
ERICSSON INTRODUCES CUSTOMER EXPERIENCE MANAGEMENT FOR MULTI-PLAY NETWORKS

- Ericsson Expert Analytics Release 16.1 provides a single platform for managing end-to-end customer experiences across services
- Delivers actionable insights for increasing customer satisfaction with 360-degree view
- Latest use cases span fixed-line and multi-play networks

Ericsson (NASDAQ:ERIC) today announced Ericsson Expert Analytics Release 16.1, which extends its market-leading, award-winning Customer Experience Management (CEM) solution to multi-play networks. The new release gives operators a holistic, 360-degree view of multi-play and fixed-line customer experience. The software-based solution will become available in Q4 2016.

Traditional fixed and mobile operators are converging to meet customer demand for bundled mobile, fixed and video services. Ericsson Expert Analytics Release 16.1 leverages Ericsson's global experience to provide actionable insights that span mobile consumer and enterprise services, as well as TV-focused offerings, and now also fixed-line and multi-play services. As a result, operators gain end-to-end, 360-degree insights from a single platform, regardless of service or network being utilized at the moment.

Ericsson Expert Analytics is a real-time, end-to-end, big data analytics solution with unique applications addressing the needs of many organizations, ranging from engineering, service operations and customer care to product management and marketing. Expert Analytics helps the different organizations predict customer satisfaction, detect experience issues, understand root causes, and automatically take the next best action to improve experience and operational efficiency. Its unique "Service Level Index" approach provides actionable insights to understand how network issues impact a customer's perception of the service experience. Ericsson's [Consumer Lab research](#) has shown that network performance plays a crucial role in driving customer loyalty, especially as services increasingly incorporate video and other forms of rich media.

Thomas Kinnman, Head of Product Line, CEM & Analytics, Ericsson, says: "Ericsson Expert Analytics has been very successful in the mobile marketplace, with several tier one operators relying on the solution globally. Ericsson Expert Analytics Release 16.1 adds Service Quality Management functionality and related use cases to improve customer experience and operational efficiency for fixed and multi-play subscribers. This new functionality has evolved

from Ericsson's proven fixed network capabilities that are in operation at several fixed network operators in Europe, North America and Asia.”

Operators must become agile as they support services across networks, offer a range of plans and push the limits of innovation. Ericsson helps customers meet changing demands with a comprehensive, unified OSS and BSS product suite that combines business, IT and network capabilities. A team of more than 66,000 service professionals supports these offerings with services such as consulting and systems integration, managed services, product related services and broadcast services. Ericsson's market leadership is underscored by the company's breakthrough work with customers to improve the subscriber experience, capture new revenues and boost business efficiencies. As a result, Ericsson remains positioned for ongoing success, driven by the continually surging demand for data services.



NOTES TO EDITORS

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Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

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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Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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