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## ERICSSON: VIRTUALIZATION AND AGILITY ARE TRANSFORMING THE ROUTINES OF CIOs

- The accelerated growth of mobility, accumulation of information, and user demand are a constant challenge for the ICT sector
- CIOs strive to innovate with agility, in addition to reducing times and budgets, particularly in obsolete operations and solutions
- Mobile network operators are more open to change and to implement cloud and software systems

Ericsson (NASDAQ: ERIC) presents "[The Transformative CIO](#)," a study that shows how upper management has been keeping up with and reacting to the transformations occurring in the ICT (Information and Communications Technology) industry. In the study, conducted by IDC consultants, 47 executives from around the world were interviewed to assess the challenges and expectations of supervisors working in technology.

The study's general conclusions focus on the changes taking place in the ICT industry:

- IT executives at ICT companies want to be able to innovate faster, and to cut the time and budget spent on operations and legacy technology.
- Their major pain points are complexity, inefficiency, poor internal communications, time to market, budget constraints, skills shortages and legacy technology.
- They still broadly support traditional concepts of OSS and BSS, but believe those concepts will have to change to accommodate the demands of agility and virtualization.
- They assume that they will be the ones to run virtualized networks.
- Integration is as pressing a concern as transformation for operators that have been created through mergers and acquisitions.
- Many believe that five years is too long for a detailed technology roadmap.
- Most believe that they can lead or collaborate with business-side leaders on the evolution of both the operator's business and its technology.
- Content is often on par with ICT services as strategic priorities.

The fast growth of mobility has influenced and is becoming a constant challenge for the companies in the ICT sector. This growing demand has led to developing and capitalizing on various services, but it has introduced new challenges for many organizations – such as data transfers and accumulation of information.

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The study also identified a spectrum of telecom operators, ranging from the most traditional to those focusing on broadband and business networks. The analysis concludes that traditional operators – those focusing on fixed telephony, in general – have a very difficult time modernizing their IT departments. On the other hand, mobile and business network operators are more open to change and are investing in IT options, such as cloud and software solutions.

André Kraemer, Director of Core and Cloud Networks for Ericsson Latin America, says: “IT investments can help operators manage the complexity of this change, accelerate adoption of new technologies, and add intelligence to the final results. This IT intelligence, in the form of integrated software, data analysis, information management and controls – including security – is a prerequisite for networks and systems that can support the transactions, insights and automations required to meet user needs.”

Ericsson is the leading provider in the telecommunications sector with more than 40% of the market in Latin America and over 100 contracts in the region. That’s why it’s ahead of this change sweeping through the market and expanding to more facets of society and of business, in addition to notable opportunities presented by the disruptive innovations that appear when industries, public services, and society are connected.

### NOTE TO THE EDITORS

[Report: “The Transformative CIO”](#)

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*Our services, software and infrastructure - especially in mobility, broadband and the cloud - are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.*

*With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world’s mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.*

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*Ericsson has been present in Latin America since 1896, when the company established an agreement in Colombia and delivered equipment for the first time in the region. In the early 1900s, Ericsson increased its presence in Latin America by signing commercial deals in Argentina, Brazil and Mexico. Today, Ericsson is present in 56 countries within South America, Central America, Mexico and the Caribbean, which combined count the region as one of the few with complete Ericsson installations, including a Production Unit, R&D Center and Training Center. Ericsson is the market leading telecom supplier, with over 40% market share in Latin America and more than 100 telecom service contracts in the region.*

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