to the 3G mobile system (UMTS). This is a good indication of how quickly expansion may take place in the rest of the world.

Consumer demands increases

SMS (Short Message Service) is the first step toward mobile-data communications. It has its limitations, of course, in comparison with GPRS and 3G. SMS is widespread in several areas of Asia. The Philippines are at the top of the league with 17 SMS messages per day and user.

The proportion of mobile-telecom subscriptions in various countries is increasing rapidly. Hong Kong has had enormous growth, and with its 60-percent penetration is second only to the Nordic countries.

"In Europe, it is sometimes easy to forget that several Asian countries are technologically quite advanced, on par with several European countries and the US. The standard of living in, say, Singapore, Japan and Hong Kong, is

well over that of several European countries," Kjell Sörme explains.

The middle class is also growing quickly in many Asian countries, which affects consumer demand for mobile phones and mobile communications. Customers in Asia are technologically sophisticated and know what they want. "In Asia, only the latest will do."

Kjell Sörme has worked for Ericsson in Asia for several years. Last year, he succeeded Kurt Hellström as Senior Vice President of Ericsson's Asia and Oceania market area. Prior to that, he was head of Ericsson in Australia. He has also held executive positions at Ericsson in Sweden and the US.

"I remember the first time I was in China for Ericsson in 1977. It was Ericsson's first delegation after China opened its doors to the rest of the world," Kjell Sörme recalls. "Since then, development has been dramatic. I'm looking forward to a really exciting year, to Ericsson facing its challenges head on, and to the introduction of mobile Internet."

Patrik Lindén

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THE ASIA PACIFIC MARKET AREA

- The Asia and Oceania market area accounts for about one quarter of Ericsson's total sales.
- Ericsson has approximately 11,000 employees in the region.
- Research and development is conducted in Australia, China, Japan, New Zealand, Singapore and India.
- Production is carried out in China, Australia and India.
- Ericsson is represented in basically all the countries in the area.
- The five largest markets in the area are China, Japan, Australia, Taiwan and Singapore.
- A third of the world's telephone subscribers – both mobile and fixed-line – are in the Asia and Oceania market area.

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DID YOU KNOW THAT...

Europe has the largest number of mobile phone users



IN BRIEF

3G licenses issued in Spain

► On March 13, Spain became the second country to issue third-generation mobile phone licenses.

A total of four licenses were issued. Three of them went to the following operators: Telefonica Servicios Móviles, S.A., Airtel Móvil, S.A., and Retevisión Móvil, S.A. A fourth license was issued to Xfera Móviles S.A., a consortium consisting of seven companies.

Of these, four companies are Spanish while the remaining three are Sonera of Finland, Vinvendi-FCC of France and Orange of the UK, the latter being 75 percent owned by Mannesmann.

According to licensing rules, the licensees will put their systems into commercial operation on August 1, 2001.

New portal simplifies work

► GSM Systems has launched a new intranet portal called Business Workbench.

The portal simplifies searches for information and tools pertaining to all activities from marketing until an order is sent to supply.

"In the past, you had to look for information using several different sites. Now all you have to do is go to one site. The new system is designed to handle e-commerce," explains Rolf Carlsson, head of marketing and sales tools at GSM and WCDMA Systems.

Yet another advantage is that the most recent information is always available. A uniform invoicing tool, which will replace all existing invoicing tools, will also be integrated.

Business Workbench is divided into eight areas including products, markets, competitors, business cases, pricing and invoicing processes.

gsmapps.ericsson.se/marketingsales-toolsnews

Telecom carnival in Rio de Janeiro

► In three weeks, the largest telecom trade show on the South American Continent will commence in Rio de Janeiro, Brazil. Visitors from more than 30 nations are expected to attend America's Telecom 2000, between April 10 and 16.

This is the fourth time that the UN's organ for telecommunications issues, the ITU, has organized America's Telecom, and each year it has grown larger. When it was last held, in Rio in 1996, more than 18,000 people attended.

Brazil is the largest market in Latin America. The number of fixed telephone lines in the country more than doubled between 1990 and 1998. In terms of mobile telephony, development has been enormous.

In 1998, there were over 7 million mobile phones. That number is expected to more than triple by the year 2003.

With the exception of the US and Canada, telephone density remains low in most nations in the region. The average for Latin America is just over 10 percent.

inside.ericsson.se/amt2000



Ålands Mobiltelefon Ab has made an agreement to supply a commercial 3G system. Once again, it was Ericsson who landed the contract.

Photo: Lars Åström

Åland nets 3G system

The world's third commercial 3G system also went to Ericsson. The supply agreement is from Ålands Mobiltelefon Ab, which just last week signed a contract for the construction of a system on Finland's Åland islands.

Ericsson is the sole supplier of both the GPRS packet data technology and 3G. GPRS, which provides a continuous connection with high-

er speeds, will be installed in the network this year. Next year, 3G expansion will commence, providing data speeds of up to 2 Mbps.

"Ericsson is the leading systems supplier in the world, so of course it was natural for us to choose Ericsson," say Stefan Olofsson and Stig Selander of Ålands Mobiltelefon Ab.

This is just the beginning of a collaboration that will bring new and unique services to Åland.

The new 3G network incorporates Ericsson's WCDMA technology. In order to build such a network, new frequencies and the approval of Finnish authorities is required. The reason why Åland is one of the first places to acquire a WCDMA network has to do with the fact that Finland was the first country in the world to grant 3G concessions to operators.

Four concessions have been awarded on Åland, including one

to Ålands Mobiltelefon Ab and one to Sonera. Both companies already operate mobile networks on Åland.

The first two commercial 3G agreements were with Finland's 2G and Japan Telecom.

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Read more about the Åland deal on pages 8-9.

Multimillion-dollar GSM orders

Ericsson will be expanding GSM networks in the Hebei and Shangdong provinces of China. Last week, two orders were signed worth USD 43 million and USD 29 million, respectively.

"We're now seeing a favorable trend, which partly has to do with the fact that the reorganization of the Chinese Ministry of Information Industry is complete and that provincial operators are now more

willing to invest," explains Robert J. Parris, head of Ericsson's joint venture company BMC, which wrote both contracts.

Significant cutbacks

While China was Ericsson's largest market in 1998, last year saw significant cutbacks. The downturn was due to the restructuring of Chinese operators and new market regulations. Indicators now point towards a market resurgence. The two orders last week confirm this.

The reorganization of the Chinese market has, however, led to increased competition.

"There's a more conscious strategy among Chinese customers to divide contracts up among several suppliers. Local companies have also been allowed in to a greater extent," says Karin Meurk, sales representative at BMC.

Provinces that have previously been completely dominated by either Ericsson, Nokia or Motorola, are now making sure to bring in

several suppliers. That is especially true for the new GSM 1800 contracts.

GSM delivered

The Shangdong contract is just such a contract. Ericsson, together with Motorola and the biggest local company, Huawei, will be delivering a GSM 1800 network.

The Hebei contract involves the expansion of a GSM 900 network.

Mia Widell Örnung

ACCESS WEBSITE OFFERS LATEST IT NEWS

The latest IT news can now be found on the intranet. Access Magazine is now a network-based publication covering issues pertaining to most IT users at Ericsson. A summary of some of the latest articles is given below along with links to the articles.
accessmagazine.ericsson.se

Faster search engines

The new version of Ericsson's Business Intelligence Center Portal (BIC) has a completely new search engine. The more you use it, the smarter it becomes.

accessmagazine.ericsson.se/article.asp?article_id=11113

New architecture for information exchange

The need to exchange information

among various applications, platforms and places is growing rapidly. A new project within Corporate IT is creating a new architecture for this.

accessmagazine.ericsson.se/news.asp?article_id=11112

Using Outlook effectively

Attend Access Online's Outlook course. Through 20 interconnected chapters, you will learn how to use

the timesaving features that Outlook offers more effectively.

Time that you can use for better things than searching for lost e-mail among other messages that should have been filtered out long ago.

accessmagazine.ericsson.se/theme.asp?article_id=11069

From order to delivery in no time

Time To Customer (TTC) is one of the most important projects currently underway at Ericsson, according to Björn Boström, Senior Vice President for Supply and IT.

The goal is to minimize lead times.

accessmagazine.ericsson.se/article.asp?article_id=11102

First launch of GPRS via TTC and SAP

The rollout of a Time To Customer project in Düsseldorf began at the beginning of March.

Equipment for the General Packet Radio Services (GPRS) is the first product to be introduced via ITC and the SAP R/3 business application system.

accessmagazine.ericsson.se/article.asp?article_id=11111

New solution for mobile Internet in Thailand

Soon, Thai GSM subscribers will have access to a number of mobile data services, using both existing telephones and future WAP phones. Ericsson has provided a solution to the operator, AIS, that makes it easy for mobile phone users to select the mobile Internet services they want themselves.

Ericsson has received an order worth SEK 570 million to upgrade and expand operator AIS's GSM network. Currently, the operator has approximately 650,000 GSM subscribers in Bangkok and northern Thailand. The expanded GSM network will be able to accommodate one million users.

With the new network, subscribers will be able to access several mobile data services as early as April. They include e-mail, banking services, news, a restaurant guide and airline schedules.

"The economy in this part of Asia has made a strong recovery recently, and this contract is a sign that the region looks strong when it comes to mobile Internet services. The development of I-mode in Japan shows just how quickly



Soon, GSM users in Thailand will be able to do their banking, read the news and send e-mail via their mobile phones. Ericsson has sold a solution to the operator AIS, which will enable a number of mobile data services from ordinary GSM phones as well as future WAP phones.

Photo: Lars Åström

the number of users can increase when the right services are offered," says Morgan Curby, Ericsson's business developer in charge of customer contacts with AIS in Thailand.

Uniform service platform

Mobile data services are being made possible in Thailand using Ericsson's prepackaged USC solution (User Service Center). It allows mo-

bile operators to quickly become wireless Internet service providers. Norway's Telenor was the first operator to select the solution last summer. USC is also part of Ericsson's WISE portfolio, which consists of customized solutions integrating GSM with wireless Internet.

USC is a uniform server platform for all mobile data services that an operator may choose to offer. It allows operators to generate

a database over all the services that a user selects, making billing easier, among other things.

"As a user, all you need to do is register once. After that, it's easy to select new services via a website," says Håkan Arvidsson, USC development manager for the Service Network product line, which is part of the Internet Applications business unit.

Standardized solution

Mobile data services are developed as WAP services using WML code, but do not require a WAP telephone for access. Other GSM phones, such as the T28, work with the use of a standardized solution for SIM card applications - SIM Application Toolkit.

"With Ericsson's solution, the SIM card has a small web browser that downloads services the user has chosen. It's a good solution that fills a gap when there aren't enough WAP phones," says Håkan Arvidsson.

Nils Sundström

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Advertising can lower costs

A new solution for sending advertisements via mobile phone could lower costs for consumers. Using Ericsson's new mobile version of Internet Advertiser, mobile operators will be able to offer new services and create new sources of revenue.

Internet Advertiser is a network-based tool that sends advertisements to Internet users. The ads that are sent out vary, depending on the tastes of individual Internet users. Sending advertisements allows operators to offer Internet access for free or at a lower cost than would otherwise be possible.

Mobile Internet Advertiser offers similar services, but is instead aimed at mobile telephone users or users of other mobile terminals. The system is based on the same server technology that Ericsson Internet Advertiser uses and will be available during the third quarter of this year.

Technology, software and routines standardized

Ericsson IT Services is switching from selling customer-specific servers to offering service at fixed prices.

Technology, software and work routines will be standardized at the same time.

accessmagazine.ericsson.se/article.asp?article_id=11111

IT Services test new Ericsson products

As an early adopter of Ericsson's products, Ericsson IT Services serves as the unit that tests and installs products in business net-

First call placed over Asian satellite network

Ericsson's satellite phone capabilities took a giant leap forward when the first call was placed via the ACeS geostationary satellite, permanently positioned over the Asia Pacific region.

The call was placed using Ericsson's R190, the world's smallest and lightest satellite/GSM dual mode phone, specially designed to work with the satellite. Ericsson expects to launch the R190 during the second half of 2000.

Automatic switching

The Ericsson R190 is capable of operating in both satellite and GSM 900 modes. Once out of cellular range, the phone automati-

cally switches to satellite mode to send or receive calls making it the ideal phone for users traveling to remote areas beyond cellular coverage.

"The development of a satellite handset of comparable size of a mobile phone represents a significant step forward for satellite communications and makes it more attractive for subscribers," said Jan Ahrenbring, Vice President of Marketing and Communications at Ericsson Mobile Communications. "With the dual



R190

mode Ericsson R190, subscribers in the Asia-Pacific region can benefit from extended mobile connectivity as a result of the complementary nature of satellite and GSM systems."

R190's satellite mode

The Ericsson R190's small size and relatively diminutive weight of 210g, utilizes the filters, mixers and RF base band components already present in a GSM handset. Subscribers are able to roam on GSM networks and remain in communication should they move out of coverage area by switching to satellite mode.

Matthew Tapsell

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works. This is true of solutions, infrastructure, helpdesk and support.

accessmagazine.ericsson.se/article.asp?article_id=11097

More efficient support services

The purpose of the Harvest program is to increase the efficiency of support services and reduce Ericsson's dependence on hard-to-find IT expertise.

Harvest is creating a model for selective IT outsourcing. Access Online describes the project in three articles.

In a fourth article, Ericsson's

CIO Håkan Liedman explains why IT outsourcing is important.

accessmagazine.ericsson.se/news.asp?article_id=11107

accessmagazine.ericsson.se/article.asp?article_id=11100

accessmagazine.ericsson.se/news.asp?article_id=11105

E-commerce now e-business

Ericsson's e-commerce program has become an e-business platform.

It is a much broader approach, according to Jonas Hammar, program manager at Ericsson IT Services.

accessmagazine.ericsson.se/news.asp?article_id=11098

Ericsson, a dotcom company

The basis for Ericsson's common web strategy for both the Internet and intranet is that it requires a network - a network that operates differently for different individuals. A network with common platforms and a common infrastructure.

"Ericsson has to change customers' opinion of it being a manufacturing company to that of being a leading dotcom company," says Mats Renée, head of Corporate Internet Group.

accessmagazine.ericsson.se/news.asp?article_id=11088

HELLO THERE



Lars Sandström...

...is New Accounts Manager at Nippon Ericsson, where negotiations with Japan Telecom over a 3G network have reached an intensive phase.

When do you think a contract will be signed?

"We've worked with the customer for over a year, and the negotiation stage that we're currently in will likely conclude with a contract, probably this summer. In addition to Ericsson, Nokia and NEC will also be supplying portions of the network. We've already delivered a test network to Japan Telecom and those tests were recently concluded."

How soon does Japan Telecom plan to put its 3G system into commercial operation?

"That will happen in the autumn of 2001, but we'll begin delivering equipment at the end of this year. So far, no licenses for 3G have been issued in Japan - three licenses are scheduled to be awarded this summer. Japan Telecom is one of the operators who will receive a license. Currently, Japan Telecom has a 3G planning company together with Vodafone AirTouch and British Telecom (BT), which will be transformed into an operational company in April."

"Japan Telecom, Ericsson's largest customer in Japan, has one of the country's three cellular networks, operating under the name J-Phone, and also includes Vodafone AirTouch as one of its partners. J-Phone currently has 7.7 million subscribers, a number that is growing all the time. J-Phone has networks in nine regions around the country, and Ericsson has supplied equipment to six of those regions. The first order was back in 1993."

How important is Japan Telecom's 3G network as a reference for Ericsson?

"It's very important, since Japan will be taking the lead when it comes to third-generation mobile systems. Here, they are going directly to 3G, while most operators in Europe will get there via GPRS. Japanese subscribers already exhibit behaviors that favor 3G applications, such as downloading images and music."

"A good example is the mobile data service i-mode launched by NTT DoCoMo, Japan's biggest mobile phone operator, which has been a huge success. With i-mode, users can send not only e-mail, order airline and concert tickets, transfer money, but also get restaurant suggestions and entertainment services."

Gunilla Tamm

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Åland sets course for 3G

Situated halfway between Nokialand and Ericssonland is Åland – a collection of islands known mostly for its ferry traffic and tax-free shopping. Now, however, Åland is changing course. The tiny island community hopes to become an IT society in the near future by investing in third-generation mobile telephony and broadband for everyone.

Viking Line's MS Mariella glides into Mariehamn's western harbor, soon followed by Silja Line's enormous ferry. It is an impressive sight – the ships look beautiful as they bathe in late winter sun.

Construction workers down in the small harbor, a couple kilometers away from the ferry terminals, barely notice the giants as they glide past. They're used to them. Ferries come and go here every day. Ever since Åland's big shipowners established one of the world's largest fleets at the beginning of the 20th century, maritime traffic has been the lifeblood of this island community, linking it to the rest of the world.

But now the islanders are changing course. They plan to build one of the world's most advanced IT societies. Inhabitants will have access to the very latest technology and small companies will be encouraged to grow, forming the basis for a new, IT-based Internet economy, reducing their dependence on ferry traffic.

Uncertainty about the future

One of the construction workers down in the harbor, Bo Hellsten from Finström, nods in the affirmative to the question of whether he has heard about the campaign.

"The Ålanders are going to be a part of this new world," he says. Indirectly, he is dependent on the ferry traffic. As a building inspector, he checks wharves and docks.

"You never know what the future will look like," he adds.

Lurking somewhere in the background, is a fear about the future. Not that things have been difficult for Åland recently – just the opposite. The population has grown in recent years and jobs are available, although housing

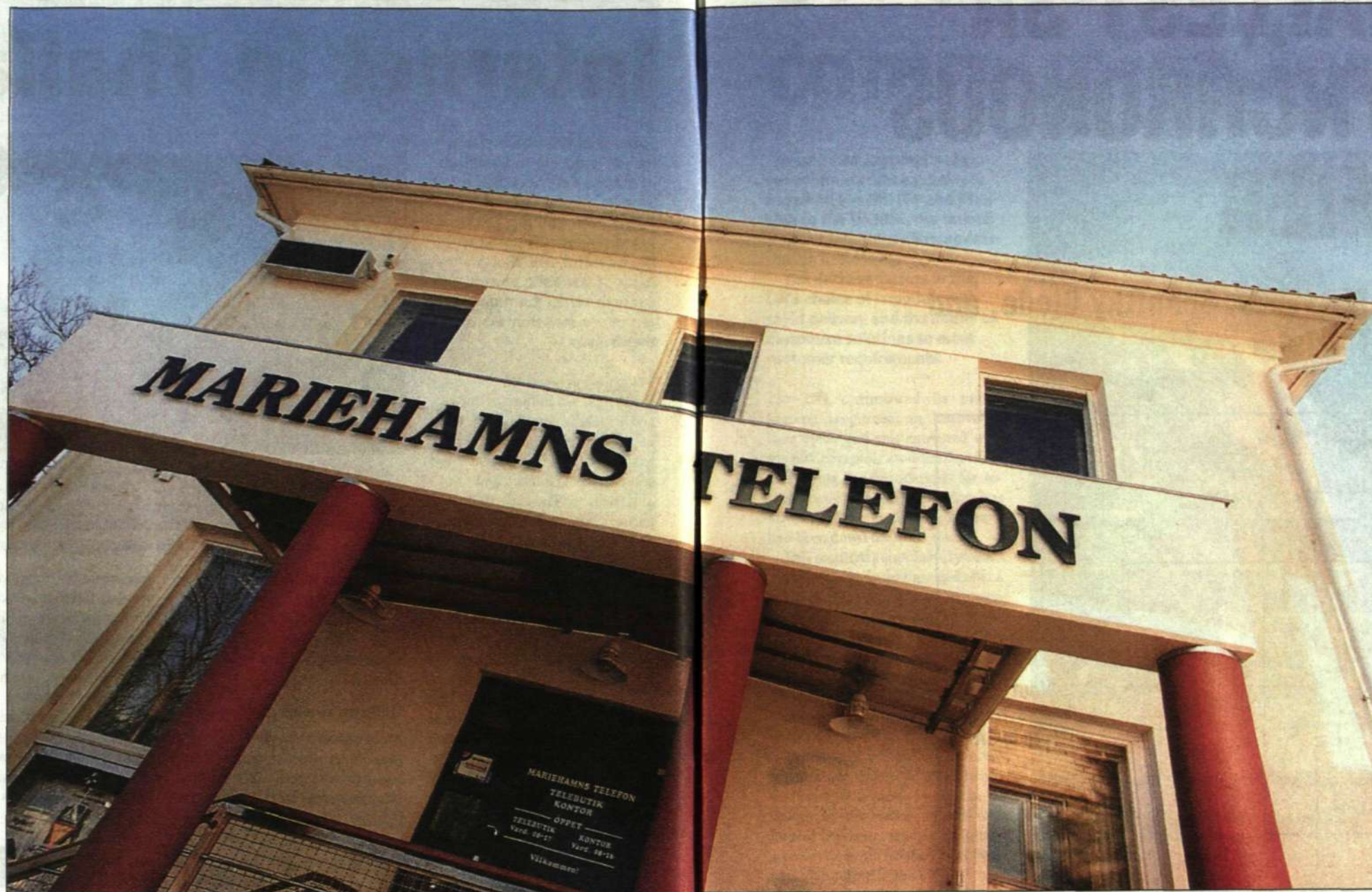


As in most other places, young people on Åland account for a large portion of the Internet traffic. Åland's vocational school accounts for a total of 45 percent. The 280 students have access to 150 computers. Standing: Markus Sjölund and Jonas Sjölund. Sitting: Johan Sundström and Ove Selander.

is harder to find. Yet, Ålanders know that they cannot completely rely on tax-free shopping and the ferry traffic in the future. In its negotiations with the EU, Åland barely managed to squeeze out a concession from member states, allowing them to remain a tax-free zone. There is also a risk that the ferries could be registered in countries where salaries are lower, resulting in fewer jobs over time.

Highest telephone density

Mostly, however, the idea behind a vibrant IT society revolves around the belief that Åland has the qualifications for success.



At the end of the 1980s, Åland's two local telephone companies – Mariehamns Telefon and Ålands Telefonandelslag – decided to form a new mobile telephony company. Now Ålands

At a seminar about the future held this past January, several ideas and plans were discussed. Just over one month later, a number of decisions were made. Included among them was an agreement with Ericsson to build a third-generation mobile phone system (3G).

Ericsson and Åland will also become strategic partners, making Åland a testing ground for new solutions.

"We both have the same vision regarding 3G and good collaboration with the operator. We can do a great deal together. Åland's IT initiative is a very good start," says Veli-Matti Mattila, president of Ericsson in Finland.

"Åland is an appropriate testing ground. It contains a whole society in miniature, and it will be easy to provide services to the various populations," says Stefan Olofsson, of Ålands Mobiltelefon Ab.

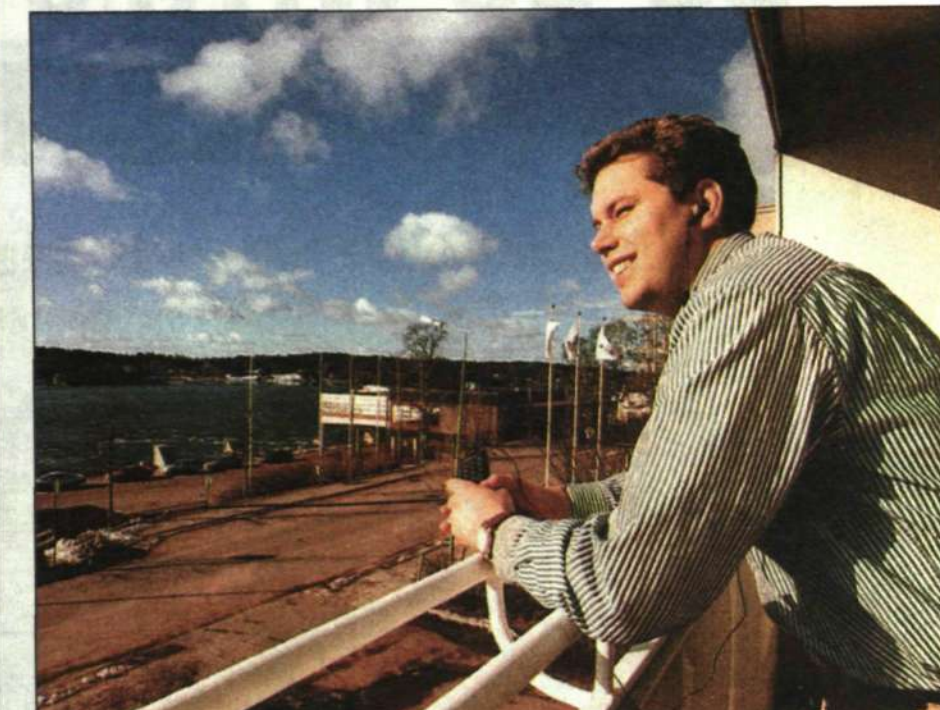
Public funding of broadband

Moreover, the Åland operators have already started expanding broadband service to virtually every household on Åland using Ericsson's ADSL solution.

Demand for faster data communications is great and Internet service is popular. Åland's autonomous government has decided to finance 25 percent of the expansion on the main island, and 50 percent of the expansion in the outlying archipelago.

"This IT campaign is placing great demands on us politicians and on all of Åland. We have to create the necessary requirements," says Danne Sundman, Minister of IT in Åland's autonomous government.

In addition to the infrastructure investments, the autonomous government has made the decision to assist in providing venture cap-



David Sjöstrand recently moved back to Åland. He works as a test coordinator for Ericsson in Finland, but has moved his office to the western harbor in Mariehamn. An ADSL connection would mean faster connections to work for him. Photo: Lars Åström

More opportunities for telecommuting

For David Sjöstrand, the broadband campaign is a real boost. He believes that improved data and telecommunications will facilitate his telecommuting. Perhaps more people will do like David – work where they live rather than being forced to live where they work.

"When my wife and I had our first child, I thought, it's either now or never. My roots quite simply drew me back. I had long desired to move back home to Åland, but that wasn't easy when both of us were working. Since my wife was going to be on maternity leave, we decided it was time," says David Sjöstrand.

David is a hardware test coordinator. He is employed by Ericsson's company in Finland, but has contact with Ericsson employees throughout the organization.

"It doesn't matter where I'm located,

I'm always in the wrong location anyway." David rents a room at an office complex down in the harbor. When he opens the balcony doors of his office, he can hear the sounds of the Baltic Sea, birds and the ships.

"It's a quality of life issue. I can walk to work every day since it's only 700 meters away. For me, it's important to rent an office and have that workplace camaraderie."

He thinks that the IT initiative on Åland is good, but is not convinced that Åland will be able to turn out successful IT companies.

"Åland is small and the giant corporations dominate. But sure, Åland can be successful within certain niches. Moreover, Ålanders are crazy about technology and want to have the very latest, so in that regard it could be a good testing area," says David Sjöstrand.

Mia Widell Örnung

Mobiltelefon Ab has big plans. They are the third operator in the world to place an order for a commercial 3G network from Ericsson, a leading IT society. Photo: Lars Åström

Åland politicians have earmarked funding for the broadband effort. Minister of Commerce Roger Jansson (in the middle), together with Stig Selander and Stefan Olofsson, both of Ålands Mobiltelefon Ab.



ital to new company startups, to invest more in IT training and to construct more housing and office buildings. A new IT village is being prepared – skutan.com – at the Klintkajen wharf in Mariehamn, which will provide space for 200 IT workers. In order to attract enough venture capital, the Ålanders want to replicate the concept behind the publicly owned shipping company, offering ownership in Åland's IT shares.

Healthy to gain experiences

Perhaps the biggest challenge will be to increase IT expertise. Currently, there are IT training programs available, but more are needed. The vocational school on Åland has, for example, been offering IT training since 1994.

"Currently 80 of our 280 students are enrolled in computer or multimedia programs."

"We're being careful to ensure that the school is providing skills in entrepreneurship and management competence. Everyone who completed their programs last year found jobs immediately, except for two who decided to continue in their studies," says school president Sture Skogberg.

He notes this fact with a slight degree of dissatisfaction. "I think it's healthy for young people to go out into the world and gain additional experiences, and then return to Åland with new skills."

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

ÅLAND

Geography: Åland is an autonomous, demilitarized province of Finland. It consists of 6,500 islands and skerries.

Population: 26,000 inhabitants, 40 percent of whom reside in the capital Mariehamn.

IT campaign: Åland's IT campaign is called Wheelit. It is based on a political desire to build infrastructure, IT training and housing, along with making venture capital available.

3G: Ålands Mobiltelefon Ab has signed an agreement with Ericsson for the construction of a third-generation mobile phone system. GPRS is expected to be incorporated into the network this summer, with 3G expansion occurring next year.

3G concessions: Finland was the first nation in the world to issue 3G licenses in March 1999. On Åland, four licenses have been issued to Sonera, Radiolinje, Ålands Mobiltelefon Ab and Tele 1 Europe, respectively.

ADSL

ADSL is a technique that takes advantage of unused capacity in existing copper wires in the telephone network. That is one of Ericsson's primary broadband approaches.

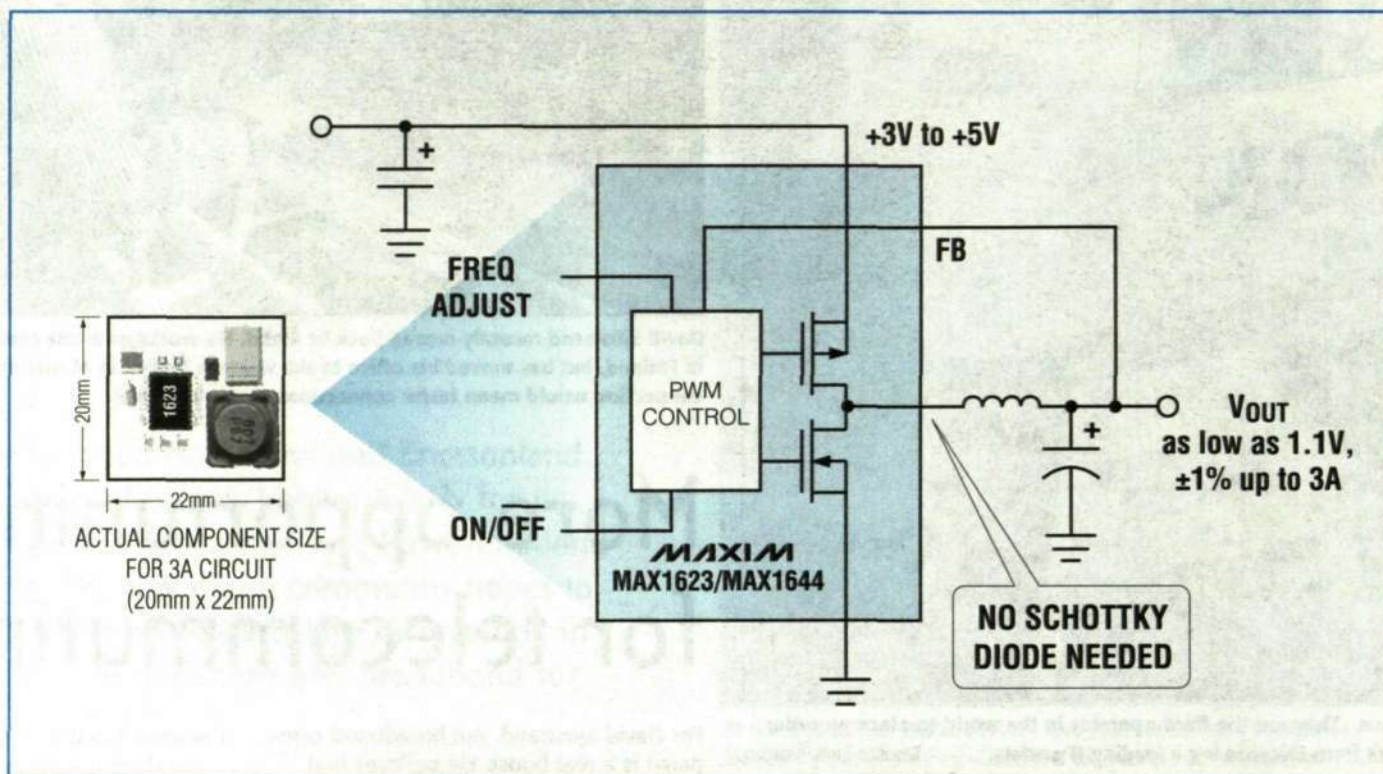
With an ADSL connection, users can have access to data transmission speeds of up to 8 mbit/s from the network into their residence, and a maximum of 800 kbit/s back out to the network.

Actual speeds depend on the length of the copper line out to the user. The longer the line, the lower the data transmission speeds. The backbone of Åland's broadband network consists of fiber-optic cables, which run out to each switching station, connecting the switches to the Internet.

The ADSL technique is used between the telephone switches and residences. 95 percent of Åland households have a line length of 5.5 km or less, guaranteeing them at least 2 mbit/s connections.

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UN chooses Ericsson for secure communications in Kosovo

Ericsson has supplied a regional communications network based on the MD110 and Mini-Link to the UNMIK, the United Nations interim civilian administration in Kosovo.

The decisive factors in the UN's choice of supplier were rapid delivery and the ability to customize solutions to meet customer requirements.

The UN commenced its peacekeeping assignment in Kosovo in June 1999, and was entrusted with the task of rapidly establishing order and laying the foundations for reconstruction of a country that was virtually devastated. Telecom lines had been down for some time.

This required a supplier that could move fast, supply on time and offer a solution that could be put into operation quickly and easily. In August, Ericsson was able to provide a basic communications network to meet the most urgent needs. Ten MD110 PBXs, originally ordered for UN assignments elsewhere, were redirected to Kosovo.

"As a result of hard and concentrated work, we were subsequently entrusted with supplying a total solution for the entire region," says Denise Doucette, who is the global account manager for the UN at Business Consulting in the US.

Full coverage

A distributed MD110 system is now being built up to cover virtually the entire Kosovo area. The system comprises 58 MD110s (BC10 version), a voicemail system, 2,300 system telephones and 1,050 cordless DECT telephones.

A backbone network based on five main nodes will link the UNMIK headquarters in Pristina with the regional offices in Kosovska Mitrovica, Pec, Gnjilane and Prizren.

Remote LIM units linked to the main nodes will be located in a large number of district offices in small towns and villages, and at border crossing points. The network will be connected to the UN's satellite-based global system, permitting communications with the rest of the world.

The Kosovo peace mission is one of the largest and most complex tasks assumed by the UN.

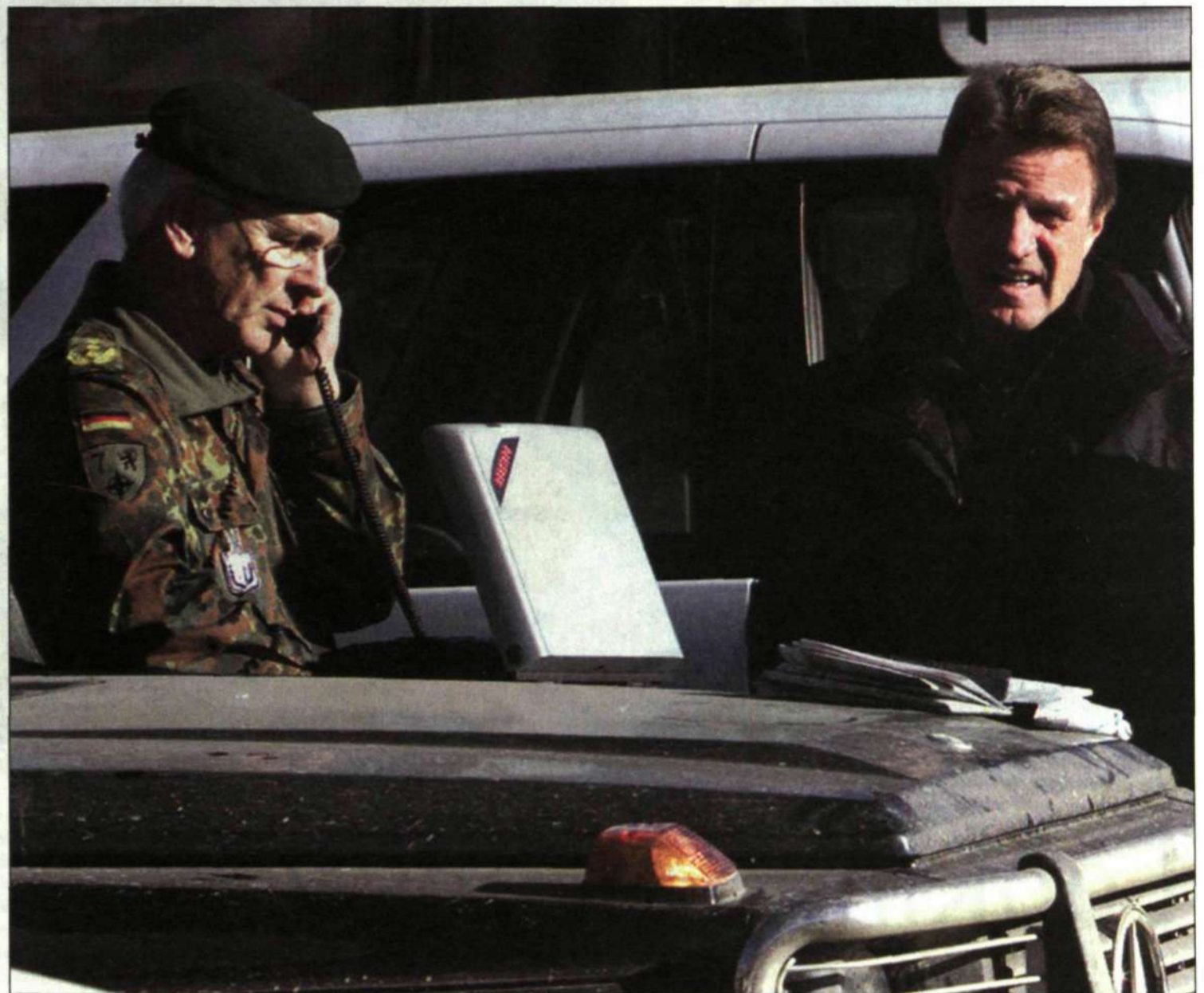
In the future, the MD110 system will guarantee strategic communications for several thousand peacekeeping and aid workers employed by a number of international organizations.

For years to come, the MD110 network will probably be the only fixed network in the region.

Reliable and flexible

Modularity and flexibility were two features that determined the UN's choice of the MD110 for this and other peace missions.

The MD110 is a stable, reliable switchboard, and it is also easy to relocate. The UN can cite examples in which MD110 modules have been in full operation on a flatbed truck.



General Klaus Reinhardt, commander-in-chief of KFOR, uses a satellite telephone. Next to him stands the UN head of operations in Kosovo, Bernardt Kouchner. The UN has chosen Ericsson to supply a communications network that covers the entire Kosovo region. Photo: Pressens Bild

"Mobility was another decisive factor," Denise Doucette points out.

"We haven't sold much wireless equipment to the UN in the past, but they are now more aware of the need. Ericsson's ability to deliver a complete solution including radio-based transmission was another positive factor."

A portion of the transmission network equipment consists of Mini-Links, which gives flexibility and an additional boost.

This simplifies installation operations, since a minimum of fixed cabling is required.

"All the products have now been delivered, and installation is in full swing," says Jonas Svensson at Global Customer Operations in Karlskrona, which is the Enterprise Systems unit responsible for global corporate customers.

The UN has its own installation personnel with considerable MD110

experience, in addition to support from Ericsson in Croatia. The network should be ready for operation shortly.

Kari Malmström
Freelance journalist



Ericsson: a frequent choice

As a global customer, the UN has made considerable investments in Ericsson products and solutions over the years, particularly the MD110 and the Mini-Link.

There are installations on all continents. The UN headquarters in New York relies on MD110s, and also uses them for a number of peace missions.

During 1999, shipments were dispatched to Rwanda, Angola, East Timor, Bosnia and Kosovo.

The targets for the year 2000 include increased sales of mobility and IP-based solutions, and offering global service commitments for UN

peacekeeping missions. As in the case of other global corporate customers, business units in the Business Solutions segment are jointly responsible for customer development vis-à-vis the UN.

Business Consulting is responsible for direct customer contacts involving complex transactions, integrated solutions and sales of consulting and other services.

Global corporate customers often require an opportunity to streamline product procurement. This type of sale is handled by Enterprise Systems directly, or via partners and distributors.

Kari Malmström

ERICSSON MEETS FUTURE DEMAND

Kosovo faces years of reconstruction with major infrastructural investments required. In order to identify and develop Ericsson's business opportunities in the region, a company-wide Kosovo group has been formed, under the leadership of Göran Uvner, director

of Central and Eastern Europe. The group gathers participants from the GSM Systems, Enterprise Systems and Business Consulting business units, as well as the local company in Croatia.

The group also has representatives on location in Kosovo.



Christer Törnevik is Ericsson's expert on electromagnetic fields. When new studies regarding mobile phones and electromagnetic radiation are published, he gets very busy. His telephone never stops ringing. Photo: Ann Ek

Looking for answers part of the daily routine

They are socially incompetent, inappropriate as managers and sit in their offices delving deeper into their subjects. Those are some of the harsh stereotypes about experts and specialists. Christer Törnevik quickly dispels those preconceptions.

"My primary task is to pass on my knowledge to others," he says.

He neither looks nor acts the part of the stereotypical Ph.D. nor that of expert. He is young, easygoing in his manner, and comfortable using a vocabulary that is far from academic.

But then again, that is his primary task – to explain a complex subject in a way that everyone understands. In 1995, Christer Törnevik was named a specialist, and for the past two years he has worked as an expert on electromagnetic fields. The daily life of an expert is filled with all sorts of questions from people, both within and outside Ericsson.

"Sometimes I just sit here all day answering questions on the phone and via e-mail. I take every question seriously, regardless of whether it is from a research colleague who wants to discuss a problem or a private citizen experiencing ear pain and wanting to know if it could be from the radio waves emitted by his mobile phone," he says.

A large portion of his time is devoted to find-

ing information through studying and researching subjects himself. He also advises colleagues working within the same field, locates and reads research reports, and establishes and maintains relevant contacts within the worlds of business and research.

Important to pass on knowledge

Half of Christer Törnevik's working hours are devoted to disseminating information and advising three colleagues who work within the same area. His work educating others includes everything from traveling around the world giving lectures to answering questions from the public.

"My most important task is to pass on my knowledge – both within and outside the company – in a factual and easy to understand fashion."

He is convinced that the fears that currently exist among the public regarding the effect of electromagnetic fields from mobile phones

and other radio transmitters on the human body, are due largely to ignorance.

Now and again, researchers release studies that claim that mobile phones have a negative influence on the brain. On such days, his phone rings all day long.

"Clearly, these reports are very interesting to the media. But we shouldn't forget that it is only through many studies that one can draw conclusions, and so far there has been no evidence of any adverse effects on health," says Christer Törnevik.

Independent studies

Standardization work within the field takes up a significant portion of Christer Törnevik's time. It involves making sure that all companies and organizations agree on a measurement methodology for electromagnetic exposure from various products.

Independent studies in the field have been commissioned by the Mobile Manufacturing Forum, of which Ericsson is a member together with six other telecom companies including Nokia, Motorola and Siemens. Another important aspect of Christer's job is to influence Ericsson's strategies and guidelines within the field.

When Christer Törnevik was named a specialist, he saw an opportunity to delve both deeper and more comprehensively into one field.

"It was challenging and fun to be able to both deepen and expand my knowledge within

a specific area. A managerial job could also be interesting, but the administrative aspect of the job didn't appeal to me," he explains.

Expand his knowledge

He has long been interested in technology. Consequently, he chose to major in technical physics at the Institute of Technology in Linköping.

Following graduation, he began working at Ericsson Components in Kista, which was then called Rifa.

He devoted four years of his career to the Royal Institute of Technology in Stockholm, where he conducted research into surface physics.

The debate over whether or not mobile phones have an effect on human health began in 1993. Ericsson recognized the need to improve its expertise within the field, deciding to support research and develop a measurement methodology.

In order to further expand knowledge within the field, Ericsson's Senior Vice President of Technology, Jan Uddenfeldt, named Christer Törnevik an expert.

"It is the diversity and breath that makes my job both extremely exciting and demanding. And I very much enjoy being in the middle of it all," says Christer Törnevik.

Ulrika Nybäck

ulrika.nybäck@lme.ericsson.se

In a changing IT society, strategic skills are becoming increasingly important. That's why the importance of passing skills on is being emphasized in new guidelines for experts and specialists.

New guidelines encourage experts to teach others

They are the people who influence company strategy. Many develop new techniques and new solutions. It is their task to lead, inspire and teach others.

They are the experts and specialists. New guidelines have now been drawn up regarding their work and how they are appointed. Mikael Möller works in Kista with skills development issues at the Swedish human resources unit.

Together with his boss, Bo Lindgren, HR manager for Sweden, they have reviewed old guidelines and updated them up with the input of an advisory group.

Essential guidelines

"Under the new guidelines, we emphasize the importance of passing skills on throughout the entire organization. Experts should devote equal amounts of time developing their own skills as well as passing them along. These guidelines are essential for specialists and experts to be able to work towards the same goal," explains Mikael Möller.

"Appointing experts and specialists is one way of rewarding and motivating talented employees. Some of them are engineers who love their jobs, but who don't find managerial roles and human resource responsibilities as appealing. These appointments are an important alternative career path," says Mikael Möller.

The old guidelines stipulated that a person had to work either five or ten years within an area in order to be named an expert or specialist.

This is no longer the case now that the Inter-

net, which has to be considered Ericsson's most important field at the moment, has not been in existence very long. It is not, however, easy to become a specialist, the requirements remain high.

Three levels of expertise

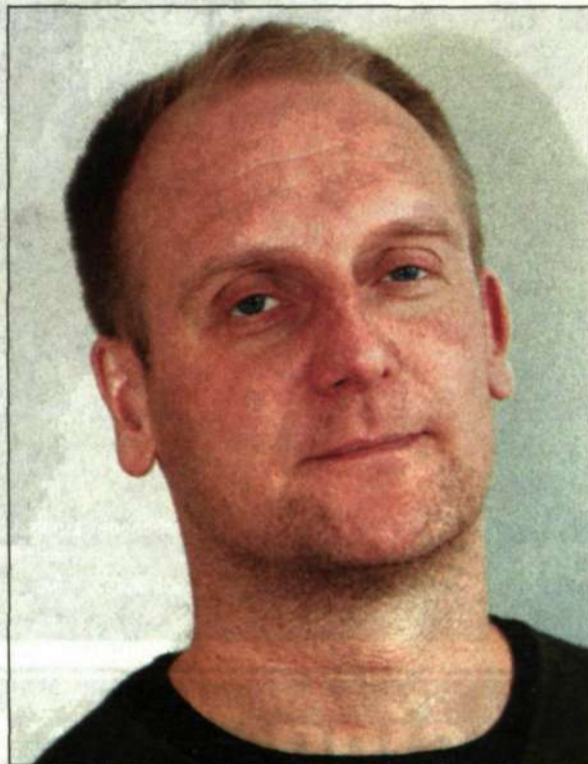
As before, there are three levels of expertise: Senior Specialist, Expert and Senior Expert. In order to advance to the next level, increased depth and breadth of knowledge, along with greater recognition both within and outside the company, is required.

In order to reach the first level, a university degree or equivalent is required, and the person in question has to have gained recognition within his or her business or product unit.

The prerequisite to obtain the highest level is a doctorate degree along with many years of experience, in addition to worldwide recognition within one's field. Six people at Ericsson have obtained the highest level. Altogether, approximately 200 people have been named to one of the levels.

Ericsson's Senior Vice President of Technology, Jan Uddenfeldt, appoints both Experts and Senior Experts within the technology area. Business units or company presidents appoint Senior Specialists. Currently, there are only a handful of female experts at Ericsson.

Specialists can be found within all areas, as long as they are in line with Ericsson's strategic goals. Since the pace of technological develop-



"Experts should devote equal amounts of time developing their own skills as well as passing them along," says Mikael Möller.

Photo: Ulrika Nybäck

ment is so rapid, it is difficult to know which specialists the company will have a need for in five years.

"Employees are encouraged to develop their skills within the areas that Ericsson believes will be important in the future," says Mikael Möller.

Currently, these guidelines apply to Sweden, but a decision will soon be made as to whether they should apply worldwide.

Ulrika Nybäck

ulrika.nyback@lme.ericsson.se

hrsverige.ericsson.se/specialist.htm

Two senior experts discuss their jobs

Björn Gudmundson, Ericsson Radio Systems

"I work at the Wideband Radio Networks product unit, where I serve as the management group's technical expert. I report directly to unit manager Dan Redin.

"My job mostly involves long-term, technical strategic issues for WCDMA radio networks. Development of WCDMA is Ericsson's big investment in the future of broadband mobile Internet.

"The issues I deal with include performance



improvements, further development of the WCDMA standard, spectrum issues, relationships with other 3G standards (EDGE/cdma2000), and so forth. Being named a senior expert means that I have great opportunities to influence Ericsson's future products within one of the company's most important areas, WCDMA/3G. I can focus on what I'm good at and what I find enjoyable."

"My most important task is to stay one step ahead and be a catalyst for our development of 3G technology so that Ericsson remains a technological leader within mobile communications. Part of this involves the dissemination of information, both internally and externally."

Ingemar Tönny, Ericsson Utvecklings AB

"My job is to understand where we are heading in the ever changing telecom world and which properties are important in it. I also develop network scenarios that can serve as guidelines for the functions and properties our products should have in order to support future networks.

"Being named senior specialist means that I have greater freedom to choose interesting areas of work and the kind of work and contacts that are needed to shape them.



SIX SENIOR EXPERTS

- Ingemar Tönny, network architecture, Ericsson Utvecklings AB
- Dag Åkerberg, wireless telecommunications, Ericsson Radio Systems
- Steinar Dahlin, mobile telephony - architecture, Ericsson Radio Systems
- Björn Gudmundson, radio systems, Ericsson Radio Systems
- Gunnar Edwell, opto technology, Ericsson Radio Systems
- Bo Hedberg, radio technology, Ericsson Radio Systems

"My most important task is to understand, clarify and explain concepts, structures and connections, and to look for new paradigms and solutions that can lead to simplifications or to other new products."

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ABOUT THE INSTRUCTOR:

Bruce Elbert, MSEE, MBA

Mr. Elbert, has been involved in the satellite industry for 30 years, the majority in key roles with the spacecraft manufacturing and commercial satellite operations of Hughes.

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- VSAT STAR IMPLEMENTATIONS
- VSAT MESH NETWORKS
- INTRODUCTION TO MOBILE SATELLITE COMMUNICATIONS
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ABOUT THE INSTRUCTOR:

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Traffic on Ericsson's own data and telephony network more than doubles every year.

Illustration: Lars Torndahl

Traffic on Ericsson's internal corporate network, EriNet, is increasing. With more than 100,000 Ericsson employees communicating and using IT tools more frequently in their daily work, traffic volumes on the network are increasing. In 1999, traffic doubled, while 1998 saw an increase of 150 percent.

Ericsson network experiences explosive growth

Everything indicates that the rate of growth will remain high. In 2000, volume is expected to increase as much as in 1999.

"Ten years ago, network traffic consisted almost exclusively of administrative support systems for Ericsson's base processes such as construction, ordering, purchasing, and invoicing," says Michael Clingbjer of Ericsson IT Services, which supplies IT infrastructure and IT services to the rest of Ericsson.

The purpose of EriNet is to deliver more capacity to networks so that Ericsson can conduct business operations.

Increased use of e-mail, the Internet, Ericsson's intranet and systems that support various Ericsson processes, are at the root of these traffic increases.

"Ericsson's employees send out over a million e-mails every day, and utilize the Internet to find information. The intranet also contains a large portion of the administrative support such as web solutions. Ericsson's own network also contains systems that support product development, logistics, finances and production – everything that keeps the company running."

Increasingly, software and virus protection is being distributed over the network.

"All this has increased network traffic to ten million megabytes per month or 500,000 megabytes per workday during 1999. That corresponds to 200,000 pages of A4 paper every

workday," says Michael Clingbjer.

Increased traffic

In the future, video and multimedia applications will almost certainly increase network traffic substantially. The same thing is true for E-business and mobile services, i.e. WAP-based services, which are all on the verge of explosive growth.

Increased communication requires expanded capacity. For those Ericsson units that are experiencing rapid growth, traffic has increased several hundred percent.

IT Services is monitoring volume changes carefully in order to be able to expand its capacity as early as possible, i.e. before expanding units experience problems and overloaded connections.

"The basic principle is to ensure good communications for all Ericsson units, regardless of where in the world they are located."

The current EriNet was established in 1998-1999. Prior to that, all Ericsson traffic was routed through Älvsjö in Stockholm, which served as the hub of Ericsson's network. Today, there are three hubs: Kuala Lumpur, Stockholm and Dallas.

"These three centers are able to support their respective regions and time zones with consul-



Michael Clingbjer

tant and server capacity, during the times that people are working there. Moreover, we can provide global, round-the-clock support for Ericsson since it is always working hours at one of the three hubs."

EriNet branching out

A backbone network, with a capacity of 16 megabits per second, runs between Kuala Lumpur, Stockholm and Dallas – Ericsson's high-capacity electronic superhighway. The triangular formation and high capacity mean that all traffic should travel hinder-free and without interruption. This network forms the backbone of EriNet.

"It's just like the nervous system, which runs along the human spine, branching out to the various parts of the body," explains Michael Clingbjer.

EriNet branches out in a similar manner from the hubs to various countries with different Ericsson units. Currently there are fixed links to 80 countries. In those countries where Ericsson is operating, there are also national Ericsson networks. EriNet is complimented by a well-developed system of dial-up services for those communities and countries that EriNet cannot reach.

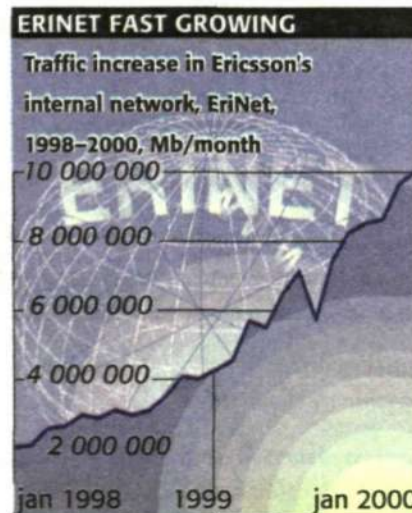
EriNet is also utilized as a carrier for most international telephone traffic within Ericsson. Currently, approximately 75,000 employees can call each other internally over the network.

An ongoing program is under way to systematically install Ericsson equipment into the network.

The backbone network is based on Ericsson's ATM switch, the AXD 301. The next step will be to successively install other Ericsson equipment, especially routers, in places along the network where that would be advantageous.

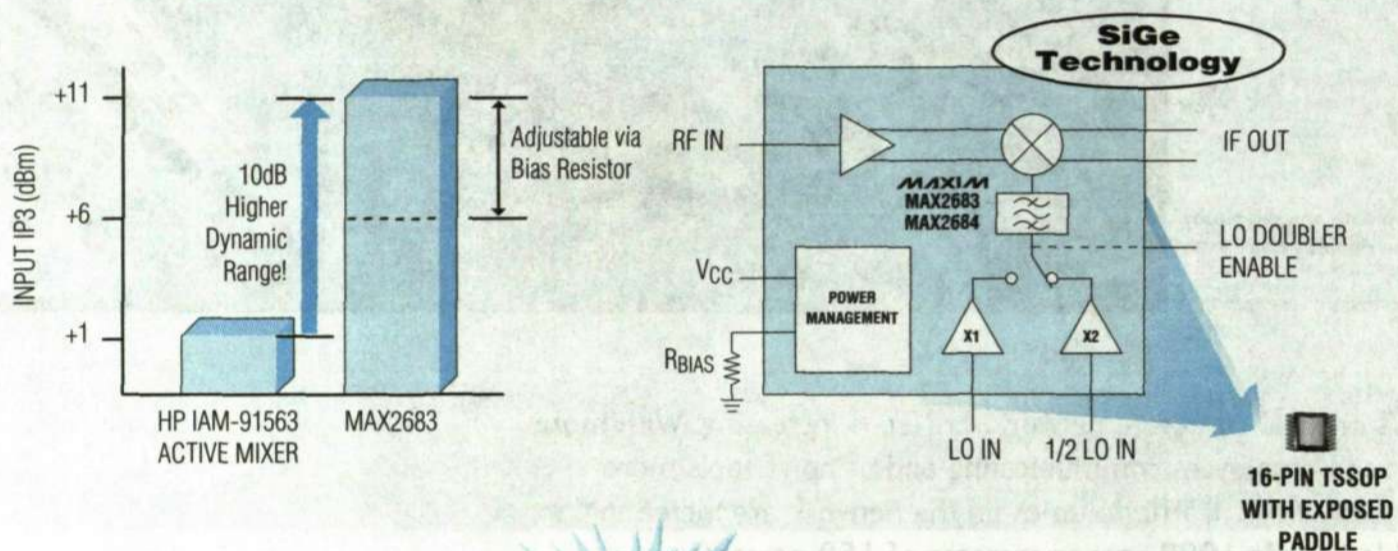
The customers – Ericsson's business units – pay for the capacity they use.

Eva Andersson
Freelance journalist



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Self-analysis characterizes good leaders

Is your group not collaborating well? Does your manager make unclear decisions? Is your operation micromanaged? Now there is a new program for managers and groups based on the theory that "you have to know yourself in order to be able to lead and cooperate with others." It has been met both with praise and skepticism.

When you know who you are and how you react in various situations, you are able to be clearer, achieve goals more quickly and make the right decisions more often. These also happen to be the goals of the new program. Employees feel better and the company operates more efficiently. However, taking the course requires both courage and tenacity.

"You have to be willing to analyze yourself, including your failures and shortcomings," explains Christian Gustavsson, a psychologist with the SPM group (strategy, psychology and management), one of the people overseeing the new program.

"For example, almost everyone has conflicts, but they can learn to deal with them. Everything we do well requires lots of training, and the same is also true for conflict management," he says.

The program began two years ago. Allan Wallström was working as a line manager at Ericsson Business Consulting while attending managerial training. During his training, he had the support of a coach (usually a manager at Ericsson) whose task it was to give advice about problems as they arose – helping to determine their source and trying to solve them together with the other persons involved.

Answers can lie in childhood

Allan Wallström's coach was Christian Gustavsson, a psychologist familiar with psychological concepts and how to use them to develop people as individuals to become better leaders and coworkers. That process can include looking back at one's childhood to find answers as to why one reacts the way one does in certain situations.

At the time, Allan Wallström saw a great need in his work to be able to motivate and stimulate his coworkers.

"I realized that if I could find a tool that could help me to access even just a little bit more of my colleagues' creativity and insights, that we would be able to work miracles together on the job," he explains.

So he turned to Christian Gustavsson again and asked him for advice. That was how the idea for the program was born. Now the program has been revised, taking advantage of comments from the first round of participants.

The course being offered by the SPM group is titled "Self-knowledge in leadership and

teamwork in the new millennium." It has received approval from management at Ericsson Business Consulting and is one of several leadership training programs offered within Ericsson.

Lasting results the goal

New to this program is that the psychologist works regularly with both individuals and groups, over a longer period. The idea behind the program is that it will lead to lasting development and self-knowledge. In order to solve problems where they arise, the psychologist participates in daily work activities such as meetings and projects.

During meetings, the psychologist sits and listens, observing roles and patterns and occasionally breaking in to ask questions. When the psychologist observes behavior that results in dissatisfaction within the group and inefficient work environments, they try to help solve the problem both within the group and through individual conversations.

"This is a process that can and does take time. It's nice to have trained psychologists present during the course, since people need help resolving conflicts that come up."

The goal of the course is for people to function better both as individuals and in groups. Solving problems within a group leads to increased creativity, clearer and more straightforward information and a better working environment.

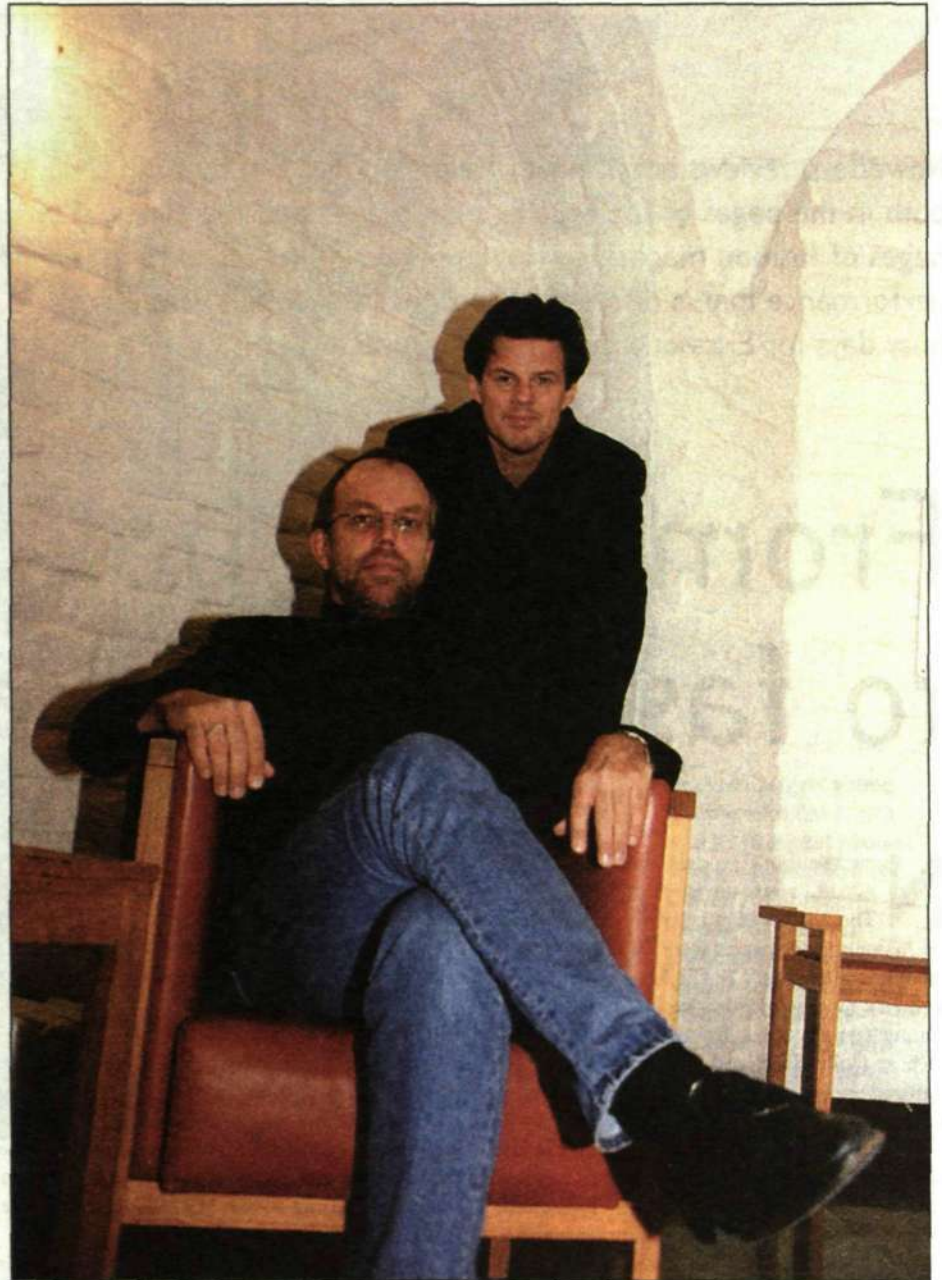
"Everyone wants to live a richer life, feel better and know that they can deal with problems as they arise. Everyone has different imperfections that they can learn to deal with. The goal of the course is to be able to function as a whole person, making it fun to go to work," says Christian Gustavsson.

Group understanding

Helen Rubensson is the skills and business manager for PC Trading at Ericsson Business Consulting (a unit that is responsible for the company's PC acquisitions among other things).

Together with her colleagues, she recently completed the training program.

"The most important part of the training is that understanding within the group increases; you learn why people think and communicate the way they do. It's extremely important to bring behavioral science into the company.



Dealing with conflicts is easier with increased self-knowledge. Together with psychologist Christian Gustavsson, Allan Wallström of Ericsson has developed a training program that maps out and deals with the needs, weaknesses and strengths of groups.

Photo: Ulrika Nybäck



Management styles have changed many times since Carl XI was king in the 17th century. Today, most companies, including Ericsson, desire mature leaders who are willing to delegate responsibilities and make decisions.

Photo: Lars Åström

If we can't see the individual, then we won't be successful in our business dealings."

Helen understands that there is a certain amount of skepticism towards this training.

"You must have a willingness to change when you take the course; you have to take it with an open mind."

Those who wish to learn more about the

course can contact Allan Wallström at Ericsson IT Services: allan.wallstrom@bct.ericsson.se

Ulrika Nybäck

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© inside.ericsson.se/overview/training/index.html

Nowadays, reviews about new wireless phones can be found both in the pages of the evening newspapers and the glossy pages of fashion magazines. However, it's not the technical performance that is discussed, but rather the design. These are busy days for Ericsson's design lab in Lund.

From black box to fashion statement

New telephone models, including the hip A2618, were unveiled at CeBIT on a Thursday. By Saturday, the newshills for the major evening papers were heralding the new "people's telephone." In the March issue of the women's magazine, Elle, the T28 was featured among trendy items. Even lifestyle magazines such as Dolly, Slitz, and Damernas Värld have featured reviews on products such as Chatboard, Radio, and the mp3 player.

Something has happened. In the past, a review of a new phone in one of the technical publications was considered a big success. Today, telephones are being written up in glitzy magazines. They are viewed as fashion statements, cool accessories that convey one's lifestyle in the same way as athletic shoes or boots. The technology itself is no longer of interest - it's taken for granted. Instead, color and form are what excite people. Even business publications are using design as an argument in their analyses.

Design increasingly important

Once upon a time - the history of mobile phones is short - Ericsson's engineers would completely develop the technical specifications of a telephone. Then, almost as an afterthought, they would call in a designer and order a plastic casing. Those little black boxes were then sold to an elite group of businesspeople.

Today, people demand more. Customers want an attractive, easy-to-use phone. And that is what they get, according to Michel Sabouné, who oversees the industrial design unit at the Consumer Products business segment - a unit that is only a few months old. His job is to ensure that design is at the forefront of telephone construction, from start to finish.



Elle magazine shows off the T28 along with other "must-have" items. The T28 is the first telephone where industrial designers were involved from the very start.

"Design is an effective way of communicating with the customer. It reflects the values and attributes that we want people to associate with the product," says Michel Sabouné in Swedish with a French accent.

Good design more appealing

"Good design is adapted to the needs and desires of customers and serves as a link between the customer and the manufacturer. Successful design strengthens a brand name and increases the attractiveness of both the product and the company," according to the Swedish Industrial Design Association.

Attractiveness is what design is all about. In addition to the attributes of a product that appeal to our rational side, there also has to be an emotional attraction to a product and brand. Without it, people won't buy in today's advanced consumer-oriented market.

"Industrial design is all about making products that people want. In the past, that simply meant making a single product - a black, austere-looking phone for businesspeople. Today, we make many different products for all kinds of customers," says Michel Sabouné.

"With our old design, the potential of our products was lost... sound quality, durability, reliability. We were better at everything than our competitors, but we weren't able to reach the customers," says Michel Sabouné.

Michel is a mechanical engineer by training and an artist in his free time. He was in the process of getting his doctorate in Engineering Management in the US, when love led him to Sweden. That was back in 1988. Since then, he has done design work in the automotive industry, among other things. Three years ago, he was handpicked by Ericsson to oversee fine mechanics. Michel Sabouné explains that he was so persistent about his favorite area, design, that he finally ended up with the whole thing in his lap, and was appointed manager.

Design gets more respect

The design unit is located in Lund, Sweden. Four other people work there together with Michel. One of them is Michael Henriksson, who is an industrial designer and is in charge of conceptualization and communication.

"Industrial design is now on an equal footing with all the other developmental processes. As an industrial designer, you need to be a generalist and understand mechanics, materials, semiotics and ergonomics. And you have to be able to formulate ideas and designs through sketches and models," says Michael Henriksson.

All design is done with a purpose and a target audience in mind. The starting point is a description of the potential buyers - their interests, lifestyles, tastes, values - along with specifications about what sort of technology the telephone should contain, what it should be capable of.

"Telephones are designed around a certain

look. For example, with the R250 Pro professional telephone, the goal was to communicate the fact that the phone is impact - and water-resistant. That's why the phone received an orange casing with gray rubber detailing. In addition to the visual impact, the rubber keeps the phone from slipping from your hand, which can be handy when working in rough environments, such as construction sites," says Michael Henriksson.

In other words, form and function go hand in hand. The job of industrial designers is to develop products that are easy to use. People talk about ergonomics, about touch and feel, and about MMI (Man Machine Interface). Also important is the ease of understanding and operating a product.

Ericsson employs approximately twenty industrial designers, of whom roughly half are in Malmö, Sweden and the other half in Raleigh, North Carolina in the US. The company also regularly consults with two agencies, one in Singapore and the other in Stockholm. Design units are not something new. However, it has only been recently that designers have received a clear task, early in the developmental process.

Right feeling under the hood

Design is an integral part of development work, and that means industrial designers work closely with people from marketing, product management, technology and industrialization. Another, less obvious, aspect of design is that it has to be possible to physically make a product and manufacture millions of units.

"As soon as large volumes are involved, things become more difficult. The titanium telephone was one way of testing the limits of what we're capable of. Titanium is extremely difficult to work with," says Michel Sabouné.

There are many examples of products that have received increased recognition through their design. Apple's iMac is one of the most recent, while Bang & Olufsen's televisions and stereo components have been appreciated by audiophiles for many years. The automotive industry has long used design to attract car buyers.

"Today, it's a given that what's under the hood of a car has been designed so that it gives you the right feeling when you open it. It's one detail that is integral to the overall impression," says Michael Henriksson, and a clear example of how important design has become. If you're looking for more, simply open up any woman's, music or lifestyle magazine.

Henrika Lavonius-Norén
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Footnote: Semiotics is the study of the meaning of signals and symbols. An example could be the signals that a product conveys and how we interpret them.



A2618



Michael Henriksson and Michel Sabouné at the design unit in Lund.

Favorite phone for parents of infants

All telephones are designed with a particular target audience in mind. The R250 Pro is aimed at construction workers, adventurers, manual laborers - people who work in harsh environments.

One demographic group that the design team overlooked when it created the telephone, however, was parents.

Still, the professional phone has been warmly embraced by moms and dads. Many parents had no doubt had their phones drooled over or crushed by their kids.

The orange phone is able to withstand both saliva and bumps, and is also large enough to be easily located in a baby bag filled with diapers.



R250 Pro - not just for construction workers.



Ericsson targets young people with the A2618 and R310 model phones. This group has buying power. According to several US studies, purchases by young people totaled USD 141 billion in 1999, an increase of 60 percent compared with 1994.

Photo: Pressens Bild

Young consumers drive phone development

They are trendsetters, they are driving development and they have purchasing power. For Ericsson, young people have become an important target group. This is particularly evident in the new products being launched.

Young people, however, are not a homogenous group. There are those that always must be first with the very latest thing, while others thoroughly test products before buying. When Ericsson launches a new telephone, consideration must be given to one constant factor: values.

"A person's values are fixed by the age of 20," notes Henrik Pålsson, who for the past five years has been responsible for the Consumer Lab at Ericsson in Lund. "Lifestyles and purchasing power, on the other hand, vary throughout life, so by taking people's values into consideration in product development and marketing, Ericsson can achieve greater impact."

The Consumer Lab conducts research in such areas as consumer values and behavior with a perspective on the future. Henrik Pålsson and Bo Albertson, who is public relations manager for the Consumer Products business segment, are unanimous in explaining why Ericsson takes young people so seriously.

Powerful target group

"Over the past two years, the purchasing power of young people has increased dramatically. Together with the high-tech companies, they drive technical development by making high demands and setting trends," explains Bo Albertson.

"But this group has grown up with advertising and does not accept naive messages. To reach young people, we must be exciting, unpredictable and receptive. Interactivity is one

method," continues Henrik Pålsson, who has been working with these issues for seven years.

Interactivity may entail a contest or chatting on the Internet, something that Ericsson tried last year when sponsoring the MTV Music Awards. Another example is the music prize being sponsored by the company this autumn. The young, as yet unknown musician or group who wins the contest will be rewarded with a concert tour, and a record and video recording sponsored by Ericsson.

Products with youthful design

During the CeBIT exhibition, Ericsson launched two phones that targeted the youth segment: the colorful A2618 and the impact - and water-resistant R310. These are two of several products that during recent years have been aimed towards a young target group. The 768 phone was the first, while the mp3 player for digital music that can be connected to an Ericsson mobile phone is one of the latest.

Of course, treating all young people alike doesn't work. Some young people want to be in the spotlight and create new trends. Others choose to stay behind and purchase clothes or a phone when they have become trendy. Then there are young people with more traditional values, who will wait for some time before purchasing a mobile phone, or not buy one at all.

For some time, the easiest way to describe young people in the age groups from 15 to 25 and

from 18 to 30 has been to refer to them as generation X or generation Y. Both Henrik Pålsson and Bo Albertson feel that this is an oversimplification of reality. Therefore, Henrik has been working with researchers and colleagues to develop a model that describes five customer segments which are based on values that people bear with them throughout their lives.

Pioneers dominate group

The model is called Take Five and applies primarily to personal and mobile communications. Pioneer, materialist, sociable, achiever and traditionalist are highly descriptive names. Pioneers are those who gladly take the lead in setting trends and want to be the first to own the latest product, while the enthusiastic materialist also wants to quickly adopt new products, but waits for others to test them first and buys the brands favored by the leaders. The more responsible sociable individual prioritizes relationships, while the ambitious careerist seeks status and stability. The traditionalist, finally, is conservative.

"Pioneers and materialists are the dominant groups among young people and the ones that are driving technical development," notes Bo Albertson.

Ericsson began working with the segmentation model five years ago. The basic ideas have proven durable, but the method is being refined as new findings emerge.

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The most secret of FBI agents have Ericsson mobile phones. When Agent Scully in the TV series *The X Files* has to inform Mulder that his life is in danger, she has a mobile phone to help her, of course. And every time she calls, Ericsson receives valuable exposure throughout the world.

This is called product placement and it is becoming an increasingly common phenomenon in marketing.

Product placement gives Ericsson star billing

It is no coincidence that the hospital staff in the TV series *Chicago Hope* and Andie Shields in the *Dawson's Creek* both use Ericsson mobiles.

Many companies use product placement because it is substantially less expensive than purchasing ordinary commercial time. In addition, the information reaches the public in a positive context. The message is a part of the entertainment package.

Film and television companies are also positive to product placement because they believe it lends the films and shows a realistic element.

Since product placement is becoming more common and more important, Ericsson has decided to prepare a central program specifying how the company will work with this type of marketing. Since September last year, Sarah Varley has been responsible for all of Ericsson's product placements.

She works for the Corporate Citizenship and Sponsorship Management Group based in Toronto, Canada.

At the heart of entertainment

"The objective is to increase total awareness of the Ericsson brand," she explains. "This is an expanding market, but we have to become faster at joining exciting projects if we are to have any chance of being part of the big picture. We are being out run by Motorola and Nokia."

Ultimately, Sarah Varley's job is about creating good contact with all the major film and television companies.

To help her, she has special external agencies that find suitable projects. They are active in the UK, the US and Canada.

"We are focusing on these countries, because the majority of films and television programs that receive worldwide distribution are produced there," Sarah Varley explains.

Furthermore, she describes the entertainment world as being very different from Ericsson's normal sphere of operations.

"It is all about informal contacts and fast decisions," she says. "The film company representatives contact our agencies, step into the office, present their ideas and expect to leave with a decision."

If Ericsson cannot render a quick decision, the film companies will go elsewhere and Ericsson may never receive another chance. This is why Sarah Varley is now compiling a portfolio of products that are ready for placement in suitable projects.

"Make-believe" products will do

"These do not have to be actual products," Sarah explains. "It is not even important that they will be available on the market someday. The mobile phone used by James Bond in the last film, for example, was not a real phone. In addition, it must be remembered that it takes about a year from filming before the movie reaches the public, so it is really crucial to place the latest products available."

Sarah Varley hopes that the people at Ericsson with responsibility for various products will not hesitate to become involved in product

placement. "This can only be positive," she says. "I hope that people see it as an opportunity. They have put enormous effort into a product and this gives them the chance to show it to the entire world."

The extent to which the products are seen in the films varies and in her first six months in the job, Sarah Varley has prepared a program for the assessment of placements. The actual amount of exposure received by a phone or another product is studied. This includes all aspects, from a clear picture in which the Ericsson logo is visible, to seeing that someone is making a call without the brand being visible.

Behind-the-scenes placement

"All aspects are valuable," says Sarah Varley. "For example, we might be involved in a period film, where, of course, no telephones appear. But if the film crew has been allowed to use our products, we can obtain pictures of stars like Gwyneth Paltrow using an Ericsson mobile phone. Perhaps we can also receive free tickets for our employees and so on. There are huge possibilities."

Sarah Varley believes that Ericsson can gain many image points by being active in one of the trendiest industries there is.

How do Sarah Varley and the agencies select the contexts that are good to be involved in?

"We receive the manuscript, in which the use of the Ericsson products is described," says Sarah Varley. "We then look at the target group for the film to see if it corresponds to our target group. We never participate in films that present our products in a negative manner, if there is bad reception or if the phone doesn't work."

Ericsson also turns down projects if the phone is to be used in illegal operations, or if it is used in a violent or drug-related scene, or if it is to be destroyed or thrown to the ground.

Ericsson products to public figures

Product placement can also involve providing well-known and popular people with Ericsson products. These may be musicians, writers, actors and the like. This is also an area that Ericsson plans to develop.

Sarah Varley says that product placement adds value to marketing. It will never take the place of traditional marketing and PR, but to convey the company's message, Ericsson must be at the forefront of all types of marketing. Thus, the importance of product placement should not be underestimated.

"If the product is presented in the right way, so that it feels natural, the public will not have to feel that it is being hit over the head with advertising messages. I actually believe that it doesn't matter whether they are aware that product placement occurs," Sarah Varley argues.

"The main thing for them is that it isn't done in an intrusive fashion and that it increases the value of the total experience."

Maria Puaes
Freelance journalist



David Duchovny and Gillian Anderson of the TV series *The X Files*. Agent Scully is a longtime user of an Ericsson mobile phone. Photo: Pressens Bild



Above: Party of Five easy to reach, thanks to Ericsson.

Right: Bruce Willis fell for Ericsson's T28 when he saw it in a Paris shop window. He is using one in his upcoming film, *The Kid*.



Ericsson plays a role in *VIP*, which stars Pamela Anderson.



Ally McBeal's law firm prefers Ericsson.

SOME OF ERICSSON'S PRODUCT PLACEMENTS

Films featuring Ericsson products:

- State & Main with Alec Baldwin, William H. Macy and Hank Azaria.
- Driven, Keanu Reeves and James Spader
- Prime Gig, Vince Vaughn and Ed Harris
- Pay it Forward with Kevin Spacey and Helen Hunt
- Cutaway with Stephen Baldwin, Tom Berenger and Antonio Sabato Jr.
- Bamboozled with Damon Wayans and Jada Pinkett
- The Kid with Bruce Willis
- Antitrust with Tim Robbins

TV series featuring Ericsson products:

- Once and Again, Dawson's Creek, Chicago Hope, Steve Harvey, Bellevue, Suddenly Susan, VIP, Third Rock from the Sun, NYPD Blue, Party of Five, Ally McBeal, The Practice, The X Files, The Pretender, Angel and City Lights

We've heard about electronic commerce, or e-commerce, for quite some time. Now e-business is where it's at. The term e-business is an all-encompassing term for a number of productivity-enhancing business methods that take advantage of Internet technology, supported by IT systems and processes.

Large portions of Ericsson's business will be conducted through e-business in the future. E-business will help reduce lead times and

increase efficiency, reducing costs. Ericsson has now launched a concerted effort to introduce e-business throughout the entire company.

There really is no choice – customers are demanding it and without e-business, Ericsson will fall short in comparison with its competitors.

Several initiatives are underway, both centrally at Corporate IT and within various business segments and units.

GSM Systems leading e-business

When it comes to e-business, GSM Systems has come the farthest among the business units in the Operators business segment. These efforts already are showing results.

"With e-business, we have the opportunity of increasing our efficiency and accessibility in a way that was previously impossible. The Internet opens up huge advantages," says Kurt Sillén, who is overseeing the work at GSM Systems.

Alongside efforts by Corporate IT to construct a more straightforward technical platform, the business segments have been tackling more business-related aspects. Kurt Sillén is the driving force behind the introduction of e-business within the Operators segment; a joint effort being conducted by representatives from all the business units.

Work at the Consumer Products business segment is being led by Jörgen Berg, and at the Enterprise Solutions business segment by Cecilia Anneroth.

Learning from each other

All business units either have started or are in the process of forming e-business working groups. The groups collaborate and learn from each other. Currently, units within the Operators segment are learning the most from GSM Systems, which has come the farthest in introducing e-business. A portal consisting of applications has been set up and made available for customers through an extranet.

"At the moment, we're the ones leading the way in many areas and the others are copying us," says Kurt Sillén. "It's natural that they should take advantage of the lessons we've learned. But, there are, of course, areas in which we're copying others. That's the strength of working together – we steal the best from each other."

"This really doesn't have so much to do with developing new applications as it does utilizing those that already exist," says Kurt Sillén.

"Instead, product and marketing units are focusing internally on processes of change. Both the units themselves and their customers need to change and update their operating routines. That's where the big challenges lie."

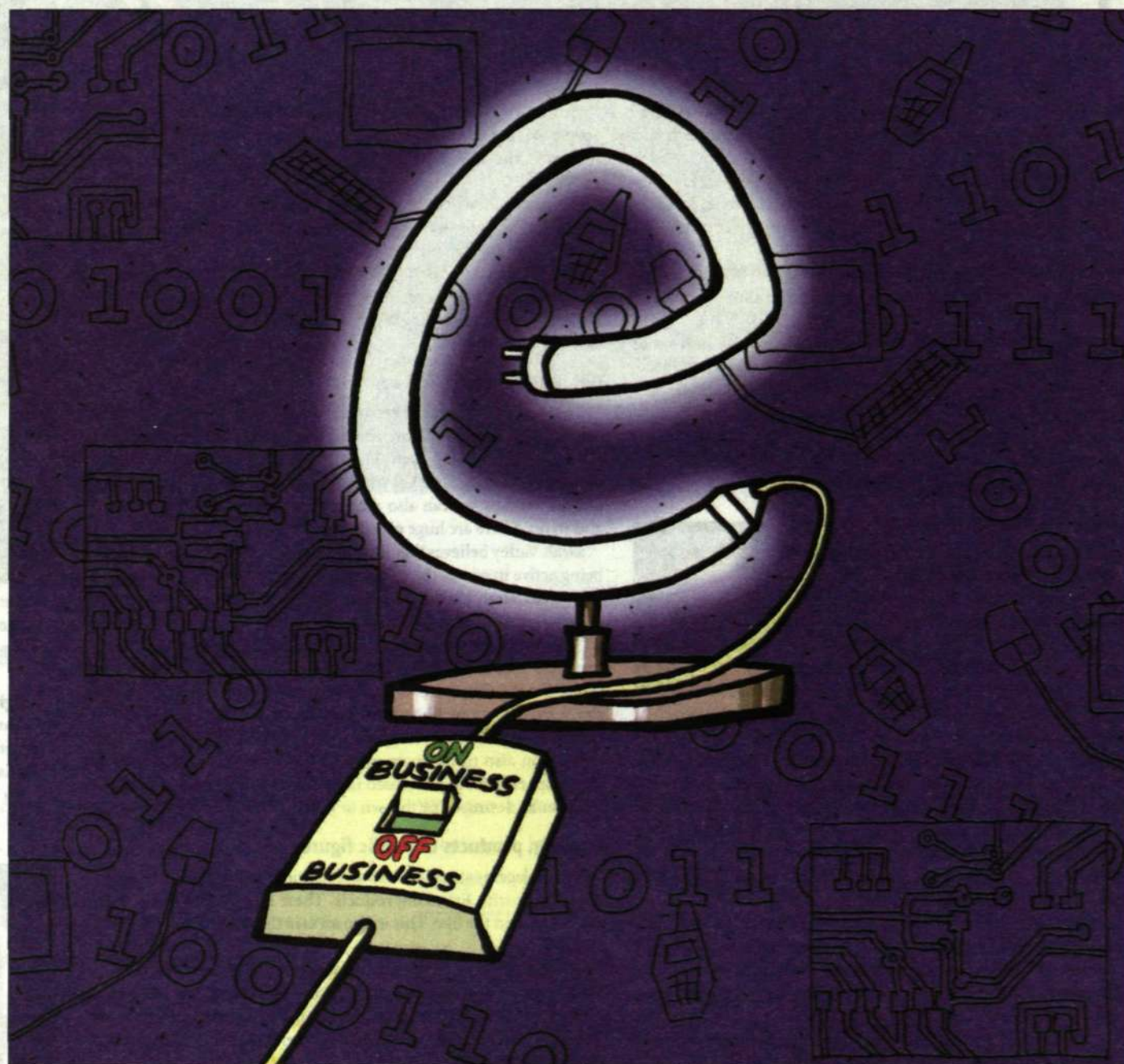
More direct access

One of the misconceptions regarding e-business is that it is simply about buying and selling. Such a definition is much too narrow.

"It's not only about pure sales via the web," says Kurt Sillén.

"You don't simply purchase an entire GSM system by clicking on a box. On the other hand, it can be an important way of disseminating information as part of a sale. Of course, some products are appropriate for sales directly over the Internet."

According to Kurt Sillén, many formal and informal contacts between Ericsson and its customers can be handled via an extranet. It reduces the number of intermediaries and results in shorter lead times, which is valuable to both Ericsson and its customers. Efficiency in-



Whether or not to implement e-business is not an option for Ericsson. It is a prerequisite for remaining competitive and retaining customers.

Illustration: Ulf Ragnarsson

creases and lead times are shortened, resulting in lower costs.

"Say, for example, that a customer has some thoughts regarding a manual from Ericsson. How do you communicate those thoughts? The traditional system involves many intermediate levels before those viewpoints reach the author of the manual. Using the portal, the author can receive feedback directly and update the text online, providing immediate, global access to the changes," says Kurt Sillén.

Follow up on information

In other words, the portal is primarily used for business development in collaboration with market units and their customers. Market units play an important role in defining where the opportunities for greater efficiency exist.

"We're removing the repetitive activities such as finding and following up on information, or ensuring that it was sent to a customer. Other activities which are simplified include placing orders or following up on the location of products," says Kurt Sillén.

Competitive customers

"These sorts of activities take up a large portion of time for account managers. That time can now be utilized for business development instead."

How will a company that has a greater number of intermediate procedural levels manage against a company that has considerably fewer layers? For Kurt Sillén the answer is obvious.

"We have no choice – this is a great opportu-

nity, not just for us, but also for our customers. It's not just our operational methods that will be affected, but our customers as well."

"It's important that we work with partners that support and encourage us, such as the UK's Vodafone AirTouch. It's always fun to have that kind of partner. But it's important that we work with all of our customers since we want them to be competitive," concludes Kurt Sillén.



Kurt Sillén

Mats Lundström

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Business easier with new platform

The market should view Ericsson as a single entity – a global company that is easy to conduct business with. Much of that business will be conducted through e-business. That was the message Tage Nordin from Corporate IT conveyed at a recent conference on e-business in Brussels.

Ericsson stands on the verge of revolutionary change. In just a few years, Ericsson will be a dot com company.

"It's not IT in and of itself that is driving this development, but rather all the measures to ensure customer satisfaction and lower costs for business and market units," says Tage Nordin.

What that means in plain language is that a majority of Ericsson's sales and customer contacts will be conducted via the Internet. This is part of the strategic plan for how business and market units will develop and implement strategies for conducting business on the Internet. While these are lofty goals, e-business is nothing new for Ericsson. Numerous initiatives have already been implemented.

"We probably have at least a hundred different projects ongoing throughout the organization, with millions invested, plus unknown costs for support," says Tage Nordin.

Jago van Brunschot, of the Netherlands' Libertel – one of Ericsson's more important operator customers – pointed out the advantages of e-business and the need for Ericsson to implement it consistently.

He believes that e-business is a tool to increase competitiveness – one way of reaching a company's goals. The collaboration between Ericsson and Libertel has improved through the ability to order directly from the plant as well as having clearer delivery information. By taking full advantage of the opportunities of e-business, time and resources are freed from routine tasks, allowing both Ericsson and Libertel to use that time more productively with customers.

The lecturers at the Brussels conference were both in agreement on the fact that e-business is one of the keys to success.

They spoke at length about strategies, detailed studies of projects and concrete descrip-

tions of how tools and product information work. In the end, the purpose of all this is customer satisfaction. That was clearly emphasized by Jago van Brunschot. Most people are convinced of the necessity for e-business, and there are numerous initiatives underway. In order to unify hundreds of ongoing projects around a common platform, Corporate IT has started a new program overseen by Tage Nordin.

"Ericsson's e-business will not be a web boutique – it will be one of the largest platforms in the industry. It will put Ericsson into a leading position," says Nordin.

The goal of the program is to establish a uniform platform that will give customers and suppliers the opportunity to quickly and efficiently integrate with Ericsson. This is a task being conducted together with IBM as a collaborative partner. The work to pare down the jungle of ongoing projects and support applications such as configurations, development environments, guidelines, etc., is a large and difficult task.

"The infrastructure for support systems, back office, has to be more uniform and more automatic. It's important for the implementation of the TTC Global (Time To Customer) program," says Tage Nordin.

"Work on homogenizing Ericsson is well underway. An e-business steering committee has been established with members from various corporate functions. A plan is in place for communications materials to be developed this spring. Also, a strategic document will be ready in March."

The Consumer, Enterprise and Operators business segments are already working on this, with the GSM Systems business unit having come the farthest.

Mats Lundström

© www.ecommerce.ericsson.se

Extranet offers customers more

The GSM Systems extranet is a good example of how e-business is already being implemented today. It started when a customer wanted to have product information readily available. Since then, the extranet has developed into a portal with 50,000 documents and more than a half million pages.

"Customers are enthusiastic about the portal," says Pernilla Thelander, who is helping market units introduce the GSM Systems extranet.

Even before there was a strategy and an organization within Ericsson for e-business, there were customers who asked for the possibility of accessing information over the Internet.

"Telia and Telenor were the first customers to do so. For us, it was important to satisfy these customer demands. Ericsson was not being proactive, however. Many other customers have also requested this extranet service."

GSM Systems appointed a project group, which began to design an extranet like the customers requested. More and more customers, including the global operator Vodafone AirTouch, are connected to the portal. Today, over 60 customers are connected. At the end of last year, a decision was made that the project should become a linear organization, headed by Kurt Sillén.

An extranet is a combination of an intranet and the Internet. Parts of two or more companies' intranets are made accessible to each other, like a common zone on a shared intranet. The GSM Systems portal has gone through a number of upgrades, adding both new applications and information. This

spring, a fourth upgrade will be implemented.

The extranet consists of a web portal that is divided into several main areas. From there, customers can read emergency reports from systems in operation. For GSM Systems, it has been important to respect customers' wishes. This has meant that the technology behind the portal is not perfect or complete. That will change once Corporate IT's new platform is ready, however.

Pernilla Thelander emphasizes the importance of not losing momentum. There is nothing more important in e-business than providing customers with what they want the moment they want it. The portal has demonstrated that it is possible to shorten processes. This is especially true of on-call agreements that are based on contracts that have already been signed. Customers are then allowed to enter the portal and place orders within the framework of that agreement.

"Customers can place orders directly with the plant, which is incredibly time-saving. That considerably shortens lead times. We receive payments faster and avoid having capital tied up unnecessarily," says Pernilla Thelander.

Mats Lundström

© gsmssystem.ericsson.se/extranet

CMcc-Conference 2000

Conference in Configuration Management

May 3rd–4th, 2000

Garnisonen Conference Centre in central Stockholm

HIGHLIGHTS

- **Jacky Estublier** (*Laboratoire Dassault Systemes/LSR, general chair of the System Configuration Management International Symposium held last autumn.*)
Configuration Management Tools in today's environment and views for the future.
- **Launch of CM Framework.**
How to get started with the Ericsson CM model.
- **Best in CM 2000 prize.**
Who will win this year's Best in CM Prize? Place your vote at your favorite!
- **Mini seminars:**
 1. How to develop our CM competence?
Cullum R. Kidd, representing Leeds University and British Aerospace.
 2. How is CM Framework used in reality?
 3. How to get started with CM Framework?
 4. How does Matrix support the CM Framework?
 5. How does PDM systems support CM Framework?
 6. How does *another large competing company in the industry* work with CM?
- **CM & TA what do we mean?**
What is Configuration Management and what is Technical Administration?
How does the traditional Ericsson terminology and international CM standards correspond to each other?

For more information and registration
<http://cmcc.ericsson.se/>

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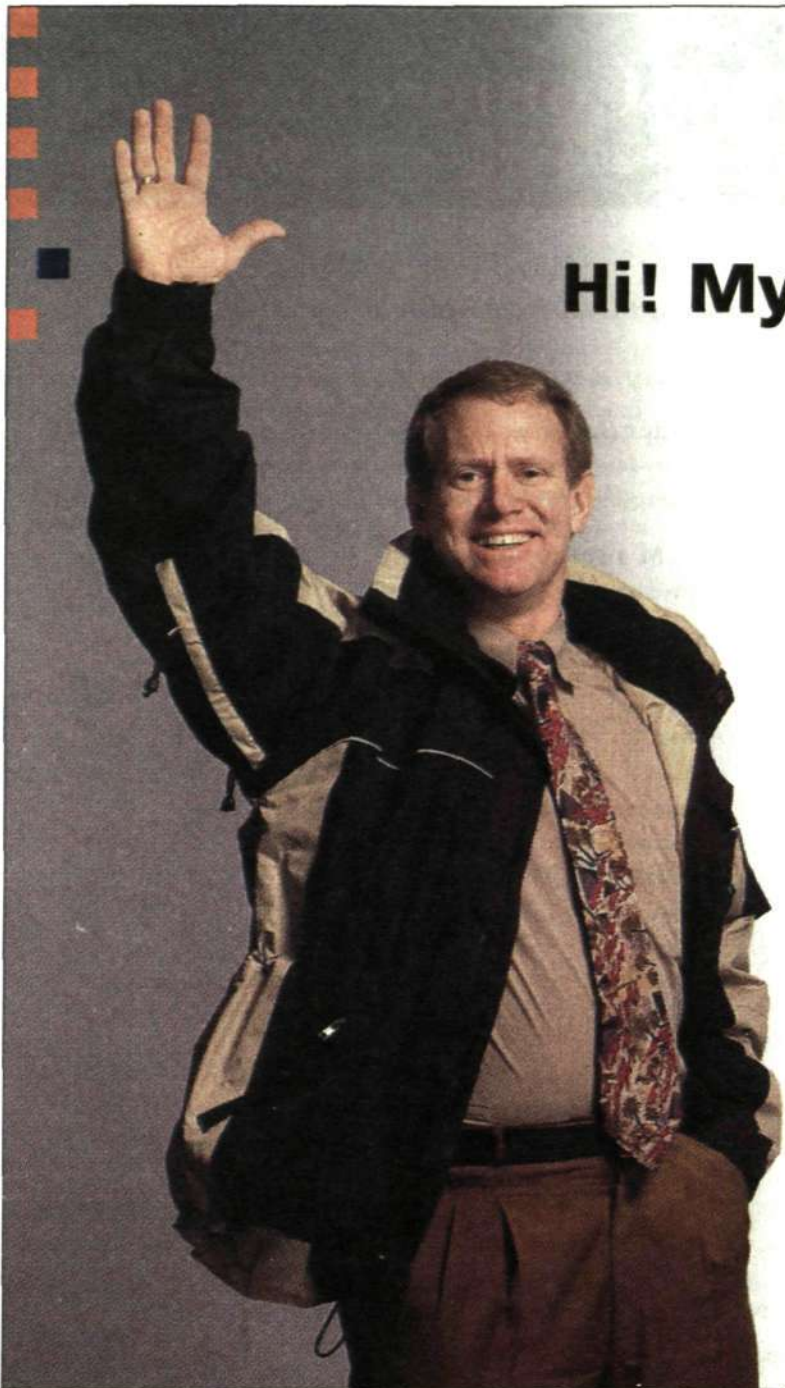
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Hi! My name is Sten Sundberg

I am based in Stockholm as GN Nettest's Global Key Account Manager for Ericsson.

Ericsson is one of our most important customers, so my job is exclusively concerned with ensuring that we provide you with the products and services you need, all over the globe.

GN Nettest is fast becoming one of the world's leading companies in communications test and measurement, with systems and products covering the entire field.

If you would like to know more about GN Nettest, you will find a lot of information on our website: www.gnnettest.com

You can reach me at:

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mobile: +0706 68 68 02

Email: sten.sundberg@gnnettest.com



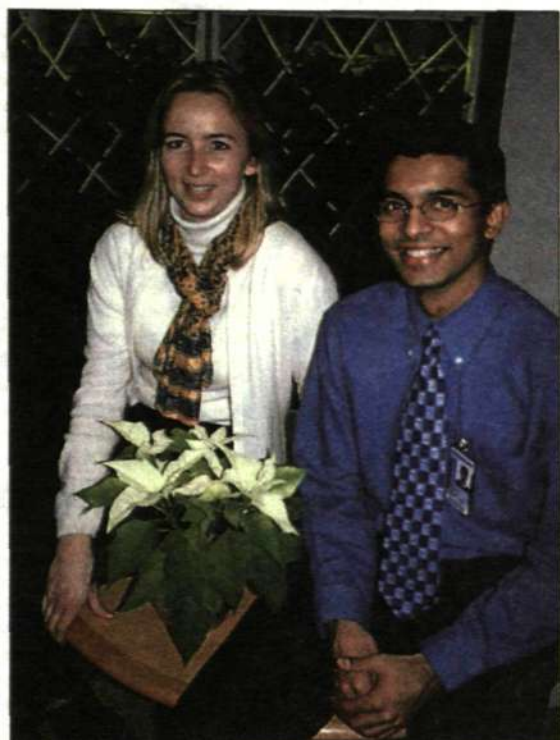
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Job rotation increases skills



Gobinath Nadarajan of Malaysia and Cristine Broux of Belgium.

Photo: Per-Erik Eriksson

Gobinath Nadarajan of Malaysia and Cristine Broux of Belgium ordinarily work at one of Ericsson's local companies. Currently, they are in Kista to learn more about Base Station System (BSS) products. Gobinath Nadarajan is involved in radio network design and Cristine will be working on product marketing of third-generation mobile systems.

GSM Systems is one of the units at Ericsson that uses job rotation to promote the exchange of knowledge among various market units.

"We believe that job rotation is a good way to form closer ties with local companies, while simultaneously improving their expertise within current technical areas. Over the past year, we've had exchanges with about a dozen local companies," says Steven Lefevre, head of sales support for BSS at GSM Systems.

For local companies, it is important that these exchanges are well planned so that individuals can learn as much as possible.

"There's a risk that you'll only be involved in routine daily operations

unless a clear plan has been prepared for you," says Gobinath Nadarajan.

"When we return home, we'll be able to provide assistance to our colleagues at the local company should they need contacts in Kista," says Cristine Broux.

Steven Lefevre points out that the relationship between product units and local companies improves after the completion of a job rotation.

"We've come to know people at local companies who serve as our contacts, which is good for future business," he says.

Per-Erik Eriksson
freelance journalist

http://bss.ericsson.se

Pam switches from Nortel to Ericsson in the US

In May last year Pamela Roberts switched employers and moved across the street from Nortel to Ericsson, in Richardson, Texas. Her qualifications include not only her experience with telecom operator, but also eight years' employment at the White House.

Pam Roberts is on one of her frequent visits to Ericsson in Stockholm and when we met for an interview and photograph session, it was typical Swedish winter weather: windy with a mix of snow and rain.

"Oh, I just love Stockholm!" she says. She always finds it nice to visit the city, regardless of the weather. When she started working at Ericsson in Texas in May last year, the company was not new to her.

Career history

Pam's previous jobs had given her the opportunity to follow Ericsson's development closely.

When a good friend told her that Ericsson Services was establishing operations in Richardson, she contacted the company and was offered a job.

Pam is the director of marketing and communications for Profes-

sional Services and Consulting in the US and works at the Ericsson Services office in Richardson.

Her career history is long and she holds degrees from Northwestern University and Harvard in engineering and business administration.

During her professional career, she has worked at the White House in Communications and Public Affairs focusing on telecommunications and data.

She's also worked in advertising at Young & Rubicam, run her own consulting practice, worked at Siemens and most recently, at Nortel.

When she came to Ericsson, she drove to the other side of the street, literally, since Ericsson and Nortel are located just across from each other in Richardson.

Pam is convinced that services is an area that will become increasingly important, and one in which Ericsson

will be able to significantly expand its business.

"The combination of our products and employee expertise gives us great opportunities to be involved and help our current as well as new customers develop their business.

Ericsson is one of the few companies that has both enormous strength through its global presence and market-leading expertise in 3G.

This is increasingly important to our customers as data and telecommunications converge.

"I believe that the mobile Internet has a very bright future for Ericsson," she says. "Now, we've got to tell the market that Ericsson offers not only great products, but also great services."

Fascinating company

Pam enjoys working at Ericsson, since the technology the company works with benefits people by making it easier for them to communicate. Moreover, Ericsson has an excellent reputation inside and outside the industry.

Pam is fascinated by Lars Magnus



"I am fascinated by Lars Magnus Ericsson and the company's history. In the US, not many people work at a company that was started in the 1800s," says Pam Roberts. Last spring she began working at Ericsson Services in Richardson, Texas. Photo: Jezzica Sunmo

Ericsson and the company's long history. In the US, it is highly unusual to work at a company that began its operations in the nineteenth century.

Gunilla Tamm

gunilla.tamm@lme.ericsson.se

NOTEWORTHY



The Ericall pager was launched in 1961. A wide band around it, made of rubber, was designed to keep the pager from falling out of your pocket.

Pager had CEO standing upside-down

Ericall was the name of Svenska Radioaktiebolaget's (SRA) paging system that was launched in 1961. SRA, which eventually became Ericsson Radio Systems, was the first company in Sweden to market wireless pagers, excluding Pagemaster of the US, whose pagers were much more bulky.

The first Ericall test system was installed at the NK department store, in Stockholm, and the first customer was the Seraphim Hospital. Like all new products, Ericall had its share of problems in the beginning. It was sensitive to bumps, making it ring excessively.

Pagers were also exported abroad, including to a cookie factory in Brazil. The unstable frequency level of the power supply meant that the pagers only worked twice a day. Making the product independent of the frequency solved the problem.

Instead of using a clip to attach the pager, Ericall used a friction band made of rubber. SRA's CEO at the time, Hugo Blomberg, was a dramatic man. In order to demonstrate for skeptical members of LM Ericsson's Board and the Swedish Telecom that the pager would actually stay in a shirt pocket without a clip, he stood defiantly on his hands.

That pager can be considered the first product to take the step towards digital technology. With this product, people at SRA realized the importance of developing microelectronics and began conducting experiments, some of them more successful than others.

Gunilla Tamm
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Wraps come off Annual Report

Ericsson has started the distribution of its Annual Report 1999. The report, of which 485,000 copies are issued, is published in English and Swedish.

The Annual Report is available on the Web at:

www.ericsson.com/reports

ERIC & SON



vacancies

AT ERICSSON

This is a selection of vacancies within the Ericsson corporation. They are also published on <http://www.ericsson.se/jobs/international.shtml>, International Openings, updated every second week.

To advertise: mail your adverts to employment.adverts@lme.ericsson.se.

Contact No. 5 2000

Updated February 17

ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

Ericsson in Yugoslavia (EYU) which was established as local company 1998, have today 60 employees and is the solid supplier of Mobile systems to the 2 Operators on the market, Mobtel and Telecom Serbia.

Operations Manager

● We are now looking for an Operation Director who will be responsible for the achievements and maintenance at the highest level of customer satisfaction of all operational activities such RBS and Switch implementation, Network Design, Field Support Center and Logistics.

The position reports directly to the EYU President and is a member of the Management Team.

We expect that you have minimum 5 years of relevant experience and very good knowledge in the area of GSM and fixed network and of Ericsson products in general. Important personal skills are to have open minded attitude, good communication skills and ability and interest to transfer knowledge.

Contact: Pauli Liimatainen, +381 63 247 826, pauli.liimatainen@eyu.ericsson.se, Jan Hultgren, +381 63 200 844, jan.hultgren@eyu.ericsson.se.

Application: OPERATIONS MANAGER, Telefonaktiebolaget L M Ericsson, Vladimira Popovica 6, 11070 BELGRADE, YUGOSLAVIA, pauli.liimatainen@eyu.ericsson.se

ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

Service Capability Server Applications

Product Marketing and Sales Support is responsible for the professional support and marketing of today's intelligent networks and the future 3rd Generation IN nodes towards the different BU's/MU's.

We are actively promoting our open system solutions across all established standards (GSM, TDMA, CDMA, UMTS, wireline).

We are now looking for ambitious people to help to extend our leading position globally.

Sales Support - For Latin America based in Argentina

● To our Sales Support Unit we are looking for people to work with the standards, TDMA and wireline with our internal and external customers. We are responsible for sales support towards our local companies and account teams, in Mexico-, the Caribbean-, Central America and South America.

The Sales and Support position is responsible for the success of SCSA products and solutions for the countries assigned. To actively promote PU SCSA products to customers but also to the local companies to ensure proper priority, visibility and competence level.

He/she will also be the Product Unit's best generalist in both technical and commercial issues in order to support tender, offers. Finally, based on direct customer contact, the Sales Support Manager will identify to the PU key product requirements that can generate significant new business opportunities for the PU.

Main tasks will be to be the key interface for local companies for all sales support issues for PU SCSA products, including supporting offers and tenders, customer presentations, demo and trade shows and to develop business cases.

Candidates for the position should have a university degree or similar and experience working with technical and commercial sales support in a fast moving high-tech environment.

It is essential that you are used to work independent and self-motivated. Working with customers in an international environment communications skills as well as mastering the English language is essential. Knowledge in Spanish or Portuguese is an advantage. Also competence in Ericsson IN products is an advantage.

Contact: Stefan Deslandes, +54 11 44746971, stefan.deslandes@cea.ericsson.se, Gabriella Gerdin-Borja, gabriella.gerdin-borja@era.ericsson.se.

Application: Sales Support for Latin America, Ericsson Radio Systems AB, SG/ERA/LU/HS Marie-Louise Rogsäter, 164 80 Stockholm, marie-louise.rogsater@era.ericsson.se

ERICSSON RADIO SYSTEMS AB, KISTA

Take the opportunity to get experience from working as a contractor for Ericsson customer in Saudi Arabia!

Established in June, 1999 Ericsson Services is the new name for service excellence within Ericsson, a business unit in the Network Operators and Service Providers Segment. Product unit Managed Services at SPU Telecom Management Solutions provides 'Advice, Solutions and Services' to network operators around the world. We provide expertise in both the administrative and technical aspects of network operations and work in partnership with Market Units and Ericsson Services Regional Offices, worldwide.

Ericsson customer in Saudi Arabia is buying a GSM network and asking us to operate it during the first year and then transfer the responsibility to their personnel. Therefore Managed Services Resource Office is now looking for Ericsson employees who are interested to join our project organization on contract job, starting in the end of April 2000. The project requires the following professionals:

Network Surveillance Technicians

Ref.No: 001

● The candidates should have an experience from working with Ericsson Mobile network, implementing, commissioning and maintaining switches. The work is performed in a Network Maintenance Centre.

The candidates will be responsible for the surveillance of the network from the NMC. Main tasks will be monitoring, analysing and correcting incoming alarms or any service / quality degradation detected, either by on-line activities, work orders (WO), or by following the escalation procedure. He/she will also perform periodical system routines and monitor traffic and service quality status in the Network, as well as interact with the field maintenance.

Experience from working with network surveillance is requested and experience from working with an operator is desirable. Experience from the OSS is required and knowledge in SRP and C A N is preferable. Good knowledge in English is required.

System Engineers, MSC/HLR/VLR

Ref.No: 002

● The candidates will be system responsible and work at the NMC. He/she will be working with advanced trouble shooting and fault handling, and also be responsible for the modification of the system routine, creation of new and temporary routines. He/she will also take part in the Change Request procedure, with technical analysis and fallback procedures. The position is also responsible for all software contents of the systems.

In addition to the above, this position needs a long experience as a trouble-shooter on the network level and have in depth knowledge of CCITT No7. Knowledgeable of implementing CNA's and doing Application system changes. Being able to perform Data Transcripts for changes to the network. Experience from the OSS, SRP and signalling analyser is required. We are looking for two candidates for this position. These assignments will commence around the 1st of May and the contract length is 12 months.

System Engineers, SMS/VMS/AUC/EIR

Ref.No: 003

● The candidate will work at the NMC and be responsible for all telecommunication systems agreed with the customer within SMS/VMS/AUC/EIR including both Ericsson and 3rd party equipment. He/she will be working with advanced trouble shooting and fault handling, and also be responsible for the modification of the system routine, creation of new and temporary routines. He/she will also take part in the Change Request procedure, with technical analysis, fallback procedures and configuration.

The position is also responsible for all software contents of the systems and Service performance. Preventive maintenance of the systems is another responsibility. The candidate have to have good knowledge in UNIX, SQL and CCITT No7, and long experience on O&M of SMS and VMS systems.

The candidates should have good knowledge in English and good analytical ability. As he/she also will work with transfer of knowledge to the customer, you should have good social and pedagogical skills as well as cultural awareness.

Basic requirements for all positions: Long experience of AXE and GSM environment, as well as international, preferably Ericsson, experience. The successful candidates should also have self-drive, loyalty and good communication and co-operation skills.

System Engineers, Radio (BSS/BSC)

Ref.No: Saudi 004

● The candidates will work at the NMC and be responsible for all telecommunication systems agreed on with the customer within BSS and Radio. He/she is going to offer expert knowledge concerning parameters and configuration of BSS and Radio. You will also provide expertise concerning BSS problems and traffic performance.

The candidates should have deep knowledge in BSS, OSS, SRP and C N A, as well as in CCITT No7. Being able to interpret radio statistic and TEMS logs. Experience from an operator and Radio knowledge is to prefer. Good knowledge in English is a requirement.

System Engineers, Transmission/DXX/Mini Link/SDH

Ref.No: 005

● The candidates will work at the NMC and be responsible for all transmission systems in the network. He/she will handle and follow-up reports, take part in configuration and advanced faultfinding concerning transmission and transmission equipment. Experience from the DXX/Mini link/SDH is required. Knowledge in energy/power is desirable. Good knowledge in English is a requirement.

System Administrators, OSS/MMIS

Ref.No: 006

● The candidate will work at the NMC and be responsible for all UNIX platforms and the OSS and MMIS applications. This includes support advanced trouble-shooting in UNIX, Database and OSS/MMIS applications. He/she will also work with reports systems, application problems and System routines, as well handle user administration and system security.

Advanced knowledge of UNIX and SQL-programming and knowledge of database handling is required. The candidate should have experience from OSS and SRP. Preferable also knowledge in other application, such as BGW and SOG. If requested, we will offer you training on MMIS. Good knowledge in English is required.

Network Field Maintenance Manager

Ref.No: 007

● The candidate will be responsible for leading and organising the work within Network Field Maintenance and ensure that the best practices are used for the work. Within Network field maintenance, all on site activities is handled, such as corrective maintenance on all equipment on a RBS site, such as RBS 2000, Mini-link and MiniDXX, according to agreed SLA. Preventive maintenance will also be carried out at the Base station. The NFM Manager will also be responsible for spare part handling and security issues on sites.

The candidate must have a technical education within Telecommunication, Information Technology, Electronics and experience from O&M work at operator or supplier. He/she should have 2-3 years work experience as manager for at least five persons.

BFT Technicians

Ref.No: 008

● The candidates will be responsible for corrective maintenance on all equipment on a RBS site, such as RBS 2000, Mini-link and MiniDXX. All action on site will be in conjunction with the NMC. Preventive maintenance will also be carried out at the Base station. Tower work might also be part of the tasks.

NMC Manager

Ref.No: 009

● The candidate will be responsible of the Network Management Center (NMC) and manager for 25 technician. He/she will lead and organise the work within NMC and ensure that the best practices are used for the work. The NMC is responsible for operating the network 24h/7d. The NMC

Mgr is ultimately responsible for the performance of the network and that agreed procedures and SLAs are followed. The candidate will report performance and anomalies direct to the customer and therefore a high skill of customer relation as well as a deep overall network knowledge is required.

The candidate must have a technical education within Telecommunication, Information Technology. Experience from a Manager position, for at least 10 people, within O&M of a GSM network, for at least 5 years, is requested and experience from working with an operator is desirable. Good knowledge in English is required.

OMC Manager

Ref.No: 010

● The candidate will be responsible of an Operation Maintenance Center (OMC) and manager for 10 technician. The OMC is responsible for routine and maintenance work for an operation area, consisting of MSC and BSS. Out of hours the area are covered by on call staff.

Experience from a Manager position, for at least 5 people, within O&M of a GSM network is requested and experience from working with an operator is desirable. Good knowledge in English is required.

Network Surveillance Shift leader

Ref.No: 011

● The candidates should have a long experience from working with Ericsson Mobile network, implementing, commissioning and maintaining switches. The work is performed in a Network Maintenance Centre. The candidates will be responsible for a shift of surveillance. The task for each shift is to operate the network from the NMC.

Main tasks for each shift will be monitoring, analysing and correcting incoming alarms or any service/quality degradation detected, either by on-line activities, work orders (WO), or by following the escalation procedure. The shift will also perform periodical system routines and monitor traffic and service quality status in the Network. The shift leader will make sure that network quality is secured and that the work, is performed according to agreed procedures.

Experience from working with network surveillance is requested and experience from working with an operator is desirable. Good knowledge in English is required.

Contact: Karl-Arne Bertilsson, +46 8 40 42564, karl-arne.bertilsson@era.ericsson.se.

Application: Ref.No: Saudi No, Ericsson Radio Systems AB, KI/ERA/GP/OR Karl-Arne Bertilsson, SE - 164 80 STOCKHOLM, Sweden, karl-arne.bertilsson@era.ericsson.se with cc to odette.abiad@era.ericsson.se.

ERICSSON REGIONAL OFFICE, AMMAN, JORDAN

Human Resource Manager

● We are looking for a HR-manager based in Amman / Jordan. The assignment is asix month contract and you have to build up an HR-unit from the bottom. That means be responsible for implementing of all HR-processes such as, HR-Administration, Recruiting and Competence Management etc. To be successful in this position you should have several years experience in the international HR-area. We expect you to have good team work skills, ability to work independently and have a high level of integrity.

Application: Christine Andrea, HR Manager, xtine.andrea@ericsson.com.

ERICSSON LTD, MSO AXE SOFTWARE SUPPLY, GUILDFORD, UK

Software Supply Supervisor

● Key Responsibilities: Provide day to day management of the CSS Software Supply Section. Work with package leader to achieve project objectives and targets. Ensure work is assigned and undertaken effectively in order to meet specification, quality, time and budget. Ensure correct execution of supply processes. Hold regular resource meetings and contribute to the department resource allocation meeting. Manage personnel administrative issues, including monitoring of holidays, flexitime and overtime. Establishment of task groups to resolve specific support issues. Ensure the provision of Performance appraisal and Personal Development (PPD) for all members of staff in the section. Active contribution to the setting and delivery of department objectives. Assist the department manager in setting and achieving department budget. Coaching and development of staff. Contribute to customer meetings regarding software delivery projects as necessary. Actively contribute to the continuous improvement process. Be familiar with Application System Verification and Application System Change procedures.

Competencies, qualifications and experience: 5 years AXE 10 experience. 3 years experience with CME20. Software delivery knowledge. Customer care skills. Positive learning and development - proactive skill and knowledge acquisition. Flexible approach to change, customer focus, influencing, team working, communication, analysis and problem solving, drive to deliver results, positive learning and quality focus. Commercial and financial focus. Basic management skills.

Contact: Recruiting Manager, Steve Whitten, Steven.Whitten@etl.ericsson.se.

ERICSSON TELECOMMUNICATIE B.V., RIJEN, NETHERLANDS**Support Engineer APZ**

Goal/Challenge: The Global Response Center (GRC) within the division Business Line Customer Services is having a strategic role within Ericsson's Global Customer Support. The GRC is the escalation point for all local support organizations (CSO's) worldwide. The GRC makes Ericsson-expertise worldwide available. At this moment the GRC gives support on all Public Networks products.

In the future the GRC will be a part of the integrated support organisation for all Ericsson products, the Ericsson Global Support organisation (EGS). The EGS is located in 3 different regions (Asia-Pacific (AP), The America's (AM), Europe, Middle-East and Africa (EMEA)) thus 24-hrs support, 7 days a week. We work with normal office hours, where the cases are handed over at the end of the day. The activities will be executed in an international environment.

● **Tasks:** To handle trouble reports and CSR's, to write emergency corrections, Trouble shooting on testplants and on live site's (sometimes even on-site.)

Required competence: Knowledge of AXE, APZ (Hardware & Software), minimum 5 year experience on AXE within Ericsson, immune to stress and precise, both working in a team as well as independent, good communication skills in English, prepared to work some weekends, knowledge on MHS, onlage recovery, Plex and ASA. Background: Verification, Testing, Field Support. The home base is Rijen. However work abroad for both work and training is one of the possibilities.

Application: ref.no102930.

Support Engineer AXE-APT

● **Required competence:** knowledge of AXE, minimum 5 year experience on AXE within Ericsson, immune to stress and precise, both working in a team as well as independent, good communication skills in English, prepared to work some weekends, knowledge on MHS, Plex, ASA, background: Verification, Testing, Field Support.

Contact: Loet Pessers, +31 161 249200, Mobile +31 6 553 03088.

Application: Search & Recruitment Dept. refer to 112184.

ERICSSON RESEARCH CANADA

The Open Systems Provisioning (PU-OSP) unit has global open system design provisioning responsibilities. With the Jambala product line within PU-SCSA. We currently have openings at LMC (Montreal).

GSM System Tester / Troubleshooter

● We are searching for an experienced Tester and Troubleshooter with the following competencies: GSM testing/troubleshooting experience 3+ years (MSC/VLR/HLR/SCP nodes). You need a sound background in CME20 environment.

Experience with any of the following would be an asset: INET, MGTS, SS7 (C7 & A7), IS-41, TCP/IP, Unix, Linux, Windows NT, CORBA, Distributed Processing, TelORB. Operating System Java and/or C++. As a suitable candidate you have the ability to drive improvements and change, effective teamwork and coaching of less experienced colleagues.

Application: James Murray, +1 514 345 7900 ext 2453, james.murray@lmc.ericsson.se.

Platform Design

● The platform framework is principally focused on providing a stable platform for the development and execution of applications such as HLRs, SCPs, AC functions, WAP servers, mobility gateways, etc.

Looking for candidates who have the following skills: Object oriented design experience, working experience with C++ development in a UNIX environment, SS7, either IS-41 or GSM, TCP/IP development, object database design, GUI development, background as an operator or OAM user.

Application: Gary Wong, +1 514 345 7900 ext 7343, gary@wong@lmc.ericsson.se.

Jambala Support and Maintenance Engineer / Troubleshooter

● The Jambala Support and Maintenance organization is urgently seeking experienced troubleshooters in the areas of Signaling, IN Services, Call Delivery, and/or Networking on one or more of the following platforms - AXE, SCP and/or OSS. Our unit provides 2nd line and 3rd line global support services for the Jambala platform and its applications (HLR, SCP and Mobility Gateway). These services are provided to regional 1st line support offices (Ericsson Local Support), as well as Ericsson corporate customers located in various parts of the world.

The functions that you will be providing are Consultation, Trouble Report Handling and Emergency Handling services to our external and internal customers. We are called upon to resolve system outages and disturbances, specify and isolate hardware and software faults, test and deploy Correction Packages and travel to site if necessary.

You are an ideal candidate if you have extensive experience with the AXE, SCP or OSS hardware and software used

in the GSM or TDMA product lines, in either a design or support environment. You possess excellent communications skills, both written and verbal.

You also have 2 years of experience with one or more of the following functional areas: Call Delivery Principles (HLR/VLR-Home Location Register/Visitor Location Register), Intercode Signaling (SS7 MAP, ANSI-41, GSM MAP), UNIX, TCP/IP, CORBA, Java and/or C++. Local positions and long-term contracts available (contracts offered to experienced engineers only).

Application: Carl Waite, carl.waite@lmc.ericsson.se, Manager Jambala Support and Maintenance.

ERICSSON PROFESSIONAL SERVICES & CONSULTING, USA**Technical Consultant**

In the past year, the North American market experienced unprecedented growth. As a result, Mobility Network Consulting is expanding its team to capitalize on the tremendous service opportunities. Based in Dallas, Texas we are responsible for developing and delivering core engineering services including Network Design and Network Performance Improvement. Our customer base includes global leaders such as AT&T and BellSouth as well as smaller emerging markets like Triton and Tritel.

● We seek strong technical leaders who possess exceptional interpersonal and communication skills. The successful candidates should have a university engineering degree, at least five years industry experience and an advanced understanding of Ericsson products and services. A broad international Ericsson network and ability to manage multiple priorities is also expected. The position requires an adaptable consultant who can conduct executive customer meetings, act as an individual technical contributor or mentor a staff member.

As a technical consultant you will deliver high quality services, ensure outstanding customer satisfaction, and grow services as a business. You will work with a dynamic team of consultants, in cities like New York and Los Angeles, developing 3rd generation migration service strategies. You will reside in sunny Dallas, TX where the average year round temperature is +19C. Dallas is only a short flight from major outdoor activities including skiing in Vail, Colorado, hiking the Grand Canyon or scuba diving in Cancun, Mexico.

Application: Grant Gibson, grant.gibson@ericsson.com, Celeste Slade, celeste.slade@ericsson.com

ERICSSON LOCAL SUPPORT, INDONESIA**GSM Support Specialist**

● Have you ever thought about supporting one customer network which geographically covers an area bigger than Europe? This is the nature of Indonesia. Ericsson Indonesia is looking for a Support Specialist for BSC who will be responsible for maintaining and expanding our good relationship with one of our GSM customers. Your working place will primarily be at the customers OMC.

Requirements; a strong knowledge about BSC, support activities, customer oriented, good knowledge in English and good analytical ability and experience minimum 5 year in related field. Responsibilities; trouble shooting, updates, upgrades, on-call schedule, trouble report handling, flexibility is a keyword for working in Indonesia.

Contact: ELS Manager, Keld Pedersen, PT Ericsson Indonesia, +62 21 751 9788, mobile +62 811 138 434, keld.pedersen@eid.ericsson.se.

Application: Ratih Perbatasari, +62 21 751 9889, ratih.perbatasari@eid.ericsson.se.

ERICSSON INC, USA**ASO Americas**

The ASO Americas is located in Richardson (Dallas), Texas and we are currently looking for experienced personnel in the different GSM product areas. The ASO is responsible for software supply, support and verification of mainly GSM nodes to the Americas region.

Project Office

● The ASO project office is always seeking experienced proven project leaders to manage projects that the office is responsible for. Currently the organization is looking for a customer focused project manager to bring to the market the first demonstration of Ericsson's next generation of Base Station Controllers (BSC) which are IP based.

The project office, which operates at CMM Level 3, has project management oversight on GSM products that are being industrialized, integrated or supplied to the American market. To become a member of our project management team previous project management/quality coordination experience is required, willingness to be challenged is essential and GSM experience is a plus.

Contact: Harold Arbogust +1 972 5837345, harold.arbogust@ericsson.com.

PSS Verification, Supply and Support

● In the new product area of packet switching we are seeking engineers at all levels to fill six open positions. You

will be required to work on one or more of the following projects: GPRS North American FOA, Inter-operability with external vendors, SW supply and/or Customer Support.

Experience in the following technical areas is an advantage: GPRS, GSM Networks and nodes, Datacom products and protocols. Skills such as UNIX, Erlang, C, Clearcase are a plus.

Working knowledge of some of the following processes are required: SW test, SW supply, Support or Product Line Maintenance.

Contact: Enda Flood, +1 972 5835393, Enda.Flood@ericsson.com.

GSM on the Net Verification, Supply and Support

● In the new product area of GSM on the Net we are seeking engineers at any level to fill two open positions. We share the Supply and Support responsibility for GSM on the Net worldwide with ERA and EPA and the positions gives you the opportunity to work with, and travel to, Ericsson customers and organizations all over the world.

We are also responsible for the 1900 Verification and Integration of GSM on the Net. Your time will be shared equally between our responsibilities.

Experience in the following technical areas is an advantage: GSM Network protocols and nodes, IP products, protocols and security etc. Skills such as NT, Unix, Java, ClearCase are a plus.

Working knowledge of some of the following processes are required: SW test, SW supply, Support or Product Line Maintenance.

Contact: Carl Ekstrom, +1 972 5837429, carl.ekstrom@ericsson.com.

BSS Verification, Supply and Support

● The BSS group is seeking engineers with expertise in the BSC & BTS verification and support. We also have an opening for a group manager for the BSC/BTS support.

The tasks include, system verification, MAS supply and support, performing technical analysis, planning, test design and execution, test reporting, trouble shooting of software and hardware faults and providing second line support to the FSCs.

The candidates should possess strong problem solving and analytical skills, be quality minded, have the ability to perform multiple tasks, have excellent communication skills and be a team player.

Contact: Lalin Sourjah, +1 972 583 1639, lalin.sourjah@ericsson.com.

CSS GSM/UMTS Verification, Supply and Support

● Seeking Engineers at all levels to fill 4 open positions to work on one or more of the following technical areas: System Test, AS replacement, MAS Supply, AS verification, Interoperability and customer support. Experience in AXE software is needed.

Experience with GSM in one of the listed technical roles is an advantage.

Contact: F. Khamash, +1 972 5835 344, faye.khamash@ericsson.com.

PPS and Intelligent Networks Verification, Supply and Support

● Seeking engineers with expertise in PPS and Intelligent Networks.

Tasks include customization, verification, supply and support. Strong competence in Unix is required. Experience with SDP for PPS, PPAS or IVR is preferred. Experience with CAMEL is a plus.

Contact: Thomas J Nilsson, +1 972 5833 069, j.thomas.nilsson@ericsson.com.

ERICSSON EUS, USA**Technical Support Manager**

● Responsible for managing the operations of the RTAC group(s). Duties include hiring, developing, and managing a subordinate staff, providing technical support and problem management to customers, controlling budgetary matters, providing trouble analysis, prioritizing assignments for the organization, formulating routines and monitoring the areas system performance.

Requirements: BACHELOR, Bachelor degree in Science or Engineering discipline or equivalent experience. 8 to 10 years progressive experience in telecommunications industry, preferably in technical support. Supervisory experience in a technical support organization. Knowledge of telecommunications networks and specifically Ericsson products.

Some travel required. Car. PC skills: Word, Excel, PowerPoint.

Contact: Stephen Blaschke, +1 972 583 0847, stephen.blaschke@ericsson.com

ERICSSON LTD, BASE TELECOMMUNICATIONS CENTRE, UK**Systems Engineer**

● The Systems Engineers form the centre of excellence for all products within Ericsson, providing the highest level of technical expertise available within the organisation. We are presently looking for a new Systems Engineer to join the existing team in providing technical expertise for one product range and backup support for a second product range.

This challenging role requires a highly motivated individual with good communication skills as you will be required to create strong links with both internal and external customers.

You will liaise closely with Product Marketing and Sales in order to keep abreast of customer requirements and provide up-dates on product developments and integrated solutions. You will also need to be proactive in terms of identifying ways in which products can be integrated in order to develop new solutions, as well as developing, testing and promoting integrated solutions.

You will be responsible for providing in-depth technical support to ETL departments and directly to customers where appropriate, as well as meeting prospective customers to assist in the sales process. You will also need to contribute to pre-sales activities by providing your in-depth knowledge of the products, their application and interworking to the sales team.

In order to perform this role we expect you to be able to demonstrate a proven track record of managing and developing customer relations as well as have a strong technical background. It is likely that you will have a minimum of 5 years of providing technical support or network design in data and/or voice communications. You will also need a BSc in engineering or a communications related field and at least 3 years' experience in providing technical support. In addition you will need to be a strong team player and have a good knowledge of IP, IPX, ISDN, ATM and Network Management.

Contact: Recruiting Manager, Mike Waldron, Mike.Waldron@etl.ericsson.se, +44 1444 256634, Human Resources, Suzi Cooper, Susannah.Cooper@etl.ericsson.se, +44 1444 234018, Telecommunications Centre, Burgess Hill.

ERICSSON LTD, GUILDFORD, UK**Installation Engineer / Trainee Installation Engineer**

● The Installation Engineer is responsible for preparation of documentation as required by the Manufacturing division, installation and Testing Departments to correctly install Ericsson equipment on customer sites.

The role holder's main objective is to produce Procedure and C-Module documentation which enables installation staff to construct AXE switches and install Ericsson equipment to the required customer specification.

The Installation Engineer is responsible for the completion of all the allocated installation engineering activities within the sector to the highest quality standard and within the project time scale. (S)He is responsible for assisting with the switch dimensioning process and investigation into new Ericsson and third party products.

Key Responsibilities: Produce C-module documentation using PLEASE/EESS with limited supervision to the required quality. Produce C3/COM. PRT file documentation with limited supervision to the required quality. Produce procedure documentation for any installation activities, which are not covered by the C-modules. Advise Senior Engineer and Supply Centre of any equipment requirement deficiencies identified during the IE process. Deal with queries from Installation and Testing staff covering IE process site documentation and log on appropriate Help Desk database. Answer EIPRs.

Assist in any activity or attend any meetings as directed by the Senior Installation Engineer/Engineering Manager or appointed nominee. Assist in preparation of department procedures. Highlight and suggest improvements into the methods and processes undertaken by the section.

The Installation Engineer is responsible for producing high quality C-modules and C3/COM.PRT files. Actively contribute to the continuous improvement and the ongoing development of a TQM culture by, for example, changing behavior and identifying and implementing improvements to processes and activities and encourage others to do the same.

Contact: Sloane Bridle, +44 1483 305668 or Lynsey Goldring +44 1483 305747.

ERICSSON LTD - UK**Project Manager**

The NPN Business sector is responsible for software supply and integration of new products for new operators in the UK. Currently, work for 24 customers is supported by this area with approximately 40 assignments ongoing at any stage. Projects have an approximate length of three to 6 months.

Assignments are very diverse from integration of full network solutions with third party suppliers to co-ordination of new functionality development or upgrading of a single AXE 10 software build.

● We are looking for two proactive Project Managers to join a small team to manage projects from initial assignment to customer product acceptance. These challenging positions require self-motivated people to establish and maintain an excellent relationship with the customer facing unit, key internal contacts and the end customer. You will be responsible for planning, tracking and follow-up for one or more projects according to cost, quality and time objectives. A key part of this role is to manage day to day problems and issues and to escalate matters as appropriate.

In order to perform this role, we expect you to be able to demonstrate a proven track record of managing projects or have held a line management position within the last 3 years. You will have a minimum of three years experience within the telecoms / datacoms industry. Good communication skills, a technical and commercial awareness and necessary skills developed to deliver results are prerequisites. Finally, you will possess the drive to ensure we meet our goal of delivering 100% customer satisfaction.

Contact: Recr. Manager: Carl Gray, carl.gray@etl.ericsson.se

COMPANIA ANONIMA ERICSSON, REGIONAL INTEGRATION CENTER (RIC), VENEZUELA

Manager Data Transcript

● We are looking for a Manager for our Data Transcript group in RIC. The RIC, Regional Integration Center is a resource center to supply region Americas with competent resources within the areas of engineering, installation and test. RIC mainly works with TDMA system customer projects.

You are responsible for Data Transcript activities and that required processes and methods are followed. Also of your group competence development, hiring new staff, and plan resources for customer projects in the region. You need to be committed to transfer knowledge and train local engineers. You will report to RIC manager. Your work will lead you into daily contacts with MU's in the region. This requires good skills in written and spoken English. Spanish knowledge is an advantage.

Good knowledge, at least 3-5 years experience, of DT as well as experience of managing staff. You will be what we call "a working manager" which means that you will work in some of our projects when needed and to train new staff. You need to be able to take the initiative and meet our common goals. Your colleagues will be a few other expatriates and Venezuelan engineers. We are ready to offer a 1-2 year contract to the right person and starting date beginning of November.

Contact: Leif Tingström, +58 2 273 0398, leif.tingstrom@cev.ericsson.se. Application: Luis Gonzalez, CEV/OTC, +58 2 273 0146, fax +58 2 273 0116, luis.gonzalez@cev.ericsson.se, Regional Integration Center, Compania Anonima Ericsson, Centro Empresarial Parque del Este, Av. Francisco de Miranda, La Carlota, Apt. 70516, Caracas 1071, VENEZUELA.

ERICSSON LTD, NEW PUBLIC NETWORKS, UK

Product Managers up to £40k

● Permanent opportunities. The Product Management team plays a critical role in driving the division's business through strategic management and development of competitive products. The Product Manager is responsible for identifying and developing product plans and product programmes particularly in the area's of data comms and the evolution from traditional circuit switch technology, to create, maintain and extend Ericsson competitiveness in the UK and European NPN market place. We are based in Guildford, Surrey and currently have opportunities for Product Managers to join our existing team.

The responsibilities of the role include: providing the business sector/department with technical support and interfacing with development groups throughout Ericsson, maintaining up-to-date knowledge of particular products and coverage, assisting in business case preparation for product development, representing NPN towards the development areas worldwide, providing support to Sales and marketing in their business activities, assisting in the preparation, negotiation and agreement of product content elements of customer offers/contracts. Eg. RFI, SOR, tenders.

You will be qualified to degree level in a technical subject area and have experience of product development and deployment in a demanding environment. Knowledge of specification of requirements, previous marketing/customer interface experience and an understanding of system/network characteristics would be a distinct advantage.

The positions require a strong customer focus and the ability to present yourself to the customer in a confident and professional manner. You will have good influencing skills, the ability to analyse complex issues and be able to demonstrate high effectiveness within a team environment.

Contact: Louise Doherty, HR Solutions - Recruitment, +44 1483 478188, Louise.Doherty@etl.ericsson.se.

ERICSSON SYSTEMS EXPERTISE LTD, IRELAND

JAVA Developers / Designers

Vacancies have arisen for Software Developers / Designers within the Wireless Radio Network Dept. of the Radio Network Solutions Centre.

The Wideband Radio Network Group (EEI-WRN) delivers O&M applications for the Radio Access Network part of Ericsson's W-CDMA 3G technologies. W-CDMA (Wideband Code Division Multiple Access) is one of the third generation radio interface technologies that is optimized for wideband radio access to support high-speed multimedia services such as video conferencing and Internet, as well as voice calls. EEI-WRN are collaborating closely with ERA in Kista on the development of applications and sub-systems for the Radio Access Network Operation System (RANOS).

● Candidates will have a proven background in software design, development, and testing. Experience gained in development of telecommunications system software for mobile or fixed networks would be a distinct advantage.

Skills / Experience: The ideal candidate will have a degree in Computer Science or related discipline. You will have experience in a design environment and be proficient in the following: Object Oriented Design methodologies, UML, Java development (1yrs+) for Developer Position: Open Systems Development (3yrs+) for Senior Developer Position: Client/Server Development.

Experience of the following technologies would be a distinct advantage: C++ programming in a UNIX/Network environment. Shell programming for UNIX. Database application development using (Oracle, or Sybase). Experience of design projects within the telecomm environment would be a distinct advantage.

Candidates should be capable of working on assignments either in a team or individually as the need arises. An active contribution to the development of the group in terms of quality, productivity and time is required. The ideal candidates will naturally be able communicators on technical matters and be capable of working to tight deadlines when required to do so.

Application: Noeleen Waters, HR Administrator, Radio House, Beechhill, Clonskeagh, Dublin 4, Ireland, Fax +353 1 2072887, Recruitment.Process@eei.ericsson.se.

Section Manager

Due to internal promotion we invite applications for the position of Section Manager within the GSM Department.

● Key responsibilities for the appointee are: Manage all planning, monitoring, reporting and day to day activities of the Section. Line management including appraisals, implementation of the R&R (Rewards & Recognition) system along with staff training and development. Responsible for delivering FRAME to BSS (Base Station Systems) organisation. Management of the Live Radio Network (Aernet). Demonstration of Wireless Applications Protocol (WAP) on General Product Radio Services (GPRS).

Active participation in the management of the department in respect of: Strategy and goal realisation. Manpower planning and recruitment. Budget and cost control. Change Management. Build on existing development plans and continue to build the profile to ensure the department remains a leading player. Previous Management Leadership experience will be an advantage as will experience dealing with customers.

Applicants will be qualified at degree level and/or will have acquired sufficient technical and business expertise to function independently at a professional level on all activities. The nature of the role is dynamic and therefore will require pro-active individuals with good problem solving and decision-making skills. Demonstration of Leadership and People Management Skills are important as is strong customer and quality awareness.

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

Application: Jim Dorgan, Human Resources Manager, Radio Network Solutions Centre, Beech Hill, Clonskeagh, Dublin 4, Ireland.

Sales & Marketing Support (Account Manager) Radio Network Manager

(Temporary Contract 12 months), Ref. mmy.

● A vacancy has arisen in the Radio Network Solutions Centre for a Sales & Marketing Support (Account Manager Radio Network Manager) for a period of 12 months.

Role Description: Providing sales and marketing support to sales channels (North and Latin America) on a cellular network management product line. The role involves the management and release of information about product and product related issues (pricing, availability, supply, development roadmaps etc) to the sales and product management channels.

This requires keeping up to date with developments within the development organisation in order to gather, prepare and disseminate the appropriate information (via the web, e-mail, documentation, personal contact and forums including seminars, roadshows and user groups). It is also important to ensure that developments and relevant information from external units is fed back into the development organisation.

Regular contact is required with sales channels, account managers, business management and product management ensuring they are up to date with developments and are provided with the information they require to actively promote and sell our products. Tracking their progress with customer and other activities and reporting this within the department is an intrinsic part of the role.

To ensure that knowledge of the product is spread within Ericsson and to customers, it is necessary to keep abreast of plans for Ericsson seminars, roadshows, user groups etc

where our products may be presented. Resources must also be identified to participate at these forums. Travel is an essential part of this job.

Requirements: Experience is dealing with sales channels and / or customers, ideally in a technical and/or international environment. Demonstrable marketing or customer oriented approach. Strong organisational and communication skills

Application: Noeleen Waters, HR Administrator, Radio House, Beechhill, Clonskeagh, Dublin 4, Ireland, Fax: 353 1 2072887, Recruitment.Process@eei.ericsson.se.

ERICSSON RESEARCH CANADA

AXE Troubleshooters

The TDMA-1 system support organization is urgently seeking experienced AXE troubleshooters in the areas of Group Switch, Signalling and Call Delivery.

Our unit is part of the Ericsson Global Support organization and provides 2nd line support services for a wide range of products offered by the BMOA business unit, and in particular for TDMA systems. These services are provided to regional 1st line support offices (Ericsson Local Support), as well as Ericsson corporate customers located in various parts of the world.

As part of the Switching and Networking support group, you will be providing Consultation, Trouble Report Handling and Emergency Handling services to our external and internal customers. We are called upon to resolve system outages and disturbances, specify and isolate hardware and software faults, issue Emergency Corrections when required, and travel to site if necessary.

● You are an ideal candidate if you have extensive experience with the APZ/APT hardware and software used in the CMS88 product line, in either a design or support environment. You possess excellent communications skills, both written and verbal. You also have experience with tracing in live exchanges using Test System, as well as a good understanding of PLEX and ASA.

You also have two years of experience with one or more of the following functional areas: Group Switch Subsystem, Network Synchronization principles, Call Delivery Principles (TCS-Traffic Control Subsystem, HLR/VLR-Home Location Register/Visitor Location Register, MSS/MXS-CMS88 Mobile Subsystems), Internode Signalling (R1/R2 signalling, ISUP signalling, Signalling System #7, ANSI-41).

Our system support staff is regarded as experts throughout the Ericsson world. If you are up to the challenge, come join our dynamic team, and see why Ericsson Research Canada is the place to be. Local positions and long-term contracts available (contracts offered to experienced engineers only).

Application: Martine Javelas@ericsson.com, Manager, TAC-1 System Support, Switching and Networking.

L.M. ERICSSON A/S DENMARK

Senior Support Engineers

To ensure customer satisfaction by delivering quality products and services, we are looking for two Senior Support Engineers to join our dynamic Nordic support function for GSM.

● We are looking for people with an AXE background, adherent to the Ericsson values of perseverance, respect and professionalism, to support our GSM customers in the Nordic markets. We are part of the Nordic support organisation and we provide First line technical support to the operators in Denmark, Iceland, Faeroe Islands, Lithuania and soon also the other Nordic countries.

The job requires problemsolving skills, the ability to quickly get an overview of a problem/situation when at the same time working in a stressed environment, but also a desire to go into technical detail when required.

You need to be able to act as a mentor to less experienced staff, and assist in the competence development of less experienced staff. You will head investigations of system faults, participate in emergency duty and be able to solve complex faults.

Your tasks will include: SW delivery (both updates and upgrades). Handling of Customer Service Requests. AXE troubleshooting. Being part of our emergency service.

Your profile: You have a solid AXE background combined with knowledge of some of the following: Mobile IN. Signalling and protocols (SS7, CS1+, TUP, ISUP). O&M of GSM networks. SS. BSS. BTS/RBS.

Contact: Network Support Manager Heini L. Asmann, +45 33884442, heini.lasmann@ericsson.dk. Ref.no. 00025HR6.

ERICSSON AUSTRALIA PTY. LTD. AUSTRALIA

ATM Signalling - 3rd Generation Mobile Systems - Global Centre of Excellence - Leading the Way!

D/X is now the Product Area responsible for IP/ATM Signalling products. This will open up many challenging opportunities in the short and long term. We are currently investing in the development of signalling protocols to be used in the Universal Mobile Telecommunications System (UMTS) core network for the 3rd generation mobile systems (3G). The protocols include GCP (H248), QAAAL2, B-ISUP, and BICC. The evolution to the UMTS will give new and existing GSM operators the potential for a large range of mul-

timedia services. It is the standard for delivering 3G services. We are up there with the best in establishing the lead in the 3rd generation services.

Since we will be an end to end product area, the work activities encompass negotiating standards, product management, design, test, through to product implementation and verification. Future activities will look at platform independent protocols through the use of SDL and UML high-level specification languages.

● We are seeking top calibre people who want a challenge, want to become involved in state of the art ATM protocols, want to develop further existing high level skills, and want to make a positive difference to the Sector. With the best people on board we can further build our credibility in the mobile R&D world.

We are interested to hear from you if you: Have an understanding of telecommunication and datacom networks. Have a solid background in protocols. Have working knowledge in programming techniques and languages - PLEX, C, SDL & UML. Have the ability and experience to work in teams. Willing to travel occasionally to Europe. Are flexible, dynamic and highly motivated. Have a keen interest in being part of a unit striving for productivity/efficiency gains. Possess excellent communication skills.

Contact: David Dessardo, +613 9301 1621. Application: sue.holman@ericsson.com.au, quote ref.no 00:0183.

ERICSSON WIRELESS INC, CALIFORNIA, USA

San Diego Systems

The Ericsson office in sunny San Diego is responsible for the development of the radio access network for cdma2000, which is the evolution into 3G from traditional IS-95. Currently about 1000 people are based in San Diego, which also includes manufacturing, marketing and sales. In our systems group we have vacancies for the following positions:

Standards manager

● The task is mainly to co-ordinate our standardisation efforts in 3GPP2, with respect to the radio access network related sub groups. The actual resources will come out of the system design organisation, so the task is more or less to run a continuous standardisation project and define our strategies in co-operation with other BU's, PUs and Corporate Ericsson. At least two years of experience from active cellular related standardisation is required, along with a strategic mindset, deep cellular system knowledge and an interest in traveling.

O&M system engineer

● We are right now defining the O&M architecture for the 3G systems, and work with web based techniques, CORBA etc. You have the possibility to influence this system design from the start. At least 3 years of experience from the O&M arena is required, along with a documented thorough Ericsson knowledge and contact network.

Network system engineer

● Our network group is responsible for defining the overall architecture, topology, platform v.s. application issues, timing and synchronization etc etc. We occasionally also have icecream by the pool at the back of the office building. If you have at least 5 years of radio access network experience within Ericsson, we could consider you being part of our hard working group.

Radio system engineer

● We are looking for people with a CDMA background, that can participate in system design of our 3G product and also be active in standardisation of future concepts within the cdma2000 family.

Integration and Verification

● Our 3G products will be based on the CELLO platform, and we are looking for people with experience from development or testing of products based on CELLO, or from test/development of the platform itself.

Application: EWUKAGR@am1.ericsson.se.

Methods and Tools Manager

● Responsible for providing leadership and direction for coordinating, developing, planning and executing the infrastructure related activities necessary to ensure the BSS product(s) meet established drawing, specification, process and quality requirements.

The successful candidate will ensure continuous quality improvement initiatives and implemented to support the EWU/T goals. Responsible for the infrastructure for developing the BSS product. Infrastructure includes tools, web and IS/IT technologies. Responsible to maintain a documented infrastructure diagram. Responsible for improvements projects related to the infrastructure. Responsible to chair and maintain a methods and tool council within BSS.

Quality Assurance Manager

● Responsible to prepare and maintain the EWU/T Quality Plan. Responsible for analysis of quality problems detected through audits and measurement reports. Assist in formulation of quality requirements and objectives. Participate in reviewing project plans to ensure that all resources and activities affecting quality are planned. Conduct tollgate (TG) assessments prior to tollgate decisions and ensure that sufficient information required for taking a decision is provided



Advanced Technology Development in Sunny San Diego

cdma

THE VISION.

We didn't become the leading provider of wireless networks worldwide simply by relying on where we've been. We became the leader because we know where we're going. We know what it takes to create a successful future. And we know how to get there.

THE TECHNOLOGY.

We've recently expanded our wireless networks portfolio to include CDMA, the world's fastest growing digital wireless technology. Our newest business group, CDMA Systems, is focused on building a wireless network infrastructure to serve the global cdmaOne and cdma2000 markets.

THE LOCATION.

There's no better place to begin a brilliant future than right here. In San Diego. We're primed to move the industry into the future. Setting the pace for others to follow. Creating new and exciting opportunities that we can't wait to explore.

Opportunities are also available for individuals with base station development experience in Boulder, CO. Contact Joni Caffin at (303) 473-6778.

We have the following opportunities available:

• **SYSTEMS ENGINEERS**

- NETWORK MANAGEMENT/O&M DESIGN
- WIRELESS DATA PROTOCOLS
- ATM NETWORK APPLICATIONS
- RADIO ACCESS NETWORK DESIGN

• **UNIX SYSTEM ADMINISTRATORS (SUN/SOLARIS)**

Please forward resumes for the above positions to: john.nelson@ericsson.com For more information, contact John Nelson at (858) 332-5678.

• **SR. ENGINEER/PRODUCT MANAGEMENT**

• **NETWORK PLANNERS**

• **SALES/MARKETING**

Please forward resumes for the above positions to: sdhr@ericsson.com For more information, contact Gary Tennison at (858) 332-6240.

• **SOFTWARE ENGINEERS**

• **SOFTWARE TEST ENGINEERS**

• **SYSTEM INTEGRATION/TEST ENGINEERS**

Please forward resumes for the above positions to: cindy.payne@ericsson.com For more information, contact Cindy Payne at (858) 332-6291.

All positions require a Bachelor's degree in a related field (or equivalent) and a minimum of 3-5 years of experience in the Telecom industry. Experience in test or development on the Cello platform is an advantage.

Ericsson offers an excellent compensation and benefits package that includes a matching 401(k), stock options and pension plan. Interested applicants may also forward their resume, specifying position of interest to: Ericsson Wireless Communications Inc., 6455 Lusk Blvd, San Diego, CA 92121-2779. ATTN: Human Resources. Visit our Web site at www.ericsson.com/cdmasystems EOE.

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to the sponsor. Ensure that reviews, walk-through and inspections are carried out according to our methodologies. Ensure creation of a Quality Report on a monthly basis. Participate in Milestone (MS) and/or Check Point (CP) entry and exit criteria assessment meetings.

Participate in BSS Change Control Boards. Participate, and/or facilitate of, Root Cause Analysis activities. Participate in and/or facilitate of risk assessments. Manage of corrective and preventative actions from CRs, audits, and Root Cause Analyses to ensure that the desired results are achieved. Brief and educate personnel on the Quality requirements and methodologies. Distribute good practices and lessons learned into existing processes and projects with the process owner. Monitor and assess of the performance of deployed products including outage investigations, support of ISP improvement initiatives and liaison with the Technical Assistance Centers. Responsible for the EWU/T Operational Management System. Coordinate ISO 9001 activities with EWU.

Process/Quality Coordinator

● Responsible to Support the project in the area of Quality Assurance, methods and tools, Processes and assessments. Responsible for analysis of quality problems detected through audits and measurement reports. Assist in formulation of quality requirements and objectives. Participate in reviewing project plans to ensure that all resources and activities affecting quality are planned. Conduct tollgate (TG) assessments prior to tollgate decisions and ensure that sufficient information required for taking a decision is provided to the sponsor.

Ensure that reviews, walk-through and inspections are carried out according to our methodologies. Create a Quality Report on a monthly basis. Participate in Milestone (MS) and/or Check Point (CP) entry and exit criteria assessment meetings. Participate in BSS Change Control Boards. Participate, and/or facilitate of, Root Cause Analysis activities. Participate in and/or facilitate of risk assessments. Manage of Corrective and preventative actions from CRs, audits, and Root Cause Analyses to ensure that the desired results are achieved. Brief and educate personnel on the Quality requirements and methodologies. Distribute good practices and lessons learned into existing processes and projects with the process owner.

Process Management Manager

● Responsible for the development, definition and improvement of the BSS Product definition process. Ensure that the organization have the necessary tools/information to define document, implement and improve our processes. Keep up with the trend of technologies and methodologies in the area of process management. Represent the EWU/T organization in worldwide seminars and workshops related to process management. Coordinate process management issues with other sectors in EWU as well as with other Ericsson organizations. Organize and manage cross-functional teams to support improvement of the processes. Member of the TTM Process Team.

Generally all above positions are for a two year contract period initially.

There is also a need for people with a solid documented Ericsson background within the design organisations for the BSC and the RBS. Positions in HW development, SW development, node system design, node I&V, general project management etc etc. RBS development is mainly done in Boulder, Colorado. Close to Vail, Aspen and Peter Forsberg.

Application: Kerry Perry, k.perry@ericsson.com or Denis Pomerleau, ewudepo@am1.ericsson.se.

ERICSSON SYSTEMS EXPERTISE LTD, IRELAND

Section Manager for PCU Department

● As part of the Cellular Design Division's (EEI/R) continuing organisational development and progression, we invite applications for the position of Section Manager, EEI/R, for Open Systems in the new PCU Department.

This position is of critical importance in aiding the new department to implement its strategies and meeting the challenging goals and objectives set out for the division.

Key responsibilities for the position of Section Manager is: Line management of a group of software engineers and support personnel involved in open systems development including: Detailed manpower planning for the development group. Group and individual competence planning and management. Establishment and management of training and induction flows for new people. Implementation of best people management practices from within the Radio Network Solutions Centre, Ericsson and external organisations. To deliver required results within the specified parameters of quality, time, cost and productivity as specified by Ericsson Customer's requirements. Work to achieve the ESS1 and CMM software quality goals through the promotion and application of the most appropriate processes and mechanisms. Contribution to the Radio Network Solutions Centre Software Engineering Process Group, which is strategically responsible for the software engineering processes, used in the RNSC for AXE and off-switch applications.

Active participation in the management of the department in respect of: Strategy and goal realisation. Manpower planning and recruitment. Budget and cost control. Change Management.

Previous Management or Leadership experience will be an advantage as will experience in Open Systems development. Applicants will be qualified at degree level and/or will have acquired sufficient technical and business expertise to function independently at a professional level on all activities.

The nature of the role is dynamic and therefore will require pro-active individuals with good problem solving and decision-making skills. Demonstration of Leadership and team skills is essential, as is strong customer and quality awareness.

Application: Jim Dorgan, Human Resources Manager, Noeleen.Waters@eei.ericsson.se, Ericsson System Expertise Ltd. Beech Hill Clonskeagh, Dublin 4, Ireland.

ERICSSON CHINA COMPANY LTD, REGION NORTH, CHINA

Senior AXE Support Engineer (ETC/ NT/ S, Core Service)

Core service team is mainly responsible for the 24 hours emergency support, the CSR and TR handling and correction package rollout. There are local, transit and international switches. We are looking for a new member to provide better customer O&M and support.

● The person we are looking for who must be open minded and has stronger ability to put in the extra effort. You will play an active role in providing support and advice to the local engineers and build up the local competence. This requires close relationship and interaction with the customer, strong technical background that enables you conduct fault analysis, trouble shooting and program correction handling in an efficient manner.

Requirements: You should have good experience of working within customer support, a good knowledge of support activities such as troubleshooting, PLEX/ASA, APZ/IOG recovery, trouble report handling (MSS and MHS) and system updates/upgrade. You have good command of written and oral English.

Contact: Sr. Manager, Core Services, CSC, kan.wang@etc.ericsson, General Manager, CSC, urban.p.e.anderson@etc.ericsson.se, HR Manager, yuazhi.zhang@etc.ericsson.se.

ERICSSON INC, USA

Ericsson Consumer Products R&D Center, Research Triangle Park, NC, Product Research & Competitive Analysis Group

The Product Research Group designs appropriate market research studies within the American Standards to better understand consumer needs. This involves testing conceptual technologies, applications, and features among specific target segments or consumer appeal, preference and optimization. A focus is also given to evaluating historical market data to continually define new opportunities, trends, and future market indications.

The Competitive Analysis Group uses product benchmarking and market analysis to provide strategic and tactical competitor product information, trends, opportunities and threats, to influence the direction of product design. Specific effort is focused on establishing competitor technology roadmaps through intelligence gathering, benchmarking and analysis.

Senior Technical Leader - Competitive Analysis

● Will be responsible for comprehensive view of the competitive market at the product and business unit level. Manage the collection of technical and market data with overall management of technical database of key competitive products and trends. Produce customized models and scenario analyses quantifying competitive strategies. Oversee competitive technical analyses.

BSEE, BSME or equivalent experience with 5+ years of experience. Preferred candidate will have experience managing processes and programs, be able to cope with a dynamic environment and have excellent presentation skills. Will have management responsibility for 2-3 individuals. 20% travel required. Looking for minimum 18 month contract.

Contact: Mary Peebles, +1 919 472 7550, mary.peebles@ericsson.com, Sr. Technical Recruiter, Ericsson Inc, 7001 Development Drive, Research Triangle Park, NC 27709.

ERICSSON TELECOM AB, SWEDEN

Director of Engineering

PU - IP Network Access Stockholm. The Business Unit Datacom Networks & IP Services is responsible for datacommunications and IP services. We are now launching a number of exiting products and network solutions that dramatically will change the way telecom networks are implemented.

● We are looking for a talented, highly motivated individual. Broad Band Remote Access Server group are located in Stockholm, Sweden. You will report into the Engineering Organization of the IP Network Access Product Unit based in Santa Barbara, California.

Primary responsibilities for the director would include: Line management of the designers and testers belonging to

the group. Creation, Evaluation and Coordination of the Product Roadmap of the AXI 510/AXC 706 suite of BRAS products with the Product Management team based in Santa Barbara. Cross department coordination of program/engineering management components based in the IPNA PU.

The employee will work with an embedded operating system for a remote access product that includes support for: routing and tunneling protocols, narrow band and broad band access technologies. Emerging technologies, 2nd and 3rd generation protocol support for wireless networks.

Requirements: A technical university degree is required. A degree in Business Administration would be a plus. Thorough working knowledge of IP Networking, Broadband Technologies and Telecommunication field is a must. Several years of engineering management experience are essential. Prior experience in International project/line management would be preferred. Experience related to marketing/sales and tactical planning would be valuable.

Contact: Birgitta Vinje, +46 8 422 0230, birgitta.vinje@etx.ericsson.se.

Application: Ericsson Telecom AB, NA/ETX/D/H, Marie Nordin, 131 89 STOCKHOLM, marie.nordin@etx.ericsson.se.

ERICSSON GMBH, HERZOGNRATH/AACHEN, GERMANY

CSS/GSM Operations

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

The CSS/GSM Operations has the overall responsibility for the Circuit Switching System (CSS) in all GSM based applications. This covers all classical GSM implementations for the different frequency bands: GSM 900, GSM 1800 and GSM 1900. In addition CSS will play a key role in introducing the 3rd generation mobile systems, UMTS, on the world market.

EED/X/R department at EED has the overall project responsibilities within CSS for the complete CSS node deliveries. We are about to embark on one of the most exciting and challenging projects within Ericsson. GSM R9 project, and our first UMTS delivery, have been combined together in order to maintain our strong market presence and ensure that we are FIRST-TO-MARKET with the UMTS package. We now need strong and experienced individuals to support our project and department team. The following positions are now open.

Process, Methods & Quality Manager

● The general responsibility of this position is to set up and maintain the processes, methods and quality measurement tools for the overall CSS projects.

The main authorities and tasks are: Supply the CSS projects with suitable methods and processes to enhance the system and software design process, initiate the use of improved and/or new methods and processes within the CSS organization, take process and quality measurements, plan and perform project / process audits, monitor and evaluate methods and processes used in other organizations in order to identify potential process improvements, support the project office in all methods, process and quality related activities.

We see that you have a solid background in management and/or project management in Ericsson operations. Also flexibility and willingness to change is a must. Background in managing improvement programs in development environments would be advantageous. Any previous experiences with methods, tools, processes, audits and project work is appreciated. Last but not least you should have a high interest in methods work and see this job as a challenge for you and the company.

You will be able to set clear goals, define messages and strategies and see through the implementation of the strategic improvements. Experiences with improvement work and deployment of new technologies would be a clear advantage.

Group Manager MSC Project Office

● The general responsibility of the group manager is to plan and lead the operations of the MSC Project Office in EED/X/R. Main authorities and tasks are: implement personnel policies and general rules. assure that all communication is executed with highest integrity and quality. perform appraisals and frequent personal development talks. plan and ensure competence development of the staff. participate in recruitment and introduce new personnel. provide the department with resource plans and forecasts. support the project teams. ensure that planned quality assurance activities are implemented. participate in the EED/X/R Management Team.

As a suitable candidate, you have a sound Ericsson network knowledge. You should be familiar in working in projects. Managerial experience (e.g. as group manager, team leader or project) is a clear advantage.

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

Project Quality Manager

● The main responsibility of this position is to establish and maintain the quality system for R9/UMTS projects. The main authorities and responsibilities are: quality co-

ordination of R9/UMTS projects, (pro-actively drive quality assurance activities within the R9/UMTS projects), establish a quality management network within the R9/UMTS projects, provision and implementation of project quality plans and quality reports, plan and perform project / process audits, measure and evaluate the quality of the R9/UMTS projects, support project management in all quality related activities. The quality coordinator reports to his/her line manager and to the respective CSS manager.

Potential candidates shall have a sound background in wireless and/or wireline AXE SW development projects. Any previous experiences with quality systems and processes are appreciated. Last but not least you should have a high interest in quality work and see this position as an opportunity for improving our products and our ways of working.

Configuration Manager for CSS/GSM R9/UMTS Project

The CSS/GSM Operations has the overall responsibility for the Circuit Switching System (CSS) in all GSM based applications. This covers all classical GSM implementations for the different frequency bands: GSM900, DCS 1800 and PCS 1900. In addition CSS will play a key role in introducing the 3rd generation systems, UMTS, on the world market.

● The main tasks and objectives will be: Development of necessary CM process updates, Support for implementation of Clearcase, Chair CCB meetings. In this position you will gain a lot of insight on how CSS plans, organizes and runs projects. You will learn which organizations are involved in decision making and how their roles and interfaces are defined. Thus acquiring valuable competence and knowledge for future career opportunities.

As a configuration manager you will need strong initiative, good planning, co-ordination and communication skills and the nature to never give up.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or CSS/GSM Project Office, EED/X/RJC Jan-Owe Johnsson, +49 2407 575 7872, eedjoj@eed.ericsson.se.

The International Project Office for SW Support (EED/X/Y) within CSS International Operations at EED are looking for a candidate to take the role as

Project Manager, Prepare CSS UMTS/GSM PLM & Support

for the combined CSS R9, GSM & UMTS project. The CSS R9 project is divided in two major parts, the 1st having main focus on UMTS and the 2nd having focus on both UMTS and GSM, planned end date for both parts is Q4 2001. Within CSS R9, new products are developed (MGW, CNOS) and existing products are updated (MSC/VLR, GDB, SOG/ BGW). The function reports to the Main Product Introduction Manager as are the Product Introduction managers per FOA market and Project managers Prepare SW Supply and HW Supply.

● Responsibilities: Study how following activities shall be handled from an individual Product and Core Network view: TR-Handling, SW-Updates, HW-Updates, Help Desk. Consider 3rd line, 2nd line and 1st line support. Consider and Execute the FOA customers support (RFA to GA). Identify needed changes to above processes. Identify needed methods, tools and competencies. Alignment of support on Product, Core network, UMTS and GSM level. Coordinate with other Product Units, part of the total UMTS system offering, and find best practices between the PUs' how to support the UMTS products as a system to the FOA customers and possibly a number of "first wave" customers.

Expected Results: Study, plan and execute the FOA Support (RFA to GA). Prior to CSS R9, GA, CSS shall have an agreed and approved PLM and Support proposal for all CSS products and processes for GSM and UMTS.

We are looking for a candidate with experience from AXE Support (preferably GSM), Supply projects and who has worked with customers in 2nd line or first line support. The candidate shall have project management or line Management experience at a medium to high level and must be familiar with the SW Support processes.

The work involves frequent contacts with a number of internal Ericsson functions, both technical and commercial. He/She will work extensively with PLM functions for the different CSS products, ASO and SAFSC organizations, other product units support responsibilities and Network Support.

He/She must be fluent in English, have good presentation skills, have a drive to deliver results with many organizations involved, be able and like to have many simultaneous activities, work excessive hours if required and handle extensive travelling within and outside Europe.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or EED/X/YOC, Anders Brandt, +49 2407 575 7473, eedabri@eed.ericsson.se.

One part of our responsibilities within the CSS Project Office EED/X/R is the Function Test of UMTS CN 1.0 (GMSC/MSC/VLR/HLR node).

AXE Troubleshooter for UMTS CN 1.0

UMTS CN 1.0, the CSS-UMTS Core Network project, is based on AXE GSM R8.0 (MSC Server, HLR) and will be the base for coming UMTS projects.

● We are looking for an experienced Tester or Troubleshooter with the following competences: GSM testing experience more than 3 years (MSC/VLR, HLR nodes). About 3-4 different projects in Function Test or System Test. Troubleshooting experience highly appreciated. Experience on target channel environment required and experience on simulated environment (STE, especially MGTS PASM) highly appreciated. GSM DT knowledge, like C7 signalling DT, B-No. analysis, etc. DT knowledge for IN and data calls appreciated. AXE system knowledge (APZ, 1/APT, C/APT, SSFAM, RMP, HLR, AUC, DTI, IOG)

You will be responsible to support Function Testers testing the Mobile Application(1/APT) functionality. You will take care about problems in target channel environment

and coordinate with UMTS System Testers performing IN-DUS Test activities. You will have the opportunity to learn about the new UMTS functionality by having the main UMTS development competence locally. You will work in an international organization with a highly motivated team.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se

The Test and Support Department (EED/X/S) within our CSS system house is responsible for system test, industrialization and support of the CME20 SS Product Line at EED. It includes CME20 SS product line configuration management, system test and industrialization of the CME20

Switching System releases, as well as product line maintenance and customer support for the CME20 SS product line.

We have also the responsibility to verify the UMTS Network solutions and the GPRS product line, which currently is in a very exiting stage of development. We can therefore offer positions at the very edge of technology in all current movements in the Tele Communications field. EED/X/ST is looking for two candidates to fill the positions of:

GSM SS/UMTS System and Network Testers

Proj.No 55/359

● The GSM Tester is mainly responsible for Test Design and Test execution needed to industrialize new functionality in the SS node. The UMTS Network Tester is mainly responsible for verification activities in a UMTS network which involves node testing on the AXE10, ATM, IP and UNIX platforms, as well as trouble shoot, configure and tune a whole UMTS network. Main activities are the definition of the prerequisites to perform the system verification, the performance of the Test Execution mainly in target environment, issue and follow up requirements for test configuration and simulation tools and to build up core competence for GSM and UMTS Industrialization.

A suitable GSM candidate should have experience in CME20 design or testing. Knowledge of either of Intelligent

UMTS/IMT-2000 & CMS 30 Opportunities in Japan

In order to meet the challenges presented by the future deployment of a 3rd Generation UMTS/IMT-2000 Network and the continued support of the large CMS 30 Network in Japan, the Customer Support Division (NRJ/S) within Nippon Ericsson is looking for a number of highly motivated and talented engineering personnel. The majority of these positions are based in Shin Yokohama, however some positions may be based in other locations within Japan.

All positions require a strong customer focus and the successful candidate should be able to work well within a team environment and be able to work with people from a large range of cultural backgrounds. English fluency is essential with proficiency in the Japanese language being highly desirable.

Training as required will be provided and some overseas and domestic travel may be necessary.

There may also be a requirement for some engineers to be available at times on an emergency support/on call roster.

For further details regarding Nippon Ericsson K.K please visit the webpage at: <http://inside.jp.ao.ericsson.se>

System Support Engineers (Core Network/Radio Network and Applications)

The applicant is required to have at least 2-3 years experience in a system support, verification or design role in the mobile telecommunications field although applicants with a background in fixed networks are also encouraged to apply. Positions are available in either the IMT-2000 or CMS30 areas for engineers with a sound knowledge in the AXE area and/or associated switching systems. A number of positions are also available for engineers to work in the Radio Network and Packet Data fields.

CONTACT:

E-mail: greg.atkinson@nrj.ericsson.se
(NRJGREG) Phone: +81 45 475 43 47
Fax: +81 45 475 43 50

O&M Engineers

In order to provide the highest level of support a UMTS system support help desk is being established and will operate 24 hours a day/365 days a year. Therefore a number of positions exist for engineers with system/O&M support experience who are able to deal with support problems/questions from the customer across a wide range of system platforms. These positions offer the opportunity for engineers to gain competence across a number of IMT-2000 related disciplines and system platforms (e.g. Datacoms, ATM, TCP/IP, Cello etc).

CONTACT:

E-mail: greg.atkinson@nrj.ericsson.se
(NRJGREG) Phone: +81 45 475 43 47
Fax: +81 45 475 43 50

Technical Instructor

NRJ/SU/T is urgently looking for an instructor who will run IMT-2000 theory courses currently available. Several IMT-2000 courses are scheduled regularly from Q2, 2000 for Ericsson staff. The applicant is required to have at least 2-3 years experience in teaching Ericsson technical training courses, preferably GSM (R7). Applicants are expected to deliver Introductory Datacom courses as well. Participation experience from UMTS projects is a clear advantage. The position offers the opportunity for Train-the-Trainer program.

CONTACT:

E-mail: satoshi.azuma@nrj.ericsson.se
(NRJAZU),
Phone: +81 45 477 54 23
Fax: +81 45 477 54 30

Configuration Data/Data Transcript Engineers

Applicant should have at least 6 years of AXE experience, in data transcript production, testing and related areas, preferably in CMS30. You should be computer literate in MS Windows environment. Experience in UNIX

Windows environment is a plus. As the position requires extensive contacts with external and internal units, good coordination and communication skills in English are essential. Experiences in DTSS, GREGER, DTH, PPDC and IMT-2000 are good assets.

CONTACT:

hitoshi.kawasaki@nrj.ericsson.se
(NRJHKAW)
Phone: +81 45 477 55 18
Fax: +81 45 477 56 30

For further information or to apply contact (please clearly state what position you are interested in):

Greg Atkinson
(IMT-2000 Support Manager)
Customer Support Division
Nippon Ericsson
E-Mail: greg.atkinson@nrj.ericsson.se



Make yourself heard.

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Network Services, the Charging and the Signalling sub-system is a significant plus. A suitable UMTS Network tester will need a solid background in datacom with more than a basic understanding of telecommunication. A person with knowledge in ATM and IP networking along with knowledge of AXE software will be favoured. You will also need good interpersonal and organizational skills to work as an effective member of a project team.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or EED/X/STEC, Andreas Demmig, +49 2407 575 366, eedade@eed.ericsson.se.

The section responsible for the Product Line Maintenance (PLM) EED/X/SL takes central maintenance responsibility for the Worldwide CME20/GSM Switching Systems considered as the primary competence centre for CME20/GSM Switching System will take central maintenance responsibility for the new UMTS MSC Server is looking for a

Project Leader Product Line Maintenance for UMTS R1.0/CME20 SS R9

Proj.No 04M00

● The project leader will be responsible for the Feasibility Study and Execution of the product line maintenance setup for UMTS R1.0 (MSC Server) /CME20 SS R9. He/she will report to the PLM section manager and to the CSS Support Project Office and work closely together with the R9 Indus and R9 Product Introduction Projects. The main target is to define and implement a maintenance strategy using existing PLM infrastructure and identifying new needs to give the UMTS MSC Server maintenance a successful and future proof start.

For this position we expect a leader personality with a strong background in maintenance, preferably in the GSM area. Additional background in Datacom is an advantage. He/she should be flexible, team integrating and be able to work under high pressure and customer expectations. To fill the position of the

PLM Group Manager of the maintenance, Test and Supply Group.

● we are looking for a motivated team leader with the qualification to steer the tasks mentioned below:

AC testing (SPAC) for GSM SS system releases and for UMTS MSC Server releases (Q1/2001 onwards).

AC-A loadfiles assembly, verification and release. From Q2/2000 onwards we will double the delivery frequency to biweekly loadfiles which will be accompanied by substantial process and tools improvements (MSS introduction, automated regression test).

ACD - Automated Correction Deployment which currently is in its pilot phase with Telefonica Moviles/Spain. The method, using remote OSS scripts for automising correction deployment into customer networks, is planned to be generally available Q3/00.

ATP Automated Testing Program: In 1999 the MTS group succeeded in automising the existing AC-A regression test by 80%. The ambition in 2000 is to enhance the regression test by a large quantity of automatised testcases and to build in the negative test used by the CME20 SS Indus organisation.

Line management: The Maintenance, Test and Supply group currently consists of 14 members. The experience level is between 1 and 4 years.

For this position we expect: Previous experience and sound knowledge of the processes and responsibilities in an AXE-based maintenance organisation. A good understanding of customer expectations and PLMs responsibility. Understanding of the PLM network including CSS design organisation, CSS supply and support organisation, ASO/SA-FS organisation, other product lines within CSS and within other product units.

We are looking for an open minded person with the ability to drive change in order to manage a dramatically increasing GSM market and to prepare for the challenges of the "new telecom world" coming up with 3G systems.

The management activities require assignment of tasks, active career development, people management and development of the groups scope of responsibility.

Senior Product Line Maintenance Tester

Proj.No 25/399

● Your contribution to the packaging team is key position with minimum 3 years testing experience in a AXE mobile switching systems in a maintenance or support organization.

You need a sound background in AXE test environment handling and IOG/APZ operation and maintenance, ASR competence, ability to drive improvement and change, effective teamwork and coaching of less experienced colleagues and an interest to participate in studies for new releases.

Opportunities for travel, networking, personal and technical development are outstanding. Watch yourself make a global impact with your efforts.

Contact: Elke Busch, EED/X/SLC, +49 2407 575 357, Eedelb@eed.ericsson.se or Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se.

Experienced Troubleshooters, Support Engineers and Testers needed for GSM SS node HelpDesk

Proj.No 46/399

● We are key players in the GSM support structure. We are looking for experienced personnel (4+ years) who can participate in:

Technical support for FSC/ASO/PLM/TCM/INDUS/DESIGN. FOA Support, Hot TR Troubleshooting, Emergency correction production. Correction testing. Technical consultancy. Global support co-ordination. Negative testing. Function testing. Taskgroup activities, Root Cause Analysis, Technical prestudies and feedback into UMTS development.

You should demonstrate a solid AXE background and a determination to tackle problems and meet new challenges. An open minded and flexible attitude and the ability to work well in a team environment are important personal qualities. You should also show good written and verbal communications skills. Some experience in the IN area could also give you the edge.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or EED/X/SLHC, Russell Hegg, eedruh@eed.ericsson.se, +49 2407 575 668.

Experienced AC-tester for global support of the NO.1 AXE Application

Proj.No 47/399

The product line maintenance section at EED, Herzogenrath, Germany takes central responsibility for the world wide CME20 switching system. It is considered as the primary competence centre for CME20 SS.

● REQUIREMENTS: testing/verification, PLEX and ASA experience, test system knowledge, IN and tool experience is an advantage, to be flexible and able to work under pressure, to be self-motivated, to work easily on your own and within a team and to achieve goals and customer requirements.

You have at least 3 years of testing experience in AXE mobile switching. Your main task is to test the correction in all the releases R7,R8,R8s, PRA, HWM, use test system to trace the problem in test channel and transfer your knowledge to less experience people in the group. Travelling at short notice as an integral part of the job,

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or EED/X/SLAC, Nasser Farhadi, +49 2407 575 409, eednaf@eed.ericsson.se.

Senior STE Methods and Tools Engineer

Proj.No 04/339

The STE Methods & Tools group is responsible for all STE activities within CSS in the area of Function Test, Design Maintenance, PLM, System Test, support organizations (ASO/SAFSC) and longer term Methods & Tools issues affecting testing. This central group will not only cover EED needs, but also all the other LDC's that belong to CSS. The focus is on STE (Simulated Test Environment) tools and protocol and traffic simulated tools that can be used in both STE and target environment (ex. MGTS, TSS 2000, TTCN, etc.).

● As a suitable candidate, you are an Ericsson employee and should have experience in AXE 10 testing. You should be able to work well on a highly motivated team and under strict time pressure. You also have to be service minded, be willing to travel and be prepared to quickly take new assignments. You have to be critical and always want to have the urge to improve the simulated testing environment.

You have to be open minded and willing to change in order to drive the simulated environment into the third generation mobile application systems.

Your responsibilities will include coordinating STE testing activities, gathering requirements from the customer, being involved in writing and coordinating new requirements, investigating impacts from new functionality in GSM/UMTS applications, defining methods for how to test new features, acceptance testing of new tools and trouble shooting in the simulated environment.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or EED/X/SOZC, Raymond Meertens, +49 2407 575 470, eedramo@eed.ericsson.se.

Software Design Engineers

Proj.No 07E00

● Are you looking for a demanding and challenging career in Software Design? Can you respond well to significant challenges and responsibilities? Then you should finish reading this ad. At EED/X/P we are responsible for the Software design, development and test of Mobile Switching Sub-systems (MSS) within the GSM and UMTS standard.

In this position you will have the opportunity to increase your knowledge of the UMTS functionality. You will work in an international organization as a member of a highly motivated team.

Requirements: Complete Telecom system knowledge. Programming experience e.g. (C++, C) and a working

knowledge of structural design methods is required for this position. Experience in SDL is a plus. A minimum of 2 to 4 years Software Design experience is recommended.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or Gina Roge, EED/X/P, +49 2407 575 254, eedgina@eed.ericsson.se.

EED/X/D is the overall responsible within Circuit Switching Systems (CSS) for system level activities. This includes overall CSS System Management (SM) coordination in the international CSS system management network. In addition EED/X/D has the system responsibility for the MSC node in the Core Network. The system responsibility for the GDB nodes (HLR, AUC, EIR, FNR and ILR) is located at EEM, MGW at LMF, CNOS at EEI, and for the GW nodes (SOG, BGW) is located at EPK.

CSS General System Management is located in EED/X/DE and is responsible for the Core Network in GSM900/ 1800/1900 and UMTS mobile networks. EED/X/DE works in partnership with the CSS System Management International. For the GSM/UMTS Core Network evolution of the MSC we are looking for a

PC-MSC Chairman

● The expansion of CSS with new product responsibility and the ongoing development of UMTS Core Network require a person to work as PC-MSC for CME20/CMS40.

As a suitable candidate is familiar with Ericsson product handling principles and you should have worked with AXE10 development in the mobile area on system level. Very good understanding of the GSM MSC is needed for this position. To apply for the job you need to have at least 5 years of qualified experience from design and/or testing of the MSC. As you will be chairman of the PC-MSC inspection body you need to be well organized and be prepared to take decisions.

Tasks for PC-MSC chairman is to organize the PC-MSC inspections of the System Level 1 documentation, assist the source system responsible in technical issues, prepare system documentation, etc. Normally, the job as PC-MSC chairman is combined with other system engineering tasks in the General System Management section, e.g. participate in technical investigations or pre-studies.

TC-CSS Chairman

● The expansion of CSS with new product responsibility and the ongoing development of UMTS Core Network require one additional person to work as TC-CSS chairman for CME20/CMS40. The TC-CSS team works in a network fashion with members from EED, EEM, EEI, and LMF; chairman of the inspection is rotated pending on the area.

The suitable candidate is familiar with Ericsson's mobile systems, has a solid background in systems design and is used to take technical decisions. The main tasks for TC-CSS are to review requirements and technical reports. New transmission capabilities (ATM, IP), new web-based O&M and new HW for CSS products are example of what TC-CSS reviewed last year. For year 2000 we will focus on requirements for UMTS Core Network based on 3GPP R'00 specifications.

For this position we require that you have a very good knowledge of the GSM/UMTS system. Formal education is university degree (Master's of Science or similar), minimum 5 years of qualified system work, and willingness to learn new areas.

Contact: Human Resources, EED/H/R Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se or EED/X/DEC, Per Ljungberg, +49 2407 575 609, Per.Ljungberg@eed.ericsson.se.

The Platform Management & Dimensioning group, EED/X/DD, is looking for

System Designers, Hardware Platform Management

● The task of HW Platform Management is to ensure that the portfolio of platform products meets the present and future needs of CSS (in terms of functionality, characteristics and cost) and to evaluate the system impacts of new or improved platform products. This work involves a broad range of system level activities such as:

Long-term platform strategy studies. HW (pre-) pre- and feasibility studies. HW technical coordination within CSS projects. Requirement specifications and assignments to HW platform providers. Continuous monitoring of one or several platform product areas. Tollgate assessments of HW delivering projects.

Suitable candidates possess a relevant engineering degree (e.g. telecommunications, electrical, or software engineering) with a minimum of 2-4 years of experience in design, testing or system level technical development. Experience in platform related work (AXE-10, OTP, TelORB, AXD301,...) is an advantage, but not absolutely necessary. Good verbal and written communication skills, a high level of personal initiative and the ability to work autonomously are essential for this position.

Contact: Christina Schneidawind, +49 2407 575 89447, eedcsch@eed.ericsson.se, HW Platform Management, Pieter van Rijnsoever, +49 240 575 172, eedpvr@eed.ericsson.se. The Transit Development Department in EED is looking for a Project Manager taking care of subprojects for Transit and

Traffic Control development in the Application Core (CAPC). The new Transit-AM (TRAM) and the included Wireless Traffic Control products are part of the mobile product lines UMTS, GSM, TDMA and PDC. The CAPC and Transit responsibility is located in EED/U at Aachen, Germany.

Project Manager Transit / Traffic Control

● The general responsibility of the project manager is to manage Transit and Traffic Control development projects from TGO until MS8 as part of the EED/U/T project office team.

The main authorities and tasks are: To act as project leader in Transit and Traffic Control subprojects to represent Transit/TCS projects towards CAPC main projects to coordinate Transit/TCS projects towards the mobile applications (UMTS, GSM, TDMA, CDMA, PDC) to actively take part in the resource planning process to participate in improvement of project management methodology

As a suitable candidate, you are an Ericsson employee and should have a minimum of 3 years AXE-10 development experience and good background in project management according to PROPS and Incremental Design. Any managerial experience (e.g. as group manager, team leader or project manager) or experience in the transit and/or traffic control area is a clear advantage.

The position requires initiative, good communication skills and a good ability to work under pressure. Fluency in written and spoken English is required.

Contact: HR, Simon Seebass, +49 2407 575 163, Simon.Seebass@eed.ericsson.se or Transit Development Department, Norbert Floeren, Norbert.Floeren@eed.ericsson.se, +49 2407 575 228.

Core PU Application Core (CAPC), PA wireless TCS

The EED/U/T department is part of the Core Product Unit CAPC and is responsible for design and maintenance of the wireless TCS subsystem. We are looking for a

Maintenance Engineer

● The maintenance engineer is responsible for investigating and proposing solutions on problems reported by our customers. This is done in close co-operation with support centers all over the world.

The main authorities and tasks are: Analyse and investigate trouble reports on released TCS products. Write and verify corrections in both target and simulated environment. Propose solutions. Design and verify TCS subsystem products according to the RPC process.

As a suitable candidate, you are an Ericsson employee and should have experience in design maintenance activities. Any test experience in simulated and target environment as well as experience in the traffic control area is a clear advantage. Furthermore, the position requires initiative, good communication skills and the ability to work under pressure

Contact: EED/U/TTC, Maurice Van Mulken, +49 2407 575 701, eedmava@eed.ericsson.se or HR, Simon Seebass, +49 2407 575 163, Simon.Seebass@eed.ericsson.se.

General Packet Radio Service (GPRS)

Configuration Manager (technical)

● The challenge for configuration management is to keep control over all objects which are produced and used during the software life-cycle. This includes source code, executables, released products, trouble reports, requirements, test data, third-party products.

Technical means to support configuration management are special databases (CVS, RCS, ClearCase). These provide the basics to differ between versions of objects. Tools like labels, triggers, branches, views etc. help to keep the different version under control. Through scripts these tools become a powerful instrument to control projects and products. For persons interested in technical CM, we provide a good opportunity to quickly speed up in a technically skilled team and take over own responsibility after a short time. We are working with future-proof technology. ClearCase, MultiSite and DDTs (ClearQuest) are not only Ericsson's choice for configuration management but industry's standard. Perl, a scripting language we use to adapt the tools to our needs, is the most popular programming language in the WWW.

Persons interested in this field should have a structured and disciplined approach to tackle problems. The ideal candidate has an understanding of software development. Background in UNIX and scripting languages is a plus as experiences with any kind of configuration management tool.

Contact: HR, Simon Seebass, +49 2407 575 163, Simon.Seebass@eed.ericsson.se or EED/D/QC, Stephan Jacobs, +49 2407 575 627, stephan.jacobs@eed.ericsson.se.

The EED/D/V section is responsible for Verification and Maintenance of the Ericsson Global Packet Radio System. We host projects for node and network verification prior to system release and take care of GSM node and network maintenance after worldwide availability. Our vision is to take responsibility in network verification of mobile datacom networks. In order to strengthen this network competence we are looking for a

BSS Test Expert

● For this position we are looking for a skilled technical person with at least 3 years Ericsson experience in the verification or maintenance of GSM BSS nodes. You will be working in a BSS core team providing the competence to drive our datacom verification activities to success.

Activities in GPRS Network level Testing. Interface verification. Integration of BSS. Trouble shooting on BSS with focus on the packet switching part. Supporting integration of mobile terminals into the network.

As an ideal candidate you have worked with verification or maintenance of the BSC. Your sound knowledge of the BSS system enables you to work independently. You understand the basic elements of the GPRS network and you are willing to expand your competence area with mobile data-communication.

You have experience to share your knowledge with new colleagues. Change is normal to you on your way to identify solutions.

Contact: HR, Simon Seebass, +49 2407 575 163, Simon.Seebass@eed.ericsson.se or Maintenance & Customer Support, EED/D/V, Tomas Busch, +49 2407 575 178, eedthb@eed.ericsson.se.

Strategic Product Manager Transit

Proj.No 80/399

● The Strategic Product Manager (SPM) works with the competitiveness and economical performance of the Transit products in CAPC. For this the SPM requires extensive contacts with the SPM's from our internal Ericsson customers and with the ongoing CAPC projects. The CAPC customers are the mobile applications GSM, UMTS, TDMA and PDC and the mobile systems NMT and TACS as with the wireline applications for common areas.

The main tasks are to represent Transit area in the CAPC Product Management Network, to identify trends in product development in cooperation with our customers, to propose long term development strategies for the Transit product areas, to see to that competitiveness and economical performance of the products are best possible over the product life-cycle and to perform business opportunity tracing.

In the area of requirement handling your main tasks are to evaluate incoming requirements and to initiate system studies, to evaluate and act upon assignments received for the product area, to issue Transit requirement specifications, to validate RS's and FS's and being involved in requirements issues in running Transit projects in CAPC.

Required qualifications are a strong technical background in telecom or database industry with experience in AXE10

development and/or system design. Good knowledge of mobile telephone systems. Being able to take initiative and work in a dynamic environment. Excellent communication and interpersonal skills.

Competence in one or more of the following areas is essential: AM System development, Signalling and Protocols, Traffic Control, (Wireless) Charging or ATM.

Contact: HR, Simon Seebass @eed.ericsson.se, +49 2407 575 163 or U/T System Group, EED/U/TG Joe Wilke, eed-jow@eed.ericsson.se, +49 2407 575 399.

Group Manager Wireless TCS Design

Proj.No 79/399

● The Transit Development Department in EED is looking for a group manager to establish a new group for Traffic Control design in the Application Core (CAPC).

Traffic Control products are part of the new Transit-AM (TRAM) that is introduced to the mobile product lines UMTS, GSM, TDMA and PDC. CAPC and Transit responsibility is located in EED/U.

Tasks: The general responsibility of the group manager is to plan, lead and the operations of the design group in EED/U/T. He/she has to that the required goals are fulfilled, the needs of the company satisfied, the group is efficient and competitive.

Main authorities and tasks are to implement personnel policies and general rules, to assure that all communication is executed with highest integrity and quality, to perform appraisals and frequent personal development talks, to plan and ensure competence development of the staff, to participate in recruitment and introduce new personnel, to provide the department with resource plans and forecasts, to set-up and coach design teams, to ensure that planned quality assurance activities are implemented and to participate in the EED/U/T Management Team

As a suitable candidate, you are an Ericsson employee and should have a of 5 years AXE-10 software design knowledge. You should be familiar in working in projects. Managerial experience (e.g. as group manager, team leader or project) or experience in the traffic control area is a clear advantage.

Contact: HR, Simon Seebass @eed.ericsson.se, +49 2407 575 163 or Transit Development Department, Norbert Floeren, +49 2407 575 228, Norbert.Floeren@eed.ericsson.se.

System Designer, Datacom & IP

Proj.No 64/399

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

To strengthen our capabilities for this type of system work, we are looking for an experienced System Designer focusing on Datacom and IP. You should have more than 3 years of Ericsson experience in AXE10 design and experience of packet switched techniques or platforms is required. Due to the type of work performed, some travelling may be necessary.

System Designer, Intelligent Networks

Proj.No 65/399

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

To strengthen our capabilities for this type of system work, we are looking for an experienced System Designer focusing on IN development. You should have more than 3 years of Ericsson experience in AXE10 design and previous experience within Service Control and/or Service Switching Functions are regarded as an advantage. Due to the kind of work performed, some travelling may be necessary.

System Designer, APG40 Characteristics

Proj.No 63/399

Do You want to be a part of UMTS (Universal Mobile Telecommunication System), NGS (Next Generation Switch) and System 108 while you are working in a motivated area with a high level of productivity, as well as great personal gratification?

● We are looking for a person who can initiate and run capacity/characteristic issues within the APG40 area. This includes both investigations and discussions around the characteristics of the APG40 and it's applications. It entails modeling and dimensioning of integrated applications and their environment. You will be required to define mechanisms for making fast and accurate estimations of characteristic behavior on the APG40.

The CAPC systems management is responsible for the system development of the Transit and Network Access

products that are common for many of Ericsson's AXE based systems, both for wireline and wireless systems. This responsibility includes activities such as running product committees, handling overall technical coordination in the CAPC projects, perform system studies and source system design. Present challenges are system work for ATM backbone solutions for the UMTS and the NGS.

A successful candidate should have at least 2-4 years experience from software design or system design within an AM system. You will need good general technical and communication skills. Knowledge of the NT operating system, the APG40 and previous experience or knowledge of traffic models is a distinct advantage. Since the work requires co-ordinations within the project, travel can sometimes be necessary.

System Designer, APG40

Proj.No 62/399

Do You want to be a part of UMTS (Universal Mobile Telecommunication System), NGS (Next Generation Switch) and System 108 while you are working in a motivated area with a high level of productivity, as well as great personal gratification?

The APG40 is a windows NT based high availability platform targeted for IO and element management applications. We are looking for a person who can take an active part in developing and introducing APG40 platform into the next generation of open telecommunication systems. This includes both investigations and discussions around the software architecture, applications and interfaces of the APG40 in all parts of the development life cycle.

● The CAPC systems management is responsible for the system development of the Transit and Network Access products that are common for many of Ericsson's AXE based systems, both for wireline and wireless systems. This responsibility includes activities such as running product committees, handling overall technical coordination in the CAPC projects, perform system studies and source system design. Present challenges are system work for ATM backbone solutions for the UMTS and the NGS.

A successful candidate should have at least 2-4 years experience of software or system design using software methodologies and technologies such as OO or CORBA. Experience with modern software languages such as C++ is essential. A good knowledge of NT is a strong advantage. Since the work requires co-ordination within projects, travel can sometimes be necessary.

Contact: HR, Simon Seebass @eed.ericsson.se, +49 2407 575 163 or Gert Wallin, +49 2407 575 8058, eedgew@eed.ericsson.se or Robert Ivarsson +49 2407 575 704, eedriv@eed.ericsson.se.

Shape the future of optical networking with Ericsson.

Right now, telecommunications is the most dynamic and interesting industry there is. At Ericsson Transmission Solutions, we supply telecom operators and Internet service providers with high-capacity broadband networks to deliver the next generation of services to business and mass-market customers.

It's a challenge that demands a combination of vision, market understanding and technical excellence. And it's a challenge that we are meeting, thanks to Ericsson's unrivalled expertise in all these areas.

The world needs optical networking... Demand for bandwidth to deliver new applications means that high-capacity optical networks are vital to the future of communications – for both fixed and mobile operators, in access, metropolitan and core networks.

Transmission Solutions are vital to Ericsson. Our world leading Optical Networking solutions comprising of SDH, DWDM and Network Management technologies, combined with

a full services portfolio are being implemented world-wide and we are growing fast.

... and you can help us provide it.

To help us further develop the solutions that will shape the future of communications we need a number of highly qualified team players.

Ericsson Transmission Solutions is based in two of Europe's most dynamic telecommunications regions: Kungens Kurva in the southern part of Stockholm, and Horsham, an attractive town close to London in the south-east of England.

We offer a stimulating and convivial working environment, and all the benefits you would expect from a world leader in the world's most exciting industry.

If you can rise to the challenge of shaping the future of telecommunications, make yourself heard and contact us now.

For more information about our Sweden and UK based vacancies, please view the following

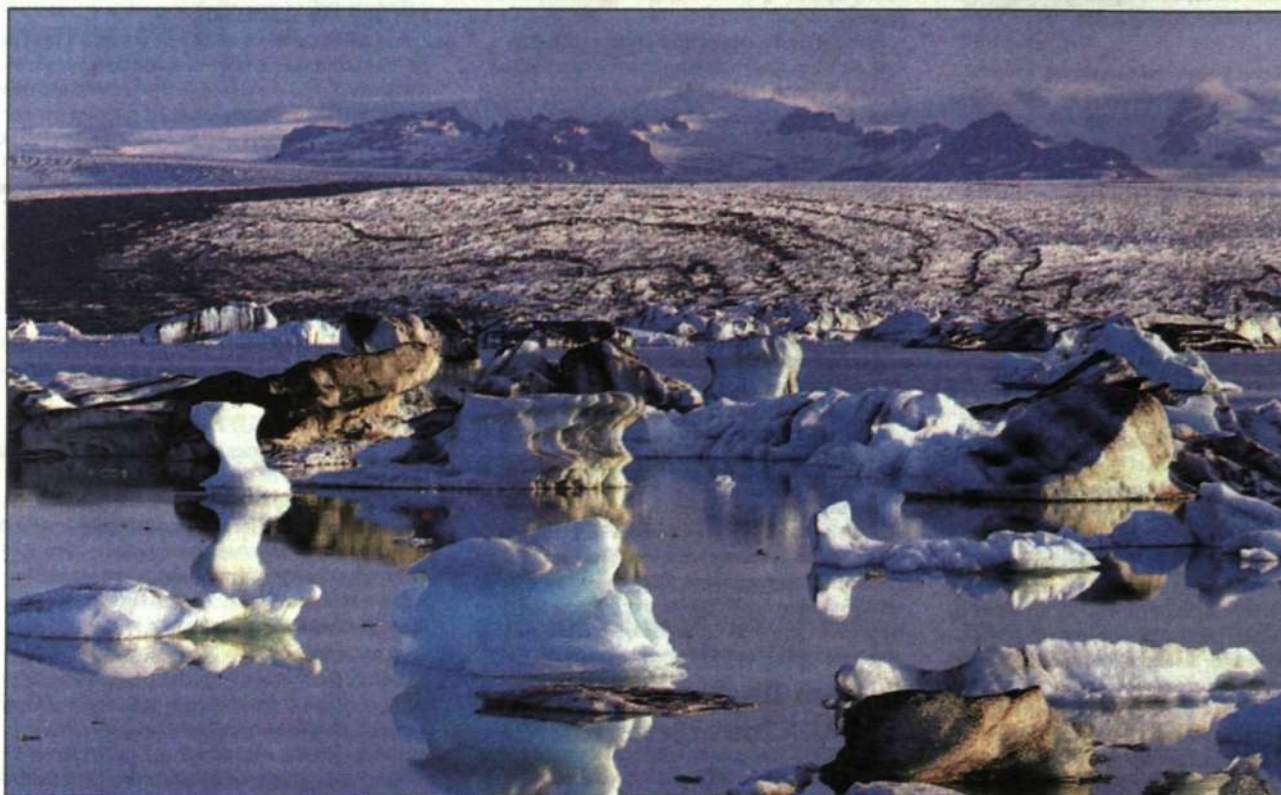
websites: <http://wdm.ericsson.se/Vacancies/> and http://sdh.ericsson.se/ptta/organisation/bl_job_vacancies.htm

For further information about these vacancies, you can also contact chris.vaughan@etl.ericsson.se in the UK or anita.lindqvist@etx.ericsson.se in Sweden.



Make yourself heard.

ERICSSON



In April, Iceland will be the setting for an international speed chess tournament. Several Grand Masters are invited. One of them is current world champion, Garry Kasparov. Photo: Great Shots



In a separate competition, Kasparov will play at least ten individuals simultaneously.

The world of chess will undergo a fusion of fire and ice as Ericsson sponsors an international speed chess tournament in Iceland. Along with the Icelandic operator Islandssimi, and OZ.COM as co-sponsors, chess@Iceland, the tournament's official name, will feature reigning world champion, Garry Kasparov.

Kasparov chills out with 'Chess on Ice'

Through a backdrop of rumbling volcanoes and drifting ice sheets, world chess champion, Garry Kasparov will battle against at least 10 individuals simultaneously, but with a cool twist: it will be held on a glacier 3,900 feet above sea level - 'Chess on Ice'.

Eleven leading players will play in the tournament, to be held in April, plus an additional contestant to be decided by pre-qualification games over the Internet.

Leading Grand Masters

chess@Iceland will play host to some of the chess-world's heavyweights: in addition to Garry Kasparov, leading Grand Masters Viswanathan Anand, Jan Timman, Viktor Kortchnoi, Ivan Sokolov and six Icelandic Grand Masters will participate.

The Icelandic Chess Federation, a member of the World Chess Federation (FIDE) is organising the competition. The qualification games for the twelfth seat are orga-

nized in association with the Internet Chess Club (www.chessclub.com). The victor will win an all expenses paid trip to take part in chess@Iceland.

Live on the Internet

Garry Kasparov is an advocate of the Internet as a medium to promote chess.

"Chess belongs on the Internet. We're creating a virtual chess space where many events can take place, and I believe this gives chess a very good chance in the near future to become a public sport," he commented.

On Saturday, April 1st, the players will compete in two groups. The top two players from each group will then compete in the finals the next day.

The tournament will be broadcast live on the Internet at www.chess.is and the results are also available via Wap-enabled mobile phones.

Mike Thurk, head of Ericsson Datacom and IP Services said, "The Internet is

allowing people to reshape the way they work and play - in play, creating and uniting groups like on-line game communities. Ericsson is working with leading next generation operators like Islandssimi to enable anywhere, anytime communication for groups like these."

Iceland has a strong interest in chess with a plethora of websites dedicated to the pastime.

The small island-nation has produced a surprising number of International Grand Masters who gained a respectable status in the international chess community.

Icelander Fridrik Olafsson, one of the masters, served as the President of FIDE from 1978 to 1982. While in 1972, Iceland hosted the World Championship match, when American Bobby Fischer defeated Russia's Boris Spassky.

Matthew Tapsell

matthew.tapsell@lme.ericsson.se

UPCOMING

March 29-30: Wireline Systems has a kick-off meeting in São Paulo in Brazil, under the title Get Insp(w)ired.

April 5-7: Mobile Commerce World, Singapore. Ericsson is the main sponsor of the conference.

www.mobilecommerceworld.com

April 10-12: Mobile Internet, London. Ericsson is a co-financier of this international conference during which Nokia, Amazon.com, Nortel, Microsoft and others will speak about the future of the mobile Internet.

www.ibctelecoms.com

UPDATES

Three 3G orders to Ericsson. Last week, Ericsson received the company's, and the world's, third order for a 3G system. The order came from Ålands Mobiltelefon Ab.

Ericsson's satellite phone capabilities took a giant leap forward last week, when the first call was placed via the Asian geo-stationary satellite (Aces). The call was placed over Ericsson's R190, the world's smallest and lightest satellite/GSM dual mode phone.

The UN has purchased equipment from Ericsson for a telephone network in Kosovo.

NEW ASSIGNMENTS

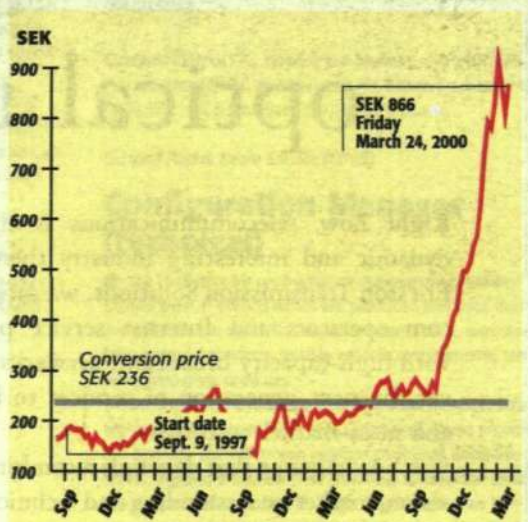
Bo Berglund of Ericsson Radio Access has been named an expert within the field of MCPA (Multi Carrier Power Amplifier) technology.

Leif Rinman has been named the new head of the Bosnia-Herzegovina market unit.

Carl-Gustaf Leher is set to become the new personnel manager for the Operators segment. He succeeds Ann-Charlotte Dahlström who is leaving Ericsson for SEB.

Urban Gillström has been named the new head of the Central America market unit. Currently, Urban is head of Ericsson in Singapore.

THE ERICSSON B SHARE



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

