

## New home safety solutions

Ericsson's and Skanska's new company, Alleato, has plans to develop solutions that will make it easier for elderly and sick people to stay in their homes longer. New technology can detect, for example, whether a person has taken their medication.

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## Chronicle of 125 years

It has taken over three years to complete the 125th anniversary book, "The Ericsson Chronicle." Only the Bible has been printed in a larger first edition in Sweden. The book will be printed in four languages.

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# contact



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## 4,200 employees switch to Flextronics

All mobile phone production is being transferred to Flextronics, of the US. That was the biggest news item to come out of the year-end financial report presentation. The decision means that some 4,200 employees will be going to work for a new employer. Approximately 700 employees will receive layoff notices.

Ericsson posted its best earnings ever for a full-year financial report. Earnings last year totaled USD 2.8 billion. Sales increased 29 percent and orders received by 33 percent. Nevertheless, the share price fell on the Stockholm stock-exchange following the news, but recovered the following week.

3-7

## Focus on the mobile Internet

Effective March 1, the Internet Applications and Solutions division will cease to exist. Consulting operations within the Internet Solutions unit will be incorporated into Global Services. Under this new organization, Ericsson will handle the expansion of the mobile Internet.

8

## New network in Yugoslavia

The next few months will be important for Ericsson in Yugoslavia. The company hopes to land a GSM network contract from mobile phone operator Telekom Srbija. An expansion of the entire Yugoslavian mobile phone network is also expected to begin soon.

12-14

## CeBIT – it's showbusiness

Organizing Ericsson's CeBIT arrangements is not unlike starting up a medium-sized company. What is it that keeps experienced trade show workers coming back year after year?



23



In January, thousands of people were affected by an earthquake in El Salvador. The local Ericsson office in El Salvador will remain in contact with the Red Cross during the coming months, in order to provide support. Photo: Eduardo Valenzuela

## Ericsson assists India and El Salvador

Over the course of a week, two powerful earthquakes left a path of death and destruction in India and El Salvador. The earthquakes mark the first real test of Ericsson Response, the company's new disaster response initiative. Contact went to El Salvador to accompany one of the project leaders during relief efforts there.

16-18

### TECHNOLOGY

Ericsson Radio Systems in Linköping has compressed the traditional project model, breaking it down into smaller units and making each responsible for a portion of software. Using the Daily Build system, each unit conducts daily builds and testing of their portion.

26

### AT WORK

With 25 percent of its management composed of women, it comes as no surprise that Ericsson in Croatia was recently awarded Ericsson's equality award – an honor that caused personnel manager Ana Jozeneć to jump for joy. Read more about why Ericsson in Croatia has been so successful and how they plan to continue their equal opportunity efforts.

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# GENERATING SOLUTIONS

## For high capacity networks

Through its leadership in SDH broadband radio-link systems, Nera has become the natural business partner with Ericsson, providing total solutions for high capacity wireless networks around the world.

With the ever increasing demand for mobile communications in both voice and data, the ability for rapid installation and commissioning of new networks is crucial to meeting that demand.

To that end, there exists an OEM agreement between Ericsson and Nera that is managed by Ericsson's Product Unit Optical Networks Group in Horsham, UK.

Moreover, Ericsson and Nera are working successfully together on a number of major high capacity radio-link network projects including:

- Large scale development of Poland's mobile phone network
- Construction of a new SDH backbone mobile phone network in Morocco
- Supply of SDH radio-link equipment and services for the metropolitan area in Bogota, Colombia and a high capacity network in Sao Paulo City, Brazil

For the cost-effective total solution to high capacity radio-link networks, one call to Nera from Ericsson was all it took.

## WITH ERICSSON

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Let us introduce you to  
**Jean-Christophe Ronzier.**

Jean-Christophe spends all his time working with Ericsson on behalf of Tektronix. He has many years of experience in test and measurement and would like to share that knowledge and experience with you strategically.

Ericsson is acknowledged as a world leader in communications solutions. And as a totally committed partner, Tektronix is a truly focused, global test, measurement and monitoring company, providing enabling test technologies that turn your ideas into reality.

To Jean-Christophe, your business success is everything. Because in a relationship with Tektronix, your vision is our goal. To take advantage of his knowledge and experience, call him on +46 (8) 477 6559 or email [Tektronix-Euro-KeyAccounts@tek.com](mailto:Tektronix-Euro-KeyAccounts@tek.com)

**Tektronix**

# Telephones in the limelight

Mobile phones dominated the question period that followed the press conference held on the day of the year-end report. An unusually large number of journalists and analysts were in attendance at Elettum in Kista, Stockholm's Silicon Valley, where the press conference was being held for the first time.

► The year-end report was presented by Ericsson Chief Executive Officer Kurt Hellström and Senior Vice President in charge of finance, Sten Fornell. Kurt Hellström began by declaring that Ericsson's markets are continuing to grow, especially for Mobile Systems, which are generating strong profitability and growing faster than the market as a whole. The favorable trend in the Multi-Service Networks has become stronger. On the other hand, Consumer Products are still the problem child, even though the profit forecast for the segment was borne out.

The company's sales rose 29 percent last year compared with the preceding year, and the corresponding figure for order bookings was 33 percent. Kurt Hellström pointed out some of the factors behind these figures.

## Growth of 50 percent

The number of mobile phone subscribers in the world continued to grow, reaching up to 700-715 million last year, corresponding to growth of almost 50 percent. At the same time, the average call time continued to grow, leading to increased traffic in mobile networks. Major operators have maintained the evolution from 2G to 3G via GPRS.

"The figures show that we strengthened our already strong position in the 2G market.



Ericsson's year-end report attracted more attention than usual. Ericsson's sales did not rise as quickly last year as in 1999. Kurt Hellström attributed the figures to losses incurred by Consumer Products. Photo: Lars Åström

"What the figures do not show is our leading position in 3G. To date, we have secured more than half of the 3G agreements that have been signed, and most of the contracts for GPRS systems. This means we have a very strong position to build on", said Kurt Hellström.

Mobile Systems account for 55 percent of Ericsson's sales. The division's success is based on excellent cooperation with the world's largest operators, major investment in research and development, and a capacity to de-

liver large volumes of equipment for new networks.

"In addition to Mobile Systems, the Multi-Service Networks division is another part of our operations of which I am very proud. Here, we have achieved a market share of around 35 percent," said Kurt Hellström.

## Strategic cooperation

He then addressed the issue of profit in the Consumer Products division, which comprises 20 percent of Ericsson's operations.

"While the fourth-quarter figures were fully in line with expectations, this area is still not satisfactory to us."

After the press conference, Jan Wäreby, executive vice president of the Consumer Products division, explained why Ericsson chose to cooperate with Flextronics.

"This cooperation helps us increase profitability and creates greater flexibility."

Gunilla Tamm

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## Major investments in next few years

► Ericsson's forecast is that sales will increase by 15-20 percent this year – a somewhat more modest increase compared with last year, when sales rose by 27 percent. The lower forecast is explained by the current considerable uncertainty in the telecom industry. Despite the uncertain market, Ericsson is confident about its operations.

"We have secured most of the available contracts for the next-generation mobile networks. Consequently, we are increasing our investments to ensure that we can make a flying start with 3G. In the first quarter of 2001, we will see ongoing strong growth in systems," says Kurt Hellström.

Ericsson still expects strong growth in mobile communications, due to the growing

number of subscribers, and the fact that the large operators are switching to multi-service broadband networks.

According to the latest forecast, a total of 500-540 million cellphones will be sold in the world this year. The number of subscribers is expected to reach 920-950 million.

The "back-to-profit" program continues as planned, and Ericsson expects to be able to present a profit in Consumer Products as early as the second half of this year.

The outlook for the first quarter of the current year is not encouraging, however: a break-even result is expected.

The reason for this forecast is that profits are being consumed by ongoing losses in mobile phones, combined with substantial

investments in next-generation mobile systems.

"Not until later in the year will we be able to reap the benefits of the restructuring of our mobile phone operations," says Kurt Hellström.

The next two years will be burdened by substantial investments and the significant profits will be late in coming, but Kurt Hellström still sees a bright future.

"I am convinced that we will once again demonstrate our ability to mobilize our resources, and that Ericsson will be the uncontested industry leader by year-end."

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Kurt Hellström gazes into the future.

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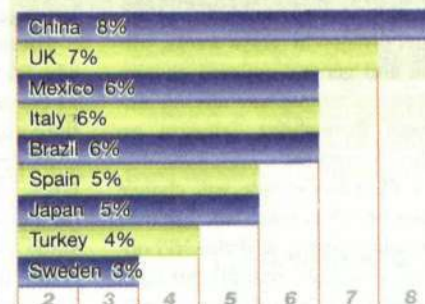
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### DID YOU KNOW THAT...

... Ericsson's largest market in terms of order bookings in 2000 was the US, which accounted for 12 percent?

Aside from the US, the following nine markets comprise Ericsson's top ten:



# New joint venture to boost profitability

Following large losses, the Consumer Products division is taking aggressive steps to once again become profitable. All production and deliveries of mobile phones will be taken over by Flextronics, a contract manufacturer. The austerity program means that the number of Ericsson employees will be reduced by 11,000.

The approximately 600 employees in Sweden who will become redundant will be assisted by staffing companies that will work with Ericsson in efforts to find new jobs.

"It's always tough when employees become redundant, but we believe that those who are being released will find new jobs with the help of staffing companies," says Jan Wäreby, manager of the Consumer division, following the press conference on Friday, January 26.

Jan Wäreby still sees a bright future. He has faith in the radical



Jan Wäreby



Outsourcing the production and delivery of mobile phones to Flextronics but retaining research and development, as Ericsson is doing, represents a radical approach that no other telecom supplier has dared to try up to now. This picture is from the plant in Visby, Sweden, where Flextronics took over production in 1999. Photo: Lars Åström

approach that no telecom supplier up to now has dared to try: outsourcing the production and delivery of mobile phones but retaining the research and development functions.

"We're the world's first telecom

company to take this approach," he says. "But in the automotive industry, for example, companies have been working this way for a long time."

The fact that the changeover from manufacturing of mobile phones to

production of 3G systems has done so well in the plants in Kumla, Sweden, and in Lynchburg, Virginia, in the United States, has given the division the courage to continue the changes.

The objective remains unchanged: to return to profitability during the second half of 2001.

"We will concentrate on what we do best – research, development, design, marketing and sales – and Flextronics will do what it is best at: production and delivering. Since our present cooperation with the company is going so well, it was natural to expand it," Jan Wäreby says.

A competitive market is forcing Ericsson to reduce production costs to a minimum.

The joint venture with Flextronics will yield lower production costs and more flexible production. The risks associated with fluctuations in demand will thereby be reduced.

Assigning Flextronics responsibility for production and delivery, combined with the measures taken earlier, is expected to save the Consumer Products division USD 1.5 billion at the end of next year.

Restructuring costs are expected to total USD 820 million. Ericsson will become Flextronics' largest customer.

Ulrika Nybäck

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## Flextronics to take over production

Under the terms of the agreement between Ericsson and Flextronics, 4,200 people will change employers. Flextronics will take over production of mobile phones in seven locations in five countries.

News of the agreement was received with mixed emotions. Nine hundred employees in the plant in San José, Brazil, will now be offered jobs with Flextronics. Most of the employees reacted with surprise.

"We've certainly been in the forefront in many ways in terms of production and we've been highly praised. That's why many people are naturally surprised by the news," says José Franchito, at Ericsson in San José.

"At the same time, I think that up to now everyone has reacted calmly to the news. It's a great relief to know that no one will be made redundant."

### Surprise and concern

Despite the rumors that – in Sweden, at least – surrounded the Consumer division in recent weeks, surprise and general concern characterized the atmosphere among employees throughout Ericsson on Friday, January 26.

In all, 4,200 people will change employers. Flextronics will take over production plants, and also NPI operations – volume manufacturing of new products. In addition to Brazil,

### FACTS/OUTSOURCING TO FLEXTRONIXS

- San José in Brazil
- Shah Alam in Malaysia
- Carlton and Scunthorpe in the UK
- Lynchburg, Virginia, in the US
- Linköping and Pilängen (distribution center in Kumla)

### Operations outsourced to Flextronics earlier

- Karlskrona
- Katrineholm
- Visby
- Västerås
- Stockholm

operations in Malaysia, the United Kingdom, the United States, and Sweden are affected.

During the past four years Flextronics has taken over a number of

Ericsson operations in Sweden. This experience is what has given Ericsson such great confidence in the company.

"We're naturally delighted with

and proud of this transaction," says Ronny Nilsson, President of Flextronics in Western Europe.

"I regard it as confirmation of our success to date in measuring up to Ericsson's demands."

### Smooth transition

He understands those who are concerned about switching to a new company. When a person has worked in one place for a long time, he or she feels secure there.

"But I want to say to them that up to now things have gone very smoothly when Ericsson employees

have moved to us. Working in a company that has production as its core business is viewed favorably. Just the fact that work in the production sector attracts the attention of the entire organization, including top management, is satisfying," Ronny Nilsson says.

Ronny Nilsson himself has worked for Ericsson twice, most recently as manager of Ericsson in Karlskrona, which was outsourced to Flextronics in 1997.

Lena Widegren

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## Specialists in large volumes

Ericsson has worked with Flextronics, the American contract manufacturer, for a number of years, with good results. The company has broad experience in mass-producing goods at low cost, and it knows how to manage the movement of large volumes of production.

These are some of the reasons why Ericsson is electing to shift all of its production of mobile phones to the company.

Flextronics works with most of the large manufacturers of mobile phones and has the capacity to assume responsibility for the entire chain in the production process. This enables Ericsson to concen-

trate on design, marketing strategies and invoicing.

Flextronics has been one of Ericsson's most important partners since 1997, when the company took over the operations in Karlskrona, with slightly more than 900 employees.

Since then the partnership has expanded rapidly and today Flextronics and a number of Ericsson divisions are working together in more than 20 Ericsson plants.

Flextronics' present takeover of mobile phone production marks the first time that the company has taken over Ericsson operations outside Sweden. Flextronics International Ltd, the world's second-largest con-

tract manufacturer of sophisticated electronics, has operations in 30 countries on four continents.

With its global presence and by concentrating its production in low-cost countries, the company can keep logistics costs low and maintain rapid and reliable delivery schedules. Between 2,000 and 4,000 people are employed in each of the largest production plants in Hungary, China, Brazil and Mexico.

Flextronics bases its operations on contracts from the broadest-possible customer base. In addition to Ericsson, its roster of successful customers includes Cisco, Palm and Microsoft.

### FACTS/FLEXTRONIXS

- Flextronics is the world's second-largest contract manufacturer in the electronics industry.
- The company has 80,000 employees in 30 countries.
- Annual sales amount to USD 13 billion.
- The company's production is concentrated in such low-cost countries as Hungary, Mexico, China and Brazil.
- The company's European Head Office is in Karlskrona, in a plant taken over from Ericsson in 1997.

# Focus on fewer models will reduce costs

Although Flextronics is taking over the production of mobile telephones, Ericsson is increasing its research and development programs related to telephones for GPRS and 3G systems.

Ericsson's plant in Lund is the center for research and development of terminals, the head office for mobile-telephone accessories, the center for development of Bluetooth – and more.

One hundred and eighty of the 1,800 employees will be affected by the cutbacks in the Consumer

Products division. Eighty of the 180, who are employed in building service and IS/IT, will be outsourced to an external company and one hundred in the business units for GSM and UMTS are expected to become redundant.

## Increased program

"The fact that we are cutting back operations in Lund and reducing the investment in research and development as a whole is a consequence of our focusing on a smaller line of products, which will reduce our costs substantially," says Anders Torstensson, manager of Ericsson's

research center for terminals in Lund.

"In contrast, we will increase the program in the field of new technology for GPRS and third-generation UMTS telephones."

Research and development in the future will be conducted in three main nodes – or centers – in Lund, in Raleigh, North Carolina, in the US, and in Basingstoke, in the UK.

Lund, with both product development and platform development for 3G systems, is by far the largest center. In addition, operations will be maintained in Japan, Spain and Germany, but they will be trimmed

sharply and used mostly for special assignments.

## Strong products

Where production is concerned, Lund will work very closely with Flextronics, which will be highly involved and an integral part of the business. Flextronics will manufacture the terminals that are developed in Lund, while production in the Arima and GVC plants in Taiwan will be based on "ready-made" specifications.

"The most important products during the year will be our GPRS telephones – primarily the R520 but

other models as well," says Anders Torstensson, who emphasizes that Ericsson has a very strong product portfolio.

The T20 model, in particular, has sold very well, and the T28 is also a popular model.

In response to a question about the design of future telephones, Anders Torstensson says that he recently hired a design manager who will be like a breath of fresh air, involved in turning out exciting new models.

Lars Cederquist

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## Mixed reaction at plants

Six hundred persons will become redundant in Sweden when the strategy for production of mobile telephones is changed. The news was received in Linköping with a certain calmness. In any case, it was not as bad as had been speculated in the media, a number of employees said.

A meeting of employees was held at eight o'clock in the morning on January 26 in the goods hall but, fortunately, the worst fears were not realized.

"It felt really bad before we came to the meeting, but then when we got the news that 500 people, not 1,000, were affected, and that no one would be put out on the street, it felt a little better," says Sajida Ismail, who is involved in detecting faults in the T28 model.

"People have been very understanding. In one way, it is comforting to learn what is going to happen after half a year of uncertainty. Perhaps the big blow will come when the lists showing who has to go are prepared," says Daniel Karlsson, a process manager.

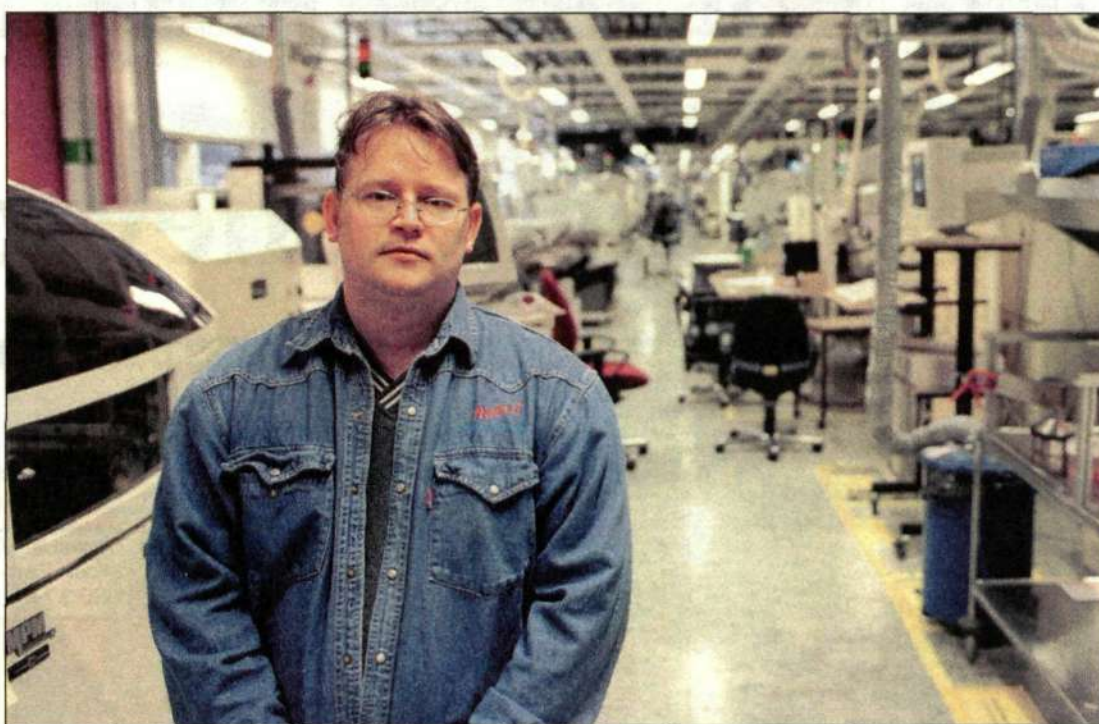
Others are disappointed.

"We have supported the company with overtime and shift changes and in other ways," says Eric Rynestad, chairman of the local Metalworkers' union. "This feels like a betrayal."

## Bright labor market

Sixteen hundred persons are involved in the production of mobile telephones in Linköping today. Some 1,100 persons will be kept in the new company and 500 will lose their jobs.

"The redundancy results from the fact that the market has not developed as we had hoped and we have excess capacity in Linköping," says Björn Boström, who is responsible for Ericsson's Supply and Information Technology.



Joel Zenkert still does not know if he is one of the 500 employees in Linköping who will be made redundant. "But the labor market here in the city still looks quite bright," he says.

Photo: Ecke Küller

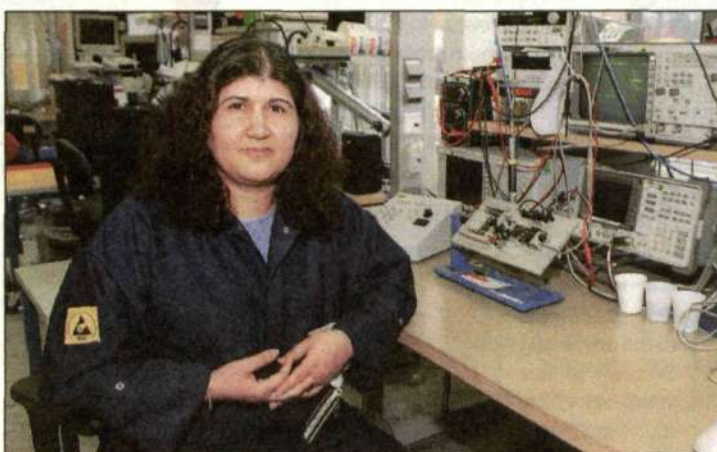
The factory will now be converted to a Flextronics plant in which the company will develop methods for producing terminals in low-wage countries.

The 500 persons who are being released will receive assistance for one year in training and finding new jobs. Ericsson has formed a company jointly with Manpower and will also receive assistance from Industri-kompetens, which helps a number of Linköping companies find employees.

"The labor market is still quite bright here; a number of companies are looking for people," says Joel Zenkert, a member of the Metalworkers' union.

## Hopes for training

Sajida Ismail doesn't know what will happen with her job. Many employees have been employed in the plant for a fairly long time. More than 100 came to Linköping when the Norrköping factory was closed down.



"I acquired technical training in my home country, so perhaps I can supplement it if I have to leave," says Sajida Ismail, one of 1,600 employees in Linköping whose future is still uncertain.

Sajida Ismail is still hopeful, she says.

"I would like to educate myself, perhaps supplement the technical training I received in Iraq. The main thing is that this situation doesn't extend over too long a period.

Then we will all be in bad shape," she says.

The workforce in Lund will be reduced by 100 persons, to 1,700. Employees in product development, sales and marketing are the ones mainly affected, but the union and

the company's management hope that a good solution can be found for everyone.

## Confidence in the company

"We have already solved a large part of the redundancy problem by re-assigning employees to other units in Lund, and through natural attrition," says Sven-Olof Jönsson, vice president in charge of personnel.

"We are working to find optimal solutions for everyone."

"The mood has been surprisingly calm," says Karen Jonsdottir, a member of the clerical and technical employees' union. "I think that, despite everything, people have confidence in the company as an employer."

Around a hundred persons in Basingstoke, in UK, have also been given notice of termination of employment.

Lars-Magnus Kihlström

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## Canada choose Ericsson for GPRS

» Ericsson have been chosen as exclusive 3G supplier by Rogers AT&T Wireless in Canada.

Ericsson will provide a complete GSM/GPRS network infrastructure, delivering fast, packet-based access to the mobile Internet.

The agreement also provides that Ericsson will migrate Rogers AT&T Wireless network to EDGE and UMTS for higher speed Internet applications.

This means that Canada follows Argentina, Mexico and North America to choose GPRS in 3G transition.

## MINI-LINK to prosper in 2001

» Ericsson Microwave Systems presented sharply increased sales for the MINI-LINK radio system.

The new MINI-LINK BAS, which provides point-to-multipoint transmission, has been well received.

"We are dominant in our market area and are increasing volumes in sales to both current customers and new customers," says Mikael Bäckström, Senior Vice President in charge of marketing for Ericsson Microwave Systems.

The Borås plant increased its production volume 50 percent in 2000. The objective for 2001 is to increase market share and develop wireless broadband.

## New reporting system next year

» To increase comparability with other companies in the industry, Ericsson will modify segment reporting procedures for the next annual report.

In 2001, Ericsson will handle order bookings, invoicing and operating profit for its main business segments – Systems, Telephones and Other Operations.

Within Systems, order bookings and invoicing for mobile systems and multi-service networks will be reported separately. Previously, the report has been divided into figures from Network Operators, Consumer Products, Enterprise Solutions and Other Operations.

## Broadband access to Skanova

» Ericsson has been chosen by Telia company Skanova to supply broadband access to Skanova's nationwide data and telecommunications network.

The broadband access, based on LAN technology, is the latest in IP network technology and improves network transmission speed by up to 100 Mb per second. The networks deliver telephone, TV, video and Internet traffic.

## Mobilcom contracts more suppliers

» German operator Mobilcom has announced that they are assessing taking in additional vendors for the build out of their UMTS network in Germany.

In October Ericsson was selected the sole supplier by Mobilcom. Final details of the deal are still being negotiated. Mobilcom emphasizes that Ericsson definitely remains their partner for UMTS. Multi vendor solutions for the building of mobile networks is not at all unusual in the industry.

# Another great year for Mobile Systems

**To commission the first commercial GPRS systems, deliver WCDMA equipment on schedule and implement the first field tests of cdma2000 – these are three of the tasks named by Mats Dahlin, manager of the Mobile Systems division, as the most important tasks of the year.**

At the same time, he points out that the 2G systems are naturally very important, since they are the real cash cows for Ericsson.

Mobile Systems can look back at a good year, with sales increasing 37 percent and order bookings increasing 47 percent. Just as before, this translates to a growth rate faster than that of the market as a whole.

"The fourth quarter last year was particularly favorable, with order bookings increasing a full



Mats Dahlin

60 percent over the year-earlier period. We managed a strong final spurt, due to exceptional efforts from all employees," says Mats Dahlin.

### World's largest GPRS

Unquestionably, GPRS and WCDMA were the focal points last year.

In GPRS, the first important step in the evolution toward 3G, Ericsson strengthened its position, signing 66 commercial agreements by year-end 2000. For WCDMA, 22 such agreements were signed.

A highly significant contract came in December, when China Mobile Communications Corporation chose Ericsson to be the supplier of what will be the largest GPRS system in the world.

"We already have precommercial GPRS systems operating in several countries, and a key task this year will be to launch commercial networks," says Mats Dahlin.

The world's first 3G systems will be launched this year. It will be a milestone for Ericsson when Japan-

ese J-Phone launches its 3G network at the end of the year.

### First and largest

Installing and commissioning equipment quickly is important, especially with 3G, since all operators are vying to be first in the market.

"Efficient work procedures are essential, and we have obtained them in the TTC Global program currently being introduced, since it will result in shorter, more efficient and less expensive deliveries and startups," Mats Dahlin explains.

He also refers to the new Gävle plant, which will manufacture radio equipment for 3G.

### 2G important

Gävle is the site of the "model plant" for Ericsson's infrastructure, where manufacturing of new products is launched, to be transferred later in part to other Ericsson plants, such as the Kumla plant.

"While current focus is on GPRS and 3G, 2G continues to be highly

significant, since we will be benefiting from the success of this area for several years to come," Mats Dahlin stresses.

"The second-generation networks are by no means passé. The systems are continually being further developed."

### No. 1 supplier

In addition to a large number of GSM system-extension orders, Ericsson received a major order for the extension of Mexican operator Pegasos's CDMA network.

The American AT&T company's November decision to take the GSM/GPRS route to 3G is favorable for Ericsson, and represents increased business opportunities.

"Based on our success last year, we will continue to be the foremost supplier in our industry, with a growth rate exceeding that of the market as a whole," Mats Dahlin concludes.

Gunilla Tamm

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# GSM opened new doors

**Latin America and North America are the market areas in which sales rose the most last year. This is largely attributable to the local operators' opting to take the GSM route to build up GPRS and 3G networks.**

In Latin America, invoicing increased most in Mexico, Argentina and Brazil. Overall, invoicing in the area increased 46 percent. The corresponding figure for North America was 40 percent.

The operators' decision to switch to GSM, and from there further develop the networks toward GPRS and 3G is a major advantage for Ericsson. The company is market-leading in these areas.

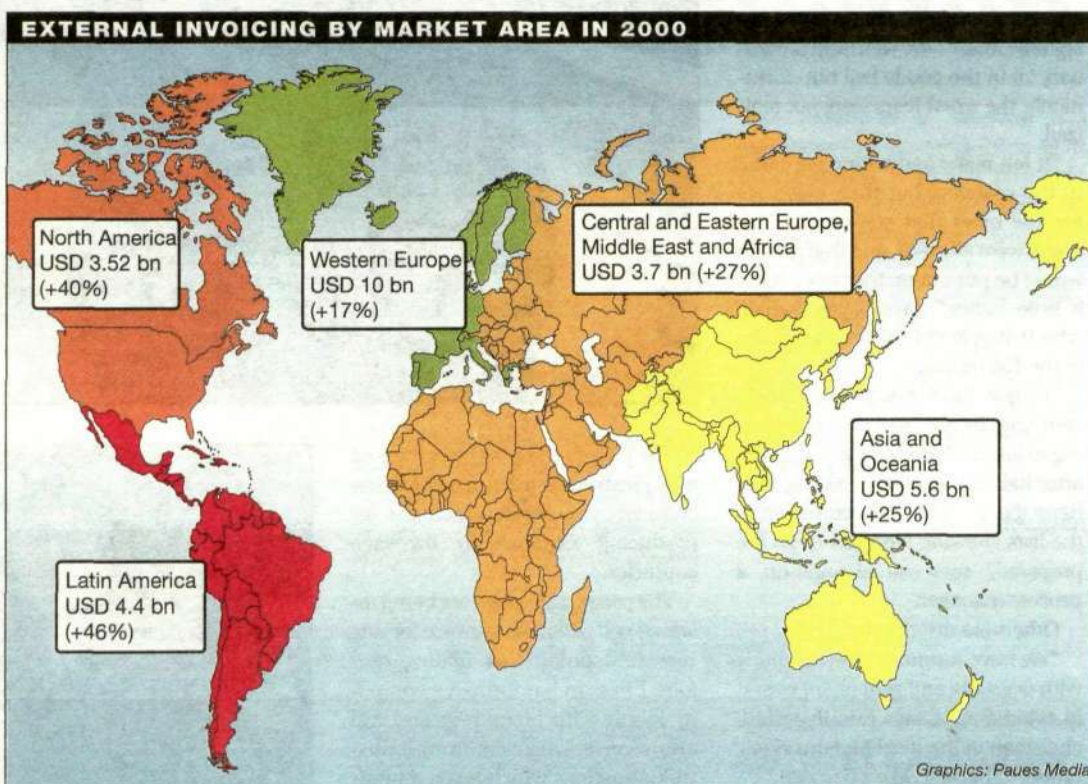
### Expansion of infrastructure

"The sales trend has been excellent. In addition to the operators' decision to develop via GSM, this is attributable to Latin America's lower level of wireline and wireless telephony," says Bengt Forsberg, Executive Vice President responsible for the Latin America market area.

He explains that expansion of the wireless infrastructure in the area is developing best, but there is a great deal of construction in wireline



Bengt Forsberg



networks as well – comprising both development of existing AXE switches and multiservice networks.

The key Latin American countries will be the same next year, but Bengt Forsberg is also expecting increased sales in Central America and Chile.

Invoicing was down somewhat in the fourth quarter, particularly in Western Europe, Japan and North America. In Europe, mobile opera-

tors have begun to reduce their subsidizing of mobile phones.

Currently, in many countries the penetration of mobile telephony amounts to 70 percent, and operators' objective is to maintain their customer bases.

### US the largest market

In the Asia and Oceania market area, the two large markets of China and Japan have developed differently. China had modest in-

creases in invoicing and strong order bookings.

In Japan, on the other hand, invoicing during the year was strong, whereas order bookings were moderate.

Ericsson's largest single market is the US, followed by China and the UK. Sweden is the tenth largest market.

Jesper Mott

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# Winners in bidding game

The year-end report on operations shows that sales of wireline and wireless networks continue to be Ericsson's strongest business segment. With the ENGINE solution, the Multi-Service Networks division has assured itself of many contracts.

This also ensures that Ericsson will maintain 35 percent of the rapidly growing market in high-capacity voice and data networks. Einar Lindqvist, manager of the Multi-Service Networks division, has good reason to be pleased with the year that was.

"We are all very proud. ENGINE continues to be a major aspect of our operations. We have secured 38 contracts to date. Order growth for 2000 was 21 percent. We obtained the ENGINE assignments we wanted. Wherever we bid, we win".



Einar Lindqvist has every reason to be pleased. The increase in order bookings for ENGINE in 2000 was 21 percent.

Photo: Lars Åström

Einar Lindqvist believes that this success is based on three value-related concepts: relationship, technology and solutions. Multi-Service Networks cultivates a relationship with the customer by explaining that

it is familiar with the customer's market.

band will be increasingly important in the US market.

It has business models that enable the operator to earn more money and capture more market shares from the competition. Then, it adds technology, in the form of products that are subsequently developed into a package. When the product is delivered, the customer is supported in making all the elements of the solution work together.

## Development in the US

"We stay involved throughout the process; we do not leave customers in the lurch."

Einar Lindqvist also wants to stress the favorable development of the US operations. In the past six months, there has been increasing focus on this market – one in which the division has previously been weak.

Next year, ENGINE and broad-

band will be increasingly important in the US market.

"It is also interesting to note that we have become a key player in the broadband market. Our deals with France Telecom and Telefónica bear this out."

## Control over costs

Einar Lindqvist says it is easy to take on too much and incur heavy costs when there are many orders coming in. It is important to maintain control over costs.

"We have been really effective in this area during the past two years and we will continue to maintain good cost control in the future as well. In 2001, we will continue to focus on ENGINE and broadband solutions. Our target for growth in excess of 20 percent remains firm."

Jesper Mott

# Ericsson stock recovers after first downgrade shock

Despite the tough measures now presented by Ericsson in Consumer Products, the share price fell sharply when the year-end report was presented on Friday the 26th. But the negative reaction seem to have been too hasty, the stock is now recovering from the fall.

Speculation that Ericsson would embark on a far-reaching cooperation or partnership with Sony or some other Japanese giant had hoisted the share price 10 percent on the NASDAQ exchange the day before the report was released. The announcement that Ericsson had chosen Flextronics, was a cold shower for many investors.

According to an anonymous analyst, quoted by the Swedish Direkt new agency, Ericsson's restructurings were insufficient;

"Flextronics was not what people wanted to hear. It does not solve Ericsson's problems on the mobile side, but is purely a matter of outsourcing."

## Views on Ericsson

One view expressed was that Ericsson ought to have established a cooperation in distribution, design and marketing instead. Quoted in Swedish financial newspaper *Finanstidningen*, Håkan Wranne, telecom analyst with Fischer Partners, says:

"This does not address the core problem, namely, the company's inability to have the right phones in the right market at the right time. Nokia has its strength in marketing and design. Ericsson is not challenging Nokia by outsourcing manufacturing."

The fact that 700 employees will be forced to leave did not cause any media turbulence this time.



Sten Fornell, Jan Wäreby, Jan Ahrenbring, Kurt Hellström, Mats Dahlin and press officer Nina Eldh checks the news. Executive management's tough measures did not succeed in placating the market. The share price fell when the quarterly report was presented.

Photo: Lars Åström

Instead, the focus was on Flextronics and the reduced profit forecast.

"It suggests that some kind of slow down is taking place in the systems operations. The reduction of the growth target to 15-20 percent indicates a slower year on the systems side, and that is where Ericsson's profit lies," said an anonymous analyst in Swedish webzine *Ekonomi 24*.

However, while Flextronics may not have been what the market was hoping for, many market-watchers admit that selling mobile-phone manufacturing is a step in the right

direction. This was the view of *Financial Times* columnist:

"Ericsson's decision to stop manufacturing mobile phones is overdue but welcome. The Swedish company is a first rate network infrastructure business... However, retaining a consumer brand, knowledge of how mobile phones work, and the ability to guarantee supply of handsets may help support the infrastructure business."

## On the right track

Among the laudatory voices was that of Swedish tabloid *Aftonbladet*,

which ran an editorial containing the following remarks:

"Ericsson, currently Sweden's most important industrial company, is performing extremely well. Last year, the company succeeded in practically doubling its profits... All the numbers point in the right direction, except for mobile phones."

In an interview with CNN analyst Charles DiSanza said:

"...while four or five people downgraded the stock today, I actually upgraded it. And the reason for that is, it's a wonderful industry. They have a wonderful position in the infrastructure."

And the market's first reactions seem to have been too hasty: on the following Monday, by early morning the share price was already cautiously rising. The release of the Nokia report on Tuesday also had a positive effect on the Ericsson stock.

In summary Friday's fall in the share price only represented an adjustment of the upswing that occurred on the NASDAQ exchange the day before the report was released and had no real effect on the Ericsson stock.

Sara Morge

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# Reorganization puts focus on the Internet

Internet Applications and Solutions will cease to exist as a separate division on March 1.

In order to strengthen Ericsson's organization and establish a clearer focus on mobile Internet, the consulting operations of Internet Solutions will be transformed to the Global Services division.

Internet Applications will, for the same reasons, become part of a newly formed company headed by Lars Boman.

On January 23, employees from the Internet Applications and Solutions division attended an information meeting at Kista. Among those on hand to respond to questions and explain the reorganization were Lars Boman, Mats Dahlin, Executive Vice President of the Mobile Systems division, and Bert Norberg, head of Global Services.

Lars Boman has been named President of the newly formed company, Ericsson Internet Applications and Solutions AB.

## Simpler for customers

Internet Applications will be part of this new company and will continue to develop Service Networks and Applications.

The company will be part of Ericsson's Special Business Operations.

Administrative personnel from the old division will continue to work for the new company.

"Internet Applications will continue under the new company with the same orientation as before. We will largely serve as the old



Lars Boman

division, but without the consulting operations. We'll be working more closely with customers, and that will be beneficial for the major expansion of mobile Internet systems, such as GPRS and 3G," says Lars Boman.

Lars Boman explains that it is more logical to locate Internet Solutions' consulting operations in Global Services. Bert Norberg is of the same opinion.

Operators will now be able to contact just one division when they want network operation services and consulting assistance for Internet services.

## Exciting integration

"There are major areas of agreement between our organization and Internet Solutions," says Bert Norberg.

"It will be exciting. We have a lot to teach each other. We'll now be

the industry's largest player in technical solutions integration."

A project group is also taking a closer look at ways of integrating Internet Solutions into Global Services.

EdgeCom will continue to be operated as a separate company, with a focus on consulting services for operators and service developers.

Ericsson Microsoft Mobile Venture will also continue its operations as usual.

Haijo Pietersma, currently Executive Vice President of the Internet Applications and Solutions division, has decided to leave Ericsson.

"We thank him for all the good work he has done and wish him good luck with new challenges," says Mats Dahlin.

Jesper Mott

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## Ericsson Network lands prestigious contract

Aerie Networks has selected Ericsson to be its supplier for the construction of what is so far the largest broadband network in the US.

The contract is valued at USD 300 billion.

The deal marks the single largest contract ever for Ericsson Network Technologies (formerly Ericsson Cables) as well as its most prestigious.

Aerie Networks is a newly formed company that will be the first to construct networks along oil pipelines, linking together a couple hundred American cities.

The project requires fiber optics with a very high number of fibers, 432 per cable, which only a handful of suppliers around the world can supply.

"Of course, it's very satisfying to win an order of this magnitude," says Janne Sjöden, President of Ericsson Network Technologies in Hudiksvall, Sweden.

"This will provide a good foundation for continued steady growth," he continues.

The network that Aerie Networks is constructing will be unique.

The roughly 32,000-kilometer network system, which provides very high broadband capacity, will create entirely new and alternative information highways between 196 cities in the United States.

This means that 90 percent of the American business market will be able to use the network.

Some of the largest oil companies in the US are backing Aerie Networks.

In other words, the company already has access to the necessary property and will avoid time-consuming proceedings to acquire land in order to run cable lines.

Ericsson Network Technologies will commence delivery of the first cable drums by early April. The project is expected to take between three and five years to complete.

Lena Widegren

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# Breakthrough for ENGINE

World leading communication company WorldCom selects Ericsson as strategic partner for major investments in their global network.

Ericsson's ENGINE platform will be a foundation for new multimedia services.

Less than a year ago, WorldCom's chief technical officer Fred Briggs made official that they will invest USD 8 billion in upgrading their entire network over the next three to five years.

The new announcement shows that Ericsson plays a major role in this investment plan and will take on the enviable position as

main supplier of multi-service networks to WorldCom.

"This is the largest agreement with our ENGINE-platform all categories," says Einar Lindqvist, head of the Multi-Service Network's division. Ericsson will be main supplier when upgrading and rebuilding WorldCom's entire network. We have won this deal in stiff competition with players such as Cisco, Nortel and Lucent. We made the impossible possible."

"It's now up to us to prove that Ericsson can maintain this advantage we have over our competitors," says Magnus Anseklev, director of Business Management for the US and WorldCom, who gives credit to the WorldCom account

team, lead by Vice President and General Manager Erwin Leichte, for stitching up the deal.

"Erwin has done a terrific job of building up the relationship with WorldCom and that is of course very important in a deal like this. WorldCom also chose Ericsson because we are a company that can provide solutions for both fixed and mobile access."

The partnership includes ENGINE Bridgehead and Integral solutions, ENGINE Multimedia and ENGINE Access Edge.

ENGINE equipment is already in place at WorldCom labs in the US and a rollout is planned to start in Europe during the first quarter of 2001. By year's end, ENGINE Inte-

gral should be implemented US-wide. The Ericsson WorldCom account team is also hoping that WorldCom subsidiary Embratel will be brought into the fold directly after.

"It's very exciting for all of us working with WorldCom. We've put in a tremendous amount of work and it feels like winning the Olympic games," says Magnus Anseklev. "The relationship with WorldCom has never been better. We have proved to them over the last year that we really are a future-oriented company that has solutions they believe in."

Lena Widegren  
Cari Simmons

## Delegation from Colombia visits Sweden

» A delegation from the Colombian government, headed by President Andrés Pastrana, visited Creative World at Ericsson in Stockholm on January 25.

Kurt Hellström, who emphasized the importance of the Colombian market to Ericsson, welcomed the group.

The primary purpose for the president's visit to Sweden was to seek EU assistance in solving the serious drug problems in Colombia.

President Andrés Pastrana's desire to visit Ericsson was apparently sparked by the interest of his communications minister after seeing Ericsson's "Get inspired light" road show, which was recently presented in Colombia.

Ericsson was the only company visited by the Colombian delegation when it was in Sweden.

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Photo: Eke Küller



# Internal WAP services save several millions

Ericsson in the UK has created mobile data services that simplify internal operations work and save the company millions.

Among other things, technicians out in the field can use their mobile phones to start the invoicing process.

WAP services have been developed by a small working group together with Ericsson's key account for Vodafone.

"We have tools that we practically invented, but few of us have contemplated how we can use those mobile data services within Ericsson," says Mike Titley, who heads up the working group.



Mike Titley

Together, they have developed WAP services that permit direct invoicing from the field, for example.

## System saves time

When an engineer is finished with a job out in the field, he can contact the office using his R380 phone and report the tasks performed.

That information immediately sets in motion an update to project management that, in turn, starts the invoicing process. Usually, the same procedure takes several days.

"Just for Ericsson UK, this will equate to savings of millions every



Using a reporting system that incorporates the latest WAP tools, Ericsson UK has been able to streamline its work procedures, saving money in the process. Photo: Split Image

year. For the company as a whole, it could amount to huge sums of money," says Mike Titley.

If a problem occurs in the field, the project manager automatically receives an SMS message on his phone.

## Spreading to local offices

All this vital information is subsequently available on the office in-

tranet. That means problems can be dealt with much faster, resulting in improved customer relations. Ivan Fowlie, Ericsson's Vodafone key account controller, has been involved in piloting the services. He believes that they will be a great help in the coming rollout of 3G networks.

The group has also developed a system that allows managers to

keep themselves informed about the latest sales and orders. Through the new Western Europe Business Support Center, Mike Titley's group will now assist other local offices in the region to integrate these applications into their office computer systems and start up similar services.

Jesper Mott

# Swiss unit now using powerful Gigabit LAN

Ericsson in Switzerland has developed a powerful local network, Gigabit LAN.

It offers the greater performance and capacity that will be required as the telecom market develops new and advanced services.

Rapid developments are placing greater demands on corporate IT departments and company networks.

In addition to improved performance, local networks must also be scalable and completely reli-

able. That means they require greater bandwidth and fewer delays.

## Logical layers

The recently developed Gigabit LAN is being used by a subsidiary in Bern. The company is split between two buildings, with a total of 250 employees.

Approximately 700 devices are connected to the LAN. In addition to NT, UNIX and application servers, printers and similar equipment are also connected.

"We've used a solution that is a

combination of hierarchical and redundant LAN models," says Matthias Hall, Ericsson's IS/IT manager in Switzerland.

## Positive reactions

"Our network, EAS Giganet, consists of three logical layers: Core, Distribution and Access. The core layer is based on Gigabit Ethernet, which provides optimal transport between sites. Positive user comments and the measurements made indicate an enormous improvement in LAN accessibility."

"Based on the positive feedback we've received, a decision has been made to install the same solution in our Zurich headquarters this year," says Artak Sarkisian, at Ericsson in Switzerland.

"Since the solution is based on modular technology, it is also scalable, so we will be expanding the Bern system by roughly 40 percent as well. Our Gigabit LAN is also fully in line with the Ericsson OneErinet recommendations."

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## HELLO THERE...



Photo: Lars Åström

## Michael Ricks

...who was previously head of Ericsson's operations in China.

On December 1, 2000, he moved to imGO, where he heads an investment fund in Hong Kong that is partly owned by Ericsson.

*This must be something new for you. How do you like changing jobs?*

"So far, so good. But working with newly formed companies is not exactly a new activity for me. I was involved with start-up companies at the beginning of my career."

*How large is Ericsson's holding in imGO?*

"Ericsson owns 16.4 percent. Investor of Sweden has a 34 percent, and 10 percent is owned by Hutchison Whampoa. The remainder of imGO is listed on the Hong Kong stock exchange."

*How large is imGO's asset portfolio?*

"We have a capital of USD 300 million, of which two thirds are in liquid assets and the remainder is tied up in Hong Kong real estate, which we plan to sell when the opportunity arises."

*In many respects, the New Economy is driven by entrepreneurs who have gained access to venture capital. Is that the case in Asia too?*

"In Hong Kong, a lot of money has also been invested in Asian companies in the New Economy, although the market is not as mature as in the US and Europe. Some Asian markets develop companies backed by venture capital while others have been slower in this respect."

*What types of new companies and market regions does imGO invest in?*

"We are mainly interested in hardware, middleware and applications. We're not so interested in content providers."

*At what stage do you normally enter a start-up?*

"Normally, at the initial stage, possibly as early as a seed. We intend to devote more time to helping management build up their operations."

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## Global portfolio full of pioneers

» Ericsson is one of ten companies that have been selected by the American publication IndustryWeek for its portfolio of global manufacturing companies. The list consists of a mix of high-tech companies such as Cisco, Nokia, Corning, Solectron and EMC, as well as software manufacturers.

Others on the list include the successful natural gas supplier, Enron.

The ten companies have been named global pioneers having, in a short period of time, gone from almost nothing to dominating their respective industries.

## Nokia GPRS phone will be postponed

» At the end of January, Nokia posted strong fourth quarter earnings, boosted by continued strength in handset sales. However, chief executive Jorma Ollila warned that sales would be lower during the first half of this year because the next generation of wireless services won't be ready until later in the year.

The market reacted negatively to this statement and the value of Nokia's stock fell dramatically.

Nokia also announced that the launch of their GPRS phones will be postponed until after the summer. (AP)

## Fly with SAS and surf the Web

» SAS airline is becoming the first in Europe to offer wireless services on-board its aircraft. Passengers will be able to read and send e-mail and use the World Wide Web while in-flight.

Swedish operator Telia is behind the service, which has in turn signed a contract with the American company Tenzing Communication to construct the system, according to a Telia press release.

## IT firms could move to Las Vegas

» The ongoing problems with electrical supplies in California are affecting IT companies based in Silicon Valley.

They have long battled sky-high real estate prices and high business taxes.

Adding an energy shortage to that mixture is leading many companies, including Cisco, to contemplate a move to Las Vegas, Nevada.

# Europolitan and HiG3 build joint network

**Two 3G consortiums – HiG3 and Europolitan – are going to collaborate in the construction of a 3G network in Sweden.**

**The collaboration will involve major savings for the consortiums, which have promised a very rapid and expensive expansion of their networks.**

Ever since the news that Telia and Tele2 (formerly Netcom) are combining forces to construct a 3G network, anticipation has increased over further joint ventures.

The reasons for this are the far-reaching promises that were generated by the application rules. HiG3 and Europolitan were pre-

pared to invest USD 2.6 billion and 3.6 billion respectively, and to install roughly 20,000 base stations each.

Through their agreement to share the network, their expenses will be significantly lower.

### New company formed

"By operating a shared infrastructure, we can achieve greater cost-efficiency and meet the demands that are being placed on us. The deal is good for our customers, for us and for the future of 3G in Sweden,"



Jon Risfelt

say Jon Risfelt, president and CEO of Europolitan, and HiG3's Chairman, Björn Svedberg, in a joint statement.

### New company formed

The agreement primarily affects areas that lie outside the three major metropolitan regions of Stockholm, Gothenburg and Malmö.

A new company is being formed for the joint venture, and the door is also being left open for other interested parties to join in.

"Collaboration will be one of our most important tools in building Sweden's best 3G network, and we gladly invite other companies with the same ambitions to join us in this project," say both company leaders.

The Swedish National Post and Telecom Agency (PTS) issued a press release in conjunction with news of the joint venture, saying that the license holder must own at least 30 percent of the network.

The other 70 percent can, however, be jointly owned.

### Proceedings appealed

The PTS issued four 3G licenses in December. Three of the license holders have entered into joint ventures. The fourth license holder is Orange.

The license proceedings themselves have been appealed, however.

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# Appeal jeopardizes two new GSM-licenses

**The awarding of two new GSM licenses could be delayed due to an appeal of four recently issued 3G licenses.**

**The two new GSM licenses have been overshadowed by the controversial 3G licenses that were awarded at the end of last year.**

Initially, the GSM licenses were part of the 3G bidding process that the Swedish National Post and Telecom Agency (PTS) announced early last autumn.

Four consortiums expressed an interest – Reach Out Mobile, Telenordia, Mobility4Sweden and Broadwave Communications.

Finland's Sonera and Norway's Telenor are among the parties behind the Reach Out Mobile and Te-

lenordia consortiums, both of which had previously expressed an interest in either building or leasing GSM networks in Sweden.

### Decision this spring

The four consortiums did not receive a 3G license, however, and two of them, Reach Out Mobile and Telenordia, have appealed the decision to the county court. As a result, PTS will have to wait for the wheels of justice to turn before making a decision on how to award the GSM licenses.

"We believe that the county court will issue its ruling this spring, but it is also possible to appeal the county court's decision," says Ann-Marie Engvall, head of the telecom division at PTS.

So far, interest in the GSM licenses has been lukewarm, and the only party that has expressed serious interest is Tele2 (formerly Netcom).

Tele2 received a 3G license last year and has subsequently filed an application for a GSM license.

"We would like to have a greater allotment of frequency in order to reach more customers," says Lars-Johan Jarnheimer, president of Tele2 to the Ekonomi 24 web service.

### Network of antennas

Lars-Johan Jarnheimer says that it will not require a significant investment since Tele2 already has a network with antennas in place.

The goal of the PTS, however, is to generate competition for its li-

censes, and it has also expressed a desire to bring in new operators into the Swedish market.

"We're going to go out and investigate that interest. On February 22 we will hold a hearing, and a decision on how to distribute the licenses will be forthcoming after that," says Ann-Marie Engvall.

The unallocated frequencies are in the 900 and 1,800 MHz bands and were partly made available through the recent shutdown of the analog NMT900 network.

"Spectrum can be used in various ways. It is not a given that the licenses need to be issued at the national level – alternatives could involve both regional and local approval."

Mats Lundström

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The ICA food store chain is moving into the telecom segment by becoming a virtual operator – everything to make life easier for the customer in the future.

Photo: Ecke Küller

# Retail chain becomes virtual operator

The food retailer ICA's credit-card customers are to be offered mobile telephone subscriptions by autumn.

**"The retail trade is an important part of the mobile society," says Joakim Säll, who is responsible for ICA's telephony operations.**

Through its lease undertaking with the Europolitan GSM network, ICA becomes a so-called virtual operator.

This means that the grocery giant can market and sell subscriptions to all holders of its customer credit card without it having to own a mobile telephone network of its own.

According to Joakim Säll, there are more than two million active users of the ICA customer credit card.

"It is an excellent customer circle in which to work. We will market telephone services via our established channels, for example, direct printed matter, customer newsletters as well as in our stores," says Joakim Säll.

"We wish to offer all our customers the possibility of checking their costs on an ongoing basis. Simplicity and cost control are the key words.

#### Regular SMS

Mobile subscribers shall have the capability of checking, in a simple manner, what it costs to call, through such means as receiving regular SMS messages.

The services are made available in cooperation with Europolitan. ICA also intends to compete with fixed telephone and Internet subscriptions.

"We wish to provide credit-card cus-

tomers with package solutions for the family's communication needs," Joakim Säll continues.

The customer card serves as a combination bank card, credit card and bonus card. Many cardholders are already certified as creditworthy. In addition, customers can also obtain bonus points on telecom services.

Jon Risfelt, President and Group CEO for Europolitan is happy with the cooperation: "We broaden the market for telecom services and create greater freedom of choice for consumers. For Europolitan, this constitutes increased network traffic, which, in turn, increases the return on our investments in infrastructure and systems," he stated in a press release.

#### The balance can be checked

The project is based on Ericsson's and ICA's cooperation in trying new payment methods.

At an ICA store in Täby, testing has been under way of payment of grocery items via mobile telephones equipped with WAP and a Bluetooth module.

With the aid of the telephones, customers can also check card totals and obtain information on product specials presently being offered.

The experiment includes the use of Bluetooth, which means cordless, short-range communications.

One result of the experiment is that payment via telephone is quicker than a regular card purchase. The customer can also dispense with having the plastic card on hand.

Mats Lundström

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# Towards a brighter future



For Ericsson, the Yugoslavian telecom market is brightening. A new government has assumed power, and economic sanctions have been lifted. Ericsson looks forward to a freer market with increased competition.

Photo: Vlada Motić

President Slobodan Milosevic has surrendered power and the winds of democratic change are blowing through Yugoslavia.

"We look forward to a freer market and are working hard to maintain our position as the country's foremost supplier of mobile telephones," says Jan Hultgren, who heads Ericsson in Yugoslavia.

► The immediate six months ahead will be important for Ericsson in Yugoslavia, EYU. Serbia's new Prime Minister, Zoran Djindjic, leader of the Democratic Party, presented a new government a short time ago. Gone are the Milosevic loyalists, replaced by new names. Even the business community has been marked by replacements in top echelons. "It is a question of new people and new ways of thinking, and we are presently engaged in establishing an entirely new contact network," says Jan Hultgren.

At present, Ericsson is the sole mobile-network supplier for all four mobile operators, two in Serbia and two in Montenegro. Although now, when a freer market is emerging,

competitors are lurking just around the corner, prepared to snatch market shares from Ericsson.

"This is not a development we fear. I believe in the advantages free competition provides, and Ericsson will be well prepared," Jan Hultgren continues.

One of Ericsson's immediate goals is to attempt to land a major GSM network contract with the operator Telekom Srbija. It is also anticipated that a major expansion of the entire Yugoslavian mobile network will



Jan Hultgren

soon be initiated. The estimate is that 17 new employees will be required next year.

Mobile telephones experienced something of a breakthrough in the country during the 1999 NATO bombings.

In contrast to the fixed telephone network, Ericsson's GSM network successfully withstood the devastation, which established mobile telephony as the sole means by which relatives in Serbia could be contacted.

Although the mobile network which Ericsson had previously built up can handle a million subscribers, it is forecast that substantially more Yugoslavians will be obtaining mobile telephones in the immediate years ahead.

#### Network for a million subscribers

"Yugoslavia is a nation with a large segment of young people who have a high technical awareness. They have grown up with modern technology and learned to utilize it in a way that their parents never had the opportunity."

Also under discussion at government level is whether to grant a license to a third Serbian mobile operator. Jan Hultgren is of the opinion that Ericsson is in a favorable position when

the time comes for this operator to choose a supplier.

"Loyalty means a great deal here in Yugoslavia. To date, Ericsson has always delivered as promised, and the fact that we were present in Belgrade during the NATO bombings is stamped indelibly in peoples' minds," says Jan Hultgren, who returned to Belgrade during the latter phase of the bombings.

#### Loyalty is rewarded

He believes that this was a major factor when the major GSM deal with Mobtel was signed recently. It had appeared that Siemens was well placed to land this major order, but in the end, Mobtel chose Ericsson.

"It is no coincidence that loyalty and traditions are rewarded. Alcatel and Siemens obtained the fixed-network contract in 1996, due largely to having been present in Serbia during the wars in Croatia and Bosnia, which was not the case with Ericsson. From this standpoint, the future looks very bright," says Jan Hultgren.

Jenz Nilsson

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There is great optimism among the people that their new president, Vojislav Kostunica, will put Yugoslavia back on its feet again. Clear signs of NATO bombing in spring 1999 remain in Belgrade, however.



## A tough and hardy team

Employees at Ericsson's office in Yugoslavia are a hardy bunch of individuals. Even during the NATO bombing of Serbia in 1999, they continued operations without interruption, servicing GSM networks and installing new base stations.

► Operations at Ericsson in Yugoslavia (EYU) started up in the winter of 1996. The Dayton peace accord between Serbia, Bosnia and Croatia was only about a month old and Ericsson president in Yugoslavia, Jan Hultgren, saw that country had the potential to become a significant market for mobile telephony.

An office consisting of only three people was established just outside the capital of Belgrade. One of the employees was Ljubomir Rajsic, who is today the head of marketing.

"That initial period was difficult. We worked hard for a long time without landing any bigger projects," he says.

In March 1997, deals started rolling in. Ericsson and Telekom Srbija signed a GSM contract worth approximately USD 45 million, and the future started looking brighter again.

"All of 1997 and a large portion of 1998 was a bright period for us. Following the deal with Telekom, we received a couple of large mobile telephony orders from Italian operators. At the same time, we established a very competent and unified Ericsson team."

In 1998, Ericsson discussed an expansion of Serbia's mobile phone network with the biggest operator there, Mobtel. It involved a GSM order worth hundreds of millions of dollars, and would be the biggest success to date.

However, the conflict between Serbia and Kosovo resulted in an abrupt halt to the deal. In October 1998, NATO leveled a threat for the first time that it would bomb Serbia if it did not withdraw its military forces from Kosovo.

"The financiers backed out and it became more difficult to deliver the equipment, resulting in the deal reached with Mobtel being put on hold," says Ljubomir Rajsic.

### Employees protested

At Ericsson, all that could be done was to monitor the situation and observe the power play between Yugoslavia's president,

Slobodan Milosevic, and NATO. The United States instituted a trade embargo against Serbia and, at the end of March 1999, NATO carried out its threat, initiating bombing sorties that would continue nonstop for almost three months.

"Virtually every foreign company shut down operations in Serbia, and complete commercial paralysis ensued," says Ljubomir Rajsic.

By this time, Ericsson in Yugoslavia had 35 employees, of which 30 were Serbs. The foreign component of the workforce left the country. Initially, Ericsson wanted, like Alcatel and Siemens, to shut down all operations, but Ericsson employees protested.

"We had no other choice than to stay in Serbia, and if that was to be the case, then we would just as soon work," says Ljubomir Rajsic, who received a mandate from Jan Hultgren to coordinate activities during the bombing campaign.

"The first week was the worst. Bombing usually began just after seven in the evening, and continued until around five in the morning. You never knew what things would look

like when you arrived at the office and which of your work colleagues would show up," says Ljubomir Rajsic.

Despite this, employees went to work each morning during the almost three-month bombing campaign. Even when the bombing intensified to include daylight hours, in April 1999, Ericsson maintained its operations. Work consisted primarily of repairing damaged base stations and GSM networks around Serbia. During the bombing raids, 14 new GSM stations were installed, including one switching station in the heavily bombed town of Novi Sad in northern Serbia.

"For us, it was incredibly important to try to maintain work routines; just sitting and waiting would probably have made us all crazy," says Ljubomir Rajsic.

### Blacklisting a problem

Miraculously, none of the employees were injured during this period, and on June 10, 1999, the bombing finally stopped. Ericsson still had a business problem with NATO's blacklisting of all locally registered businesses.

"After the bombing, it was like starting over from scratch again. We had to work on developing contacts with operators and other key people within trade and industry, while awaiting a lifting of the sanctions," says Ljubomir Rajsic.

The trade and financial embargoes, and the blacklisting, were lifted in October 2000, and ever since then things have gone very smoothly. In early November, one month after President Milosevic's fall from power, Ericsson reached a GSM agreement with Mobtel, worth USD 300 million.

"That contract has renewed our spirits. After all we have endured, it feels like we could manage anything," says Ljubomir Rajsic.

Jenz Nilsson

### FACTS/ERICSSON IN YUGOSLAVIA

Ericsson's only office in Yugoslavia to date is located in Belgrade. Currently, 59 people are employed there with the primary task of selling, delivering and maintaining mobile phone systems.

- There are over one million mobile phone subscribers in Yugoslavia, corresponding to a mobile penetration rate of 10 or 11 percent. Ericsson's market share among subscribers is currently 100 percent.
- There are approximately 2.5 million fixed telephony subscribers. Ericsson currently has a 25 percent share of the fixed telephony market – 20 percent AXE and 5 percent X-bar switches.
- Internet users number between 100,000–125,000, corresponding to just over one percent of Yugoslavia's population.



# Yugoslavian engineers in demand in Europe

There are plenty of highly educated engineers in Belgrade. This has enabled Ericsson units in other parts of Europe to solve their labor shortages.

► Unlike operations in many other countries, Ericsson in Yugoslavia has never had a problem in finding skilled labor. Unemployment as a result of the war and economic crises has resulted in a large talent pool of young, well-trained and underutilized engineers in Yugoslavia.

"We have probably 80-90 applicants for every position, all of them with high levels of university training and, in many cases, even considerable work experience," says Pauli Liimatainen, human resource and administration manager.

Recently, Liimatainen heard that Ericsson in Ireland was having difficulties recruiting engineers so he suggested they recruit people from Belgrade. As a result, 30

Yugoslavian engineers now work at Ericsson Radio Network Solutions in Dublin and Athlone.

Ericsson Mobile Applications in England is currently also looking for a number of Yugoslavian engineers for its office in Guildford.

"We're attempting to inform other Ericsson units, in various contexts, about the option of recruiting people from Belgrade. We're happy to help them with practical details, such as advertising in the local media," says Pauli Liimatainen.

"Naturally, this is on the condition that the engineer is not already in the process of becoming an employee," he says.

"It's important for Ericsson to take advantage of this expertise as long as it's available. In the future, competition within the mobile telephony industry will become more fierce in Yugoslavia. That will result in other companies trying to hire as many talented locals as they can get their hands on," says Liimatainen.

Jenz Nilsson



Vladimir Permac and Bogdan Oparnica both work as engineers at Ericsson in Yugoslavia. There are plenty of well-educated engineers in Belgrade and Ericsson has never experienced a problem in recruiting talented workers.

Photo: Vlada Motic

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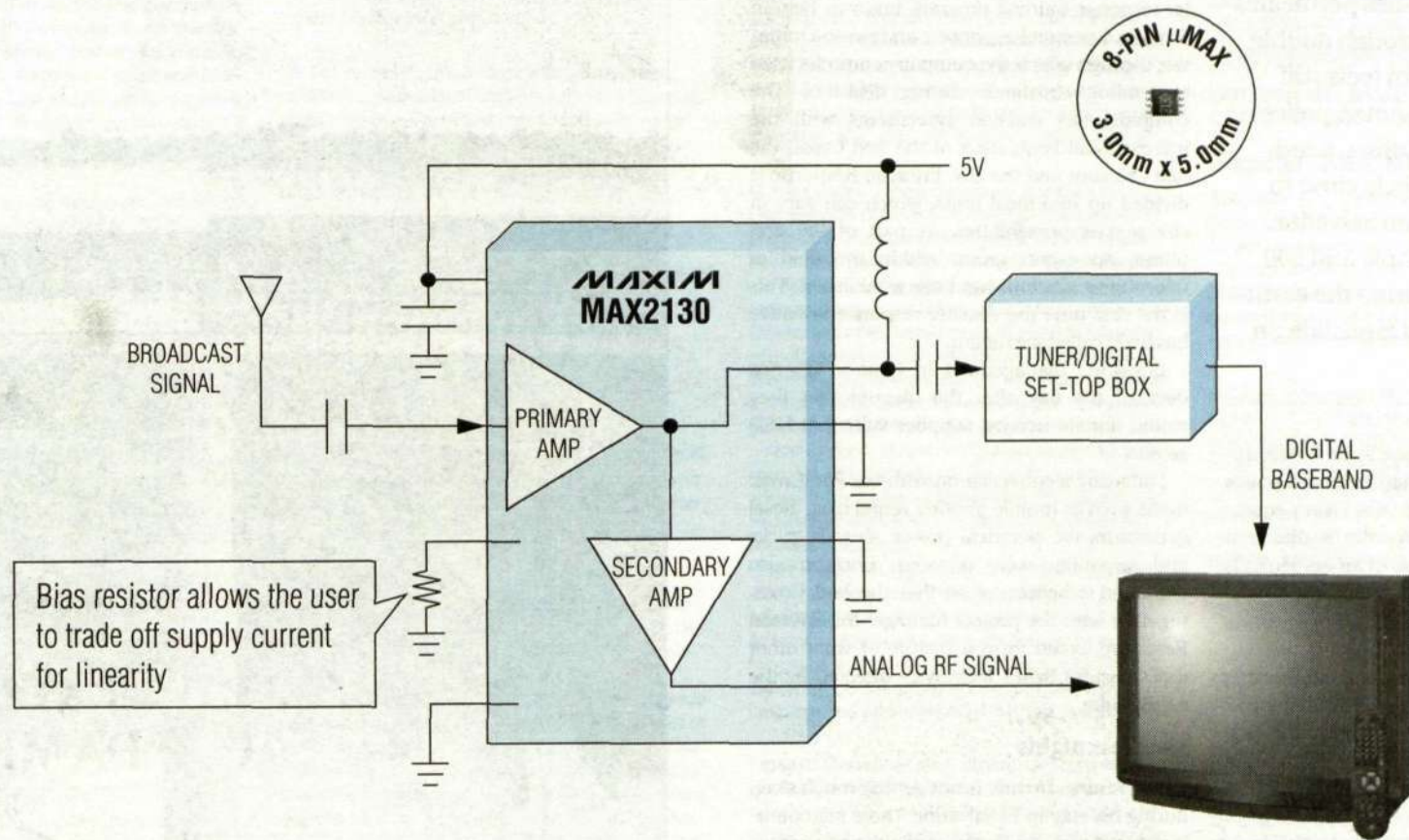
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Ericsson quickly acted to donate USD 40,000 in assistance following the earthquake that shook El Salvador. The company's disaster relief initiative, Ericsson Response, was activated for the first time, sending in a project manager to help coordinate relief efforts.

One week after the catastrophe in El Salvador Ericsson Response was activated for the second time, when the earthquake struck India. Despite the casualties and destruction, a sense of hope is finally starting to return to the survivors in El Salvador.

# Disaster aid brings hope amid destruction

The stench of dead bodies permeates the air, even cutting through double face masks, and my arm feels stiff following the tetanus shot. A policeman escorts us to La Colina, a residential area in Santa Tecla close to El Salvador's capital, San Salvador, where hundreds of people and 500 homes were buried during the earthquake and subsequent landslide on January 13.

► In twilight, the disaster area in La Colina appears ghostly – three dozen darkly dressed police enter the area, walking single file. Heavy equipment is being used to bury the bodies that remain in the ruins. The risk of an epidemic is eminent, which is why there is no time to identify all the bodies. White helmets with red crosses stand out in the evening light.

"Two hours ago we found a woman hugging her child, up there at the edge of the woods," says a young volunteer working for the Red Cross, pointing out the location. "Both were dead. Since the earthquake, we've only found two people still alive."

Tulio Romero is one of many who lost his family. He flew in from San Diego on Wednesday in order to search for his brother, in hopes of being able to provide him with a decent funeral. Tulio stands on the only roof in the area that remains intact, his brother's clothing in a pile next to him.

"I've found all of his clothing, so he should be here somewhere underneath all this dirt. We've located his wife, who we buried today," he says, peering out across the ruins with an empty gaze.

## Ericsson coordination

"This is the hardest-hit area," says Carlos Andres Urrutia as we climb down from the roof of the house. He is a project manager for the Ericsson Response disaster relief program.

Ordinarily, he works as a project manager for Ericsson in Guatemala, although he was raised in Colombia and has experienced earthquakes in his native country. Carlos Andres Urrutia left by car from Guatemala, arriving in El Salvador two days after the earthquake to assist the local office in El Salvador in coordinating disaster assistance.

Last November, together with some twenty

other Ericsson employees, he attended a disaster response training program that was held in Sweden. Ericsson Response is an Ericsson initiative through which the company commits itself to lending assistance during disasters. The company has reached agreements with the International Federation of the Red Cross, the Red Crescent and the UN. Ericsson Response is divided up into local units, which can vary in size and responsibilities. As part of the first phase, an expert group within the field of telecommunications has been established. This is the first time the disaster response initiative has been called into action.

Ericsson's management in Central America decided the day after the disaster that they would donate needed supplies valued at USD 40,000.

Following a conversation with the Red Cross, items such as mobile phones, rental cars, diesel generators for electrical power, shovels, picks and tarpaulins were donated. Ericsson also chartered a helicopter so that the Red Cross, together with the project manager for Ericsson Response, could form a picture of what other areas besides Santa Tecla were affected by the earthquake.

## Sleepless nights

Carlos Andres Urrutia is not getting much sleep during his stay in El Salvador. There are countless things to do and he is working on everything from strategic planning to going out to buy food and hygiene products, which he then distributes to residents in a poor town that was hit hard by the earthquake.

"This is a heavy job with lots of responsibility, but it feels important to be able to help out as much as possible," says Carlos Andres Urrutia.

Ericsson in El Salvador will continue to maintain contact with the Red Cross for a long time to come, in its effort to contribute support.

"We have not yet spent all USD 40,000 and help will be needed for a long time to come, not simply during the disaster phase. We also have the option to donate more money, if necessary," says Magnus Gall, acting president of Ericsson in El Salvador.

Dag Nielsen, who is the operational manager for Ericsson Response, will be traveling to El Salvador in February to evaluate relief efforts.

Ulrika Nybäck  
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www.ericsson.se/ericssonresponse/

El Salvador, a country of 7 million, was dealt a hard blow. At the time Contact went to press, the dead numbered 800, with 2,500 injured and another 1,500 missing. Some 600,000 people are homeless after 50,000 homes were completely destroyed.

Photo: Eduardo Valenzuela



Jaqueline Stefanie Parras Martinez is one of the children receiving help from a volunteer from the University Hospital in San Salvador. Here she can start dealing with her traumatic experiences.

## Faster relief with coordinated efforts

Some 10,000 people who became homeless due to the earthquake are now residing in the Cafetalon camp, just outside San Salvador.

Iain Logan, head of Red Cross operations in North and Latin America, thinks that the collaboration with Ericsson has resulted in faster, more effective relief efforts.

► In just a few days, the Cafetalon camp has undergone major changes. Water lines have been installed, tents have been assembled for virtually every family, a health clinic has opened and Save the Children, Doctors Without Borders and a host of other relief organizations are on hand to assist victims.

Plenty of volunteers are also on hand, including Ana Baratta. Ordinarily, she works as a psychologist at the University Hospital in San Salvador. She has been working full-time since the disaster, assisting people in the camp. She intends to continue her work here in the evenings, once she resumes her regular job again.

"We're helping the children to express their feelings by drawing and playing with dolls. It's important for them to emotionally deal with what has occurred. Seeing people die and having one's home destroyed are among the most traumatic events that a person can experience".



"Coordinated efforts are incredibly important in a disaster situation," says Iain Logan (right) of the Red Cross. He is pleased with the collaboration with Ericsson Response and its project leader, Carlos Andres Urrutia.

The Red Cross has its facilities near Cafetalon. It is there that Iain Logan oversees the relief work. He is responsible for the International Red Cross Federation in North and Latin America.

Ericsson is working with both international and local units of the Red Cross.

"Support from Ericsson has meant that we have been able to provide assistance more quickly and work more efficiently. Having functional telecommunications is invaluable in a disaster situation. Ericsson is one of several important partners that we work with," says Logan.

"This is the first time that the Red Cross and Ericsson have collaborated in a formal setting. Our collaboration, however, will be long term; this is just the beginning."

Iain Logan emphasizes the importance of having the appropriate assistance at the right time.

"For us, it's incredibly important that we get the help we need. People around the world who saw the devastation on television thought, my goodness, those people really need clothes, so they send tons of items. But in fact, it costs more to ship the clothing here, wash it and sort it than it does to just buy it here. Moreover, it ties up our resources on the wrong things," explains Logan.

Out at the Cafetalon camp a long food line winds its way up to a small kitchen. A few children play tag, while dogs stand guard in front of virtually every tent, barking at strangers who pass by.

Despite all the grief and sadness in the wake of this major disaster, there seems to be a new spark of life slowly spreading throughout the camp.

Ulrika Nybäck



# Risky operations during aftershocks

Both the fixed and wireless phone networks in El Salvador survived the earthquake fairly well. In the hours after the quake, Ericsson employees were out inspecting how the networks had fared.

► The networks of three of the country's mobile phone operators – Telemóvil, Personals and Telefónica – went down for a few hours following the earthquake due to an overload resulting from El Salvadorians attempting to call relatives. Since there was a power outage for a number of hours following the quake, diesel generators were required to keep the mobile phone network operating.

Mauricio López Cañas is a project manager at Ericsson in El Salvador. He works with Telefónica, the third largest mobile phone operator in the country.

## Parallel transmission

Shortly after the earthquake, once he had made sure his family was okay, he attempted to call Telefónica. When nobody answered, he drove to their office. Due to all the commotion on the streets, his drive, which normally takes fifteen minutes, took an hour and a half.

Telefónica's office building sustained heavy damage in the earthquake. Nevertheless, Mauricio López Cañas decided to enter the building to check whether the mobile phone equipment was damaged.

"Following discussions with my client, we decided



Mauricio López Cañas

to construct a parallel transmission network as quickly as possible, in case the existing network would go down" he says.

## Financial loss

After holding discussions with Ericsson in Guatemala, a decision was made to send in 40 technicians with 8 trucks full of telecom equipment, including MINI-LINK radio links, diesel generators and access equipment to construct Telefónica's backup network.

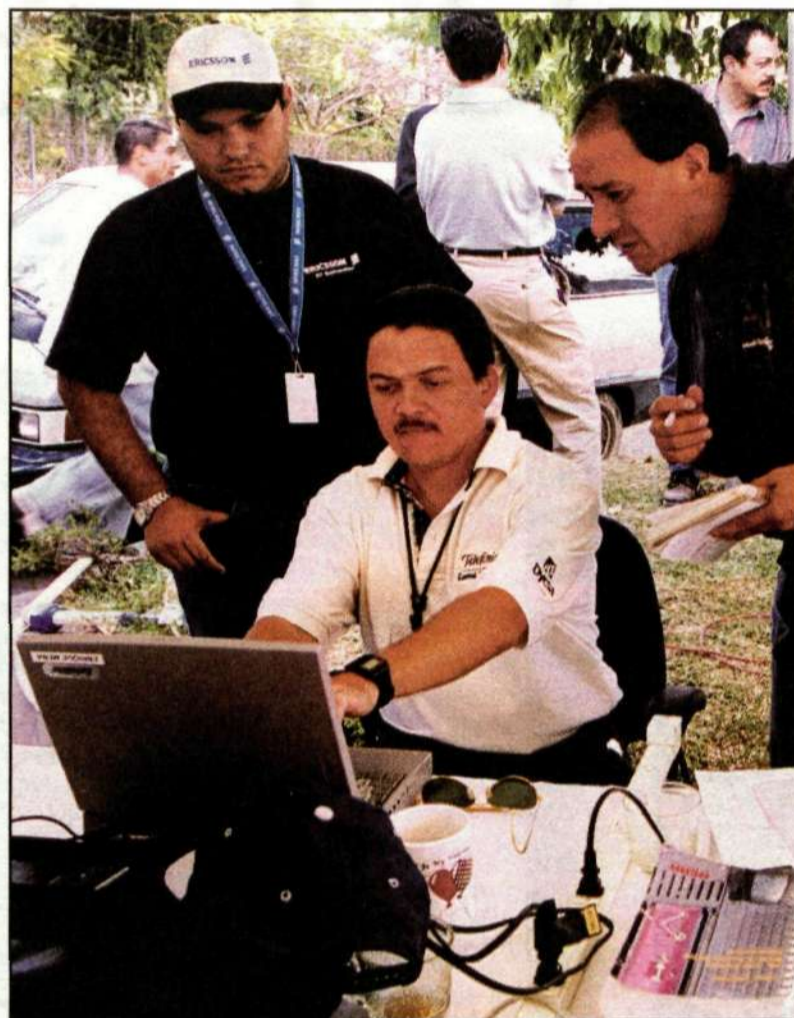
This equipment had already been purchased by Telefónica in Guatemala, but was now redirected to El Salvador. Furthermore, the switch that handled international calls also needed to be replaced.

Since the earthquake, Telefónica has been operating outdoors while structural engineers are investigating to see how much damage buildings sustained.

"The earthquake has resulted in a major financial loss for us," says Enrique Mena, who is in charge of Telefónica's infrastructure in El Salvador.

"We always work closely with our suppliers, so there was no doubt that we would not do so now as well. But of course we're pleased that Ericsson employees were so quick to lend their support."

Ulrika Nybäck



Mauricio López Cañas and Armando Rodríguez Briseño are standing behind Enrique Mena from Telefónica, working outdoors to plan where the backup network is to be located.

# Eager to help following earthquake in India

Both the fixed and wireless phone networks were knocked out in the Indian state of Gujarat following the worst earthquake disaster to strike India in a century. Ericsson employees were quickly on the scene in order to restore mobile phone services.

► The earthquake that rocked Gujarat at the end of January measured 7.9 on the Richter scale and caused widespread destruction. At the time of going to press, the official death toll had risen to 20,000, and authorities feared that this number could increase to 100,000. No Ericsson employees were injured during the earthquake.

## Determined spirits

"It has been incredibly difficult, both psychologically and physically. One of my employees does not know whether two of his best friends are alive," says Bernt Lidström, head of operations for Ericsson in India, over a poor phone line from New Delhi.

Despite the horrible nature of what has

occurred, people have not been frozen into inaction – quite the opposite, in fact.

"The days following the disaster have been marked by determined spirits and an incredible willingness to cooperate. Several operators have loaned us equipment so that we can get the mobile network back up as quickly as possible, since it would take time to send for the equipment that we need from other countries," says Bernt Lidström.

## Rebuilding has commenced

Fourteen local company employees from the office in Gujarat and New Delhi traveled to different cities and areas in Gujarat on Friday and Saturday, rebuilding damaged sites in the mobile phone network. Local employees also assisted the Swedish Embassy in locating three missing Swedes. They checked the hotel where the Swedes were thought to have been staying and were able to confirm that they had checked out unharmed. While, searching at the nearby airport, Bhuj, Swedish Embassy employees found the women.

Dag Nielsen, head of Ericsson Response, is coordinating efforts for the disaster relief program from Stockholm. He is maintaining contact with the International Red Cross in Geneva, as well as with the United Nations in Geneva and New York, while Bernt Lidström over-



A couple of passersby look at a destroyed building where they used live in the town of Bhuj, in Gujarat state, which along with the entire northwestern India was hit by a massive earthquake 26 January. Photo: Pressens Bild/Arko Datta

sees local contacts with the Red Cross and the UN.

All Ericsson employees in India – over 600 people – have each decided to donate a day's wages towards helping the survivors. The local company in India will be matching that

amount, totaling altogether around USD 23,000. The biggest dangers now are the collapse of buildings that were damaged during the quake and the spread of disease in Gujarat.

Ulrika Nybäck

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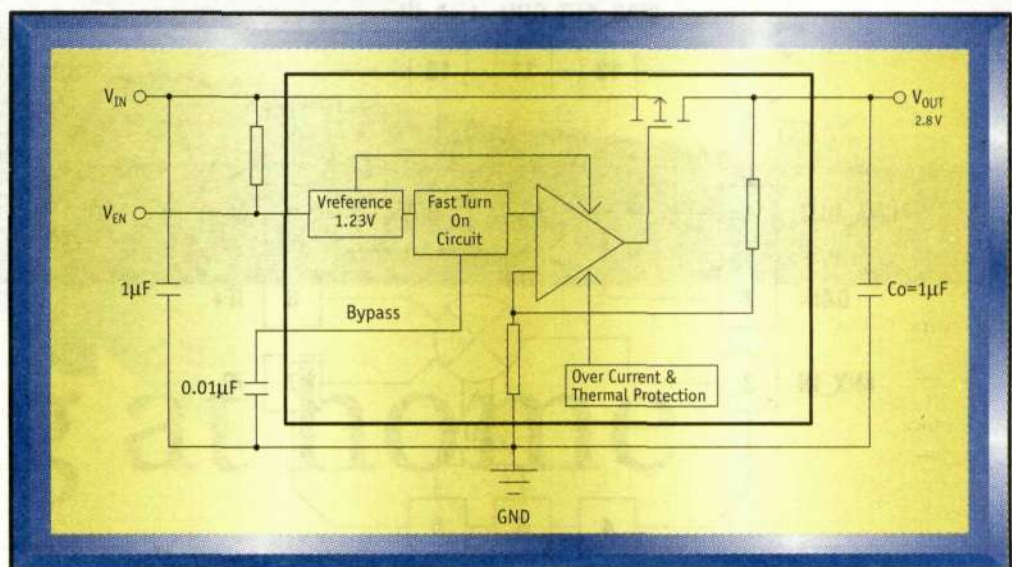
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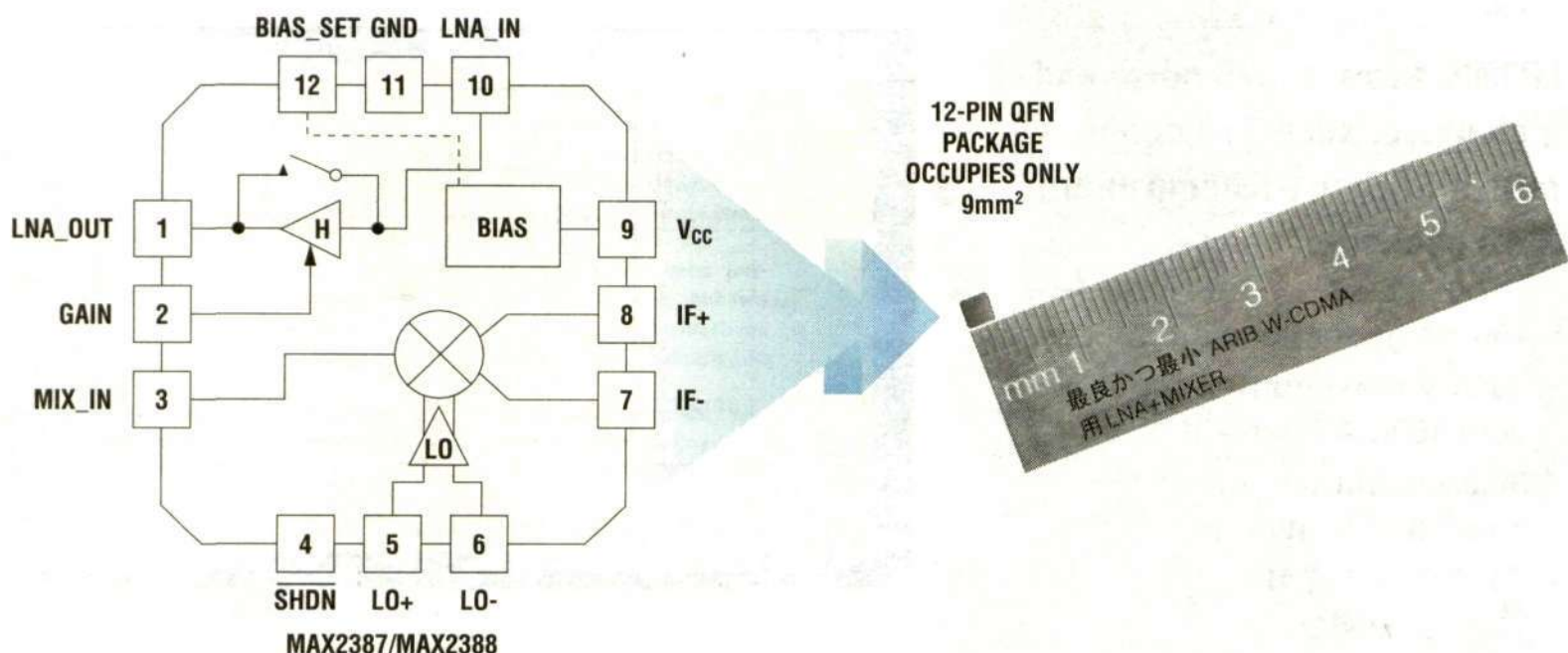
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MAX2388	-10dBm ±3dB	15/-3	10	2.4	-4.2	10/6.7
MAX2389	-4dBm ±3dB	15/-3	10	2.4	-7.8	7.9/4.7

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Hans Nyman demonstrates a room at Creative World at Ericsson in Stockholm, where it is possible to see how the new smart home operates. It includes everything from e-box and handheld computers to a medicine dispenser that ensures the appropriate dosages of medications are taken at the right times.

Photo: Ecke Küller

# Secure living at home

Currently, sick and elderly people who choose to remain in their homes have to worry about going unnoticed should their state of health suddenly deteriorate. Soon, however, both they and their families will be able to breathe easier. Using new technology, living conditions will improve, becoming more secure for both old and young alike.

► Alleato AB is a newly formed company jointly owned by Ericsson and Skandia, with Huddinge University hospital in Stockholm holding a minority interest. Their plan is to offer services that will enable health care workers or family members to be notified immediately when something goes wrong. An old person who has fallen down and cannot get up will no longer have to lie on the floor for a long time, waiting for help.

The name Alleato means friend or ally in Italian. The basic concept is to offer need-based services at all stages of life, especially in residential settings. Initially, however, efforts will be focused on senior housing. It is believed that these services will be able to contribute to more secure and more inexpensive senior care.

## Increased security

"By May of this year, we will be installing our system in a senior housing facility here in Stockholm," says Bo Nielsen, President of Alleato.

This new technology can help provide answers to numerous questions, such as whether care recipients have taken their medication, if they have eaten and if so, what. Personnel are immediately informed of any changes occurring in a person's general state of health, such as increased body temperature, pulse or blood pressure. Security will also be increased by offering services that keep track of whether an iron or stove is turned off, or if all the doors are locked for the night.

"When you go to bed, the system is switched over to a sleep mode and immediately inquires, for example, whether or not the iron should be turned off. If everything is okay,



Bo Nielsen

then the entire apartment shuts down," says Hans Nyman, the man behind Ericsson Business Innovation's effort.

## Simplicity is important

"However, this does not require old people to learn how to use a computer or any other kind of complicated equipment," ensures Hans Nyman.

The information that care recipients need can be displayed on an ordinary television screen. A TV could, for example, show who was standing outside the door, tell which health care employees are coming to pay a visit during the day and when they are coming. Health care personnel, in turn, will be equipped with easy-to-use handheld devices where they can receive information and oversee central operations such as the lock on the front door.

The core device that enables all of this to work is the e-box, a residential gateway. It looks something like a thick modem. The e-box serves as a gateway to the Internet and works like an intelligent telephone jack, allowing services and operations to be overseen by an operator.

All services are based on technologies that use open standards and which have been adopted by various companies involved in the intelligent home business. OSGi (Open Service Gateway initiative) is one of those open standards. By combining these with technologies such as Bluetooth, the system will be able to operate in a wireless environment.

## Is the system secure?

The main question, however, is whether it really feels more secure to have the lock on the front door controlled electronically? And if a stove can be turned off, isn't there a risk that it could be turned on instead?

"We have security experts who are constant-

ly working to make the system as secure as possible. Unauthorized access by hackers should theoretically be impossible. In other words, the system is as secure as current technology allows. Ordinary keys are not secure at all. It's too easy for them to end up in the wrong hands," says Bo Nielsen.

Since doors are locked and unlocked electronically, a battery is required to ensure door operation, even during power outages.

"Normal standards call for a battery that lasts six hours. However, we've gone one step further and increased that amount of time tenfold. We believe that it should be possible to lock and unlock a door even when a power outage lasts sixty hours. Of course, the regular key lock function remains in place."

## More time for old people

It is hoped that municipalities and health care companies will view this technology as an option to help them utilize their resources more efficiently.

"The savings that can be realized through the use of this new technology can instead be used to allow employees to devote more time to old people," says Bo Nielsen.

Above all else, however, the technology will provide an opportunity for more people to stay in their homes longer than what would otherwise be possible today.

Moreover, Bo Nielsen believes that Alleato's services will save money.

"We know that the number of old people is going to increase enormously in the coming decades. Local authorities are saying they will need to hire up to 150,000 additional employees in order to meet the increased demand for geriatric care. We believe that our solution will reduce this employment need, since Alleato's services will enable other kinds of work. Recruitment will also be made easier since the profession will be more modern and exciting."

As with all new technology, it will be expensive in the beginning. Over time, however, Bo Nielsen believes that it will become available in all homes, not just for sick or elderly people.

Sara Morge

sara.morge@lme.ericsson.se

## FACTS/ALLEATO

- Founded on January 2, 2001.
- Began as a project within Ericsson Business Innovation.
- Skandia became a joint venture partner in August 2000.
- Ericsson and Skandia each own a 48.9 percent share.
- Huddinge University hospital owns a 2.2 percent share.
- The company's president comes from Ericsson Business Innovation and the chairman of the board from Skandia.
- The company's goal is to become the global market leader for safety, security and health services.

## FACTS/SERVICES IN THE SMART HOME

- Timers on electrical appliances.
- Temperature sensors on potentially dangerous appliances.
- Smoke and fire detectors.
- Burglar alarm that is connected to either a mobile phone or the home help service, depending on personal choice.
- "Goodnight" and "goodbye" buttons that announce the status of pre-determined high-risk functions and devices.
- Passive alarm that it set off without anyone activating the alarm. An example of this would be a fall detector that would detect if a person fell down.
- Secure medicine dispensing with reminders and controls to ensure that medication has been taken.
- Employee work aids, such as small handheld devices that provide information about daily activities, work planning and patient information. These would also serve as keys to doors.
- Automatic control of various functions to ensure that the system is functioning and that the resident is well.

# Only the Bible is bigger than Ericsson Chronicle

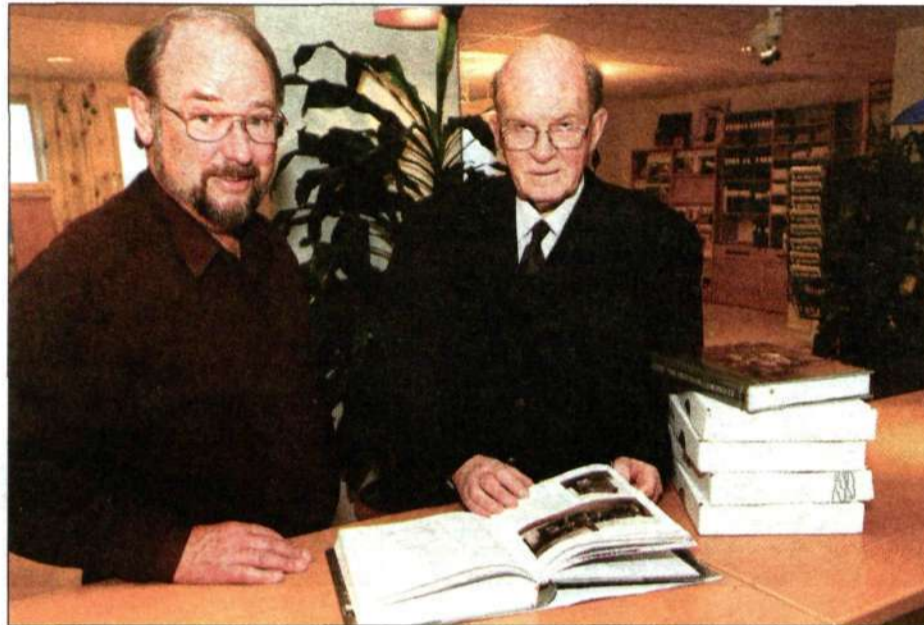
The 125th anniversary book entitled "The Ericsson Chronicle" is a powerful literary achievement that took three years to complete. The book will be published in four languages. In Sweden only the Bible had a larger first-edition printing volume.

► You need a lot of time at your disposal before you start leafing through the new book about Ericsson. Once you start, it's hard to stop. The company's 125-year history is presented in the 479-page book, including the people behind the company's development, the impact of contemporary conditions and a very large number of pictures and illustrations.

"Books and presentations of company histories tend to become self-absorbent, and packed with financial and historical facts. We have tried to make this book more captivating, primarily by writing in a somewhat humorous tone and focusing on the importance of people," says John Meurling, who co-authored the book with Richard Jeans.

John Meurling and Richard Jeans are experienced authors who have worked together in the past in producing several other books about Ericsson.

Meurling has also worked in key positions



Johan W Fischerström, promoter and manager of The Ericsson Chronicle production project, and co-author John Meurling have worked for the past three years to complete the 479-page book. Photo: Ecke Küller

within Ericsson for more than 40 years, providing him with comprehensive knowledge and a network of contacts that was extremely valuable in his efforts as co-author of "The Ericsson Chronicle."

Almost every two-page spread in the book

has at least one picture or illustration. And most of the pictures have never been published before. Some genuine detective work was required to determine exactly who and what was depicted in many of the old photographs.

"We had an enormous selection of photos and illustrations to choose from, but many of them had very little or no information with regard to dates, places or the names of the people in the pictures," says John Meurling, who continues:

"Thanks to some excellent assistance from Stockholm's Society for Historical Business Archives and Ericsson's own archives, however, we were able to find the some pertinent facts about most of the old pictures."

The first version of the book was written in English and has since been translated into Swedish. It will also be translated into Spanish and Chinese.

"Every full-time employee of Ericsson will receive a copy of the book during 2001," says Johan W. Fischerström, who took the initiative to produce the book and served as Ericsson's administrative manager of the production project.

The first edition of the "Chronicle," which will also be sold in bookstores, will comprise 155,000 copies.

"Based on information I have received, the Bible is the only hardcover book that has ever been printed in greater volumes in Sweden," says Ulf Heimdahl, head of the publishing company contracted to print "The Ericsson Chronicle."

Jenz Nilsson

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## The first five telephone years

► In 1876, Lars Magnus Ericsson returned to Sweden after three years of studies and job training in Germany and Switzerland.

He felt ready to start a company of his own, and he borrowed USD 100 to use as working capital. On April 1, 1876, he established an electromechanical workshop in a kitchen he rented at Drottninggatan 15 in Stockholm. His machinery comprised a pedal-driven instrument-making lathe and his workforce consisted of an errand boy aged 12.

A few months later, he was joined by Carl Johan Andersson, who had previously worked with Lars Magnus in a telegraph workshop. Carl Johan Andersson also invested USD 100 in the company, the workforce was soon expanded and the company adopted the name L.M. Ericsson & Co.

In the early years, L.M. Ericsson concentrat-

ed on telegraph machinery repairs. Eventually, however, the company started to design its own products, including an ingeniously devised receiver for indicator telegraph machines and a fire alarm telegraph system for medium-size communities.

In the US, Alexander Graham Bell had received his first patent for the telephone. In 1877, the first telephones manufactured in the US arrived in Sweden and eventually found their way to L.M. Ericsson for repairs. The repair work provided Lars Magnus with opportunities to study the principles of the telephone design, and he soon developed telephones for in-house production by his own company. In November 1878, the first Ericsson telephones were delivered to customers in Sweden.

Telephony achieved its definitive break-

through in Sweden in 1880, when the former Bell company installed the country's first telephone networks.

The competition between Ericsson and Bell increased in the following year when a public telephone network was to be built in Gävle. The customer awarded the contract to Ericsson because Ericsson's telephone equipment was considered better than Bell's. This victory, combined with a similar contract that Ericsson received in Bergen, Norway, the same year, represented two major milestones during Ericsson's first year as a telephone company. The contracts also confirmed that Swedish technology was as good as the competing technologies offered by international companies.

Jenz Nilsson



The first telephone produced by Ericsson in 1878.

## Competitor Strategy Understanding

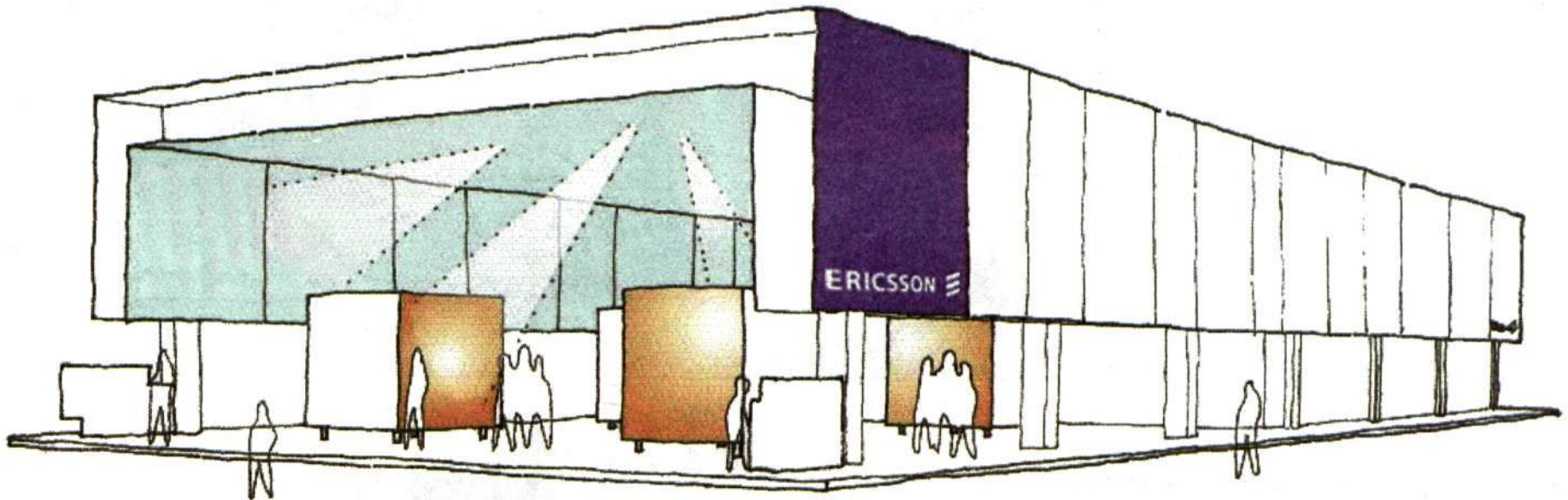
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# Mobile Internet will be main attraction at CeBIT 2001

CeBIT, always the trade fair of the year, will be held on March 23–28 in Hanover, Germany. This year's CeBIT will be bigger than ever, with more than 8,000 companies displaying their wares. Ericsson's theme will be simple and straightforward: we are unparalleled in Mobile Internet.

► CeBIT is the world's largest trade show. It is also a tremendous opportunity for Ericsson to demonstrate its strengths. Several hundred Ericsson employees from different countries will work in Hanover during the one-week fair to secure Ericsson's success at CeBIT 2001.

"I have said before that arrangements for a trade fair of this magnitude are comparable to starting up a medium-size company," says Christer Wiklander, one of the project managers.

#### Tent between stands

Ericsson will have two exhibition stands at CeBIT this year, a system stand and a consumer stand. They will be situated in two different exhibition halls separated by a large tent

containing personnel facilities and a large amount of technology. Ericsson will show live demonstrations of GPRS, WCDMA and Edge to provide customers and other visitors with a sense of how the new technologies actually function and, perhaps more importantly, to prove they are functional. The mobile Internet, of course, will be this year's main attraction.

"This year, we will coordinate our two exhibition stands to make them even better. At the consumer products stand, for example, visitors will be able to see how various applications are structured, including demonstrations of how they are used, such as bank transactions by phone. The systems display stand

will also focus on demonstrations of various applications, but with greater emphasis on the operator's perspective. This approach will provide concrete examples of our core theme – Ericsson's established position as a supplier of turnkey mobile Internet solutions," says Håkan Frestadius, project manager of the consumer stand.

#### Valuable internal training

"There are two fundamental reasons for Ericsson's participation in a trade fair like CeBIT. Firstly, it offers an opportunity to meet a large number of customers. Ericsson executives meet senior managers from client companies,

and serious negotiations are often conducted. The second reason is that trade shows provide opportunities for Ericsson to display its latest technologies and show how far it has progressed in relation to competitors," says Christer Wiklander.

"CeBIT also offers a great opportunity to provide training for Ericsson employees who visit or work at the trade fair. CeBIT is one of only a few places where you can get a true picture and sense of what Ericsson actually has in its gigantic product portfolio."

**Lars-Magnus Kihlström**  
lars-magnus.kihlstrom@lme.ericsson.se

## Several tons of high-tech support

► Ericsson will demonstrate some of its most sophisticated systems at CeBIT 2001 in March. Meticulous organization and an enormous amount of electronics are needed to construct the company's display stands.

The heart of Ericsson's display will be situated in a tent pavilion between the two exhibition halls: four containers and a transport truck, jam-packed with electronics.

The equipment is needed to control the mobile Internet systems on display at Ericsson's exhibition stands: GPRS, Edge and WCDMA. It also includes more than 100 PCs and a large number of 42-inch plasma screens.

More than 50 kilometers of cable will be drawn between Ericsson's exhibition stands to connect the enormous amount of technology on display, and 55 engineers and technicians

will be responsible for making sure that everything functions as planned.

"Visitors will be able to experience what the technologies can actually do for them, and witness first-hand that mobile Internet is not just a lot of talk," says Tanja Ilic, coordinator of all technology exhibited by Ericsson at CeBIT.

**Lars-Magnus Kihlström**

# People are Ericsson's face to the public

With all due respect to technology – without people, there would be no exhibition. Approximately 600 Ericssonians will work from morning to night to secure the success of Ericsson's participation in CeBIT.

► They are called "trade fair roadies" – Ericsson employees who travel year after year to different trade shows. They work long hours, crowded into cramped quarters and living with local families willing to offer accommodation. They must be pleasant, receptive and friendly at all times, and ready to answer questions about anything and everything – and they love it. Krister Ljungqvist has worked at CeBIT every year since 1994, in addition to several other trade fairs.

"I think it's a tremendous way to further my own personal and professional development. I learn a great deal about Ericsson and our prod-

ucts, which is extremely important for me. And there's the camaraderie. The same crews are often sent to different trade fairs, and these may be the only chance we get to meet," says Krister Ljungqvist, otherwise employed as technical project manager for the Ericsson Response force.

At fairs and exhibitions, he works as a "generalist." Ericsson has about a dozen generalists



**Krister Ljungqvist**

– people with highly comprehensive knowledge about the company and its products. They are available at trade fairs to meet important visitors, to discuss and explain what Ericsson does and answer questions. Ericsson also has a number of product presentation personnel who specialize in certain products.

A team of 25 hostesses will be available this year to make sure VIP visits are greeted efficiently and professionally, and that all guests are shown the products and systems they have come to see.

"I think it's extremely enjoyable to meet people from so many different places, and I also get a chance to use my language skills," says Maria Barck-Holst.

Maria started her trade-fair career at Tele-



**Maria Barck-Holst**

com 1995 in Geneva. This year, she is in charge of greeting and managing visits by external guests. A large number of information personnel also work on the exhibition stands, assisting by providing answers to a broad range of questions. Work at the trade fair is divided into two shifts and the total number of employees working at the fair will be about 600, with many traveling from Stockholm.

Finally, a few words of wisdom from a seasoned veteran:

"Our feet really take a beating. We're on our feet all day, either standing still or walking around, and it's very important to bring a few pairs of comfortable shoes. If you see somebody with only one pair of shoes, and they are brand new shoes, you know that person has never worked at CeBIT before," says Maria Barck-Holst.

**Lars-Magnus Kihlström**



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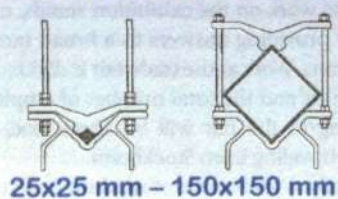
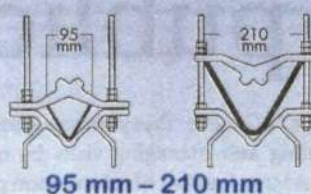
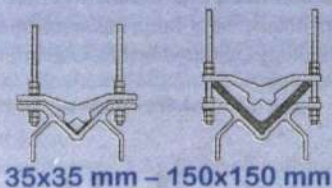
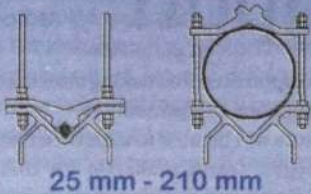
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NTT DoCoMo's development laboratory is situated on the same street and adjacent to Panasonic's development center. There is no doubt that Ericsson's research and development unit in Japan is in the right place. And the right place is Yokosuka Research Park (YRP), about 50 kilometers southwest of Tokyo.



# Right place for the right development

## FACTS/YOKOSUKA RESEARCH PARK

Yokosuka Research Park, YRP, is situated on the Miura peninsula, about 50 km southwest of Tokyo. The park was established in 1997 by NTT DoCoMo and the Keihin Lines railroad company.

About 40 companies have established operations in the park, with 2,500 engineers and technicians. Almost every major player in the global telecom industry has research groups working in YRP, including Motorola, Nokia, Lucent, Sony, Philips and Mitsubishi. NTT DoCoMo is the largest, with about 1,000 employees.

► The research and development unit of Nippon Ericsson started its operations in the Yokosuka Research Park in November 1997 with four employees.

Today, about 90 persons work in the R&D unit, including seven employees working in Japan on long-term contracts.

"From the very beginning, we concentrated on hiring Japanese engineers, and we've had very little trouble finding highly skilled employees," says Erik Svedmark, Director of IMT-2000 Research and Development, the name of Ericsson's R&D unit in



Erik Svedmark

Yokosuka Research Park. "Mobility in the Japanese labor market has increased, compared with the old days. We have a good mixture of experienced personnel and recent engineering graduates," he continues.

Like most other companies in YRP, Ericsson focuses on 3G development, and personnel at the Japanese R&D unit work in close cooperation with their colleagues in Kista, Mölndal and Luleå in Sweden and Nuremberg in Germany.

The work concentrates on development and test operations for WCDMA, the radio network for 3G. According to Erik Svedmark, the unit also supports NTT DoCoMo with base station tests for the Japanese company's future 3G network.

"We also have a 3G-demo lab that serves the entire region, Asian Pacific Demolab, where visitors are provided with a better understanding of the future significance of 3G.

"We conduct one or two demonstrations every week, and several Chinese customers have visited our facility here in YRP," says Erik Svedmark.

Ericsson's research work in YRP is concentrated in three areas - radio access with particular focus on 3G, IP networking and, perhaps most importantly, the new IPv6 protocol.

The third area of research is relatively new and deals with 3G-applications, with the largest project focused on completely new services for the mobile Internet.

Among other areas of interest, the research

unit is examining services and applications linked to personal profiles in combination with various group affiliations.

Ericsson's research and development unit in YRP is also participating in the formulation of future demands and standards for 3G, as well as 4G.

Erik Svedmark says it was extremely stimulating to be involved in the build-up of Ericsson's activities in YRP from the start.

"We were in the right place at the right time, and we have taken advantage of our position to create a strong foundation for the future," he says.

Gunilla Tamm

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# Attracted by telecom interest

Mitsuhiro Hara and Yoshiko Yoshimoto were attracted to Ericsson by their interest in telecommunications and the fast rate of growth in the sector. Yoshiko has now worked at Ericsson for about five years, while Mitsuhiro joined the company two years ago. Both are based at Yokosuka Research Park.

► "My duties involve software development. I used to work for a Japanese publishing company. I applied for a position at Ericsson after reading an advertisement in a recruitment magazine," Mitsuhiro Hara explains.

"I'd never heard of Ericsson until then," he adds, and continues: "I can't deny there are quite considerable differences in terms of both duties and work culture. Here at Ericsson, things are much freer and the atmosphere is more relaxed. I find working in the telecom industry, with its fast pace of development, very interesting."

## First contact at trade fair

Mitsuhiro's first year at Ericsson included three months of work at Erisoft in Luleå, Sweden.

When Yoshiko Yoshimoto joined Ericsson five years ago, her initial workplace was at Shin, Yokohama. She moved to YRP two years ago and her current position involves verification duties.

"I started to work at Ericsson directly after I



Mitsuhiro Hara and Yoshiko Yoshimoto work for Ericsson in Yokosuka Research Park. They are both interested in current development trends in telecommunications and find the Ericsson working environment to be open and harmonious. Photo: Lars Åström

graduated from college in Boston, USA. My first contact with the company was at a trade fair. Since I really wanted to work in the telecom field, I found Ericsson interesting."

Yoshiko likes her job and says the company has a good working atmosphere for female computer technicians.

"There are opportunities to try out new things, which is stimulating," she adds.

## Valuable network

Over the years, she has visited Ericsson in Kista several times, most recently for a six-month assignment.

"Apart from the fact that working in Kista was very educational, it also enabled me to build up an extensive network of contacts, which is extremely useful in my work here in Japan."

Gunilla Tamm



# Working around the clock

Ericsson Radio Systems in Linköping thinks in revolutionary terms when it comes to software design. Breaking down traditionally large development projects into several smaller pieces has resulted in greater delivery precision, increased customer satisfaction and more satisfied employees. Incremental design, Daily Build and automatic testing are the three key concepts applied in the company.

► Huge numbers of programming hours are required to create the complex functions found in systems such as mobile phones. Nevertheless, the demand for faster software development is increasing constantly.

"The traditional development model extends over a couple of years. During that time, demands change and new conditions arise. Currently, the tempo is so fast that systems are being constructed almost at the same time as the standards are determined. We have to find work procedures that can keep up with that pace," says Lars Knutsson, site manager for the Center for Radio Network Control at Ericsson Radio Systems in Linköping.

The center specializes in radio network control and software development is a key aspect of that work. When the new development model was being shaped, inspiration was found through field trips to the US, including visits to Sybase and Microsoft. Seeing good results elsewhere provided the center with the impetus and courage to continue with its own system.

## Rapid feedback

Two units are implementing development projects using the new model. First out was GSM-OSS, an operational support and network optimization system for GSM. The second project is being conducted within IP-BSS, a future GSM system that uses IP as a transmission medium.

Åke Sundelin is head of GSM-OSS, the unit that has been in operation the longest, two and a half years. Katarina Johansson is section manager for radio network optimization products within GSM-OSS, and Göran Hammentun is a designer at the same unit. They are unanimous in their optimism.

"What we're noticing most clearly at the design level is the rapid feedback. It used to take months before we received any feedback. Now things move much more quickly. We build every day and test every night. It's much easier to revise and rewrite something when what you were thinking when you wrote the code is still fresh in your mind," says Göran Hammentun.

Under the traditional project model, designers were already involved with the next project or even the one after that when the fault-analysis process began.

"It's a big advantage for the employees," says Katarina Johansson. "Now it's much easier to plan one's work. We're all very well informed about what will be done. Panic no longer sets in during the final phase of a project, which was always the case under the old procedure.

"But our greatest gain lies in the knowledge that what we're delivering really works. The fact that we find a hundred faults during the design process is better than finding ten once the system has already been shipped to customers," emphasizes Katarina Johansson.

"This is clearly a move in the right direction,

even though it will take time before we learn the best way to conduct projects," says Åke Sundelin. "You have to be proactive and always remain focused. Among other things, it's important to create routines for reporting faults. Sections of code added at the last minute frequently have an effect on things that worked before these were added. If a portion recently added to the system creates new errors in the previous parts, whose responsibility is it and how do you solve the problems together? We have implemented reporting methods and are constantly improving our fault-correction procedures."

## In the forefront

The city of Linköping is something of a pioneer in Sweden when it comes to these sorts of ideas. Ericsson, ABB, Saab and Volvo are conducting a joint study into Daily Build and Automatic Testing, as part of a project together with the Swedish Association of Engineering Industries, the umbrella organization for the sector. At Linköping University, there are several influential software groupings and wide-scale cooperation involving Ericsson, which is sponsoring a professorship and financing two industrial doctoral projects.

Åke Davidsson, head of the IP-BSS unit, and test manager Fredrik Svensson jointly participated in the development of a detailed report of experiences gained from the use of Daily Build.

"At our unit, we don't build every day, but still rather frequently. Automatic testing is a key feature of efforts to ensure that the model works," says Fredrik Svensson. "Some tests are conducted by people, but most are done better by computers.

"We have not yet completely automated our

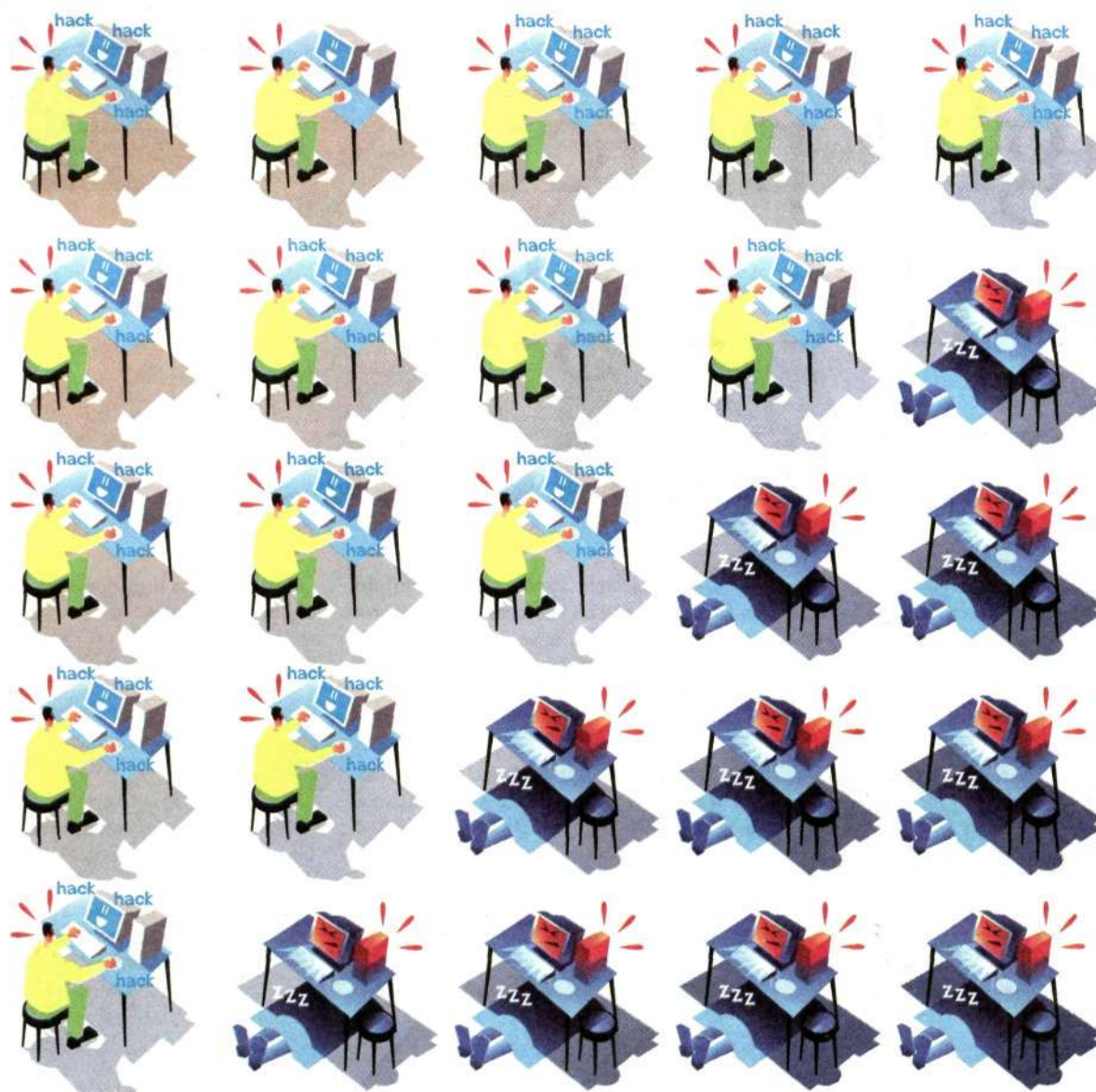


Illustration: Martin Gradén

## FACTS/DAILY BUILD

Ericsson Radio Systems in Linköping chose to compress the traditional project model, dividing it up into smaller increments of three to six months. Within each increment, pieces of software are added on an ongoing basis. That is the core idea underlying Daily Build – a concept that is based on the daily construction and testing of systems or subsystems, or on a

continuous and frequent basis. This means that mistakes and errors are identified immediately. Testing is automated as much as possible, which boosts efficiency and safety.

A test computer can work around the clock, maintaining the same level of quality. This frees up human testing resources to conduct tests that requires interactivity.

testing, due to do the demands of some people for interactivity. The next challenge will be the automatic generation of testing sequences, and developing methods to ensure traceability throughout the development chain."

## Conceivable disadvantages

Daily Build has been the subject of considerable discussion, and a common perception is that working conditions are becoming more rigorous, with continuous pressure and an excessive pace of work. But Ericsson Radio Systems in Linköping makes a comparison with the traditional system where there were three weeks of panic prior to a delivery.

"Sure, there are some conceivable disadvantages," admits Åke Davidsson. "With short production cycles, there's a risk of being panicked all the time. You simply have to raise the standard of quality earlier in the project. When we started, we had a service that sent out a SMS to the designers in charge at the smallest sign of an error in testing, even if it was in the middle of the Friday night newscast. Now we have a website with test reports that can be reviewed at the start of the workday."

So what about costs? Of course, switching over to this work method is an investment. But it is an investment that will yield substantial returns, according to the Center for Radio Network Control in Linköping.

"We know that we're maintaining a very high quality standard, that we have reduced lead times and improved our fulfillment of requirements," says Lars Knutsson. "Shipping products with defects also costs money in the form of lost goodwill, correction and so forth. It's such factors that we're weighing into our comparisons."

"Now we've been working according to these methods so long that we're starting to see the effects, and see ways that we can further develop it. In phase two, we want to intensify its use in what we're working on now and extend its use to more systems. I anticipate that Daily Build and Automatic Testing will become standard work methodologies throughout Ericsson in Linköping within a couple years. We also hope to be able to spread the concept to others."

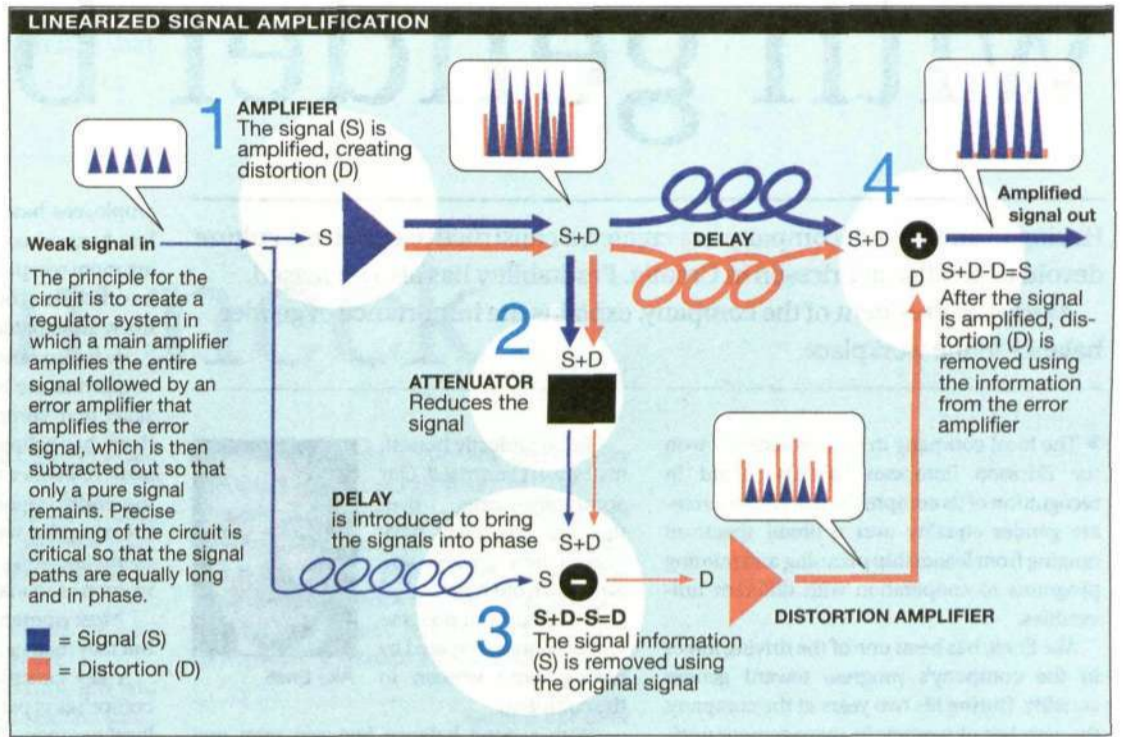
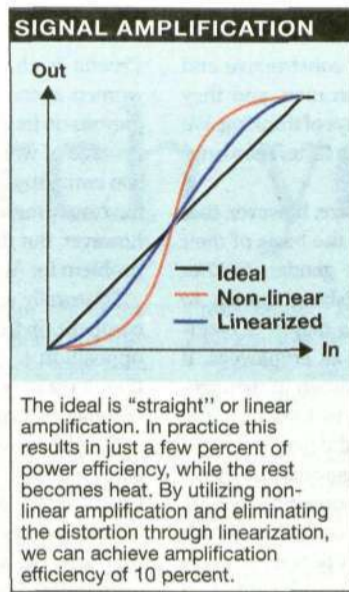


Illustration: Martin Gradén

# WCDMA power with less heat

For broadband channels in 3G networks, a whole new technology is required to convert weak radio signals into a strong antenna signal. This is accomplished by using new MCPA amplifiers. The biggest challenge is the ability to manufacture high-quality amplifiers in sufficiently large volumes.

► MCPA or Multi Carrier Power Amplifier, is an important component in radio base stations for the new WCDMA networks.

MCPA is a linear broadband amplifier that converts weak radio signals in the transceiver to a strong signal emitted by the antenna. Amplification must be linear, meaning that the signal must be made stronger but cannot be distorted. This is a far from easy task and if engineers fail to create a clean signal, the system will lose both quality and capacity.

"For second generation mobile networks, GSM and TDMA, we developed filter combiners that both filtered and combined the outgoing signals from the transmitters. We have become world leaders in that technology and we're able to mass-produce filter combiners for all 2G systems," says Berndt Doxner, head of the unit that is developing the new WCDMA amplifiers.

Filter combiners worked well for the narrowband 2G channels, but for the broadband 5 MHz WCDMA channels in the new 3G networks, a different solution is required - one that is even more complicated but which must be developed in an even shorter amount of time.

## Manufactured in Kista

MCPA is being developed at Ericsson's core product unit for antenna-near products (CANP) in Kista. Manufacturing will occur at the Kista plant, which is now being relieved of



"The challenge is to manufacture large volumes with high quality," says Bo Berglund, technical manager for MCPA amplifiers. Photo: Peter Nordahl

other production to create capacity for MCPA. Over the short term, however, MCPA will also be manufactured at other locations.

In part to strengthen its position in MCPA, Ericsson recently acquired the American company MPD, which specializes in linear amplifiers. MPD has been renamed Ericsson Amplifier Technologies Inc. In addition, a new design center was recently opened in Gothenburg.

"It's important that Ericsson has control over this technology," says Berndt Doxner. "We not only secure expertise. There are also economic advantages, since power amplifiers account for an increasingly large part of base stations and the laws of physics dictate that these components cannot be shrunk or integrated in the same manner as, for example, digital technology."

"This is a very complicated radio product with high performance requirements," says Paul Cedergren, product manager for MCPA for 3G systems.

An MCPA unit consists of hundreds of components and is technically difficult to mass-

produce with a high degree of quality. The work requires that every unit be tested and trimmed, a process which requires both time and manpower. A large portion of the work within the MCPA unit involves streamlining and automating production processes.

The units that have already been manufactured are to be used for testing and verification, although serial production is expected to start during the first quarter of 2001.

The first deliveries of WCDMA amplifiers will be shipped to Japan, for J-Phones' commercial system, as well as to England for a test system.

## Reduce power losses

The technical challenge involved with amplifying weak radio signals from a few milliwatts up to forty watts is to obtain a clean, linear amplification with a minimum of heat loss.

Most of the heat that must be dispersed from a base station comes from power amplifiers.

"The normal thing to do is to amplify a sig-

nal in a non-linear fashion," says Bo Berglund, technical manager at the MCPA unit.

"If linear amplification was performed immediately, the power efficiency would only be a few percent. By first introducing a non-linear amplification stage, however, we can achieve power efficiency of about ten percent, while eliminating the distortion at a later stage. This is why we think it is worthwhile using a feed-forward design with linearization circuits, even if they are extremely difficult to trim correctly," continues Bo Berglund.

The principle for the circuit is to create a regulator system in which a main amplifier amplifies the entire signal followed by an error amplifier that amplifies the error signal, which is then filtered out so that only a pure signal remains (see illustration). Precise trimming of the circuit is critical so that the signal paths are equally long and in phase.

## Difficult to measure

"Several factors make that difficult," says Bo Berglund. "For one, this is a dynamic system in which the input signal is constantly changing. For another, because the entire circuit is a closed system, the elements that are causing problems and need to be analyzed cannot be measured directly. Working with this kind of technology demands a very high level of radio expertise, which is why we have started a training program."

Bo Berglund also explains the difference between traditional filter combiners and MCPA. In a system like GSM, which employs 200 KHz channels and narrowband filters, signals from the various transceivers are amplified before they are combined and transmitted. With MCPA, signals are combined prior to being amplified.

MCPA, which is capable of handling a broad frequency range and rapid frequency hops, can be used for GSM or TDMA systems. Filter combiners cannot, however, be used for WCDMA, since the channel bandwidth is 5 MHz.

Lars Cederquist

lars.cederquist@lme.ericsson.se

# Increasing results with gender balance

Having women in the company has created a constructive corporate culture devoid of prestige at Ericsson in Croatia. Profitability has also increased.

Åke Enell, President of the company, explains the importance of gender balance in the workplace.

► The local company in Croatia recently won the Ericsson European Equality Award in recognition of its comprehensive efforts to create gender equality over a broad spectrum ranging from leadership planning and training programs to cooperation with different universities.

Åke Enell, has been one of the driving forces in the company's progress toward gender equality. During his two years at the company, the number of women in management positions has increased to 25 percent. He was not particularly surprised that his company won the Equality Award.

"To be perfectly honest, no, I wasn't surprised. Our accomplishments over the past few years have broken new ground and torn down old barriers."

Åke Enell mentions several advantages created by having more women in the company.

"With a good balance between men and women, both in management and throughout the entire company, we have created a constructive dialogue. In many cases, our female



Åke Enell

employees have been more constructive and less focused on prestige than men, and they are more receptive to new ways of thinking. We have achieved our goals much faster than originally anticipated," he says.

He is also quick to emphasize, however, that employees are rewarded on the basis of their skills and competence, not gender. Neither does he believe in establishing quotas to achieve gender equality. It's a matter of creating equal opportunities for all employees. If the company wants more women in management positions, it also has to identify more women as management candidates.

"Most women are not as aggressive as men – but they manage just as well, sometimes better".

A key contributor list is compiled, which comprises 15 percent of all key persons in every local company. Men and women included on the list are considered important to the company and they are offered various opportunities for personal development. Ericsson in

Croatia is also a leader in this respect, with women accounting for 22 percent of all employees on its key contributor list, a higher percentage of women than any other local Ericsson company. Efforts to create gender equality have not progressed without some opposition, however. But this opposition is definitely not a problem for Åke Enell.

"Naturally, some men feel threatened by the competition from qualified women, but a little opposition is actually quite stimulating. And there's really no need to create a conflict – the company's results speak for themselves."

Gender equality work will continue at Ericsson in Croatia, but without any concrete goals expressed in percentages or target levels.

"We will concentrate on recruiting, retaining and developing qualified employees; everything else will take care of itself," Åke Enell believes.

Ulrika Nybäck

## Croatian women take the lead

Women are ready to assume major responsibilities – and the time has come for men to muster up the courage to open the doors and allow women into the highest management positions. In all other respects, equal opportunities will eventually solve the question of equality between men and women.

► These are the opinions of Ana Jozenec and Gordana Kovacevic, of Ericsson in Croatia, who are a driving force in Ericsson's progress toward gender equality. Ana Jozenec, who is responsible for personnel issues at Ericsson in Croatia, says one of the most critical questions when she started working for Ericsson involved efforts by the local company to recruit more female engineers. All employees had to work hard to change the company's image. Their efforts to initiate cooperation programs with the university represented an important step along the way. Ericsson in Croatia and Ericsson Microwave in Sweden, last year's winner of the Ericsson European Equality Award, have both focused intensely on creating greater interest in the company and its operations among students. Gordana Kovacevic and Ana Jozenec visit schools and universities, talking with students about the company.

### Taking the lead

"It's extremely important that we as women are seen at the university. More women are needed to take the lead and set a better example of what can be achieved in the industrial sector in general," says Ana Jozenec.

To achieve the goal of more women in higher management positions, it is essential for every manager to be more receptive and recognize truly ambitious and skilled employees. Gordana Kovacevic is the Vice President of Ericsson in Croatia, including management responsibility for a regional virtual organiza-



Gordana Kovacevic, Vice President of Ericsson in Croatia, often visits colleges and universities to speak with students about the company.

Photo: Ecke Küller

tion, CEE, known as Customer Solutions. She is convinced the key to successful gender equality is to provide equal opportunities for all employees, regardless of their sex.

"The most qualified person should always get the job," she says.

Ana Jozenec believes there are several reasons why Ericsson in Croatia has made significant progress in terms of gender equality.

"Our emancipation was different and came earlier than in the Western Europe. The feminist movement that developed in Europe dur-

ing the 1960s and 1970s was not that widespread and strong in Croatia."

### Glass ceiling for women

She agrees, however, there is still some form of glass ceiling for women aspiring to reach the very highest management positions, although Ericsson in Croatia has made considerable progress, with women accounting for 25 percent of the company's management personnel. The glass ceiling is an image that allows women to reach middle-management posi-

*A glass ceiling prevents women from reaching the highest management positions.*

Ana Jozenec

tions, but seldom rise to the highest levels of executive management.

"We still see some doubt and hesitation when it comes to appointments of women to the very highest management positions. Women are truly qualified today to take the next step, but the men need more courage to give us the chance," says Ana Jozenec.



Ana Jozenec

Neither of the two women has experienced what may be regarded as opposition from men, although they both hold high management positions in the company. Gordana Kovacevic became a manager at the young age of 25.

Gordana Kovacevic believes that a critical factor that applies throughout the world has been a serious shortage of female engineers and scientists, which has naturally weakened the recruitment base. But changes are also under way in this area.

Ana Jozenec was both surprised and happy when she heard that Ericsson in Croatia had won the Ericsson European Equality Award.

"I jumped for joy," she says and laughs. "Yes, of course we have worked hard, but it's also gratifying to look back and be able to say that we did a very good job."

Ulrika Nybäck

ulrika.nybäck@lme.ericsson.se

Fatigue, headaches and pain in the shoulders, back and neck are common symptoms familiar to many people.

The previous edition of Contact offered a few tips on simple exercises that will help you counteract back problems. In this edition, we are focusing on neck problems and how to get rid of them.

# Stretch your neck

► With all due respect to working out at the gym, the jogging track, the golf course and that invigorating, brisk walk, there isn't always time for everything in the hustle and bustle of modern-day life. But everyone has time for a few simple exercises that you can do without leaving your office chair – and they can work wonders.

In response to a request from Contact, ergonomist Pirjo Löfmark suggested the movements demonstrated here by Björn Tern-

ström, product manager at Ericsson in Kista. Pirjo explains the exercises:

"Muscles that are used in repetitious work routines easily become tight, stiff and sore. These simple exercises will increase the flow of blood in the muscles."

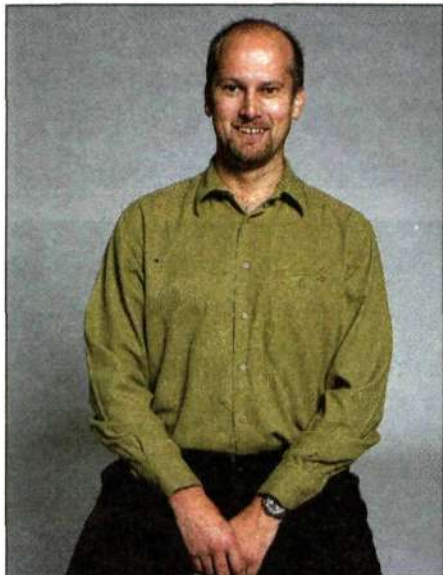
She says the movements should be performed slowly and without straining.

"Sit on a chair, or stand up, making sure you maintain a good posture. You should feel some effort and tension in your neck, but none of the

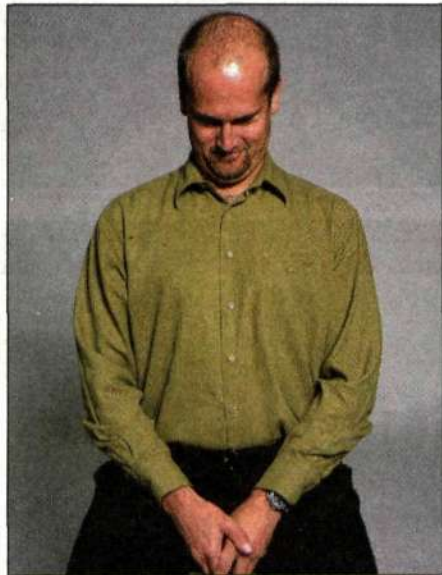
movements should cause any pain. Every movement should be repeated 5–10 times.

"Finish the exercise session by extending your muscles. Extend each muscle as far as you can, and hold the same position without straining. Keep the muscle stretched for 20–30 seconds. You will feel greater mobility and smoother movement in your neck and shoulders."

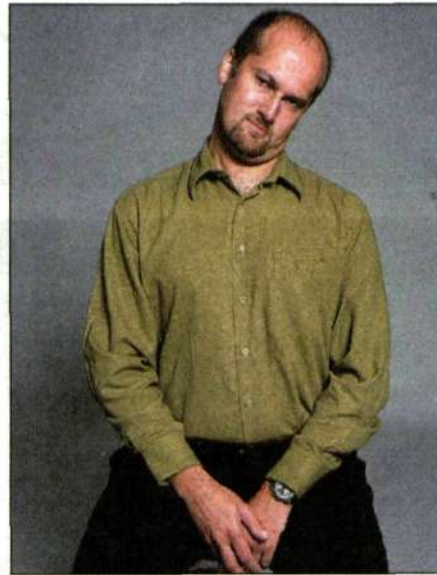
**Cecilia Sandahl**  
freelance journalist



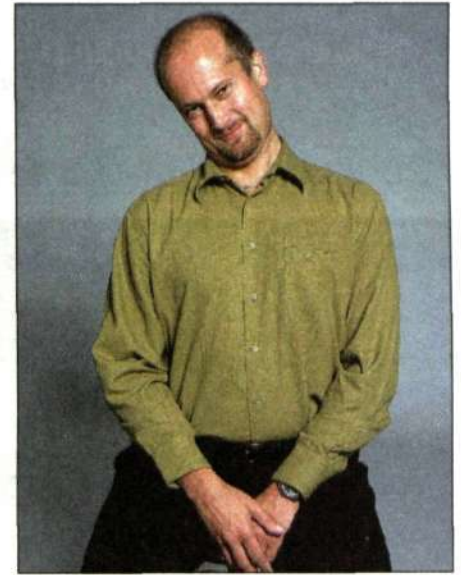
1. Sit on a chair and assume a good posture.



2. Pull your chin toward your chest.

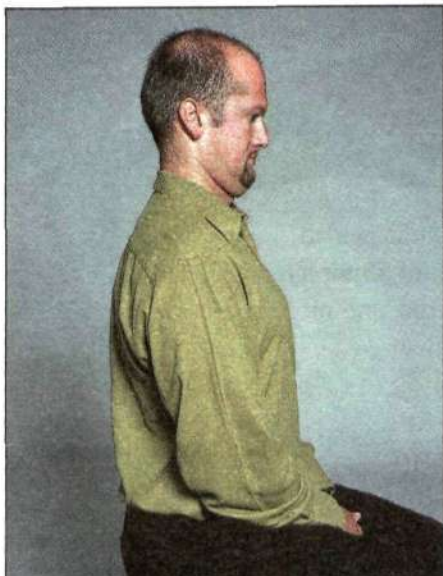


3. With your chin drawn in, bend your head slowly to one side.

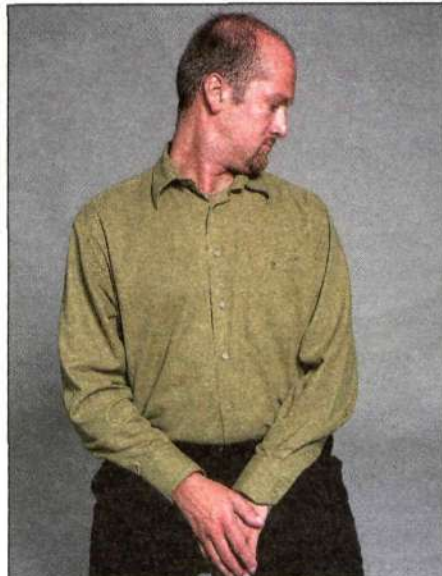


4. Repeat the movement in the other direction.

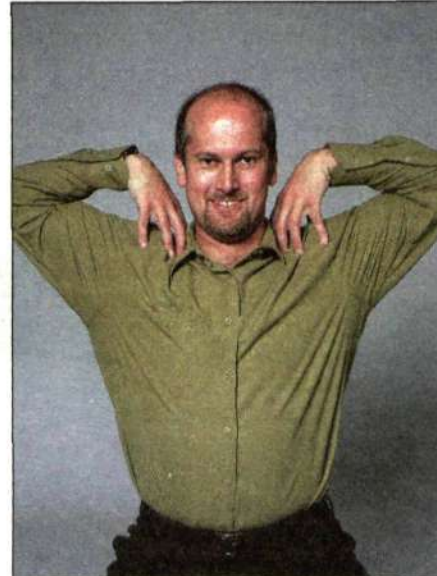
*The exercises will improve your blood circulation and the movements should be performed slowly and without straining.*



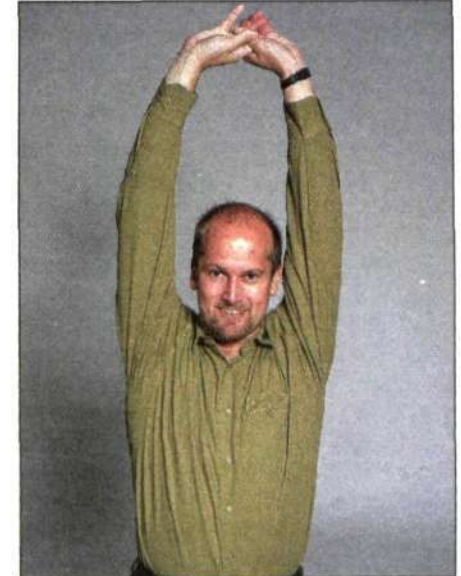
5. Pull your chin toward your chest to stretch your neck.



6. Turn your head to one side and move it up and down. Repeat the movement in the other direction.



7. Put your fingertips on your shoulders and roll your arms back.



8. Put your hands together and reach above your head in a slow, stretching movement.

Photos: Bror Karlsson

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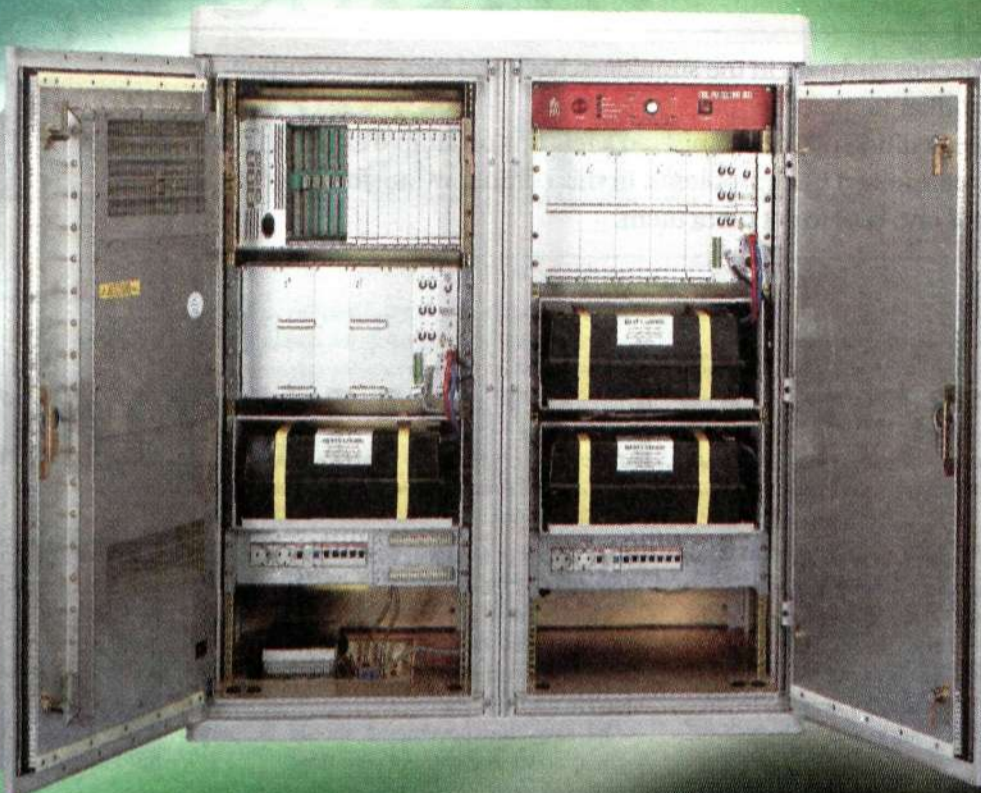


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# Worth their weight in gold



► Thanks to an ingenious alarm system, crayfish grower Staffan Axelsson can avoid spending all his time monitoring his ponds. If there's a problem, a system automatically notifies him on his mobile phone.



Staffan Axelsson

"That gets my pulse going. In the worst case scenario, thousands of crayfish

could be at risk," he says, explaining how he has had to respond to numerous alarms at the ponds, which are located in southern Sweden. He operates northern Europe's largest crayfish farm.

If oxygen levels in the water drop too low, the crayfish can have trouble breathing. It is then essential to pump air into the ponds as quickly as possible. The effect is not unlike a whirlpool, and after just a few minutes oxygen levels are restored.

A few years ago, 25,000 crayfish

died in just a short period of time. It was then that Staffan Axelsson decided to install an alarm at the facility.

The Danish Oxygard system is simple but effective. Sensors measure oxygen levels in the water. If they drop below a certain level, an alarm notification goes directly to Staffan Axelsson's mobile phone. If he does not answer, the call is forwarded to his home. When he picks up the phone, a computerized voice notifies him that a problem has been detected.

Staffan Axelsson has invested millions on the facility, but his crayfish can fetch up to USD 50 per kilo so it's worth while.

Peter Fredriksson  
freelance journalist



Pär, Kjell and Petra Sörme all work at Ericsson. Photo: Lars Åström

## Sörme trio

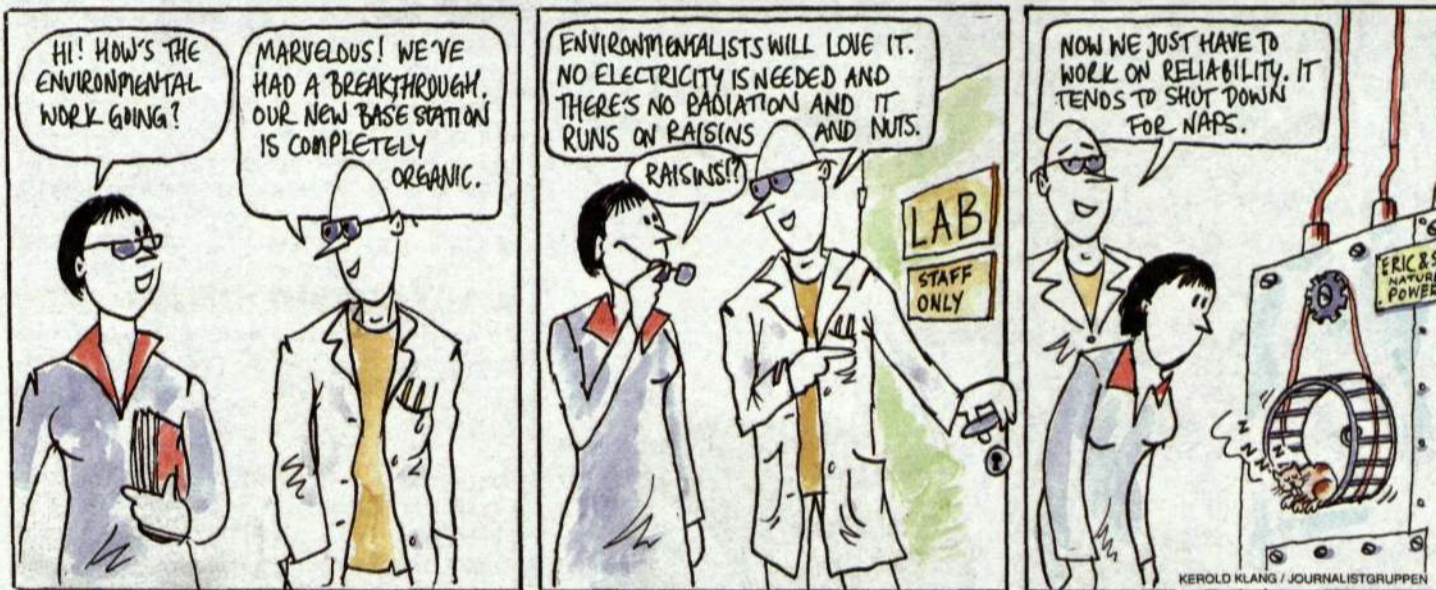
► Kjell Sörme's father started working at Ericsson in the 1940s. Kjell is, himself, a regional manager in marketarea Asia Pacific. What is less well known is that two of his children also work at Ericsson. In this instance, third-generation does only refer to a new kind of infrastructure. It is also the number of generations of the Sörme family that have worked at Ericsson.

Furthermore, they also work in three different areas of the world. While they seldom meet face to face, they did manage to see each other at Telecom Asia in Hong Kong in December last year.

"Otherwise we usually only see each other at Christmas," says Petra Sörme, who lives in Melbourne, Australia where she works with venture capital on Ericsson's behalf. Her brother, Pär Sörme, lives in Sweden, while Kjell lives in Hong Kong, the location of Ericsson's regional office.

Mats Lundström  
mats.lundstrom@ime.ericsson.se

### ERIC & SON



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The seminar provides a solid understanding of UMTS Radio Planning with the focus on estimation of coverage & capacity as well as the practical aspects on radio planning. You will also take part in demonstrations of radio network planning tools for UMTS. This seminar is designed for engineers with fundamental knowledge in cell planning, who need to learn the process and the specific aspects of UMTS cell planning.

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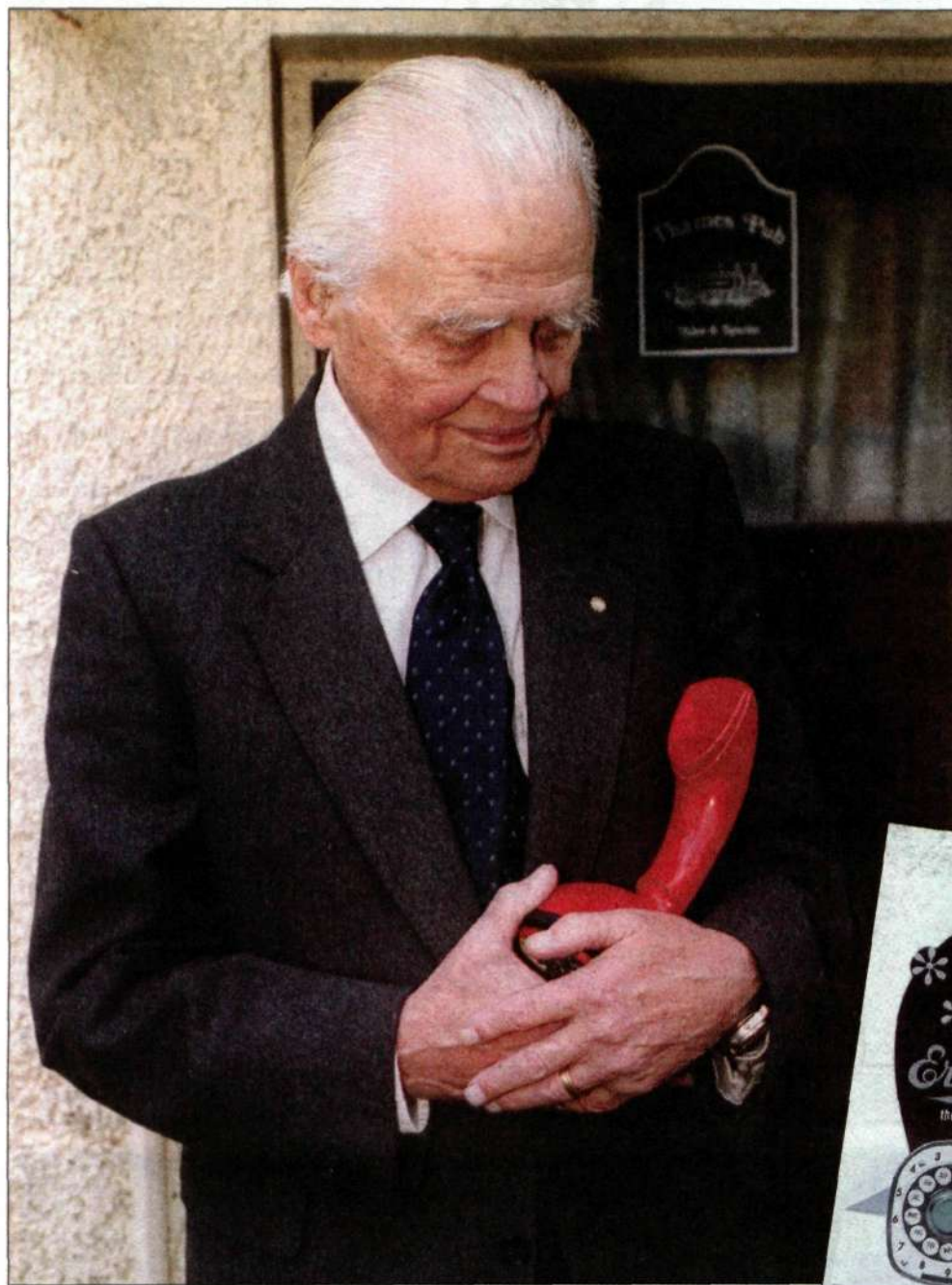
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"I have always liked beautiful things," says Gösta Thames, the designer of the Ericofon. The device, popularly known as the Cobra, is celebrating its 45th anniversary and its soft lines are still classed as a milestone in the history of design. About 2.5 million Cobra phones were sold, the majority of which were exported.

Photo: Ecke Küller

*The Ericofon was designed to be lightweight, simple and reliable to use, and fit well into the hand*



## A design with bite

The year was 1953 and the Swedish Telegraph Service was celebrating its 100th anniversary. Outside the Swedish Board of Telecommunications in Stockholm, Sven Ture Åberg, LM Ericsson's new President, was waiting impatiently. The 100th anniversary gift he was to present was late.

► At the same time, Gösta Thames was racing at full speed from Telefonplan on his engine-equipped bicycle. He was carrying a valuable load – the first Ericofon.

"It was a momentous day when it was handed over – one of the greatest in all my years at LM Ericsson," he recalls.

The Ericofon, or Cobra as it was popularly known, was launched on the market 45 years ago, and its success is well-known today: about 2.5 million devices were sold and several awards were received, including one from the Museum of Modern Art in New York, which ranked the device's form among

the best achievements in 20th century industrial design.

A prototype made by Hugo Blomberg and Ralph Lysell was patented as early as 1941, but it was Gösta Thames and his device group that created the final design of the Ericofon.

"Naturally, I am proud," says Gösta Thames, who started at the telephone section at the beginning of the 1940s.

He now lives in Mjölby, in southern Sweden, and has been a retired since 1981. He is an engineer and has no formal training in design, but says that this has been compensated by the fact that he has always had a feeling for color and shapes.

"It's easier to make a designer out of an engineer than the other way round," he believes. "I wanted the device to fit well into the hand, it was to be lightweight, and simple and reliable to use."

The biggest problem was the material. At that time, only brittle acrylate and cellulose plastics, were available. Gösta Thames did not find either of these materials satisfactory, as they were easily scratched.

"I used the nail test. If there were scratches in the material when I rubbed it with my thumbnail, then it wasn't good enough."

The solution arrived with the invention of ABS plastic in the mid-1950s. This passed the test. A number of employees then acted as advisers in selecting the colors.

"Only people who were well-dressed and had style were allowed to be involved in color selection," Gösta Thames recalls.

The Cobra is still in demand and is sold through such channels as Internet auctions for about USD 100.

Gösta Thames, however, does not want to give any advice on how Ericsson could become more successful in the design of today's mobile phones.

"I have an Ericsson phone, but it is still in its box. I only use it when I'm driving a long way and nowadays I only take short trips in my car."

Gösta Thames worked for LM Ericsson for 43 years from 1938, a period hallmarked by incredible advances in technology as well as for the company.

"Consider that we had only one transistor at the development department in 1950 – nowadays a million transistors could fit on a fingernail," says Gösta Thames.

Lars-Magnus Kihlström  
lars-magnus.kihlstrom@lme.ericsson.se

### UPCOMING

**February 20-23:** The GSM World Congress 2001 will be held in Cannes, France. As in the past, Ericsson will be there with lecturers, exhibitions and a large customer seminar.

**March 20-22:** The CTIA trade show will be held in Las Vegas. Some 700 exhibitors and 30,000 visitors are expected to attend.

**March 23-28:** CeBIT, the world's largest telecom and trade show, will be held in Hanover, Germany.

inside.ericsson.se/cebit01/

### UPDATES

**February 5** "The Ericsson Chronicle," a book commemorating the company's first 125 years, was presented at the Telecommunications Museum in Stockholm.

Ericsson Response has conducted its first emergency relief mission. In cooperation with the Red Cross, Ericsson assisted in providing emergency relief following the recent earthquakes in El Salvador and India.

www.ericsson.se/ericssonresponse/

### NEW ASSIGNMENTS

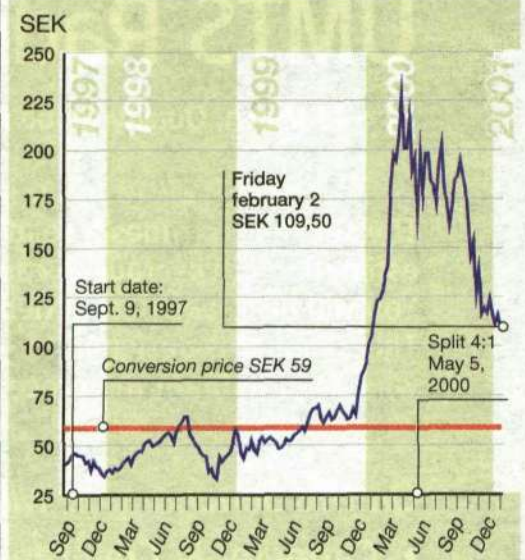
**Maria Khorsand** has been appointed President of the Ericsson Technology Licensing Company. Prior to her appointment, she worked for the IP Technology product unit of the Data Backbone & Optical Networks division.

**Jeff Travers** has been named President of Ericsson in Iran, effective March 1.

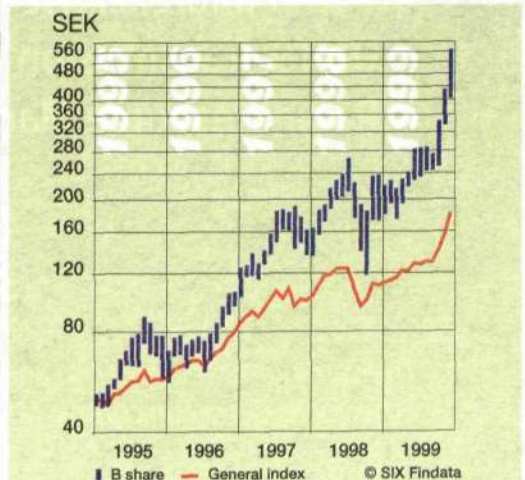
**Mattias Isaksson** has succeeded Johan W. Fischerström to lead Corporate Branding and Identity Management.

**Tyrone Vieira**, Ericsson Radio Systems, has been named an Expert in "Methods and Applications in Microwave Network Planning."

### 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>



# Vacancies

## AT ERICSSON WORLD WIDE

■ This is a selection of vacancies within the Ericsson corporation.

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

The next issue of Contact will be published February 24.

Contact No. 2 2001

Updated January 29 th

### ERICSSON SA, MARKET DESIGN SOLUTIONS CENTER, R&D, SPAIN

#### SW Designer

The EEM Market Design Solutions Center is a development center located in Madrid and our mission is to handle market function assignments in a fast and responsible way within Ericsson Organization to help our customers, Customer Groups and Market Units to win more business. We perform system investigations and SW Design within the whole AXE System to give Design Solution for our customer.

● As Software Designer, you will be involved in Market Design Projects running at EEM MSDC during the Design and Test phase. The Design part will be mainly the implementation of market functionality's in AXE products. During the test phase you will perform test analyses, general test reports for Market products. We think that you shall have a technical degree or comparable, preferably in telecommunication and 1-2 years experience in design and test in any of AXE System we work with, like TCS, TSS, IN\_SSF, CHS, Access. In addition you will get opportunities to acquire understanding, knowledge, general view of the AXE Design products areas and also training in them.

#### System Engineers

● As System Engineer, you will receive the requirements from the customer to implement Market Functionality and you will be able to provide them with an optimal technically and project wise. You shall have a good understanding of the AXE System and experience in multiple product areas like TCS, TSS, IN\_SSF, CHS, Access; and shall also have a customer focused approach to the development of a total solution.

You will build up a contact network with a variety of people from marketing and the product responsible in the different PU/PAs and you will have the possibility to be involved in Market Projects as technical Coordinator to improve your competence as System Engineer in all the AXE Word.

Our Web: <http://alvaro.es.eu.ericsson.se/tl/ftgen/ftgen.html>

Contact: Luis Cardenas, +34 91 339 2154 or +34 699 427578, luis.cardenas-zapata@ece.ericsson.se. Application: Ericsson S.A, Indocentro, Retama 7, 4ª Planta, 28045 Madrid, Spain.

### ERICSSON CARIBBEAN, MU CARIBBEAN

#### Sales Manager

Market Unit Caribbean covers an area of 15 countries and 15 dependencies with some 27 million people. The telecom markets in the area is in the process of deregulation with a number of possibilities within mainly cellular and datacom networks. We are now looking for an experienced marketer who can identify and initiate new business that supports strategic sales directions. The position is located in San Juan, Puerto Rico but frequent travelling in the Caribbean is required.

● The candidate shall have a M.Sc or MBA degree and broad professional experience of international sales & marketing of TDMA, CDMA and/or GSM with a successful track record. Knowledge of 3G Mobile technology and Ericsson's datacom solutions is a merit. As for your personality, we expect you to have a drive for result and excellent interpersonal skills. Ericsson experience is requested.

As the area is multicultural, fluency in English is essential and knowledge in Spanish / French is a further merit.

Contact: Espen Myhre, New Accounts Director, +1 787 771 1700

#### Director Consumer Products

The telecom market is growing strongly with hard competition between operators. Several large global operators are present in the region. We are

now looking for an experienced manager who as a leader for the Consumer Products group can further develop the accounts in accordance with MU strategies and Tactical Market Plans; actively market and sell products and services. Main offices are based in San Juan, Puerto Rico and frequent travel in the Caribbean is required.

● The candidate should have a broad sales and marketing professional background with a successful track record and excellent negotiation skills. As for your personality, we expect you to have a drive for result and excellent interpersonal skills. Fluency in English and Spanish are essential.

Contact: Bo Carlsson, President, +1 787 771 1700

### MU JAMAICA

#### GSM Local Support Engineer/

Market Unit Caribbean covers an area of 15 countries and 15 dependencies with some 27 million people. The telecom markets in the area are in the process of deregulation with a number of possibilities within mainly cellular and datacom networks.

● We are looking for 2 ELS Engineers to work with our GSM first line support group in Jamaica. The candidate must have a good support experience in some or all of the following products : SS, BSS and OSS. Some knowledge in WAP and GPRS is appreciated. The candidate, based in Jamaica, will: Be part of the support team in our Caribbean ELS, responsible for first line support to customer Helpdesk activities. Interface to other (internal or external) parties when the reported problems need to be escalated. Solve CSR's reported by the customers. Monitor follow up of support requests escalated to the ELS.

Candidate should have a BBA degree and at least 3 to 5 years experience working in a support environment. Must have excellent fault finding capabilities as well as experience on all related tools used in a support environment. Must be able to work under stressful conditions at times. Must be a team player or able to work independently when required. Good knowledge of English language is a must.

We expect the successful candidate to start during april 2001 or before.

#### TDMA Local Support Engineer/

● We are looking for 2 ELS Engineers to work with our TDMA first line support group in Jamaica, providing support for the islands of Jamaica and Cayman Islands. The candidate must have a good support experience in some or all of the following products : MSC, AP, Prepay, Jambala and MXE. The candidate, based in Jamaica, will:

Be part of the support team in our Caribbean ELS, responsible for first line support to customer Helpdesk activities. Interface to other (internal or external) parties when the reported problems need to be escalated. Solve CSR's reported by the customers. Monitor follow up of support requests escalated to the ELS.

Candidate should have a BBA degree and at least 3 to 5 years experience working in a support environment. Knowledge of AP and Jambala is greatly appreciated.

Must have excellent fault finding capabilities as well as experience on all related tools used in a support environment. Must be able to work under stressful conditions at times. Must be a team player or able to work independently when required. Good knowledge of English language is a must.

We expect the successful candidate to start during june 2001 or before.

Contact: Martin Paquette, ELS Manager, Arne Palmkvist, Operations Director, +1 787 771 1700.

### MU DOMINICAN REPUBLIC

#### Customer Project Manager - GSM

In the Dominican Republic Ericsson has established a branch office (BDO). We are now looking for a Customer Project Manager to handle the rapid expansion and upgrade of our Customer's GSM 1900 network in the Dominican Republic. The scope covers all GSM 1900 products including MSC, BSC, RBS, SW Features, GPRS, WAP, etc.

● The Customer Project Manager manages the implementation projects from contract to Customer acceptance in accordance with project time schedule, budget and quality requirements. Among the tasks are project planning and follow-up, preparation of project budgets, cost follow-up and to be main interface towards the Customer on all projects related issues. Close interaction with internal and external subcontractors is also included. The Project Manager will also participate in the tender phase as responsible for the implementation proposals.

Qualifications: You should possess qualifications to motivate and guide the project team members and achieve high Customer Satisfaction. The educational background should be at least a BA in a science or business discipline.

The Project Manager shall have at least 2-3 years of GSM experience of managing implementation of cellular networks. Ericsson experience is requested. As for your personality, we expect you to have a drive for results and excellent interpersonal skills. The candidate should have excellent skills in the English language and preferably in French and Spanish.

Contact: Maria Blomqvist, Customer Project Manager BDO, +1 809 683 7708 or Mats Skoglund, General Manager BDO, +1 809 683 7716. Application to all the above: Noelia Borrego, Human Resources Department, noelia.borrego@ericsson.com.

### ERICSSON HONG KONG

Hong Kong is recognised as one of the most competitive Telecoms Market in the World. Six Mobile Operators running eleven networks serve nearly four million customers with subscriber penetration at over 50 %. Ericsson Local Support in Hong Kong provides support services to our key Mobile operator's GSM900/1800 and TDMA networks as well as the major Wireline operator's large international gateways. Four 3G licences will be awarded during 2001.

Hong Kong operators need to be at the forefront of technology -we have already introduced WAP and GPRS into the market and will be among the first in the Asia-Pacific Region to implement 3G networks. To provide professional support in this very challenging environment, we are looking for a person of high calibre to fill the following position:

#### System Expert

● As System Expert, you will be required to perform network investigations and problems at the highest technical level and to resolve them in line with customer expectations. Design, test and implementation of Market functions will be required as well as participation in system updates/upgrades and our 24x7 Emergency support rota. You will also be expected to provide technical competence transfer and mentoring to the existing support team plus technical advice to the Ericsson Local Support Manager to whom you shall report directly. In addition, you should expect to be exposed to the emerging 3G technologies and help manage the required adaptation of the support teams processes and methods accordingly.

To fulfill the above job responsibilities and expectations, you should have broad CME20 based system knowledge, expertise in the area of APZ/IO and ideally some exposure to GPRS and Datacom. You should also have been working with AXE systems for at least 8 years, 5 of which should have been with Mobile systems, in a Design/Verification/Support type environment. Besides, you should have a full understanding of Ericsson support processes and experience of working directly with customers - a strong

focus on customer relations and satisfaction is expected. Hong Kong is a fascinating city in which to work and live - for a technological challenge and an exciting way of life you can do no better!

Contact: Wendy Chan, Sr. Human Resources Officer, +852 2590 2417, wendy.chan@ehk.ericsson.se.

### ERICSSON LTD, BASED TELECOMMUNICATIONS CENTRE, BURGESS HILL, UK

#### Senior Test Build Engineer

Build Handling is part of Test Configuration Management and is responsible for providing test beds for the development and evaluation of new products for Wireline, Mobile and Datacoms. The Test Build Support groups build and maintain the software dumps, undertaking fault finding and emergency corrections as required.

● Test Configuration Management are looking for a Senior Test Build Engineer to build and maintain software dumps (CP/SP); locate corrections and assembling blocks required for testbeds; register, test and send Primary and Market corrections and desk check corrections. Other key responsibilities require the Senior Test Build Engineer to undertake special projects/responsibilities as and when required, actively contribute to the development of technical competence and continuous improvement process of TCM.

It is essential that suitable candidates have a minimum of 4 years experience of Test Build Support in AXE10 environment or other proven testing/TCM ability and have completed Testing 1, Testing 2 and Testing 3 or equivalent. Proven fault finding abilities, as well as a thorough knowledge of all correction handling and mapping and knowledge of assembly of dumps and change messages are also essential to the role. The ideal candidate will also need to be familiar with UNIX and IBM mainframe applications.

Contact: Recruiting Manager, Shona Petrie, shona.petrie@etl.ericsson.se, +44 1444 234473 or HR, Suzi Cooper, suzi.cooper@etl.ericsson.se, +44 1444 234018. Application marked 466:

#### System Test Plant Manager/Solutions Delivery

● Test Configuration Management is responsible for providing the testing environment for the development and evaluation of new products for Wireline, Mobile and Datacoms. The System Test Plant Group is responsible for providing the test plants, the exchange data transcript for the software builds and the simulated environment for these new products.

The System Test Plant (STP) Manager is responsible for making a direct contribution to the business development and profitability of the department. This will include the provision of resources for test plant services, overall development of test plant environment in line with business and test plant user needs and Data Transcript development and maintenance. As well as working with his/her colleagues to develop and implement business strategy, objectives and improvement processes, the STP Manager will be responsible for development of his/her team.

It is essential that suitable candidates are educated to degree level or equivalent in a technical subject, or at least 5 years management experience in a multi-disciplined environment. A proven track record in managing people is also essential. An ideal candidate will have been involved in working and leading a team in TCM activities.

Contact: Recruiting Manager, John Burns, john.f.burns@etl.ericsson.se, +44 1444 234339 or HR, Suzi Cooper, suzi.cooper@etl.ericsson.se, +44 1444 234018. Application marked 564: myfuture@etl.ericsson.se.

### ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

Looking for Challenges? We are an successful marketing and sales team managing business on BMOGs direct markets. We are working in Central and Eastern Europe with complete GSM system



tenders in countries, where Ericsson have limited local presence. To be able to cope with future challenges within GSM, Datacom Solutions and later UMTS, we need a hungry and professional

## Sales Manager

● You are responsible for the commercial part towards our customers and perform business planning, tender work, negotiations and other customer related activities. You have a MSC degree or similar and well-proven experience from marketing & sales within the mobile telecommunication area. Good communication skills are required, as well as excellent written and spoken English. You are prepared to travel.

**Contact:** Mikael Anckers, Manager Sales Operations, +46 70 561 43 37, mikael.anckers@era.ericsson.se or Kerstin Efraimsson, Human Resources +46 8 757 55 15, kerstin.efraimsson@era.ericsson.se. Application: sophia.bergqvist@era.ericsson.se

## ERICSSON RADIO SYSTEMS AB, KISTA

### Radio Network Specialist – Direct Markets

ERA/SP is the Business Management unit for Direct Markets, GSM, TDMA and EDGE. ERA/SP/X is the technical marketing and sales support organization catering for core network design and local product management as well as container systems. ERA/SP works with direct markets (mainly in Africa, Middle East and Eastern Europe) and acts as a Market Unit. We need to strengthen the competence in radio network design and radio products for GSM and UTRAN.

● Your challenge is to cope with the increased demand of radio network design in the tender phase. This means that you should understand the products used in the radio network, may it be for GSM or UMTS, and also make a radio network design for tender purposes. You are also involved in the pre-sales phase discussing radio network planning with the customer. You have a background from radio networks. It could be from many different areas, but most important is that you would like to meet the customer, and create and design the best network for the customer. Our customer is in focus. There are often requests for jobs on very short notice and the customer may change opinion quickly. It is important that you can work under these circumstances. Take this opportunity to work as close to the customer as possible. You will also meet with people from many different cultures and get excellent opportunities to travel, often to interesting and exotic countries.

**Contact:** Håkan Asplund +46 8 7571843 hakan.asplund@era.ericsson.se Peter Linderöth +46 8 4049308 peter.linderöth@era.ericsson.se, Kerstin Efraimsson +46 8 7575515 kerstin.efraimsson@era.ericsson.se

## Sales Manager

● We are an aggressive marketing and sales team hunting new business on BMOGs direct markets. We are working worldwide with complete GSM system tenders in existing countries, where Ericsson have limited local presence. To be able to cope with future challenges within GSM, Datacom Solutions and later UMTS, we need a hungry and professional businessman.

You are responsible for the commercial part towards our potential customers and perform business planning, tender work, negotiations and other customer related activities. You have a MSC degree or similar and well-proven experience from marketing & sales within the mobile telecommunication area. Good communication skills are required, as well as excellent written and spoken English. Other language skills are considered as an additional qualification. You are prepared to travel.

**Contact:** Håkan Svahn, Manager Sales Operations, +46 8 404 8774, hakan.svahn@era.ericsson.se, Per Uppström, Manager Sales Operations, +46 8 757 21 76, per.uppstrom@era.ericsson.se

## Operator Business Analyst

● Business Management & Operations Direct Markets. In today's mobile communications market with increasing complexity and competition, it is increasingly important to have coherence between business strategy and network solutions. Consequently, as strategic partner we need to support our customers with business planning and development. We are now looking for an Operator Business Analyst to strengthen our team.

You will be responsible for developing business strategies and business cases for potential and existing customers, based on in-depth analysis of the local market conditions. Together with account teams from our organisation, you will conduct a strategic dialogue with the customer.

Typical activities carried out by the Operator Business Analyst are: Support to the operator's top management in the strategy development process. Analysis of financial implications on alternative strategies and environmental scenarios. Identification of risks, upsides and downsides on alternative strategies.

The candidate should preferably have a Master's degree in Business Administration or Economics, together with minimum three years experience from business/finance analysis. The position requires excellent analytical skills, result orientation, and fluency in spoken and written English. Work experience from a network operator or an ISP is a merit.

**Contact:** Per Sjöberg, +46 8 7573816, Paul Ericsson, +46 8 7572567

## Price Manager

● Business Management & Operations Direct Markets. Price management is becoming an increasingly important tool in order to win new business as well as to develop our existing accounts. We are now looking for a Price Manager to strengthen our pricing team.

You will be responsible for strategic and operative pricing for our complete product portfolio including GSM and UMTS solutions. You will be part of the pricing team at SP/M Business Support, and your main interfaces will be the Business Management units for New Accounts and Key Accounts, local companies in the region, and the pricing network within Division Mobile Systems.

The Price Manager will be expected to perform the following activities: Support business management and local companies with price strategies and business argumentation. Co-ordination of prices together with contract terms and conditions. Monitor customer price levels and price models across our markets. Conduct price workshops with account teams in the home organisation and at local companies. The right person should preferably have a Master's degree in Engineering or Economics. The position requires analytical skills, flexibility and fluency in another language of our regions is a merit. The candidate should also have a good understanding of mobile systems and the operator's business situation.

**Contact:** Per Sjöberg +46 8 757 3816 or Björn Båryd +46 8 4049284

## Process Driver

● Business Management & Operations Direct Markets. In order to be competitive in today's communications market, it is of utmost importance to continuously improve the internal efficiency of the organisation. Key factors for achieving this are well functioning processes and efficient competence development. For this purpose, we are now looking for a Process Driver to strengthen our team.

You will be responsible for developing and implementing our Marketing & Sales processes, and coordinating our Marketing & Sales training. You will work in close co-operation with our account teams in the home organisation as well as at the local companies.

Typical activities carried out by the Process Driver are: Continuous process improvements in co-operation with the process management network within Division Mobile Systems. Process support to our Business Management units. Conduct training programs and workshops for our account teams. Follow-up and report process improvements results.

The candidate should preferably have a university degree in Business Administration or Economics, together with previous experience of process development. The position requires excellent communication skills including fluency in spoken and written English, together with analytical skills and personal drive.

**Contact:** Per Sjöberg, +46 8 757 3816. Application to all the above: sophia.bergqvist@era.ericsson.se

## ERICSSON US, DALLAS, TEXAS

### Systems Engineer IV

In today's digital world, the power to be heard is supreme. Surfing the net on your mobile phone. Exchanging e-mails without the aid of a laptop. Video conferencing as you cross the ocean. And no where is the power to be heard more evident than at Ericsson. Not just in the services we provide or the technologies we apply, but in the opportunities we offer our employees. With locations around the world and a philosophy that encourages the exchange of ideas and different points of view. Isn't it time you make yourself heard at Ericsson?

● This Network Engineering Consultant performs switch/core/transmission network design, traffic modeling, capacity analysis, and proposal support and switch performance improvement services for Ericsson external customers. These services support multiple technologies including TDMA/GSM Core Systems, GPRS and CDMA. You will be required to

work independently on complex projects or lead teams of other engineers in completing services. The services provided to our customers are dynamic and offer a variety of experiences.

This position requires a (BSEE or BSCE) and a minimum of 5 years wireless experience performing all of the tasks outlined above. The successful candidate should be proficient in voice trunk and signaling network planning, standards and protocols and possess an extensive understanding of network traffic principles and switching system performance characteristics. Experience working directly with customers is essential, as is being able to work with little or no supervision on concurrent projects in a fast paced environment. Candidate must have good oral and written communication skills. Domestic and international travel is required. (Up to 50-60%). Position Type: Full Time Ref Code: SysEng. IV.

Ericsson offers competitive salaries, excellent benefits, and a comprehensive relocation package. Send a resume today and check out all of our other great opportunities at [www.ericsson.com](http://www.ericsson.com). [www.ericsson.com](http://www.ericsson.com). Ericsson Benefits Overview: [www.ericsson.se/US/corp/jobs/benefits.shtml](http://www.ericsson.se/US/corp/jobs/benefits.shtml). Additional Information:

**Contact/Application:** Recruiter qstrre@am1.ericsson.se, Ericsson Richardson TX 75081.

## ERICSSON INC, US – ASO DALLAS

The ASO Americas has an open position in the Build Management – Resource System Management group. Build Management: We provide a high level of support to the ASO Americas Verification organizations via Test Configuration Management, Product Line Maintenance and System Test Plant engineering, installation and maintenance, i.e. Resource System Management. Resource System Management: We are responsible for all engineering, installation and maintenance of the CME20, CMS40 and CMS88 strings as well as AXD, Tigris, servers and other test equipment. You will be joining an enthusiastic and competent team in a dynamic working environment.

● Our office is located just north of Dallas in Richardson, also known as the 'Telecom Corridor'. The 'Telecom Corridor' is quite an exiting place with great atmosphere where all the big telecom and datacom competitors are present. To live here, in this sunny and warm climate, with friendly people, cool nightlife, all the big sports teams to watch (Cowboys, Stars,...), vast variety of restaurants, never ending golfing season, great outdoors and the affordable living, which makes life here in "Big D" very enjoyable. The Dallas metroplex is one of the fastest growing in the US. The northern suburbs boast some of the best schools in the nation.

## STP Installation Engineer

● JOB DESCRIPTION: This person will work closely with the Senior STP Engineer in coordinating installations/de-installation of lab equipment for the ASO Americas Software Supply/Support and Integration Center. You will direct all sub-contractors for all installation activities. Other duties will include electrical loading, balancing, punch downs, cross connects, rack construction/installation, Internet connectivity, and scheduling installations. We are looking for someone with knowledge of AXE, AXD, servers, cabling, networks, etc. Experience working with contractors as well as good communication and good service skills.

QUALIFICATIONS/EXPERIENCE: Associates degree in relevant discipline, or equivalent experience (5 to 10 years) with the installation process, as well as an electrical and mechanical background. Must be able to handle and prioritize multiple projects and work in a high-pressure environment. Must have good written, oral and organization skills and be able to lift up to 50 lbs.

**Contact:** Jerry Schellenberger, Group Manager: ASO Americas - Build Management, Resource System Management, Jerry.Schellenberger@ericsson.com, +1 972-583-5675 or Randy Morast Group Manager: ASO Americas - Build Management, Randy.Morast@ericsson.com, +1 972-583-7534

## ERICSSON INC, USA

### Engineer III-Software

Mobile Applications Initiative-Americas is based in Berkeley, CA. MAI is a global initiative created by Ericsson to kick-start and promote the Mobile Internet industry. There are 3 different teams in this group: Business Development, Technical, and Demo. The main task of the Technical Team is to test wireless applications in a GPRS emulator and later on in the GPRS live system available in our facility. The main task of the Demo team is to maintain and operate the live GPRS system we have in our facility in Berkeley, upgrading it, demoing applications to visitors and explaining the system, testing applications in our live system and participating in

our experiments with new tools and devices. These two teams collaborate with each other for the different tasks and demos and even participate in events and fairs across the US and globally.

● We are seeking a qualified person for our Demo group with the following background: good knowledge of system testing in GSM/AXE, knowledge of GPRS, good knowledge of IP and Datacommunication, interest in participating in demos and shows, good English knowledge and interested in being involved in the new challenges in this job. Knowledge from wireless standards and enablers and Mobile Internet is also highly appreciated. Openness, creativity, power of initiative, good communications skills, being a team worker, flexibility, eagerness to learn about different technologies, are among qualities needed for the job. Some domestic and intl. travel will be part of the job.

We are located next to University of California at Berkeley and near Silicon Valley and we are involved with all the exciting and the most recent technologies in the Mobile Internet area. If you are interested to get involved in these activities, this is the right place to be in at the moment.

**Contact:** Fatemeh Valipour, fatemeh.valipour@ericsson.com, +1 650 296 1453.

## ERICSSON INC, USA

"Join the Ericsson Satellite Team and Reach for the Stars"

Rewarding opportunities in a variety of fields, from Engineering to Sales and Marketing, within the U.S. Satellite Systems Group – a new and challenging business for Ericsson. Ericsson has been awarded four major contracts since March of 97, with the operators Thuraya, Inmarsat, ICO and Astrolink. Both Thuraya and ICO are narrowband systems for voice and data, based on GSM. In April 1999 we signed the Astrolink contract, the first broadband satellite system, with multimedia services for voice, data and video. Inmarsat, signed in 2000 is based on a GPRS platform. The market is very much focused on packet data services globally.

To be able to support and provide the satellite operators with a turnkey satellite solution, we are working closely with several other external companies. This means long-term strategic relations and agreements with our partners. Our team is being directed by key individuals that have been in these Satellite Projects since their inception, so you will have the leadership and guidance necessary to succeed in a new environment working with processes and technologies new to Ericsson as a whole.

We, at Satellite Systems, work in a very complex, multi-project and culturally diverse environment with MIL-std. requirements and processes. The projects include all phases from pre-study to maintenance. Several subcontracts are included, internal as well as external. We develop satellite specific functionality within Ericsson's product portfolio. It is a plus if you have experience in MSS and the GSM system and design. We also work with OP routers, ATM, GPRS and S-UMTS. The focus is on the main system level technical management. Many of the technical requirements for satellite systems are not standardized; therefore the positions require a solid technical background. If you think this could be a rewarding challenge and want to work in a relatively small unit with a team environment, then we can offer you career growth and exciting opportunities to Reach for the Stars!!

## Account Manager

● As an Account Manager, you will be responsible for: Working within the sales team and be responsible for fulfilling the customer's high expectations. Be an integral part of the marketing and sales team in relationship management of the primary customer account. Create and maintain market plans, be responsible for meeting and exceeding sales booking objectives as well as profitability targets. Maintaining and negotiating contracts and establishing long-term partnerships between our customers and Ericsson. Consolidation of Invoices and purchase orders. Preparation of proposals.

Yours is a key role in this team environment, and your voice will be heard when it comes to strategic decisions as they relate to the customer. The successful candidate should have an ability to build and maintain excellent customer relations, have strong sales and leadership skills and experience for several markets and regions. You should also be able to prepare business cases for new business development within the Satellite Group.

## Project Manager

● As a Project Manager, you will be responsible for: Tender preparations as the Project Representative in the Core-3 Team. Execution of total project including both TTC and TTM projects. Fulfillment of time schedules, budgets and quality goals. Preparation and set-up of New Project Organizations. Management of the Customer Interface. Subcontract Management in-

cluding 3rd Party Vendors. The successful candidate will possess qualifications that make it easy for them to motivate, inspire and guide the project and to create synergy in the team. They will have a broad International Ericsson network and will have managed complex TTM and TTC projects. He/She will be recognized as a leader, and will not hesitate to take active part wherever needed.

### Contracts Manager

● As a Contracts Manager, you will assist or be responsible for: Complete management of all main client contracts and sub contracts. Interface with several layers of our client's management team to work out details of the existing and new contracts. Have a solid understanding of the contract structures. Assist in the preparation of SOW(s). Be a key resource of the team for knowledge management when interacting with technical details in the contracts. Possess strong communication and interpersonal skills in order to resolve contractual issues. Communication link with the Ericsson Legal Department. This is a key role within the Satellite Team and will have a definitive impact on the success of the project as a whole.

### Product /Technical Manager

● As a Product/Technical Manager you will be responsible for: Providing our customer with technical competence. Technical discussions with the customer, product presentations, preparation of technical specifications, tendering and producing technical documentation. Involvement in pre-studies and feasibility studies all in close relationship with our sales, operations, systems design organizations as well as co-operation with different PUs within Ericsson. The successful candidate should possess: At least five years experience from some of the relevant technical areas. Leadership mixed with a strong sense of team spirit in a dynamic international environment. Strong interpersonal and communication skills. Broad experience in customer contacts. Excellent spoken and written English.

All Positions Located in Fairfax, VA USA

**Contact/Application:** Joe.Ferry@ericsson.com, Satellite Operations, Ericsson Inc, 10565 Lee Highway, Suite 300 Fairfax, VA, 22030, USA, +1 703 591 4086, Fax: +1 703 591 4152, Mobile: +1 703 861 1028.

### ERICSSON WIRELESS COMMUNICATIONS, USA

#### Software Developers

*Come and work in a dynamic group in San Diego, California, developing network management products for CDMA2000 wireless systems. You will work in various phases of development, including requirements coordination, system architecture, design, coding, I&V, third-party support, and maintenance.*

● You should possess at minimum a BSEE/BSCS (or other applicable degree) with 2+ years experience in software development in a UNIX environment. MS degree is preferred. There are multiple job openings for engineers at various levels. A high degree of understanding of SW methods/practices and UNIX is a must. You also have excellent oral, written, and teamwork skills. Infrequent short business trips to other design centers will be required. If you are skilled in Java and CORBA, or are experienced with Cello O&M, CIF, RANOS/TRAM, or OSS products we want to hear from you!

**Application:** d.chun@ericsson.com and s.gull@ericsson.com. To learn more about Ericsson Wireless (EWU) visit <http://web.sd.us.am.ericsson.se/>

### ERICSSON A/S, DENMARK

#### Software Designer for IP MultiMedia

*Our innovative Network Services & Control unit, with sights set on the future, develops systems for controlling network and service solutions for tele-operators. Research and prototyping with new 3G technology. As a Senior Software Designer you will be part of an efficient and highly inventive team working in research and prototyping. You will focus on developing new technology and features for third-generation mobile and fixed networks. So you will be there at all the preliminary phases in the existence of new products – when the first idea is born and through "pre-development" to the design of the first prototype.*

● SW developer familiar with data communications and/or telecom.

You are probably an engineer, computer scientist or similar with experience in object-oriented analysis/design and programming and also familiar with data communications and/or telecom. You are able to absorb new knowledge fast, and in general you are also good at grasping situations which are highly complex and challenging. We work with object-oriented languages and tools such as UML, JAVA and C++. The protocols we use are standards like SIP, Parlay, INAP or similar IETF and ETSI protocols.

In order to succeed you must be able to function optimally in a dynamic, hectic environment. We are looking for someone who is inventive, positive, shows initiative and is adaptable. Someone who can produce results independently as well as in close co-operation with colleagues. And finally, you must be able to express yourself well both in written and spoken English.

Your future in a new world. You will become part of Ericsson's international professional organisation. You will be working on the threshold of a new world and you will be one of those defining the communications solutions of the future. Once here, only you set limits to the challenges.

**Contact:** dept. Mgr Carl-Johann Johannsen, +45 33 88 33 88. Application marked "XXX": nyjob@ericsson.dk, L.M. Ericsson A/S, Sluseholmen 8, 1790 Copenhagen V, Denmark, Attn. Human Resources.

### ERICSSON BELGIUM

#### Senior AXE Troubleshooter

*Ericsson Belgium has won several contracts involving AXE10 during the last 3 years, both in wireline and wireless business. A local support organisation has been set up 2 years ago, with now over 20 people. This support organisation will further expand in the coming months. The main challenges are to be prepared to support the 3G networks, and to strengthen its AXE10 expertise.*

● We are looking for a very experienced AXE10 engineer. The candidate should have at least 5 years experience with AXE10, including several years in field support. We expect a person capable of complex fault analysis and resolution (using Plex and Asa), able to write emergency corrections and market corrections, and to participate in upgrades and updates.

Working independently and analysing complex problems in a structured way are essential. The candidate will participate to the 24-hour emergency service. Transfer of knowledge to the local Ericsson staff is one of the main objectives. The environment is one of trust and team spirit, combined with a good customer relationship. We are looking for someone for a period of at least one year.

**Contact:** Ms. Sarah Foubert, Human Resources Department EBR, Raketstraat 40, B – 1130 BRUSSEL, sarah.foubert@ebr.ericsson.se or Mr. Serge Vanhofelen, Manager Customer Support Services, Raketstraat 40, B – 1130 BRUSSEL, serge.vanhoffelen@ebr.ericsson.se.

### ERICSSON TELECOMUNICACOES S.A, BRAZIL

*PLEASE JOIN US TO CREATE THE FUTURE OF TELECOMMUNICATIONS IN BRAZIL. Just a few months ago Anatel, the telecom regulator in Brazil, decided to issue 1800 MHz licenses for PCS in Brazil. The business potential for Ericsson GSM & WCDMA Systems is enormous. The work ahead is demanding and challenging. For a giant market such as Brazil without previous GSM experience, there is a lot to do in terms of building up the expertise and procedures required to get the work done. EDB (Ericsson in Brazil) is currently recruiting key staff with GSM experience, contact network and perseverance to work in the technical sales support organisation for new GSM accounts.*

#### Technical Managers

● You have the overall technical responsibility in our Core-3 sales team towards the potential customers. You ensure that all the technical activities are well coordinated and performed in time. You will communicate everything from visions about mobile internet solutions to complex infrastructure questions. The Technical Manager is responsible for technical activities regarding marketing, sales and negotiations. This will cover all issues in providing a full turnkey solution to our potential customers, as well as communicating our visions of the future development. Highly developed human skills with good multicultural understanding and strong drive are needed in this position. Experience from similar positions and Portuguese language skills will be an advantage.

## Job Opportunities in Ericsson, Ireland

*Network Operator Solutions Centre is a leading design centre, which provides Ericsson customers with solutions for the management and control of the multi-service Core and Fixed Access Networks. The unit provides management and control solutions across the Mobile Fixed Access domains.*

*We focus on providing products and services that reduce the cost of ownership for network operators increasing the efficiency of their networks. We are dedicated to making our products the best of their type in the market.*

#### ● Software Engineers (Open Systems)

As a Software Engineer you will be working with applications for the management and control of Wireline and Wireless networks within Mobile and Fixed telecom domains. You must have experience in developing on Open Systems (Unix preferably). Necessary skills include; C, C++, Java, Erlang /OTP, use case modeling techniques, Object orientated Analysis and Design techniques, especially UML, RUP (Rational Unified Process). Some telecom exposure and experience with Multi-tiered architectures and real time distributed systems would be of benefit.

#### ● Software and System Engineers (AXE 10)

EEI NOSC develop a range of AXE Based Core applications (OAM, Speech Processing) for UMTS, Next Generation Wireline and 2G and 2.5G Mobile Systems. We are seeking competent AXE 10 Software professionals to work in the design, test, team lead-

ing and technical co-ordination roles in our development projects. We are also seeking Systems Engineers with at least five years AXE and Telecoms experience to work in pre-design phases with the architectural design and specification of applications and features for next generation networks.

#### ● Software Quality Engineer

As a Software Quality Engineer you will work proactively towards the organisation's software development units by supporting Project Quality Coordinators, defining and analysing software quality measurements and identifying best practices. The role will involve maintenance of the existing quality system by ensuring compliance to ISO9001:2000 and facilitation of CMMI maturity progression. You will also be required to summarise and present quality system performance at periodic management reviews. Experience and knowledge of quality issues in software development is desirable.

#### ● Configuration Management Engineer

We have excellent configuration management systems in existence; the challenge is in managing the transition to Open Systems. We need someone who is still involved with daily implementation issues in software environment. Essential skills and experience include; Degree in computing or software engineering. Two to three years working experience in a design environment. Working knowledge of Clearcase as a tool and an understanding of configuration management issues.

#### ● Technical Product Manager

As a Technical Product Manager you will handle customer requirements for Management Applications and

features for defining new functionality and adaptations to Telecom Systems. You will write the technical specification documents and communicate these to software designers. Some liaison with sales staff will be required. Essential skills include; a degree or equivalent, 2 years experience in SW design in the Telecom industry. Up to 2 years Systems Engineer experience with an understanding of higher level architecture.

#### ● Regional Sales Manager/International Account Managers (Telecom Management Products)

We are building a sales team comprising of a Regional Sales Manager and International Account Managers who will be working within the Americas regions. This team is responsible for establishing new and maintaining existing business in the 'wireline operator market', selling Telecom Management Products. You must have a proven track record of 'in-direct' selling with a background in the Telecom Industry. You must have between 3-5 years experience as a Sales Manager/ Internal Account Manager.

If interested please send your Curriculum Vitae to

Michael McGann  
Competence and Human Resources Manager  
Ericsson Software Campus  
Athlone  
Co. Westmeath  
Ireland

Or email, stating the job applied for in the subject area [recruit.ath@eei.ericsson.se](mailto:recruit.ath@eei.ericsson.se)

## Solution/Product Managers

● You will provide knowledge in Ericsson solutions and products. This will include total responsibility for the offered solution and products, creation of technical marketing strategies, technical marketing support, dimensioning, product packaging, feature content, interfaces and other questions that will be raised by our clients.

You will also maintain the necessary interfaces towards the PUs and implementation projects in order to guarantee a smooth, high quality implementation of our solutions. An important task is also keeping track of the future product releases and migration to next generation systems.

You like to work close to customer and in a team where you will contribute to build up the local competence for the concerned solution area and included products. Experience from similar positions will be an advantage.

We are looking for people with a solid competence in one or more of the following solution areas: Core Network, GSM/ISDN Service Solutions and Products (GSMC, MSC/VLR, HLR, AUC, FNR, Core Network Site Solutions). Core Network, General Packet Radio Services (GPRS) and Products. Customer Care and Billing Solutions (BGW/BMP, SOG). Radio Access Network Solutions and Products (BSC, TRC, BTS, Site Solutions). Transmission Solutions and Products (DXX, Minilink etc.). Operational Support Systems Solutions and Products (OSS, NMS, Fraud). IN Solutions, Applications and Products (SSF, SCF, CAMEL). Prepaid Solutions and Products. Datacom Solutions and Products. Messaging and Other Solutions (SMS, UM, VMS, WAP, Positioning, EIR). Core Network Design Solution Expert. Radio Network Design Solution Expert.

## Manager, Core Network Solutions

● You have the line manager responsibilities for personnel and activities related to the core network solutions. This includes planning of all work needed to maintain the core network solutions, products and to perform high quality core network design and offers for our clients. The work includes also planning of all needed technical marketing activities to ensure successful sales. Highly developed human skills with good multicultural understanding and strong drive are needed in this position. Experience from similar positions and portuguese language skills will be an advantage.

## Manager, Radio Access Network and Transmission Solutions

● You have the line manager responsibilities for personnel and activities related to the radio access network and transmission solutions. This includes planning of all work needed to maintain the radio access network solutions, products and to ensure high quality radio and transmission network design and offers for our clients. The work includes also planning of all needed technical marketing activities to ensure successful sales. Highly developed human skills with good multicultural understanding and strong drive are needed in this position. Experience from similar positions and portuguese language skills will be an advantage.

## Manager, Value Added Solutions

● You have the line manager responsibilities for personnel and activities related to the value added solutions, open platform products and applications. This includes planning of all work needed to maintain the value added solutions, products, applications and to perform high quality dimensioning and offers of these solutions for our clients. The work includes also planning of all needed technical marketing activities to ensure successful sales. Highly developed human skills with good multicultural understanding and strong drive are needed in this position. Experience from similar positions and portuguese language skills will be an advantage.

**Contact:** Annelie Gustafsson, annelie.gustafsson@edb.ericsson.se, +55 11 6224 8685 or Renato de Oliveira Mello, renato.mello@edb.ericsson.se, +55 11 6224 1101 or Katia Cristina Burri/katia.burri@edb.ericsson.se, +55 11 6224-13-01.

## LM ERICSSON TECHNICAL OFFICE U.A.E.

We are providing support and supply for a wide range of Ericsson products and have a growing record as the "first in the world" for introducing new products and functions. Our customers networks are growing rapidly with the expectations to get the latest new features a.s.a.p. At the present we are 157 employees located in Abu Dhabi, Dubai and Al Ain. Life in the U.A.E. offers the best Middle East climate, beautiful beaches, a interesting mixture of

cultures and thereby also the variety of culinary experiences is great. We are now looking for two CME20, System Support Engineers to join us.

## System Support Engineer, CME20

● The main responsibilities for these positions will be to provide technical competence for co-ordination and participation in network investigations, implementations, trouble-shooting, remote loading and problem solving activities on highest technical level in our customers networks. The ability to understand and communicate the customers needs and expectations, towards higher management and other Ericsson companies, is of vital importance. Also of great importance is curiosity, ability to learn new functions/features and the gift to easily facilitate knowledge transfer to less experienced co-workers. Participation in our 24-hour "Call-Out" activities would also be as a part of your duties.

Competence requirements are: Minimum 3 years working experience on AXE10 application systems, of which at least 2 years experience should be on either CME20/CMS30 or CMS40 systems, within either/or/and verification/supply/support. Experience and knowledge in APZ/IOG and IN is an advantage. The initial contract period is 1 year and your base would be in Dubai. Only applications from Ericsson employees will be considered for these two positions.

**Contact:** Petar Knez, GSM FSC Manager, +971-50 6126897, Petar.Knez@tku.ericsson.se. Application: Telefonaktiebolaget LM Ericsson Technical Office UAE, ATT: Maria Almoete, Human Resources, +971-2-6968600, Maria.Almoete@tku.ericsson.se.

## ERICSSON YUGOSLAVIA

### Senior Technical Manager

● Ericsson in Yugoslavia (EYU) was established as a local company 1998 and have today 60 employees and is the solid supplier of Mobile Systems on the market. We are now looking for a Senior Technical Manager and the main tasks in the position is to advise and support our customer when it comes to their continued expansion plans. You will ensure that our offers are the best solutions and in addition, continue to build up the technical function within the company such improvement of routines, processes and transfer of knowledge to the local staff. We are looking for you who has a solid technical education and a very good knowledge about all of the Ericsson GSM products and services. We expect that you have been working in a similar position for several years and have experience from working abroad.

**Contact:** Ljubomir Rajsic, Key Account Manager or Pauli Liimatainen, Human Resource Manager, +381 11 311 3899. Application: pauli.liimatainen@eyu.ericsson.se

## ERICSSON TELECOMMUNICATIE B.V., RIJEN, THE NETHERLANDS

*Local Customer Service Organisation. The Local Customer Service Organisation is a unit within the Business Line Customer Services that provides services to our customers in the Netherlands. This organisation is responsible for the operational services sold to KPN, Libertel, Telfort and other operators. The LCSO consists of a Front Office, Customer Care, Software Maintenance and several, on functionality oriented, back offices. In total, 160 people are working for the LCSO. The LCSO presents itself as a young, professional and innovative team that is closely involved with its customers. Within the LCSO there is a vacancy for:*

### Technical Support "Mobile Intelligent Networks"

● As a Technical Support employee you support the Mobile Intelligent Networks software as used in the GSM networks and the future 3G networks. As a member of a Self-Directing Team your work involves handling customer problems on MIN and playing an active role in supply-activities in projects.

Task description: Handling Customer Service Requests taken by the Front Office and dispatched to you (including 24 hrs. Emergency Support). Write emergency corrections. Troubleshoot (mostly off-site) critical problems in supported systems. Installation, configuration, integration and verification of MIN networks. Maintaining contacts with (internal and external) customers on a technical and professional level.

Required competence: Education on HBO-level, preference HTS I/E.

Several years of high level of SW-experience on AXE (incl. DT) on Testing 2 / Testing 3 level. General knowledge on APZ, IOG, GSS and SCP is a need. High level of knowledge on PLEX/ASA as well as experience with Deskchecks and the creation of emergency-corrections.

It's a benefit to have knowledge of the Ericsson tools as MHS, MSS, PlexView and ALEX.

Personality: Customer focussed, capable of working on your own as well as in a team, independent, immune to stress, flexible and enthusiastic. Having no problems with now and then making overtime and doing 24 hrs. Last Resort shift. Problem solving attitude. Good communication skills in English and preferably Dutch. The position is based in Rijen.

**Contact:** Marjolein von Reth, Co-ordinator Recruitment & Selection, +31 161 249850.

## ERICSSON RADIO SYSTEMS AB, KISTA

### Time to Service Programme Manager

● Re-defining the business practice with our operator customer-business as the instrument in our relations with our customers is becoming an integral part of our business and processes. It is evident that we will protect and enhance our footprint by making it as easy as possible for our customers, external as internal, to select, order, implement and operate our products and services.

We have since spring 2000 a dedicated joint programme running with the Vodafone Group and 9 of their operating companies, including Vodafone UK, Mannesmann and Airtel. It is called eRelationship, and it is as much about relationship as about the "e". We have the most active operator customer portal in Ericsson, and our challenge for 2001 is to further understand how to transform our business practice in the operating countries, and to ensure delivery of the functionality needed.

We are already using online ordering tools with the Vodafone Group as a way to cut costs & lead-time and to learn more.

During 2001 the challenge will be to standardize online forecasting, ordering, tracking and invoicing across the operating companies. Such an initiative is supported by Vodafone as to support the current globalization efforts of Vodafone, and by Ericsson to cut costs. The time to service tools are of key importance for us to cut lead-time and costs on our products.

The responsibilities are: to actively collect and understand the requirements through interaction with advanced and early users at both Ericsson and Vodafone, to structure and forward the requirements to the owner of the tools, to manage the ownership of the tools as seen from the customer, to support investigations and evaluation of new solutions, to roll-out and support the introduction of the collaboration tools to new user groups.

The position is offered within e-business team in Stockholm with a great part of the time located in UK close to the customer and the advanced users.

### Collaboration Programme Manager working with Vodafone

● Collaboration tools are used already today. In the Vodafone Group today we have over 30 tools, or GIP as they are called (Global Information Plazas). They are used both as project rooms, work-flow tools and document/information sharing. The collaboration tool is one of the key tactical tools we have to protect our relationship with our customers, and now we need a dedicated focus on this 2001.

The responsibilities are: to actively collect and understand the requirements through interaction with advanced and early users at both Ericsson and Vodafone, to structure and forward the requirements to the owner of the tool, to manage the ownership of the collaboration tool as seen from the customer, to support investigations and evaluation of new collaboration tools, to roll-out and support the introduction of the collaboration tools to new user groups. The position is offered within e-business team in Stockholm with a great part of the time located in UK close to the customer and the advanced users.

What can we offer? You will be part of the core team within Ericsson that in direct involvement with our customer will be the first to use and create our future business practice.

You will have the opportunity to work with the world's biggest operator and equally Ericsson's most important customer. You will work in an established and open relationship with people that truly understand the consequences and necessity of the "e-" in our near future. You will be part of a team that always need to deliver results, and that makes the difference.

What are we looking for? Excellent communication skills. Self-driven, analytical and business minded. Evidence of delivering.

Experience in change management. Customer experience (Vodafone companies a bonus). General understanding of computer tools and e-business tools. Willingness to travel. Other requirements depending on the specific job.

**Contact:** Tomas Ageskog +44 7776. Application: Ericsson Radio Systems AB, Att: Christian Hedelin, KI/ERA/ SF/ZC, 164 80 KISTA, christian.hedelin@era.ericsson.se.

## ERICSSON LTD, UK

### Communication Manager

*Re-defining the business practice with our operator customer-business as the instrument in our relations with our customers is becoming an integral part of our business and processes. It is evident that we will protect and enhance our footprint by making it as easy as possible for our customers, external as internal, to select, order, implement and operate our products and services.*

● We have since spring 2000 a dedicated joint programme running with the Vodafone Group and 9 of their operating companies, including Vodafone UK, Mannesmann and Airtel. It is called eRelationship, and it is as much about relationship as about the "e". We have the most active operator customer portal in Ericsson, and our challenge for 2001 is to further understand how to transform our business practice in the operating countries, and to ensure delivery of the functionality needed. The eRelationship is more about change management than technology. Communication and training is key to the success. You will work very closely to the eRelationship global programme managers both at Ericsson and Vodafone.

The responsibilities are: to manage the bi-monthly newsletter (which is issued in over 1,000 online copies), to perform, evaluate and lead improvement analysis of user evaluations, to support key persons in the 9 countries with training on the new e-tools such as collaboration space, database search, administration etc. to develop creative education and communication strategies and put them into plan, to increase the spread of knowledge management and the use, to establish support for usability testing and verification activities of new tools and releases. The position is offered within e-business programme in UK close to the global programme managers.

### Roll-out Manager

● The use of eRelationship is continuously increasing and we need to support the local operations in their change process in using the new business practice. You will further-on work very closely to the eRelationship global programme managers both at Ericsson and Vodafone.

The responsibilities are: to actively support the local operations in using the new business practice, to continuously adjusting business priorities in the programme, to manage the overall decision and delivery of the roadmap for the programme, to feedback and communicate best practices and new requirements. The position is offered within e-business programme in UK close to the global programme managers.

What can we offer? You will be part of the core team within Ericsson that in direct involvement with our customer will be the first to use and create our future business practice. You will have the opportunity to work with the world's biggest operator and equally Ericsson's most important customer. You will work in an established and open relationship with people that truly understand the consequences and necessity of the "e-" in our near future. You will be part of a team that always need to deliver results, and that makes the difference.

What are we looking for? Excellent communication skills. Self-driven, analytical and business minded. Evidence of delivering. Experience in change management. Customer experience (Vodafone companies a bonus). General understanding of computer tools and e-business tools. Willingness to travel. Other requirements depending on the specific job.

**Contact:** Tomas Ageskog +44 7776. Application: Ericsson Radio Systems AB, Att: Christian Hedelin, KI/ERA/ SF/ZC, 164 80 KISTA, christian.hedelin@era.ericsson.se.

## NIPPON ERICSSON K.K.

### STAFF WANTED!!!!!!

### MXE Field Support/Project Engineer

● Are you interested in joining the team and become a Samurai in the field of voice messaging in Japan? Our location is in Yokohama, close to Tokyo. We have three customers to support, so travel in Japan to visit them is essential.

Your responsibilities include: Small project work and field support of the MXE voice mail platform. You should be able to do MXE trouble shooting and technical report writing. You will also interface with product management.

Requirements: Two years of experience in field support of the MXE, you are prepared to work under stress when required. Knowledge of UNIX shell scripts and trouble report handling is expected. You have good knowledge of English. You have an opportunity to take part of the comprehensive competence shift to new products like packet data, Datacom and Mobile Internet Applications. Excellent conditions - salary, housing, international schooling etc. and most importantly, the above mentioned development plan.

**Contact:** Anthony Bradshaw, Manager of System Support NRJ, Anthony.Bradshaw@nrj.ericsson.se or Hans Hammar, UNIX support section manager, Hans.Hammar@nrj.ericsson.se, +81 45 477 5731

#### ERICSSON SPOL. S R. O., PRAGUE, CZECH REPUBLIC

### Support Engineer, PPS 3.1 and MVPN 2.2.2

● Ericsson Czech Republic is looking for two support engineers with a lot of new ideas to work in Prague. You will be responsible for supporting the growing customer by providing highly technical professional services in trouble shooting, implementation guidance, analysis and resolution of problem in the PPS or MVPN services on the Intelligent Network. You will ensure that all necessary information is gathered for resolution of system problems, making independent judgements using your extensive technical knowledge. Familiarity with the MHS, MSS and TR handling is an advantage.

Requirements: You should be experienced with AXE in PPS or MVPN point of view, MSC, SCP and HLR. Good written and oral communication skills in English. Experience with IN Service scripts, SCE/SMS, SDP, PPAS, IVR considered as a plus.

**Contact:** Tamas Koczka, +420 606 706245, Tamas.Koczka@ec.ericsson.se

#### ERICSSON MOBILE COMMUNICATION, STOCKHOLM

### Marketing Project Manager (Temporary assignment)

● To enjoy managing the most exciting products in the world, you have to handle the lifestyle...Sub Business Unit Communicators is a new fast growing product unit within Ericsson Mobile Communications. Our mission is to achieve global leadership in the market of Wireless Information Devices by providing competitive and compelling solutions to corporate organizations and end-users. Within SBU Communicators, a designated Marketing Communications team is responsible for all SBU market information – focused primarily on the introduction of new products to the market. Today, SBU Communicators' Marketing Communications group are looking for the right person to come to Sweden for a temporary assignment (one to two years) and join our team as a Marketing Project Manager. As Project Manager, you will play a key role in the development of marketing communication activities. The position involves managing, coordinating and serving as a global point-of-contact for all product-related marketing internal and external launch activities. This includes responsibility for:

Project documents (agency briefs, market introduction plans, P&Ds and competitor information). Product Marketing (agency selection, storyline creation, photo-shoot coordination, I&E kit and PIM material). Advertising (creative concepts and media planning and budgeting). Channel Marketing (POS, ambient and web material). Documentation (for release in Global systems such as PRIM and GASK). Other related activities (display products, packaging and PR). Most importantly, you will work as an integral part of our team coordinating your own deliverables and bringing them to market. Preferably, you should have at least 2 years experience working with marketing project management. Be familiar with the ins and outs of advertising agencies, as well as have an eye for good graphic design, print quality and copywriting. Have a university degree. And, be enthusiastic, thorough and self-motivated. Fluency in English is required.

**Contact:** Helene Hedin, Human Resources, +46 8 58534463. Application marked MPM: www.ericsson.com/jobs/, Ericsson Mobile Communication, Att: Lena Svensson, S-164 80 STOCKHOLM, Sweden.

#### ERICSSON HUNGARY LTD.

The Mobile Systems Development Unit of the R&D Division is looking to expand its recently established System Management Team with

### System Engineers UMTS/GSM

● As part of our dynamic team you will further develop your competence and make technical studies and investigations in essential UMTS/GSM areas such as the management of user mobility, handovers, radio resources, access control, and security in Ericsson's first-and-best MSC Server. You will deal with a variety of tasks including quick studies, patenting ideas, setting system requirements, and making strategic technical steps in the migration towards new system interfaces and protocols. You will be responsible for standards related to your competence area and will also be involved in standards development.

An engineering or computer science degree and 2

years of relevant work experience with GSM systems, especially functional level and interfaces, is required. Feasibility study experience is a clear benefit. We offer outstanding international career development, challenging tasks in a modern working environment within an enthusiastic young team and an ambitious country offering a 2 years expatriate contract.

### System Manager UMTS/GSM

● As a System Manager in UMTS/GSM you shall have responsibility in building up and operation of system management, being the contact point to the PUSystem Management. You shall be up to date with the PUs future development plans of mobile core network. You shall make and keep contacts with the PU, other units, co-operate with other technical areas. You will plan for system management assignments we receive. You report directly to ETH/RRUnit Director.

An engineering or computer science degree, 3-4 years of relevant work experience and a wide UMTS/GSM system knowledge is a requirement. Contribution to standardization or other system management project is a clear benefit. We offer outstanding international career development, competitive salary and compensation package, in a modern working environment within an enthusiastic young team and an ambitious country offering a 2 years expatriate contract.

**Contact:** Sonny Thorelli, Unit Director, +36 1437 7962, Sonny.Thorelli@eth.ericsson.se; Kata Gruik, R&D Recruitment, +36 1437 7991, rdjob@eth.ericsson.se

#### ERICSSON RADIO ACCESS AB, KISTA

*Ericsson Radio Access AB (RSA) has a widely recognised, broad expertise in the field of cellular system. We are responsible for the design of antenna near products and power amplifiers within the radio base stations of all the commercial mobile telephone systems all-round the work, e.g. GSM, CDMA, WCDMA and Operational Development. The main part of our operation is situated in Kista, and we currently employ around 1,400 people.*

### Unit Manager for Filter Design for GSM

● You will be part of a team of line managers who will jointly shape the development work for the GSM product line. The work as manager of the Filter Design Unit will include: *Motivating and developing the employees. Developing design methodology. Being responsible for the personnel's skills development within simulation work. Being responsible for recruiting and the allocation of work.*

The successful candidate will be a graduate engineer or equivalent. You will ideally have experience in the mobile telephony industry, as well as experience of project management or general management. Experience as a hardware designer is an advantage. In order to succeed as Unit Manager, your personal characteristics and experiences are important. Typical managerial skills such as sensitivity, perseverance, driving force, the ability to co-operate and interest in people are all highly valued in this position. We also require you to be proficient in both spoken and written English and Swedish.

**Contact:** Christer Bardland, +46 8 757 25 81, Lena Skansjö, Personnel, +46 8 508 78 263.

### Project Supply Manager for WCDMA

*Within Ericsson, RSA is known as an unconventional yet results-oriented company. And that's how we want to stay. Our culture is based on succeeding with the 'impossible', doing things that have never been done before. We describe ourselves as being quick in our work, fleet-footed, down-to-earth, close to our customers and inventive. We are genuinely passionate about what we do.*

● We are currently looking for a Project Supply Manager who will be involved in development projects as a subproject manager for purchasing issues. You will be responsible for materials acquisition for the project's prototypes, pre-series and production ramp-up until the production takes over. You will lead the project's supply team, which includes purchasing, quality- as well as planning staff. These areas of responsibility will entail extensive contacts both within and outside Ericsson.

You will have a degree in technology/economics or equivalent, with experience in the field of purchasing. You will have negotiating experience, as well as being proficient in both spoken and written English. Experience of production, and in particular mass production, is an advantage. Previous experience of project management is desirable. You will be outgoing and progressive, with a definite results-oriented approach. You possess good managerial skills. You find it easy to co-operate with others, and have the ability

to instil enthusiasm in combination with a structured working method.

**Contact:** Karin Kjellin, +46 8 404 27 60, Bim Ahlström, Personnel, +46 8 757 16 74.

### Manager

*Electronics- and Printed Circuit Board Layout Design within GSM/TDMA.*

● In your role as Manager, you will be a member of the team that leads the work within the development process. More specifically, this will entail responsibility for development of competence, improvement/development of work with regard to routines/quality as well as recruitment and allocating the work in the working groups. You will take on the role of the group's communication link externally.

You should ideally be a graduate engineer, or equivalent with solid experience of work within the field of electronic as well as printed circuit board constructions. Previous experience of project/team management is an advantage. You should have pronounced managerial skills, above all the ability to stipulate demands. You should also have a diplomatic nature and have a well-developed organisational sense. You should be able to establish contacts, possess good social skills, as well as being persistent, innovative and persevering. You should be proficient in both spoken and written Swedish and English.

**Contact:** Christer Bardland, +46 8 757 25 81, Lena Skansjö, Personnel, +46 8 508 78 263. Application: Ericsson Radio Access AB, KI/RSA/HPS Personal, Box 11, SE-164 93 Stockholm, SWEDEN, Jobb@rsa.ericsson.se

#### ERICSSON EUROLAB GERMANY-HERZOGENRATH/AACHEN

### Section Manager

*MSC System Management, Core Network Mobile Systems.*

● We are looking for an enthusiastic, pragmatic, goal and people oriented manager and colleague. Our department consists of app. 60 experienced System Designer, subdivided into 4 sections. We are technically responsible for the MSC node and its role in the Core Network for both GSM and UMTS. Our current main challenges are the 'architecture split', i.e. the evolution of the MSC to a MSC Server and a Media Gateway, as well as the introduction of ATM and IP transmission.

Tasks: Full accountability for: System Studies on both Node and Core Network Level, MSC Node Evolution (UMTS/GSM), MSC Product Handling (UMTS/GSM), O&M Evolution for MSC and related nodes; recruitment, coaching, competence development, performance evaluation and motivation of persons in your section; establishment and development of contact network, interfaces and relations; processes, methods and tools for the area.

Qualifications: Seniority and clearly developed Leadership Skills, insight and proven interest in the whole responsibility area, Network oriented and international, cooperator as well as driver/initiator, System Management experience, Project/Line Management experience, TTM and TTC flow understanding, stable, balanced person, strong interest in people management. Your main interfaces will be System Management Projects and MSC Main Projects, Total Network/ Core Network System Management, System Management teams in TPSE (Transit Platform and Switching Evolution), System Management teams in various MSC LDC's, Product Management and the EED/X/D Management Team.

**Contact:** Andreas Thuelig, Department Manager, +49 2407 575 246, Andreas.Thuelig@eed.ericsson.se; Christina Schneidawind, Human Resources, +49 2407 575 7814, Christina.Schneidawind@eed.ericsson.se.

#### ERICSSON RADIO ACCESS AB, KISTA

### Local Representative in Tallinn

● We are currently in a need for increased local presence in Tallinn, Estonia, and will need, for this purpose, a Local Representative, at senior level, whose main responsibilities will be to lead the: Planning/setting up and follow up on Key Performance Indicators at suppliers. Coordination and follow up on improvement programs at Suppliers. Monitoring of short range plans and deliveries from and to Customers. The first escalation step between RSA and Suppliers and to ensure its implementation. You will take on the role of RSA's link externally and act as our RSA representative, at all occasions, in local steering groups for Transfer Projects and New Production projects. You will be located at the local Ericsson office in Tallinn.

You will ideally be a graduate engineer/economist, or equivalent, with solid experience in improvement work, particularly in logistic flows. Previous manage-

ment experience constitutes a great advantage, as you will work on the Plant management level in the factory. You should thus have pronounced managerial skills, above all the ability to stipulate demands. You will also have a diplomatic nature; you are able to establish relevant contacts and possess excellent negotiating as well as social skills. You will also be fully proficient in both spoken and written English.

**Contact:** Aivars Kubulnieks, +46 8 757 71 553, Johan Håkansson, +46 70 34 031 80, Pia Bolmgren Svensson, Personnel, +46 8 585 341 35. Application: KI/RSA/HPS Personnel, Box 11, 164 93 Stockholm, Jobb@rsa.ericsson.se.

#### ERICSSON RADIO SYSTEMS AB, KISTA

### Assistant to the Head of PDC Systems

*The sales of the Japanese mobile standard - PDC is very successful. Our customers are very prosperous, and Japan is today in the forefront within Mobile Internet worldwide. We are now in the start up phase for selling the next generation mobile systems - WCDMA. Japan will be the first market in the world for the WCDMA-roll out. PDC Systems is a unit within the new BU: WCDMA, PDC Systems (BMOR). Working with the Japanese market is a challenging and demanding environment in one of the key focus area within the company.*

● We are looking for a qualified and experienced assistant who can work independently and take appropriate actions. Your main task is to support the Head of PDC Systems with a wide area of tasks in order to maintain the efficient and high quality management within the unit.

The position is a central point in our organization. You will be part of the Management team and you will also organize Management meetings, plan the agenda and take minutes. You will be responsible for organizing the internal information meetings for the whole unit. The position includes the role as a team-leader for a secretary group of seven. You are experienced in working as assistant/secretary on unit-level. You have good knowledge of Ericsson and general administrative routines, fluent in both Swedish and English, spoken and written.

**Contact:** Marianne Nilsson, +46 8 4045653 marianne.nilsson@era.ericsson.se, Katarina Ljunggren, +46 8 7571831 katarina.ljunggren@era.ericsson.se. Application: Gunilla Åsberg, Ericsson Radio Systems AB, 164 80 STOCKHOLM gunilla.asberg@era.ericsson.se

#### ERICSSON RADIO SYSTEMS AB, NACKA STRAND

### Secretary Integration & Verification

*IP-telephony and GSM are two hot, exciting areas within communications. We combine these technologies into a new product - GSM on the Net. We have recently released our first version and the market attention is enormous. The different components are developed at several design centers and at Integration and Verification we put them together and test them.*

● We are looking for a Secretary to the Integration and Verification unit, within Mobile Enterprise. You will assist the managers as well as the unit, with the daily work. The position is a central point in our organization. You will be responsible for the administrative routines, so it is important that you have the ability to work independently. You are service minded, have knowledge in the Microsoft programmes as well as English: spoken and written. Join us and be a part of the revolution now taking place in Telecom.

**Contact:** Åsa Boklund, asa.boklund@era.ericsson.se, +46 8 4048443 or Michael Schahine, michael.schahine@era.ericsson.se, +46 8 7575810. Application marked: 01-01 Kontakten: Secretary I&V, to Ericsson Radio Systems AB, 131 89 STOCKHOLM, NA/ERA/SG/H Cecilia Jettel.

#### ERICSSON RADIO SYSTEMS AB

### Security Controller SAP FC Solution

● System Management SAP FC Solution, within unit Information Systems Management, Division Mobile Systems, is looking for a Security Controller. We are based in Sundbyberg.

SAP FC Solution is by now implemented in Katriholm but will during 2001 be implemented also in ERA/Gävle, EMW/Borås and in several Ericsson companies in US. System Management has the responsibility to secure that there are support and maintenance organisations (service providers) for SAP FC Solution. Our unit shall also co-ordinate problems,

support and demands between the business and the support- and maintenance organisations. One important task is also to secure the security within the SAP system.

The Security Controller's role will be to develop, document and maintain the process for authority administration, to develop and maintain different authority roles in the system and to handle applications for new and changed accounts in the system. The Security Controller role will be very important in the future since the design of the new release of SAP FC Solution involve also other sites than Katrineholm. We believe you have a master degree or similar, you are careful and also fond of having contact with people around Ericsson. You have high ability to communicate, both spoken and written, in English. Knowledge of SAP is desirable, experience of Ericsson is also an asset for this position.

**Contact:** Cristina Unell, SG/ERA/OI/L, +46 8 757 23 61, cristina.unell@era.ericsson.se. Application marked Security Controller SAP FC Solution: Ericsson Radio Systems AB, ERA/H Ann-Britt Stillberger, 164 80 Stockholm, ann-britt.stillberger@era.ericsson.se

#### ERICSSON PROCESS & APPLICATION CONSULTING

### Solution Delivery Manager for Sap Solutions

*We deal with Process & Application consulting and we are today the prime contractor and systems integrator to Ericsson; designing, developing, implementing and maintaining top quality solutions. We plan to turn to external markets, which will increase our possibilities to build a highly skilled and extremely competitive range of professionals. If you're a talented professional and wish to be on the leading edge of creating and managing first-rate solutions, you should seriously consider this opportunity!*

● The responsibility for Solution Delivery is to coordinate deliveries in the areas of Application Management, Application Development, Security Infrastructure development, Roll-out, Training and Business Change Support. The Solution Delivery Manager is a member of the SAP-Center Management Team and has one Solution Team Lead reporting to him/her for all major solutions (today 9 persons). The position does not involve responsibility for personnel in competence development or salary setting. The Solution Delivery Manager's main tasks is making the overall delivery plan together with the client and securing that deliveries are made according to committed plans.

Qualifications: Experience and proven capabilities in management of large scale delivery projects; excellent people skills; people management experience; some knowledge of SAP R/3 or other ERP systems.

**Contact:** Anders Karlsson +46 8 726 33 86 or Torsten Dittmer +46 8 568 611 69. Application latest 20010131 marked Service Delivery Manager for SAP R/3: recruitment@edt.ericsson.se

#### SOLUTIONS MARKETING SUPPORT

*This group is responsible for marketing support of the Personal Communication Solutions portfolio. The team actively participates in ensuring that Ericsson's channels can successfully market and sell our Personal Communication Solutions. This requires both internal and external marketing support.*

### Manager Solution Marketing support

● As a manager of the Solutions Marketing Support team, you are responsible for the team effort in the marketing and sale of our Personal Communication Solutions.

You have a Master of Science degree or equivalent experience and at least 3 years of IT or telecom working experience.

You have more than 2 years of team leader or line manager experience as well as good communication skills. Marketing and/or sales experience is a plus.

### Solutions Marketing Support

● You will actively participate in ensuring the successful marketing and sale of Ericsson's Personal Communication Solutions.

You have a Master of Science degree or equivalent experience. You are marketing oriented with good technical skills and good communication skills. Marketing and/or sales experience from IT and/or telecom is a plus.

In addition, you have a good command of written and spoken English. Knowledge of an additional language is desired.

**Contact:** Janne Lundqvist +46 8 508 799 64. Application marked Personal Communications Solutions/Solutions Marketing Support: cool.jobs@bct.ericsson.se

### Business Solution Manager

● As a Business Solution Manager you are the owner of one or more Personal Communication Solutions within the Internet Applications Division of Ericsson. You will participate in and lead the work of a virtual team with members from many functional units within Ericsson. It is through this cross-functional team that you ensure success of our solutions.

You have a Master of Science degree or equivalent experience and at least 5 years account and/or product management experience. You are experienced in leading and motivating people. Excellent skills in written and spoken English are necessary. Business development experience is a plus. The successful applicant is a confident communicator and has the ability to apply a commercial perspective on technical solutions.

**Contact:** Janne Lundqvist +46 8 508 799 64. Application marked Personal Communications Solutions/Business Solution Manager: cool.jobs@bct.ericsson.se

#### ERICSSON INTERNET APPLICATIONS AND SOLUTIONS, KISTA

*The new Ericsson business division Internet Applications is currently working with a wide range of industries and mobile operators located around the world. We are leading the market with innovative Mobile Internet applications and solutions. Our mission is to make the Mobile Internet Revolution happen. In order to make this an everyday thing, we need you. Do you want to be where it's happening?*

*In the Personal Communication Solutions team, we take everyday things, like messaging and chatting, and package them together in solutions that make them easier to use and easier to sell. Come and join our team!*

*Personal Communications Solutions Team, Technical Solution Management. This group is responsible for the technical definition and evolution of the Personal Communication Solutions Portfolio. Main tasks of the team are to identify the components required to meet end-user segment needs, the environment in which those components are to be verified, internal fit between components, as well as fit with the surrounding network environment. Another important task for the team is to ensure that the correct technology is used.*

### Manager Technical Solution Management

● As Manager for the Technical Solution Management team you are responsible for, and an active participant in the definition of technical aspects of our Personal Communication Solutions.

You have a Master of Science degree or equivalent experience and at least 3 years of IT or telecom working experience. You need to have more than 2 years of team leader or line manager experience, as well as good communication skills and a good command of written and spoken English.

### Technical Solution Manager

● As Technical Solution Manager you actively participate in defining the technical aspects of our Personal Communication solutions

You have a Master of Science degree or equivalent experience and working experience from Product Management or System Management, as well as good communication skills and a good command of written and spoken English. IT/network experience and/or system integration is a plus.

**Contact:** Janne Lundqvist +46 8 508 799 64 Application marked Personal Communications Solutions/Technical Solution Management: cool.jobs@bct.ericsson.se

#### ERICSSON TELECOM AB, DIVISION MULTI-SERVICE NETWORKS

### Business Controller

● We are looking for skilled, business minded controllers to work in our Solutions Programs as Business controllers. We currently have open positions within a few of our programs. The programs work with end-to-end solutions in close contact with Market Units and customers. You will be a part of the programs management team and will work closely with the Program Manager. Some of the areas you will be working with is business planning and performance management, target setting, business decision participation and strategy development

We need you to: Have analytical skills, be business oriented, have performance management focus, have integrity, have personal drive and excel-

lent co-operational skills, university degree in business administration or science or has gained similar knowledge from experience.

**Contact:** Birgitta Blakstad Poolsaar (Business Controller), 070-267 11 57. Application: nils.stattin@etx.ericsson.se

### Financial Controller, Financial Business Support/DMN

● Financial Business Support is a staff unit within Division Multi-Service Networks (DMN) and reports directly to the Division Controller. The unit is responsible for financial control and reporting of the division (DMN total), Ericsson Telecom AB (ETX) and the Customer Groups. We are today 16 employees and we are based at Telefonplan, Stockholm.

We are looking for new financial controllers for our Financial Business Support unit within the division DMN. As a financial controller you will work with the analysis of closings and forecasts, follow-up and day-to-day matters for a number of our markets. We expect that you are highly motivated and have interest in taking on the challenge of improving our financial control activities. Applicants are expected to have previous experience from financial control. Other competences that may be relevant are; Academic degree in Business Administration and/or similar experience, knowledge from FIRE and fluency in English (required).

**Contact:** Camilla Hökstrand, manager FBS/DMN 08-719 1085 or 070-267 11 15. Application: camilla.hokstrand@etx.ericsson.se

### Financial Controller

● Financial Business Support is a staff unit within Division Multi-Service Networks (DMN) and reports directly to the Business Unit Controller. The unit is responsible for financial control and reporting of the Business Unit Service Provider Carrier Networks.

Some of the areas you will be working with: Analysis of closings and forecasts, follow up and day-to-day matters for a few of our units, financial reporting, performance reporting and improvements Accounting, have interest in taking on the challenges of improving our financial control activities. We need you to have analytical skills, be stress enduring, have helicopter view, have personal drive, have excellent co-operational skills

**Contact:** Birgitta Blakstad Poolsaar (Business Controller), 070-267 11 57 Nils Stattin (Human Resources dept), 070-966 31 61

#### ERICSSON RADIO SYSTEMS AB

### Project Quality Manager

*At Product Unit Radio Base Stations (PU RBS), ca 1800 persons, we develop and provide radio base stations for GSM, TDMA and EDGE. The operation covers the process flow from definition of new products to after sales, including System Design, Design, Verification, Product Introduction and Production. The projects are run according to Ericsson's project model PROPS. They are different in characteristics depending on the type of development: new techniques, new hardware or new software features.*

● In PU RBS Quality Team the working tasks are both line operational related and development project related. It means that we as members of the team differ in profiles, and in order to broaden our competencies we also try to rotate the jobs and learn from each other. We also drive a network for information and benchmarking in quality matters. This gives us possibilities to perform in the professions Quality Coaching and Quality Assurance. Now we need to strengthen the team with a new member with the profile project coach so if you want to use your experiences from design or verification in new business, you are very welcome and contact us. Working tasks: Coaching in the development projects, which includes writing and carry out of a quality plan. Quality measurements and preventive actions during development of a new radio base station.

Qualifications: Your knowledge in software and/or hardware design is the most important. You have a Master of Science for example System Engineering (systemvetenskap) or a Master of Engineering (civilingenjör). Your working experience includes preferably project work. Experiences from teaching or team leading are merits. Knowledge in methods of Quality Assurance is a plus but not a requirement.

**Contact:** Ann-Christin Jäderholm, 08-404 24 59, ann-christin.jaderholm@era.ericsson.se, Björn Ståhl, 08-404 86 44, bjorn.stahl@era.ericsson.se. Application: Project Quality Manager, Ericsson Radio Systems, SR/HS Ingegärd Petterson, 164 80 Stockholm.

#### ERICSSON RADIO SYSTEMS AB, LINKÖPING

*The BSC design office in Linköping is working with BSC development within the GSM system and is responsible for product development and maintenance of Radio Network Control products and GPRS for the BSC node. We are looking for a Line Quality Coordinator as the present one is retiring. If you start now, you will have the possibility to get professional training during 6 months!*

### Line Quality Coordinator

● The line quality coordinator has two main responsibilities: Quality Support, Quality Assurance. Examples of activities within the two areas: formulation of specified requirements and quality objectives, follow up of quality related reports, measurements etc. developing, maintaining and monitoring the use of the department's Management- and Quality System, information and training in quality concepts and techniques, analysis of measurements and quality related reports, facilitate or lead Root Cause Analysis, follow up of audits, verifying and recording the implementation and the effectiveness of corrective actions-perform audits of processes, projects and products.

To be Line Quality Coordinator is a highly responsible duty.

The requirements on you is accordingly major: high commitment, independency, responsibility, accuracy.

**Contact:** Lotta Linderson, 013-284 855, Ann-charlotte.linderson@era.ericsson.se. Application: Ref.nr 00-100, Ericsson Radio Systems AB, Ulla-Britt Johansson, Box 1248, 581 12 LINKÖPING, ulla-britt.johansson@era.ericsson.se.

#### ERICSSON RADIO SYSTEMS AB, KISTA

### Business Development Manager – North America

● As a Business Development Manager you will be responsible for identifying new business opportunities by working closely with sales teams and product units to secure new business opportunities on our North American market. Your main task is to analyze the market and operator situation with regards to mergers to identify new opportunities that may arise. Based on findings, develop a plan for how these customers shall be addressed by Ericsson and implement the strategy in North America.

Another task is to develop the medium to long term strategic plan for Ericsson by working closely with internal units as well as extensive contacts with counterparts in North America as well as KAM teams. Product areas to cover will be TDMA, GSM and EDGE to 3G including Mobile Internet Solutions etc. Traveling will be required. You have a master degree in engineering or business with experience from the wireless and/or datacom industry. You should be open-minded with strong perseverance and drive, willing to share information and ideas. It is required that you have good communication skills leading to comprehensive and constructive presentations of complex problems and situations.

**Contact:** ERA/SN, Michael Kühner +46 8 585 30138. Application: Ericsson Radio Systems AB, KI/ERA/SF/H, Ingrid Pichler 164 80 STOCKHOLM, ingrid.pichler@era.ericsson.se

#### ERICSSON RADIO SYSTEMS AB, TELEFONPLAN

*Shape the Future of our Communications. Division Global Services is fast becoming recognized as the face of service excellence for the new millennium. As one of six divisions of Ericsson, our role is to deliver exceptional customer service as an integral part of the Ericsson offering. We are now looking to expand in order to face the very exciting challenges ahead – and you could be a key element in our success. To find out more about this new force in service solutions please visit our website at: <http://globalservices.ericsson.se>*

### Communications Planner, Marketing Communications

● Inspired communication doesn't just happen – it needs to be planned. In this senior role, you will need your considerable consultancy experience to deliver a global and strategic marketing communications strategy for Global Services. Reporting directly to the Marketing Communications Manager, you will develop, plan and budget to ensure that our communications are correctly targeted, clear and inspiring. To make this happen, you will be encouraged to develop strong relationships and to liaise at all levels throughout Ericsson.

As part of a small team, you will also be expected to be a doer – actively handling your share of the day-to-day communications projects in a lively department serving a large organization. You should have a minimum of five years experience as an account director or similar in a consultancy role and a University Degree or equivalent in Marketing Communications or Business Management. You should also be a proactive, confident communicator with an

excellent command of English (written and verbal). A good knowledge of Ericsson is a definite advantage.

**Contact:** Jackie Karlsson, Manager, Marketing Communications, Division Global Services, +46 8 719 6032, jackie.karlsson@era.ericsson.se or Helena Sandberg, Human Resources, Division Global Services, +46 8 719 9131, Helena.Sandberg@era.ericsson.se.

### Sales Support Manager – Ericsson Education

● The Ericsson Education Sales Support WE/CEMA manager will be responsible for planning, managing, co-ordinating and controlling the training services tenders either as part of an overall bid team or for stand alone training offers. Sales Support Manager will support the Request for Information (RFI's) and Request for Quotations (RFQ) from Operators. Demonstration of previous experience in producing tender responses would be an advantage.

The responsibilities includes: Working as part of a bid team by preparing tender time plans, tender instructions, contact lists etc. Presenting the training services offer in an innovative and appealing manner to the customer which reflects business value. Pricing and dimensioning information within the training tender. Representing Ericsson Education as Bid meetings Presenting training offers to customers.

Applicants will be qualified at degree level and will have commercial experience in a technical environment. We are looking for pro-active individuals with a strong business acumen and good communication and analytical skills. The Sales Support manager reports to Ericsson Education WE/CEMA SRO Sales and Marketing Manager.

**Contact:** Michael Ungerholm, Marketing & Sales Manager, Ericsson Education, +46 8 719 5158, Mikael.Ungerholm@era.ericsson.se

### Process & Business Development Consultants, Customer Management Solutions

● Our Regional Office Europe (EMEA) now has a job opening within the Customer Management area, as

a Process & Business Development Consultants, to be filled by sales oriented, entrepreneurial persons with techno-commercial skills in the telco CM arena. As a Process Consultant you will be responsible for building up our business of Business Process Consulting. You will work closely with our customers who are network operators/ service providers in the EMEA region, to help them create business process in line with their business plan and market strategy.

Together with our sales managers and solutions architects, offer both Customer management Consulting Services, IT Systems & Solutions and Systems Integration, to support and innovate the business processes of our customers in order to increase their business growth & profitability. You will work very closely together with Ericsson's partners, key account managers and business managers pursuing the business process thinking through out the TTC process and thereafter. Travelling within EMEA is part of your job.

As a Process & Business Development Consultant, in addition to the general requirements, you will have: Through understanding of the operators business and operational environment, Experience of billing systems or billing consulting for telecom operators or from working for a telecom operator or service providers, Experience in handling service presentations, contract negotiations and business workshops. International project or business experience is a plus.

**Contact:** Sanjay Kaul, Managing Consultant, Process & Business Development Customer Management Solutions, +46 070 211 38 70, sanjay.kaul@era.ericsson.se, Dennis Uppström, Director Customer Management Solutions, +46 8 719 49 89 dennis.uppstrom@era.ericsson.se. Application: Ericsson Radio Systems AB, HF/ERA/GH Eva-Marie Thelin Eva-Marie.Thelin@era.ericsson.se.

#### ERICSSON RADIO SYSTEMS AB, KISTA

### Radio Network Specialist – Direct Markets

ERA/SP is the Business Management unit for Direct Markets, GSM, TDMA and EDGE. ERA/SP/X is the technical marketing and sales support organization catering for core network design and local product management as well as container systems. ERA/SP works with direct markets (mainly in Africa, Middle East and Eastern Europe) and acts

as a Market Unit. We need to strengthen the competence in radio network design and radio products for GSM and UTRAN.

● Your challenge is to cope with the increased demand of radio network design in the tender phase. This means that you should understand the products used in the radio network, may it be for GSM or UMTS, and also make a radio network design for tender purposes. You are also involved in the pre-sales phase discussing radio network planning with the customer.

You have a background from radio networks. It could be from many different areas, but most important is that you would like to meet the customer, and create and design the best network for the customer. Our customer is in focus. There are often requests for jobs on very short notice and the customer may change opinion quickly. It is important that you can work under these circumstances. Take this opportunity to work as close to the customer as possible. You will also meet with people from many different cultures and get excellent opportunities to travel, often to interesting and exotic countries.

**Contact:** Håkan Asplund +46 8 7571843, hakan.asplund@era.ericsson.se Peter Linderöth +46 8 4049308, peter.linderöth@era.ericsson.se, Kerstin Efraimsson +46 8 7575515, kerstin.efraimsson@era.ericsson.se.

### Sales Manager

● We are an aggressive marketing and sales team hunting new business on BMOGs direct markets. We are working worldwide with complete GSM system tenders in existing countries, where Ericsson have limited local presence. To be able to cope with future challenges within GSM, Datacom Solutions and later UMTS, we need a hungry and professional businessman.

You are responsible for the commercial part towards our potential customers and perform business planning, tender work, negotiations and other customer related activities. You have a MSC degree or similar and well-proven experience from marketing & sales within the mobile telecommunication area. Good communication skills are required, as well as excellent written and spoken English. Other language skills are considered as an additional qualification. You are prepared to travel.

### Operator Business Analyst

● Business Management & Operations Direct Markets. In today's mobile communications market with increasing complexity and competition, it is increasingly important to have coherence between business strategy and network solutions. Consequently, as strategic partner we need to support our customers with business planning and development. We are now looking for an Operator Business Analyst to strengthen our team.

You will be responsible for developing business strategies and business cases for potential and existing customers, based on in-depth analysis of the local market conditions. Together with account teams from our organisation, you will conduct a strategic dialogue with the customer.

Typical activities carried out by the Operator Business Analyst are: Support to the operator's top management in the strategy development process. Analysis of financial implications on alternative strategies and environmental scenarios. Identification of risks, upsides and downsides on alternative strategies. The candidate should preferably have a Master's degree in Business Administration or Economics, together with minimum three years experience from business/finance analysis. The position requires excellent analytical skills, result orientation, and fluency in spoken and written English. Work experience from a network operator or an ISP is a merit.

**Contact:** Per Sjöberg, +46 8 7573816, Paul Ericsson, +46 8 7572567

### Price Manager

● Business Management & Operations Direct Markets. Price management is becoming an increasingly important tool in order to win new business as well as to develop our existing accounts. We are now looking for a Price Manager to strengthen our pricing team.

You will be responsible for strategic and operative pricing for our complete product portfolio including GSM and UMTS solutions. You will be part of the pricing team at SP/M Business Support, and your main interfaces will be the Business Management units for New Accounts and Key Accounts, local companies in the region, and the pricing network within Division Mobile Systems.

The Price Manager will be expected to perform the following activities: Support business management

# Vice President required for emerging superpower

Ericsson is looking for an individual to play a key role in its fortunes in *India*, a country that is witnessing rapid leaps in the telecom sector. With a presence dating a 100 years, Ericsson today plays a vital role in providing key infrastructure to the Indian telecom industry. And stands poised to make the most of the Indian telecom revolution.

**Responsibilities:** As Vice President – Network Design and Field Support, you would be expected to take the lead in Network Design and Optimization in India. Along with round-the-clock sales field support for the fixed line/GSM networks for Ericsson customers across India. The networks already have functionality like IN, PPL, GPRS built into the networks and more and more are migrating towards 2.5/3G solutions. Your organization will provide support to the Marketing team during the Pre-sales process regarding the service offerings. You would work closely with the senior management within the Operators' organization. Outstanding technical leadership to lead a large team of nearly 50 very competent technical managers/specialists/engineers spread across India, by way of motivation, competence development and career enhancement are integral to the job. As part of the management team of ECI, you would be based in New Delhi, reporting to the Managing Director.

**Qualifications:** A University degree in Electrical, Electronics and Computer Science with 10-15 years of relevant work experience in the Telecommunications industry with the last few years in a Senior Technical position within Ericsson. Your technical knowledge should span the Telecommunication platform & AXE, MSC, BSC, OSS, Network Planning, Transmission etc. A good knowledge of Ericsson product offerings and an excellent contact network within the Ericsson organization would be essential. Strong leadership skills and exceptional interpersonal relations should be complemented by a broad knowledge of customer services, quality & technical management and project leadership. A keen understanding of the customers' business will be required. Moreover, you should possess excellent communication skills, with fluency in English.

So if you think you have it in you, please mail your resume to: hrc.eci@eci.ericsson.se or fax it at: +91 11 6187878. In case of any queries, please contact Girish Johar, Vice President-People and Culture at +91 11 6701507. Should you desire, you may also speak with ECI/MD Jan Campbell on +91 11 6701360.

**ERICSSON** 

and local companies with price strategies and business argumentation. Co-ordination of prices together with contract terms and conditions. Monitor customer price levels and price models across our markets. Conduct price workshops with account teams in the home organisation and at local companies. The right person should preferably have a Master's degree in Engineering or Economics. The position requires analytical skills, flexibility and fluency in another language of our regions is a merit. The candidate should also have a good understanding of mobile systems and the operator's business situation.

**Contact:** Per Sjöberg +46 8 757 3816 or Björn Båryd +46 8 4049284

## Process Driver

● Business Management & Operations Direct Markets. In order to be competitive in today's communications market, it is of utmost importance to continuously improve the internal efficiency of the organisation. Key factors for achieving this are well functioning processes and efficient competence development. For this purpose, we are now looking for a Process Driver to strengthen our team.

You will be responsible for developing and implementing our Marketing & Sales processes, and coordinating our Marketing & Sales training. You will work in close co-operation with our account teams in the home organisation as well as at the local companies.

Typical activities carried out by the Process Driver are: Continuous process improvements in co-operation with the process management network within Division Mobile Systems. Process support to our Business Management units. Conduct training programs and workshops for our account teams. Follow-up and report process improvements results.

The candidate should preferably have a university degree in Business Administration or Economics, together with previous experience of process development. The position requires excellent communication skills including fluency in spoken and written English, together with analytical skills and personal drive.

**Contact:** Per Sjöberg, +46 8 757 3816. Application: sophia.bergqvist@era.ericsson.se

## ERICSSON RADIO SYSTEMS AB, KISTA

*Within the Mobile Application Initiative (MAI), we work with 3rd party application developers helping them test and perfect their applications whether on Ericsson platforms and terminals or on others. We develop the software to test GPRS, EDGE, UMTS and other 3G standards, support developers in their go-to-market quest, plus provide training and networking opportunities for these developers. When MAI started some 18 months ago we knew that we had to go global. As of today we have established 25 points in the Ericsson Market Units where we deliver our MAI services. We call them the MAI Local Centers.*

## MAI Franchise Manager

● We are looking at expanding this operation into new parts of the world. That's your job! What does it mean in practice? Define, market and sell the MAI concept to Ericsson Market Units as well as support the new MAI-Local Centers with how to establish/run an Application Center in their market. This job requires that you have at least 5 years experience from an international job as well as a university degree in engineering or business. It will include frequent travel in Europe and Asia.

## Product Manager Services

● MAI has today a number of services for 3rd party application developers and for Ericsson Market Units around the world. These services have currently been used by more than 100 external customer and 25 Ericsson Market Units. We are also looking for a number of new services that will make our customers even more successful. Your job will be to position the MAI services in terms of the overall portfolio and pricing methodology. Other things includes to define, describe and document the MAI service portfolio and of course make sure that the business case for the services make sense. You will also get the right people to execute these services within or outside of Ericsson.

Qualifications include a university degree university degree (MSc, MBA or similar) and a couple of years experience, preferably in an international environment.

## Business Manager/ Senior Business Manager

● You will be part of a team with Business Managers. They are our experts in the business models of the Mobile Internet, specialised in certain business segments such as; Travel & Transport, Bank & Finance, Media & Entertainment etc. This includes gather,

document and communicating things like: who the players are, what roles they play and what the revenue streams are in these businesses segments. You will also help and support the MAI Local Centres in a defined geographical region with specific business related issues, such as developing business plans, looking at business cases.

To do the job you need be confident in business models and value chains. Needless to say you have a university degree in this or similar area and that you feel comfortable in a truly international environment.

**Contact:** Patric Claesson, +46 8 404 86 72, Patrik.claesson@era.ericsson.se. Application: Ericsson Radio Systems AB, KI/ERA/SM/H Lise-Lotte Ramneby, 164 80 STOCKHOLM, lise-lotte.ramneby@lme.ericsson.se

## ERICSSON RADIO SYSTEMS AB, KISTA

*Business Management & Marketing, ERA/FN, is the newly established Marketing and Business Management unit within WCDMA, PDC Systems (BMOR). Stefan Karlsson, recently appointed as head of Marketing (ERA/FN/M), is about to build up the new marketing unit and the recruitment process is currently ongoing. I'm interested in why certain technologies should be developed, who the end-user is, and what he or she wants to be able to do by using the technology offered. Working with a wide scope, and with end-to-end solutions, are the ways I want to see the global WCDMA marketing unit to work, Karlsson says.*

*The new marketing unit will initially be built upon three parts: Strategies and Launch, Market Making, End-to-end System Marketing. Positions are open in all three parts.*

## Manager – Strategies and Launch

● The annual Ericsson Strategic Plan (ESP) will serve as main driver for formulating BMOR's strategy. Naturally the strategy will be regularly updated and communicated. To launch the messages, including supporting messages, arguments and facts to the global sales force will be another vital part of the work. Initially Your main task is to ensure that the recruitment and competence build up is smooth and rather quick. Naturally the ESP 2001 "update" is one of your responsibilities.

The position requires commercial competence and a good understanding of the need for solutions and use of the Mobile Internet. A generalist with broad competence is the target profile for this position.

To be successful, we believe that you are a person who: Is a good leader and have a rather visionary mind; Holds a M.Sc. and a MBA; Is goal oriented and flexible; Has strong communication skills and is business oriented.

**Contact:** Stefan Karlsson +46 8 404 77 29, or Stefan.O.Karlsson@era.ericsson.se. Application: MANAGER - STRATEGIES AND LAUNCH, Ericsson Radio Systems AB, KI/ERA/FN/H Mattias Eriksson, SE-164 80 STOCKHOLM, Mattias.Ericsson@era.ericsson.se

## Market Making

● Focus is to establish WCDMA as the totally dominant mobile internet enabler globally. It is our task to convince the market, operators and other related players, of the advantages of WCDMA and make sure that end-user stimulating equipment and services of all sorts are being developed to establish WCDMA as the leading technology. Business development/external business relations related activities and market messages are our challenges.

The work will be business oriented with a clear focus on what's best for WCDMA usage. Understanding of end-users needs and willingness to consume as well as understanding of how to deliver what the end-user needs is part of the daily work. Some needs will be fulfilled by Ericsson solutions, others by third party solutions.

The position requires commercial competence, a good understanding of the need for solutions and use of the Mobile Internet. A generalist with broad competence is the target profile for this position.

To be successful, we believe that you are a person who: Holds a M.Sc. and/or a MBA; Can recognize and create opportunities, as well as act upon them; Is goal oriented and flexible; Is motivated by responsibility; Enjoys working both independently and as part of a team; Has strong communication skills and is business oriented.

**Contact:** Fredrik Jahn +46 8 404 56 58, Fredrik.Jahn@era.ericsson.se. Application: MARKET MAKING, Ericsson Radio Systems AB, KI/ERA/FN/HA Anne-Marie Ahrsjö, SE-164 80 STOCKHOLM, Anne-Marie.Ahrsjo@era.ericsson.se

## End-to-end System Marketing

● The ambition is to position Ericsson's end-to-end solution as the preferred choice; a market share in li-

ne with +50% is our aim. We will focus on defining end-to-end solutions based upon Ericsson offerings. Commercial and technical competences on a broad level are essential. We will primarily work together with the Product Units for Radio and Core Network and the colleagues with Customer Services, Mobile Internet Applications and Consumer Products.

The position requires technical and to some extent commercial competence and a good understanding of the need for solutions and use of the Mobile Internet. A generalist with broad competence is the target profile for this position.

To be successful, we believe that you are a person who: Holds a M.Sc. and/or a MBA; Can recognize and create opportunities, as well as act upon them; Is goal oriented and flexible; Is motivated by responsibility; Enjoys working both independently and as part of a team; Has strong communication skills and is business oriented.

**Contact:** Stefan Karlsson +46 8 404 77 29 or Stefan.O.Karlsson@era.ericsson.se. Application: END-TO-END SYSTEM MAKING, Ericsson Radio Systems AB, KI/ERA/FN/HA Anne-Marie Ahrsjö, SE-164 80 STOCKHOLM, Anne-Marie.Ahrsjo@era.ericsson.se

## ERICSSON TELECOM AB

### Customer Group Asia-Pac Business Excellence

● We are in search for persons who can take on the challenge to provide our Market Units with a understanding of their need to change their way of conducting business in the new economy. The enabler for success is a mindset to promote shift from proven technology to the future solutions DMN offers in a Multi Service Network environment.

You will have a strong consultant function within DMNs Customer Group ASIA-PAC operations. You will work in a dynamic team environment with an international atmosphere which will give you tremendous opportunities to work with different cultures. IT-experience on either sales or technology consultant level is an advantage. Solution creation and communication skills are deciered.

We believe you are well socailly equipt. The socail capacity is of big importance for the sucess of bringing solutions and technology to the market with value. The person we look for shall be prepared to both prepare and give presentations to both internal and external audiences. And, like it!

We think that You have following qualifications; Presale capabilities, Business oriented mindset, Capability to capture and promote business opportunities, Understanding of future technologies for the new economy. An academic degree in economics, industrial management or similar. Good command of the English language. International experience. Communication and Negotiation skills. Experience from commercial relations.

**Contact:** Marek Bubak, +46 8 719 68 25, Anna Wennerholm, Human Resources, +46 8 719 45 17. Application: marek.bubak@etx.ericsson.se.

## Managers – Market & Customer Development Group

● We are looking for people with a strong drive for creating business leads, driving innovation programs in close cooperation with key customers, develop market plans together with our customer groups and market units and initiate sales push activities for the full access portfolio (copper, fiber and radio based) for fixed networks.

You will work in the team of Market & Customer Development which is part of the Access Solutions Program. The program is responsible for the fixed access business on a global scale.

It drives the creation of generic solutions, based on all different technologies and products available, and coordinates the marketing and sales activities of access products and solutions. An important task of the program is to secure a dominant position of Ericsson in the global wireline market of broadband access.

The Market & Customer Development Group is responsible for: Creating the access program marketing strategy. Involvement in sales push activities. Drive customer solution innovations. Create market and customer plans. Participation in strategic tenders. Profitability of access solutions.

The position requires knowledge of the telecommunication market and its direction towards multiservice networks.

The successful candidates need to be team players, should have a business mind, can drive and coordinate marketing and sales activities, will be requested to travel frequently, should be fluent in English (in Spanish is an advantage), need to have a business development mind and should have several years of business experience. It is important to be strongly result oriented.

The position provides the opportunity to: experience the arising international market of broadband

and multiservice networks at first hand, to close involvement towards our key-customers and to be part of a dynamic team influencing the business direction of Ericsson in this fast growing market.

**Contact:** Jos Baart, +46 8 719 33 05, +46 70 267 1226, jos.baart@etx.ericsson.se.

## ERICSSON RADIO SYSTEMS AB, KISTA

### Strategic Marketing Manager

*Environment: Dynamic. 100,000 individuals, global breadth, working towards common mission. Vision: Alongside small group of highly motivated team mates, develop market strategy for Ericsson's next generation of mobile systems.*

● We are looking for a Strategic Marketing Manager to work within the new GSM, TDMA, EDGE BU. The position is best suited to a person who thrives on working in a fast paced, constantly changing environment. You will gain exposure to all the P's in the marketing mix as well as contribute to the development and communication of market plans, market-oriented system evolution stories and key market messages for the Mobile Internet solutions!

You will be launched into a fast moving, international environment and relish the opportunity to work with other business units as well as local market units in the Americas. We recognize the value of being an outgoing, flexible person used to taking on responsibility and meeting deadlines. Formal requirements include a university degree MSc/MBA, excellent written and spoken English, GSM industry experience, technical/commercial competencies. Project management skills are also an asset.

**Contact:** Susanne Karlsson +46 8 585 30 105. Application: Ericsson Radio Systems AB, KI/ERA/SM/H, Lise-L. Ramneby, 164 80 Stockholm lise-lotte.ramneby@lme.ericsson.se

## ERICSSON RADIO SYSTEMS AB, ARGENTINA

### Sales Support – For Latin America based in Argentina

● Do you want to be part of one of the most exciting challenges right now in Latin America? We need two experts to help us with supporting sales of GSM Intelligent Networks and HLR products.

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 person is responsible for the success of the SCSA products and solutions assigned and acts as the main interface for these products towards local companies (including KAMs, NAMs and the GAM organisation in the region). The job includes to actively promote PU SCSA products to customers but also to the local companies to ensure proper priority, visibility and competence level.

You will also be the Product Unit's best generalist in both technical and commercial issues in order to support tenders. Other tasks include supporting the Market Units with customer presentations, demos, trade shows, etc. 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.

Candidates for the position should have a university degree or similar. Mastering the English language is essential. Knowledge in Spanish or Portuguese is almost a must (intensive training is an option if you fulfil all the other requirements). Technical competence in GSM Intelligent Networks and/or HLR and other mobility products is essential.

You need to be strongly business oriented with a technical and commercial interest in your luggage.

Further, you need to be very independent and self-motivated. The job involves a lot of travelling, which should be considered when applying.

You will be responsible for communicating with people from several different cultures and backgrounds and should thus have very strong communication skills.

**Contact:** Malin Forsgren, +54 11 431 609 52 or by mail. Application Sales Support Argentina: marie-louise.rogsater@era.ericsson.se

## ERICSSON RADIO SYSTEMS AB, KISTA

*Within the department Bid Management & Legal Support of the Business Unit GSM TDMA EDGE Systems, we are looking for:*

### Tender Development Manager

● The main tasks and responsibilities of the Tender Development Manager are to steer and coordinate the creation and maintenance of total solution master tenders (best-example tender) and RFP templa-

tes for GSM, GPRS and EDGE. The challenge here is to work towards a total solution that includes the radio network, services, mobile internet applications and terminals. Furthermore, he or she initiates and drives the activities to maintain and improve, together with the bid managers, the tender preparation process and bid toolbox. The Tender Development Manager will have to work intensively together with people from the Core3 tender teams, with marketing and with representatives from PUs and the divisions for Services and Internet Applications.

This function offers a person the possibility to play an important role in defining how GSM, GPRS and EDGE will be offered from now onwards all over the world and how we can work best together in the tender teams.

The function will enable you to build a network of contacts throughout the organization.

The individual we are looking for has an academic working level and is strong in communication and coordination.

Being able to work independently but at the same time in a team is a must. We expect customer orientation and results. 2-4 years of Ericsson experience and some experience with bids and tenders is required.

English is our daily language. The Tender Tool Manager reports to the Director Bid Management & Legal Support. The function does not require frequent travelling, but occasionally it might be required.

## Bid Managers

● The main tasks and responsibilities of a Bid Manager are to make sure that a GSM, GPRS or EDGE tender project results in the required result at the required time. The Bid Manager is doing this by guiding the Core3 tender project team through the tender preparation process. Furthermore, the Bid Manager is often involved in the tender pricing activities and discussions. The challenge is to coordinate the activities of the different disciplines in the tender team (technical, services, mobile internet applications, commercial), to understand what each discipline is doing and requiring, and to make sure that changes somewhere in the project are communicated quickly to the other disciplines. Another challenge is to coordinate the team efforts of a team of which the members are from and in different continents of the world.

The Bid Manager works intensively together with the other disciplines in the Core3 tender teams and with representatives from the market units. We will work mainly with the Asian and Latin American region, where there is a huge potential for GSM and GPRS new business.

This function offers a person the possibility to work in a very international environment and to contribute directly to the new business Ericsson is winning in GSM, GPRS and EDGE networks.

The function enables you to get deep understanding on how multi million Dollar or Euro network tenders are created and what the roles are of the different disciplines and Ericsson companies in this sales process.

The individuals we are looking for have an academic working level and are very strong in communication and coordination. We need organized persons with their both feet firm on the floor, who can perform under stress, who can go in details while keeping the overview, who are customer and result oriented, who love to work together with people in a team and who appreciate the international contacts. A few years of Ericsson experience are a clear advantage. English is our daily language. Bid Managers report to the Director Bid Management & Legal Support. The function requires occasional travelling. Not very frequently, but some flexibility in this area is required.

**Contact:** Hans van Beek, +46 8 75 707 96. Application: Ericsson Radio Systems AB, Ingrid Pichler, KI/ERA/SF/H, 164 80 Stockholm, ingrid.pichler@era.ericsson.se.

## ERICSSON RADIO SYSTEMS AB, KISTA

### International Customer Business Development Executive

Customer Business Development has been created to support customers by helping them to improve their business.

This new area works closely together with our customers and their market strategies, in order to increase their market share and profitability in an increasingly competitive environment. We are working in close cooperation with local Ericsson companies all over the world.

● The goal for this position is to assist our customers, the wireless operators, in becoming more successful in their business. The Executive shall gain a good working knowledge of our customers and their success criteria's.

The Executive will support our customers to develop and increase cutting edge competencies, by

jointly enhancing their strategic direction, marketing, segmentation, packaging, distribution etc.

Extensive experience from working with marketing strategies for a wireless operator or as a Business Consultant is a prerequisite. Business and marketing skills are necessary, combined with a documented ability to establish and deepen business relationships and partnerships. Fluency in English is a prerequisite as well as willingness to travel extensively.

**Contact:** Peter Bergenbag, peter.bergenbag@era.ericsson.se. Application: Ericsson Radio Systems AB, KI/ERA/SM/H Lise-Lotte Ramneby, 164 80 STOCKHOLM, lise-lotte.ramneby@lme.ericsson.se.

## ERICSSON RADIO SYSTEMS AB, KISTA

*Environment: Dynamic. 100,000 individuals, global breadth, working towards common mission. Vision: Alongside small group of highly motivated team mates, develop market strategy for Ericsson's next generation of mobile systems. We are looking for a Strategic Marketing Manager to work within the new GSM, TDMA, EDGE BU.*

### Strategic Marketing Manager

● The position is best suited to a person who thrives on working in a fast paced, constantly changing environment. You will gain exposure to all the P's in the marketing mix as well as contribute to the development and communication of market plans, market-oriented system evolution stories and key market messages for the Mobile Internet solutions! You will be launched into a fast moving, international environment and relish the opportunity to work with other business units as well as local market units in the Americas. We recognize the value of being an outgoing, flexible person used to taking on responsibility and meeting deadlines. Formal requirements include a university degree MsC/MBA, excellent written and spoken English, GSM industry experience, technical/commercial competencies. Project management skills are also an asset.

**Contact:** Susanne Karlsson, +46 8 585 30105. Application: STRATEGIC MARKETING MANAGER, Ericsson Radio Systems AB, KI/ERA/SM/HC Marianne Molin 164 80 STOCKHOLM, marianne.molin@era.ericsson.se.

## ERICSSON RADIO SYSTEMS AB, KISTA

*Mobile Internet will soon be an everyday reality. Communicating this is our reality, today. We're a team of communications professionals, running marketing communications and branding activities for the business units within Division Mobile Systems. This means we are in the center of Ericsson's cutting-edge: Mobile Internet and Third Generation Systems.*

*Our group is highly international and well mixed in age and gender. On any given day you may find us working on strategy & branding issues, product information, PR, multimedia presentations, web projects, market research...anything and everything to make Mobile Internet a reality.*

*Our job puts us in contact with colleagues and internal customers all over the Ericsson world, and of course external agencies. We embrace creativity and fresh thinking in what we do. Want to join us?*

### Project Manager

● We're seeking a project manager who will support event and seminar speakers with development of presentation messages and content as well as coordinate production of presentations with external agencies. In addition to the event speakers, you will also be working closely with the events group and BU/PU content contributors. In short, your responsibility is to ensure the event and seminar presentations are of high quality in terms of messages, delivery and visuals.

You are a university graduate, preferably in business and have hands on experience from marketing communications of system solutions. You are goal oriented and work efficiently within and among groups. Your communication skills are excellent.

**Contact:** Eva Andersson, +46 8 764 18 19, Eva.andersson@era.ericsson.se. Application: Presentation Project Manager, Ericsson Radio Systems AB, Ann-Britt Stillberger, KI/ERA/H, 164 80 Stockholm, ann-britt.stillberger@era.ericsson.se.

## ERICSSON RADIO SYSTEMS AB, KISTA

*Software handling online is business critical to sustain the competitiveness of Ericsson and our customers. Our unit is responsible to co-ordinate ongoing initiatives within Ericsson and to drive SW handling from a business perspective together with TTC Global program/SW handling project addressing our Market Units and Product Units. SW handling is a part of the ongoing e-business initiative within Division Mobile Systems.*

### E-Business SW Handling Coordinator

● You will work in close co-operation with a broad range of functions within Ericsson, so experience from inside Ericsson, from a variety of markets/product fields and from different units addressing our customers within Segment Operators, will be of great help in your work. Co-operation, project leader skills, understanding of telecom business and communication skills will give you a good foundation to stand on. You need to be prepared to travel to some extent in order to co-operate effectively with the units involved.

**Contact:** Pär Sköld, SF/Z/PC, +46 8 404 5673. Application: E-Business SW Handling Coordinator, Ericsson Radio Systems AB, KI/ERA/SF/H Ingrid Pichler, 164 80 Stockholm, ingrid.pichler@era.ericsson.se.

## ERICSSON RADIO SYSTEMS AB, KISTA

### Product Managers – Terminal Support

*Ericsson believes in a multi-vendor terminal environment to enhance and drive the 3G introduction. One main task is to continue to drive and manage the successful joint collaboration program agreements with our selected terminal vendors. As a complement to Ericsson's own 3G terminals, these agreements will enable Ericsson to support its customers with an extended range of terminals in full interoperability with Ericsson's 3G networks. In the Terminals & Applications 2G/3G unit within BU GSM, TDMA, EDGE we are looking for new members to the product management team. The members will share the team's tasks, which includes:*

● Initiate and manage projects with terminal vendors in order to support ERA system development and implementation projects during the entire TTM phase. Negotiate in person with the chosen suppliers meaning periodically international travel activities. Support Sales and Account Teams with product related terminal issues. Support other internal units with terminal knowledge.

*Desired expertise and skills are: Have or gain the necessary knowledge regarding mobile terminals as well as network capabilities. Analytical skills and ability to build relations. Experience from project or product management in the telecom business. The person (he or she) we are looking for is self-motivated, ambitious, out-going and mature.*

**Contact:** Louis Jernberg, +46 8 4045226, louis.jernberg@era.ericsson.se. Application: Ericsson Radio Systems AB, KI/ERA/SM/H, L. Ramneby, 164 80 STOCKHOLM, lise-lotte.ramneby@lme.ericsson.se.

## ERICSSON NV/SA. ERICSSON ENTERPRISE, BRUSSELS

*The regional office of Western Europe drive the regional indirect sales, and marketing activities, as well as introduction of Ericsson Enterprise Products and services to sales partners in the region Western Europe. The regional office is a networked organization for seven countries of Western Europe (Ireland, UK, the Netherlands, Belgium, France, Spain and Portugal), main site in Belgium.*

### Product Management – Large Communications Systems

● The function is responsible for driving and managing the complete package around the product/products. This means to secure that the complete product offer suitable for the region is available like packaging, non-standard languages, sales tools, ordering information, localisation of user guides, product and sales presentations, brochures, data sheets, training etc. The function is also responsible for introducing products either as product introduction project manager or as a sub project to the introduction project.

Key Activities are for the position are Drive feed-back product requirements and market information to Product units. Drive and promote product specific questions within the region. Build up and drive a regional product management network for the region. To act as the product specialist within the region Support and help the Ericsson Sales Partners in terms of product introduction activities. Support new Ericsson Sales Partners during the product introduction process. Perform competitor analysis for the product/s within the region.

We believe that you have a University degree in Business Administration/Engineering or equivalent and an overall knowledge of Ericsson Enterprise product portfolio today and of future related areas, i.e. IP and Mobile Internet. Specialist knowledge Preferably you have experience from a position with product management and international experience from the IT industry or Telecom. Fluency in English is a must and multi-language capability a big plus.

### Portfolio Management Mobile Internet and Business Applications

● The function is responsible for the Portfolio offering and that it is adjusted to suit the regional needs. This includes to develop, promote and drive sales on the Portfolio designing and implementing actions, packages, programs & incentives etc, in order to reach and surpass the yearly targets. The function is also responsible to develop and drive sales on its part/s of the Portfolio, using regional and HQ roadmap and release plan/s, as baseline input.

Key Activities for the position are: Drive and promote Portfolio sales on a regional basis via established channels by designing and implementing actions, packages, programs & incentives etc, to reach and surpass the yearly targets. Drive feed-back Portfolio requirements and market information to HQ Portfolio. Perform competitor analysis for the portfolio within the region. Drive (and/or support) and set up business plans for products needed in the portfolio.

We believe that you have a university degree in Business Administration/Engineering or equivalent. It is important that you have solid knowledge on Ericsson Enterprise portfolio today and on future related areas, i.e. IP and Mobile Internet and deep specialist skills in the own portfolio area. Preferably you have experience from a position within product management and some international experience with the IT industry or Telecom.

**Contact:** RO ROWE, Manager Portfolio Management & Introductions, Emma Rehnberg, emma.rehnberg@ebr.ericsson.se, +32 2 745 16 12, HR Susanne Petterson, susanne.petterson@ebc.ericsson.se, +46 8 422 01 02.

## ERICSSON RADIO SYSTEMS, SUNDBYBERG

### Strategic Product Managers – 3G Products

● Do you want to be the spider in our net with a market and technology perspective? We are looking for persons to be responsible for the strategic direction for our new 3G products; Service Capability Servers, JAMBALATM Application Platform and JAMBALATM Services. You work with all standards; fixed, mobile and IP. You have the ability to understand and translate the customer and market needs into product requirements. It is a varying work where you have contacts all over the world and keep many threads together in the same time.

You need to have a good understanding of both the telecom and IT/Internet market. You have a university degree with Market view or a graduate from a School of Economics with technical competence and a number of years experience. We have high demands on our employees but you can have a varying background. You must be independent, driven and have a mature and strong personality.

**Contact:** Birgitta, +46 8 404 67 76

## ERICSSON ENTERPRISE AB, NACKA STRAND

*Do YOU want to lead projects in an international environment? At Enterprise Services, within Ericsson Enterprise in Nacka Strand we are looking for a*

### Product Manager

● Do you have project management skills, customer focus and good knowledge and experience from service? Then YOU're probably the right person for us. As a Product Manager you will be responsible for services within the Total Project Model. Your main activities will be to develop product service offers, ensure Enterprise Services readiness according to those offers and run processes for service requirements.

We need somebody with a holistic thinking since it is important to take in the complete chain, from customer from all around the world to service provider to Enterprise support and finally Product unit support. We want you to have a drive to deliver and the ability to make others see the benefits of and agree to proposed ideas and approaches. The role as a Product Manager includes a lot of challenges.

**Contact:** Michael Janerus +46 8 4220265, michael.janerus@ebc.ericsson.se. Application Ref nr 01:003K: Ericsson Enterprise AB, Recruitment@ebc.ericsson.se.

## ERICSSON RADIO SYSTEMS

### HSS Product Manager

● Do you want to create the future of mobile communications? In the Product Unit Service Capability Servers & Applications (SCSA) we are responsible for the evolution of the GSM, UMTS and EDGE home network products from today into the 3rd generation



mobile networks and towards an all-IP communication network. This work includes definition of future requirements and the overall strategic direction of Ericsson home network functions and solutions. This very challenging task covers a wide range of new technologies now and for the future. We are continuously looking for persons who are ambitious, goal-oriented, outgoing and enjoy working in a fast changing environment.

We now need to extend our forces in the areas of Internet Service Providers environment solutions such as Domain Name Servers, AAA servers, HSS, etc. Create the Mobile IP Multimedia Home Domain, Create the All IP home network architecture, Developing prices and price models for the future business models now emerging.

The persons we are looking for must possess good technical knowledge of the GSM/UMTS system. A suitable background is experience from product management, system management, marketing/sales or project management. You will have extensive international contacts with the Ericsson sales organisation and directly with customers. Therefore you will have to be prepared to travel and we expect you to have good verbal and written communication skills in English.

**Contact:** Francisco Guzman, francisco.guzman@era.ericsson.se, +46 8 7572944

#### ERICSSON RADIO SYSTEMS AB

### Strategic Product Manager – Service Order Gateway

● In the 2G and 3G wireless systems – Mediation is an important area and we are now looking for a Product Manager who can take the responsibility for the Service Order Gateway. The Product Manager will work with defining the product requirements for GSM and the third generation system UMTS. You will be a major player in defining the Ericsson Service Provisioning strategy.

You will be responsible for the product during the life cycle in accordance with set profitability goals. You will analyze operator's need and translate these to commercial product offerings and keep the market and sales organization with the information needed for a successful market launch. You will have contacts with several different parts within Ericsson, systems management, design, Marketing and sales, product management, local companies etc.

The required expertise and skills are; Business oriented and result oriented.

At least 3 years experience working with related areas (technical/Marketing). Good communication skills. M.Sc., B.Sc. or comparable experience. The person we are looking for is self-motivated, ambitious, out-going and mature

**Contact:** Dan Fahrman +46 8 585 32631, dan.fahrman@era.ericsson.se. Application: marie-louise.rog-sater@era.ericsson.se

#### ERICSSON RADIO SYSTEMS AB, KISTA

*Do you want to work with 3rd generation mobile communications? Join us in the ongoing race towards 3G – Mobile internet! We at product unit Wide Band Radio Networks are currently up at full speed in developing the radio access network products for Ericsson's first commercial UMTS system. The system is based on WCDMA radio technology and ATM transmission. We are receiving a lot of attention from customers worldwide.*

### Strategic Product Management – WCDMA Radio Base Stations

Ref No: FR/H1797

● We are looking for an experienced person to join our team of Strategic Product Managers for Radio Base Stations. We have a full range of Radio Base Station products including macro, main-remote, micro and outdoor versions.

As a Strategic Product Manager you will be responsible for creating a competitive product portfolio. The work includes defining product strategies and product requirements, profitability analysis, writing product information, product presentations and technical sales support for our product marketing unit and customers.

We assume that you are a person who is open-minded, independent, creative with good analytical skills and commercial orientation combined with the ability to understand technical capabilities and limitations.

You should have a university degree and some years of experience with radio base stations, preferably within systems or product management.

### Strategic Product Management – WCDMA Site Solutions

Ref No: FR/H1798

● We are looking for an experienced person to join our team of Strategic Product Managers for Site Solutions. We have a full range of Site Solutions products including antenna, transmission, and power systems.

As a Strategic Product Manager you will be responsible for creating a competitive product. The work includes defining product strategies and product requirements, profitability analysis, writing product information, product presentations and technical sales support for our product marketing unit and customers.

We assume that you are a person who is open-minded, independent, creative with good analytical skills and commercial orientation combined with the ability to understand technical capabilities and limitations. You should have a university degree and some years of experience with site solutions.

### Product Package Handling – Wide Band Radio Networks

Ref No: FR/H1799

● We are looking for an experienced person to help us with our Product Handling. This means that you should be interested in supporting our Product Managers in the areas of product packaging, product catalogue (PCAT), sales- and product structures. We assume that you have some year experience in these areas. We are especially interested if you have previously worked with PCAT.

**Contact:** Håkan Engdahl, +46 8 757 21 36, hakan.engdahl@era.ericsson.se. Application: Ericsson Radio Systems AB, KI/ERA/FR/HS Inger Holmgren, SE-164 80 STOCKHOLM. ansokan.PU-WRN@era.ericsson.se

#### ERICSSON MESSAGING AB, KISTA

### Product Manager

● Applications Partner Management are looking for an experienced Product Manager with a keen interest in Mobile Internet Applications. The position involves all aspects of product management, except for the fact that the design is handled by a partner to Ericsson.

Strategic Product Manager/Internet Applications, third party products

As a Product Manager you define and follow up short and long term product plans, you also give guidelines for functionality. Your work includes pricing, product packaging, frequent contacts with our third party vendors but also customers and other suppliers. Competition and market analysis are important tools to fulfil your commitments. This is a challenging key position in a really hot area, and it goes without saying that you are already familiar with current business and technology trends in the industry, and that you have gained experience from similar types of positions. You are a goal-oriented person with an interest in technology and a strong business drive. You look forward to having an opportunity to create customer relations at a strategic level.

**Contact:** Björn-Ove Lindén, +46 8 764 18 13, bjorn-ove.linden@era.ericsson.se, Marie Zachrisson, People & Culture, +46 8 757 31 64, marie.zachrisson@era.ericsson.se. Application: Strategic Product Manager – Internet Applications, third party products.

### Business Developer Applications

● Partner Management are looking for an experienced Business Developer with a deep knowledge in Mobile Internet Applications. The position involves all aspects of finding and evaluate products, applications and solutions.

### Business Developer – Internet Applications

● As a Business Developer you will handle a number of contacts to existing and new partners to Ericsson and define and follow up short and long term how to run different product areas for our department. Your work includes product evaluation, develop new services and initial contact with a lot of vendors in the internet application world. This is a challenging key position in a really hot area, and it goes without saying that you are already familiar with current business and technology trends in the industry, and that you have gained experience from similar types of positions. You are a goal-oriented person with an interest in technology and a strong business drive. You look forward to having an opportunity to create customer relations at a strategic level. Interested?

**Contact:** Björn-Ove Lindén, +46 8 764 18 13, bjorn-ove.linden@era.ericsson.se, Marie Zachrisson, People & Culture, +46 8 757 31 64, marie.zachrisson@era.ericsson.se. Application: Business Developer – Internet Applications, third party products.

### Applications Partner Management Operative Product Managers

● As an Operative Product Manager you will be responsible for the technical coordination of one or several technology areas. You will also be the prime technical contact for one or several external vendors. Your tasks will include technical investigations, planning and execution of certification projects and technical sales support to Market Units. You have a couple of years experience of work in system management and/or product management. An engineering degree and good English communication skills are valuable.

**Contact:** Janeric Ermeland, +46 8 404 78 10, janeric.ermeland@era.ericsson.se, Marie Zachrisson, People & Culture, +46 8 757 31 64, marie.zachrisson@era.ericsson.se. Application: Operative Product Managers, Ericsson Messaging AB, KI/ERM/HS Doris Hagala, 164 63 Kista, doris.hagala@em.ericsson.se.

#### ERICSSON RADIO SYSTEMS AB, KISTA

### System Manager 3G

● Vi söker nu dig som vill vara med och utveckla RNCn. RNC är den centrala noden av 3G systemet som styr mobiler, och nästa generations radionät – WCDMA. Du kommer ingå i en nystartad enhet inom RNC organisationen.

Vi förväntar oss en mycket snabb rollout av RNCr, vilket gör att det kommer att vara av stor vikt att ta fram få och bra konfigurationer, och site lösningar för RNCn. Eftersom ingen har den uppgiften idag kommer du att få en nyckelroll och möjligheter till att påverka blir stor. För detta jobb är det viktigt att du har erfarenhet av HW. Det kan vara ifrån hw utveckling, system, teknisk säljstöd, eller implementation/engineering.

**Kontakta:** Magnus Widepalm, 08-764 19 88, magnus.widepalm@era.ericsson.se. Ansökan: System Manager 3G, ref nr: FR/H1646, Ericsson Radio Systems AB, KI/ERA/FR/HS Inger Holmgren, 164 80 STOCKHOLM, ansokan.PU-WRN@era.ericsson.se.

#### ERICSSON RADIO SYSTEMS AB

*Ericsson Radio Systems AB will, as other companies within Ericsson, implement the SAP/R3 based Human Resources Management System HRMS. The implementation shall take place during 2001/2002. We are now looking for a qualified Project Manager, who can take the responsibility to lead the HRMS implementation at ERA from Prestudy through Realization to System in full operation, including local training and support preparations.*

### Project Manager – HRMS Implementation at ERA

● The Project Manager responsibilities include Preparation and maintenance of the time plan, project budget and project organisation. Communication of project status to the Steering Committee, Project Sponsor and the project team. Streamlining the issue resolution process. Together with a System Project Manager from SAP Centre, the Project Manager will be responsible for the delivery of the project. The Project Manager will focus on the business side (HR-processes) of the project and the System Project Manager will concentrate on the system side. The Project Sponsor is the Vice President of Human Resources and Organization at ERA and the main stakeholders are from Division Mobile Systems and Division Global Services at ERA.

The wanted skills are: Documented project management skills, ie leadership, time management, multi-tasking, oral and written communication, negotiation skills, change management etc. Knowledge of the Ericsson business processes in general and HR-processes in particular. Good knowledge about the local company ERA and/or Divisions DMS and DGS. The ability to work effectively with all levels of management as well as providing detailed guidance to project team members. We believe this assignment will provide challenging opportunities for the right person, working cross-company and cross-divisions, thereby giving excellent overview and insight into a very dynamic organization.

**Contact:** Carl-Gustaf Leinar, ERA/HC, +46 8 4045142, Carl-Gustaf-Leinar@era.ericsson.se, Thomas Knutsson, ERA/H, +46 8 7572539, thomas.knutsson@era.ericsson.se or Göran Henriksson, ERA/GHC, +46 8 7195375, Goran.M.Henriksson@era.ericsson.se. Application:

Project Manager HRMS, Ericsson Radio Systems AB, KI/ERA/H, Ann-Britt Stillberger, 164 80 Stockholm, Ann-Britt.Stillberger@era.ericsson.se

#### ERICSSON RADIO ACCESS AB, KISTA

### Project Supply Manager for WCDMA

*Ericsson Radio Access AB (RSA) has a widely recognised, broad expertise in the field of cellular system. We are responsible for the design of antenna near products and power amplifiers within the radio base stations of all the commercial mobile telephone systems all-round the work, e.g. GSM, CDMA, WCDMA and Operational Development. The main part of our operation is situated in Kista, and we currently employ around 1,400 people. Within Ericsson, RSA is known as an unconventional yet results-oriented company. And that's how we want to stay. Our culture is based on succeeding with the impossible, doing things that have never been done before. We describe ourselves as being quick in our work, fleet-footed, down-to-earth, close to our customers and inventive. We are genuinely passionate about what we do.*

● We are currently looking for a Project Supply Manager who will be involved in development projects as a subproject manager for purchasing issues. You will be responsible for materials acquisition for the project's prototypes, pre-series and production ramp-up until the production takes over. You will lead the project's supply team, which includes purchasing-, quality- as well as planning staff. These areas of responsibility will entail extensive contacts both within and outside Ericsson.

You will have a degree in technology/economics or equivalent, with experience in the field of purchasing. You will have negotiating experience, as well as being proficient in both spoken and written English. Experience of production, and in particular mass production, is an advantage. Previous experience of project management is desirable. You will be outgoing and progressive, with a definite results-oriented approach. You possess good managerial skills. You find it easy to co-operate with others, and have the ability to instil enthusiasm in combination with a structured working method.

**Contact:** Karin Kjellin, +46 8 404 27 60, Bim Ahlström, Personnel, +46 8 757 16 74. Applications: Ericsson Radio Access AB, KI/RSA/HPS Personal, Box 11, SE-164 93 Stockholm, SWEDEN, Jobb@rsa.ericsson.se.

#### ERICSSON ENTERPRISE AB

### Project Managers NPI – Supply Chain

*Supply Chain is an important and strategic function in the new telecom world. Our organisation is dynamic and we are working with continuous improvements leading to very positive development during the last year. In our efforts to improve further we are now establishing a new group working with New Product Introduction – NPI. As a NPI Project manager you will be responsible of phasing in new products in the Supply Chain. Your main tasks will be: Coordinating provisioning of external hardware, setting up logistic flows and coordination of license control within the total project. You will work close to and cooperate with; business units within Ericsson, suppliers and Flow Centers in, Karlskrona, Vienna and the US. The position is located in Nacka Strand, Stockholm.*

● We highly value personal skills such as ability to communicate, personal drive, keen listening and a teamwork spirit. We think that you have at least a bachelor degree in a subject area related to logistics and/or corresponding experience from previous work and you speak and write English fluently.

**Contact:** Henrik Lindborg, Director Operational Development, +46 8 4220589 henrik.lindborg@ebc.ericsson.se. Anna Form, Human resources, +46 8 422 19 88 anna.form@ebc.ericsson.se. Application Ref.nr:00:137K: recruitment@ebc.ericsson.se.

#### ERICSSON RADIO SYSTEMS AB, KISTA

### Project Manager – PDC Systems Maintenance

*Japan is the world leader in mobile internet. PDC Systems is the part of Ericsson responsible for developing and supplying the Japanese market with mobile systems. We have been very successful in growing our business. In Stockholm, we are a team of approx. 100 people, but we co-operate with Ericsson design companies in Europe and, of course, the Ericsson company in Japan.*

● Your job will be to establish and manage the maintenance of the CMS 30 system in a project form. Your job will be to drive the design units in Europe to fulfil the customer's expectations on system maintenance and error correction. Having the highest quality is of paramount importance to our customer and us. You will: Set goals for product maintenance. Secure result by working together with design centres. Secure continuous improvements through Root Cause Analysis is performed and to drive other measures to improve product quality.

You are a good leader. You are able to encourage others and make other share your commitment to the customer. You have a technical university/ college degree and a few years of experience from design or maintenance of advanced telecommunication systems.

**Contact:** Clas Jönsson, +46 8 4048144, Clas.jonsson@era.ericsson.se or Christofer Geijer, +46 8 7571854, Christofer.geijer@era.ericsson.se. Application: Ericsson Radio Systems AB, Gunilla Åsberg, FJ/HS 164 80 STOCKHOLM gunilla.asberg@era.ericsson.se

#### ERICSSON RADIO SYSTEMS AB, CUSTOMER MANAGEMENT SOLUTIONS, TELEFONPLAN

*Division Global Services is fast becoming recognized as the face of service excellence for the new millennium. As one of six divisions of Ericsson, our role is to deliver exceptional customer service as an integral part of the Ericsson offering. We are now looking to expand in order to face the very exciting challenges ahead – and you could be a key element in our success. To find out more about this new force in service solutions please visit our website at: <http://globalservices.ericsson.se>. Our Regional Office Europe (EMEA) now has a job opening within the Customer Management area.*

### International Program Manager

● As an International Program Manager you will be responsible for projects in the area of Customer Care & Billing solutions, Services Provisioning, Fraud solutions and ISP to Telecom operators in the EMEA region. We offer both internally developed systems and services, as well as systems and services from external partners that we have supply agreements with. You will ensure that we deliver projects according to plan, within scope.

We offer you: Excellent personal development. Participation in a small group of experienced project managers, interesting international projects in one of the worlds fastest growing areas. As a International Project Manager, in addition to the general requirements, you will have: Experience as a project manager or line manager. Experience in implementation of software packages, a good background in implementation of billing systems, ERP systems or similar packages International project experience. Able to travel

**Contact:** Göran Björnström, Manager Customer Project Office, +46 8 719 2915, Goran.bjornstrom@era.ericsson.se. Dennis Uppström, Director Customer Management Solutions, +46 8 719 49 89, dennis.uppstrom@era.ericsson.se. Application: Ericsson Radio Systems AB, HF/ERA/GH Eva-Marie Thelin, Eva-Marie.Thelin@era.ericsson.se.

*Our Regional Office Europe (EMEA) now has a job opening within the Customer Management area, as a*

### International Project Manager

● As an International Project Manager you will be responsible for projects in the area of Customer Care & Billing solutions, Services Provisioning, Fraud solutions and ISP to Telecom operators in the EMEA region. We offer both internally developed systems and services, as well as systems and services from external partners that we have supply agreements with. You will ensure that we deliver projects according to plan, within scope.

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**Contact:** Göran Björnström, Manager Customer Project Office, +46 8 719 2915, Goran.bjornstrom@era.ericsson.se, Dennis Uppström, Director Customer Management Solutions, +46 8 719 49 89, dennis.uppstrom@era.ericsson.se. Application: Ericsson Radio Systems AB, HF/ERA/GH Ann-Sofie Höman, Ann-Sofie.Homan@era.ericsson.se.

#### ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

### Total Project Manager

● Are you looking for an exciting challenge in project leadership and enjoy working with cross-functional, multi-cultural teams?

The SCSA Program Office has the responsibility to plan and drive total projects in order to deliver products in a timely manner with good quality. The total projects cover the entire range of product deliverables, including both R&D (product development, FOA) and non-R&D (marketing, supply, support, services, etc). We are currently seeking several Total Project Managers. The positions are to be located in Stockholm, Sweden.

You will be responsible to establish, manage and drive total projects from Tollgate 0 to Tollgate 5 and report progress to the SCSA Steering Group when needed. You will build and lead a team of sub-project managers from the various SCSA line organisations as well as co-ordinate with external product and business units as needed to fulfill your assignment directives.

You have the ability and experience to build and lead cross-functional / multi-cultural teams. A minimum of 2 years total project management experience or 5 years in project leadership is preferred. Creativity, results and people-oriented, good in English and ability to cope and lead during stressful situations are key attributes we require. Some travel will be necessary.

**Contact:** Peter de Gourville, peter.de-gourville@era.ericsson.se, +46 8 404 5612. Application: Total Project Manager marie-louise.rogsater@era.ericsson.se

#### ERICSSON RADIO SYSTEMS AB, SUNDBYBERG

### Project Manager/Project Assistant

*Our team, New Product Introduction & Product Administration, is a part of the new Switching Development & Supply unit (ERA/SLT). ERA/SLT is a new established organisation that is responsible for the supply and the Supply chain for Switching and Switching related products including HW, SW and CPI. New Product Introduction & Product Administration is a new function that is responsible for managing processes for introduction, substitution and termination of products in the Supply chain for Switching and Switching related products. The function is also responsible for managing projects in the above areas and to keep the support systems updated with products that shall be orderable.*

● We need to strengthen our organisation with project managers or/and assistant project managers with experience of supply and sourcing. The work tasks will be to work with introduction, substitution and termination of products in the Supply Chain.

We are looking for people that preferably have a couple of years of experience from project management and also have knowledge about the TTM (Time to Market) and the TTC (Time to Customer). Knowledge about telecom products and product packaging are also an asset. Fluency in English, both written and spoken, is a necessity in this international environment as are well-developed interpersonal skills.

**Contact:** Joachim Alroth, +46 8 71 90143 or +46 70 519 0143. Application: Ericsson Radio Systems AB, ERA/SL/H Anita Strömkvist, 164 80 STOCKHOLM, anita.stromkvist@era.ericsson.se.

#### ERICSSON RADIO ACCESS AB, KISTA

### Unit Manager for Filter Design for GSM

*Ericsson Radio Access AB (RSA) has a widely recognised, broad expertise in the field of cellular system. We are responsible for the design of antenna near products and power amplifiers within the radio base stations of all the commercial mobile telephone systems all-round the work, e.g. GSM, CDMA, WCDMA and Operational Development. The main part of our operation is situated in Kista, and we currently employ around 1,400 people.*

● You will be part of a team of line managers who will jointly shape the development work for the GSM product line.

The work as manager of the Filter Design Unit will include: Motivating and developing the employees, Developing design methodology, Being responsible for the personnel's skills development within simulation work, Being responsible for recruiting and the allocation of work.

The successful candidate will be a graduate engineer or equivalent.

You will ideally have experience in the mobile telephony industry, as well as experience of project management or general management. Experience as a hardware designer is an advantage. In order to suc-

ceed as Unit Manager, your personal characteristics and experiences are important. Typical managerial skills such as sensitivity, perseverance, driving force, the ability to co-operate and interest in people are all highly valued in this position. We also require you to be proficient in both spoken and written English and Swedish.

**Contact:** Christer Bardland, +46 8 757 25 81, Lena Skansjö, Personnel, +46 8 508 78 263. Application: Ericsson Radio Access AB, KI/RSA/HPS Personal, Box 11, SE-164 93 Stockholm, SWEDEN, Jobb@rsa.ericsson.se

#### ERICSSON RADIO SYSTEMS AB

### Project Manager, Content Development

● The Content and Design Development unit within the Event Marketing department at Division Mobile Systems (DMS) needs another Project Manager for Content Development.

Our objective is to find new, different and exiting ways to communicate DMS Market Messages, primarily through Event Marketing activities such as Exhibitions, Conferences and Seminars, but also through concept films and demo road shows. We want to create positive attention by doing the unexpected, doing what has not been done before.

The Content Development Project Manager finds new exiting content and technical solutions for product/concept demonstrations at exhibitions, conferences and seminars. Another task is to find creative solutions for communicative challenges in conjunction with sponsorships of museums, sport arenas etc.

We expect our new team member to be unconventional, creative and to have a sensitive ear for trends in the communications industry and society in general. You are probably well educated with years of experience from Technical Sales Support, Product Management or System Design within the telecommunications industry. You also have a positive and energetic attitude.

**Contact:** Jonas Mattesson, +46 8 757 1337, jonas.mattesson@era.ericsson.se or Markus Orvelind, +46 8 764 1889, markus.orvelind@era.ericsson.se. Application: Project Manager, Creative Development, Ericsson Radio Systems AB, Ann-Britt Stillberger, 164 80 Stockholm, ann-britt.stillberger@era.ericsson.se.

#### ERICSSON RADIO ACCESS AB, KISTA

### Procured Material Quality Engineers (PMQE) for Supply

● The PMQE will, alongside- The designer, in addition to the functional requirements, ensure producibility and high capability at the lowest ROI. Purchasers, evaluate and recommend, on the basis of process and quality aspects, the best choice of suppliers. Potential suppliers, convey critical parameters, both functional and process-critical, with particular regard to Yield demands, feedback and frequency tbd. The PMQE will have an understanding of PMQA (Procured Materials Quality Assurance) tools and - Ensure that this is carried out where appropriate: Design of experience, FMEA, SPC, Gauge R & R, Capability studies, Sample verification and SPVR (Series Production Verification Run); Lay a good foundation for continued improvement work in the industrialisation phase

The work also involves: Supplying a high degree of service to the Development projects to eliminate that quality problems arise. Quickly being able to analyse root causes, assessing whether corrective measures are producing the desired effect, as well as verifying these.

In the case of outsourcing along with purchasing, being RSA's interface in process and quality issues. Actively conducting improvement work so that our suppliers achieve the desired yield.

The successful candidate will have at least technical college education as well as relevant work experience.

Experience of e.g. castings, cutting work and surface treatment, wavelength-dependent mechanics and combined mechanics/electromechanics. Experience of providing technical support both to suppliers and to internal production processes. Good analytical abilities, cost-aware, progressive and able to create a good co-operative climate both internally and externally.

The fact that our supplier base is global means that there will be a fair amount of travel, and good proficiency in English is required.

**Contact:** Björn Fredriksson, +46 8 404 78 14, Pia Bolmgren Svensson, Personnel, +46 8 585 341 35. Application: Ericsson Radio Access AB, KI/RSA/HPS Personal, Box 11, SE-164 93 Stockholm, Sweden, Jobb@rsa.ericsson.se

#### ERICSSON RADIO ACCESS AB, KISTA

### Manager

*Electronics- and Printed Circuit Board Layout Design within GSM/TDMA. Ericsson Radio Access AB (RSA) has a widely recognised, broad expertise in the field of cellular system. We are responsible for the design of antenna near products and power amplifiers within the radio base stations of all the commercial mobile telephone systems around the world, e.g. GSM, CDMA, WCDMA and Operational Development.*

*The main part of our operation is situated in Kista, and we currently employ around 1,400 people. Within Ericsson, RSA is known as an unconventional yet results-oriented company. And that's how we want to stay. Our culture is based on succeeding with the impossible, doing things that have never been done before. We describe ourselves as being quick in our work, fleet-footed, down-to-earth, close to our customers and inventive. We are genuinely passionate about what we do.*

● In your role as Manager, you will be a member of the team that leads the work within the development process. More specifically, this will entail responsibility for development of competence, improvement/ development of work with regard to routines/quality as well as recruitment and allocating the work in the working groups. You will take on the role of the group's communication link externally.

You should ideally be a graduate engineer, or equivalent with solid experience of work within the field of electronic as well as printed circuit board constructions. Previous experience of project/team management is an advantage. You should have pronounced managerial skills, above all the ability to stipulate demands. You should also have a diplomatic nature and have a well-developed organisational sense. You should be able to establish contacts, possess good social skills, as well as being persistent, innovative and persevering. You should be proficient in both spoken and written Swedish and English.

**Contact:** Christer Bardland, +46 8 757 25 81, Lena Skansjö, Personnel, +46 8 508 78 263. Application: Ericsson Radio Access AB, KI/RSA/HPS Personal, Box 11, SE-164 93 Stockholm, Sweden, Jobb@rsa.ericsson.se

#### ERICSSON RADIO SYSTEMS AB, KISTA

### Manager

*RBS SITE SOLUTIONS SUPPORT MANAGEMENT. Within our product unit we develop next generation's GSM and TDMA Base Stations enabling multimedia services and mobile Internet based on the latest technology. Our base stations are today installed in over 80 countries worldwide with China, USA and U.K being our largest markets.*

We combine a strong technical competence with a wide commercial knowledge. To achieve best possible result within the unit, we strive to work as a team benefiting from each other's excellent results. Last but not least, we are a team who enjoys sharing a few laughs with our colleagues. !

Our unit RBS Site Solutions and Macro 200 is responsible for product management of Site Solutions, customer product information, antenna systems, installation equipment, site transmission, site power supply, test instruments and tools for implementation of RBS Site Solutions delivered from Ericsson globally.

● We are now looking for a Manager for RBS Site Solutions Support Management. The work will be to, together with the marketing unit and product managers in our own unit, the TTC-global rollout team as well as product managers in other units be responsible for the rollout and support of RBS Site Solutions Product Packages to Ericsson's accounts globally and be the interface to our local product managers for the rollout and catching new requirements for standard RBS Site Solutions from our customers worldwide.

As manager you will be responsible for RBS Site Solutions Support unit and have your main contacts within Division Mobile System, with Business Management and local companies in the Ericsson group. Of course contacts with end customers (operators) will also be a part of your work.

We think you are a person who has an open mind and has easy to get in contact with other people, likes to work in teams and can achieve good results which are in line with the Ericsson goals. We believe you are an engineer M.Sc. or have a similar competence and experience from the RBS Site Solutions area. Competence in common Ericsson tools are valuable. .

**Contact:** Ulf Holmin, SRB/XC, +46 8 757 1469, Christina Norrbom, SR/H (Human Resources), tel +46 508 79558. A, application to: Ingegard.petersson@era.ericsson.se

# Join the Deployment and Support Team of the 3rd Generation UMTS/IMT-2000 Network in Japan.

The deployment of the 3rd Generation UMTS/IMT-2000 Network in Japan has begun and work is underway now across Japan as we continue to build the framework of the UMTS/IMT-2000 Network for our customer. A number of project and line organizations within Nippon Ericsson are now looking for highly skilled and motivated staff to join in this challenging work and positions are available both in the main support center in Shin Yokohama and also in Tokyo, Osaka and Nagoya.

All positions require a strong customer focus and the successful candidate should be able to work well within a team environment. This person should also be able to work with people from a large range of cultural backgrounds and be able to grasp new technology quickly. 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 staff 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>

For more information on the IMT-2000 Deployment in Japan and other open positions please visit:  
<http://inside.jp.ao.ericsson.se/sw/>

## UMTS/IMT-2000 Support Engineers

The successful candidates will be responsible for providing integration and system support during the deployment of the IMT-2000/UMTS network both from the support center in Shin Yokohama but also on site as necessary. After the network is in service these engineers will have a variety of career opportunities in software verification, network integration and system support etc. As the 3G Network is extremely complex, we are looking for engineers from a variety of technical backgrounds i.e Switching, Datacoms, IS/IT, Radio and Unix systems/networks. The applicant is required to have at least 2-5 years experience in a system support, verification or

design role in the mobile telecommunications/datacoms fields although applicants with a background in fixed networks are also encouraged to apply.

For further information or to apply for a position please contact:  
kasem.mohamed@nrj.ericsson.se  
Tel: +81 45 475 4482, Mobile: +81 90 99738717  
Fax: +81 45 475 4350

## Configuration Management Engineers

In order to manage the hardware and software configuration of the installed network a number of skilled engineers are now needed to assist with the establishment of a IMT-2000/UMTS configuration management competence group. This team will be responsible for gaining a deep understanding of the configuration of network nodes and for the verification and testing of parameter settings, configuration data etc with a focus on datacoms, UTRAN and GGSN/SGSN Packet Data. A variety of engineers will be needed in this team across several competence areas. (Hardware and Software) Engineers and support staff with a strong O&M background are also encouraged to apply. The applicant is required to have at least 2-5 years relevant experience.

For further details please contact:  
greg.atkinson@nrj.ericsson.se  
Tel: + 81 45 475 4347  
Fax: +81 45 475 4350

## Project and Technical Managers

We are looking for a number of Project and Technical Managers to help plan and execute the deployment of the 3G Network in Japan. These managers will be responsible for managing sub projects or specialist technical teams across a wide variety of technologies. The applicant should have approximately 2-5 years experience in a similar role and have strong leadership and people management skills. Previous experience in dealing directly with external customers is also highly desirable.

For further information or to apply for a position please contact:  
greg.atkinson@nrj.ericsson.se  
Tel: + 81 45 475 4347  
Fax: +81 45 475 4350

## Other UMTS/IMT-2000 Opportunities

A number of other positions do currently exist in a variety of units for system support, installation engineering, radio network planning and datacoms network design staff. Persons interested in working with the deployment or support of UMTS/IMT-2000 in Japan are encouraged to visit the webpages listed above or contact:

Greg Atkinson  
Senior Manager, IMT-2000 Network Support  
greg.atkinson@nrj.ericsson.se  
Tel: + 81 45 475 4347  
Fax: +81 45 475 4350



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