
DU SELECTS ERICSSON AS IT MANAGED SERVICES PARTNER

- Ericsson enters into long-term partnership to manage and operate du's IT infrastructure
- Ericsson assumes end-to-end responsibility for IT infrastructure, application operations, and security compliance
- Ericsson's global tools, processes and ways of working to improve performance and support high-quality customer experiences

Ericsson (NASDAQ: ERIC) and du, a telecommunications operator based in Dubai, United Arab Emirates, have agreed a new long-term partnership in which Ericsson will manage and operate du's IT infrastructure.

Ericsson will deploy its global tools, processes and ways of working on an end-to-end basis to improve du's infrastructure performance and support high-quality customer experiences.

Ericsson will manage du's IT service desk, data center operations, and user computing and enterprise system management processes. In addition, Ericsson will manage IT application operations for du's Enterprise Support Systems as well as Operational and Business Support Systems.

Ericsson's responsibilities also include ensuring IT security compliance for du's IT environment, as well as supporting du in all future IT infrastructure projects.

Farid Faraidooni, Chief Operations Officer, du, says: "Today, IT systems play a pivotal role in operators' business process and service quality assurance. To stay ahead of the game, we are collaborating with Ericsson to support our rapid growth and ambition to continue delivering best-in-class services and overall experiences to our customers.

"Ericsson's solutions will enable us to optimize service quality and reduce time to market, while simultaneously becoming more lean and efficient in our operations."

Jean-Claude Geha, Vice President and Head of Managed Services, Ericsson, says: "IT is moving to the forefront in managed services as operators seek to enhance customer experience with more tightly integrated networks and business processes. With this partnership, Ericsson will transform du's IT landscape and support their ambition of providing superior customer experience while also demonstrating our strong capabilities in the IT space."

Ericsson's telecom IT managed services offering includes all activities typically performed when running an IT environment. As a managed services partner, Ericsson brings cross-domain IT expertise and an in-depth understanding of the challenges and opportunities facing operators today.

PRESS RELEASE

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NOTES TO EDITORS

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About du

du started operations in 2007, offering mobile and fixed telephony, broadband connectivity and IPTV services. Today, the operator serves more than 8 million individual customers and over 80,000 businesses in the United Arab Emirates. du also provides carrier services for businesses and satellite up/downlink services for TV broadcasters. For more information, go to www.du.ae

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.

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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