ERICSSON AND CISCO TEAM UP FOR NEXT GENERATION NETWORK SERVICE MANAGEMENT

- First product following the announced partnership leverages Ericsson’s leading OSS, network management and control expertise, and Cisco’s complementary IP expertise
- Focuses on multi-vendor networks for mobile backhaul, IP core, and enterprise VPNs
- Speeds up the introduction and life cycle management of network services through the closed-loop operation of service orchestration

Ericsson (NASDAQ:ERIC) today announced the launch of Ericsson Dynamic Service Manager, the result of a joint collaboration between Ericsson and Cisco encompassing intellectual property from the two companies.

Traditional network service management has typically been focusing on single technology and single vendor domains. Hence, expanding to coordinate multiple domains, technologies and equipment from different vendors requires manual service management processes.

Ericsson Dynamic Service Manager enables service providers to dynamically configure, monitor and optimize the network resources available to applications in multi-vendor, multi-domain network environments. It brings together Ericsson’s leadership in OSS and network management and Cisco’s complementary expertise in IP and focuses on multi-vendor mobile backhaul, IP core, and enterprise VPNs.

The solution features pre-integration with Ericsson and Cisco network devices and domain management solutions and a rich set of tools that facilitates services and for proactive resolution of potential problems, before customers experience them. By leveraging advanced capacity planning, policy management and SDN capabilities, it allows for a high degree of automated network service change management with near real-time characteristics.

Mike Wright, Group Managing Director, Networks, Telstra, says: “At Telstra, we work to be agile and flexible for our customers as they demand more dynamic and complex services. We support the aim of the Ericsson Dynamic Service Manager as a way to provide a control layer for services we deliver to customers using multiple domains, technologies and vendors. This type of automated approach would enable a more flexible and rapid pace of change across both new and existing services.”

Ove Anebygd, Head of Solution Area OSS/BSS at Ericsson said: “The lines between network management and OSS have never been thinner, especially as demand for orchestration of
complex services reaches new highs. Ericsson has successfully met this need by using its OSS expertise in creating a new management and control product that can efficiently handle the diverse and fluctuating network capacity demands that new applications in the Networked Society will have."

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 65,000 service professionals supports these offerings with services such as consulting and systems integration, managed services, product related services and broadcast services.

At Mobile World Congress, Ericsson will demonstrate use cases for Ericsson Dynamic Service Manager that illustrate the complete lifecycle of a typical network service that originates as a business request. General availability of this product is expected in second half of 2016.

Ericsson and Cisco – two industry leaders in the development and delivery of networking, mobility, and cloud – formed a global business and technology partnership in November 2015 to create the networks of the future. The partnership offers customers the best of both companies: routing, data center, networking, cloud, mobility, management and control, and global services capabilities. The next-generation strategic partnership will drive growth, accelerate innovation, and speed digital transformation demanded by customers across industries. Please note that the partnership is not yet effective in Brazil, where it is subject to regulatory review and approval.

NOTES TO EDITORS

**Ericsson at Mobile World Congress 2016**

During Mobile World Congress 2016 in Barcelona, Ericsson will showcase its unique industry insights, the latest innovation and inspirational discussions that enable powerful new business opportunities. We are in the midst of the societal transformation we call the Networked Society: a society in which mobility, broadband and cloud empower every person and every industry to reach their full potential. Opportunity is everywhere, and companies are transforming according to the role they have chosen to play in the value chains and ecosystems of the Networked Society.

Join us in our Hall (Hall 2, Stand 2N60) to learn about 5G, the Internet of Things and cloud, and to discuss the impact digital transformation can have on people, business and society.

Follow the conversation online:

www.twitter.com/ericsson
www.linkedin.com/company/ericsson
For media kits, backgrounders and high-resolution photos, please visit
www.ericsson.com/press

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.

www.ericsson.com
www.ericsson.com/news
www.twitter.com/ericssonpress
www.facebook.com/ericsson
www.youtube.com/ericsson

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications
Phone: +46 10 719 69 92
E-mail: media.relations@ericsson.com

Ericsson Investor Relations
Phone: +46 10 719 00 00
E-mail: investor.relations@ericsson.com