
ERICSSON STRENGTHENS ENTEL'S TECHNOLOGY LEADERSHIP

- Multi-year Digital Telco Transformation agreement spans broad Ericsson portfolio of OSS/BSS and services, bringing agility to Entel's businesses in Chile and Peru
- Transformation will enable Entel to introduce real-time capabilities and lean processes to better understand customers and optimize the way it interacts with them
- Entel to offer customers a consistent omnichannel experience while reducing costs and accelerating delivery of new services

Ericsson (NASDAQ: ERIC) today announces that Entel, based in Santiago, Chile, will undergo a Digital Telco Transformation that will position the operator for speed, efficiency and success in the Networked Society. The transformation will be enabled with a broad range of OSS/BSS solutions from Ericsson and its partners, as well as consulting and systems integration services that support Entel's full business and portfolio.

The multi-year deal represents a landmark digital transformation initiative in Latin America, and will help Entel to achieve high levels of operational agility and improved service delivery across its operations in Peru and Chile.

The Ericsson solution will help Entel subscribers to carry out a wide range of activities digitally. For example, they will be able to find information online, compare offerings, make online purchases, and get fast and automated deliveries. They will also be able to receive promotions, share shopping and usage experiences, enjoy a seamless experience, use self-care or self-provisioning solutions, and self-configure services and devices.

Entel saw the need for a Digital Telco Transformation following a period of sustained subscriber growth and the acquisition of Nextel Peru, which resulted in disparate network operations. Through the transformation, Entel expects to provide consumers with a consistent omnichannel experience – thereby helping to increase its Net Promoter Score® while reducing the cost of customer interactions.

Entel also aims to reduce time-to-market for new product launches and empower business customers to self-manage their corporate accounts. Ericsson will automate and align back-office processes to reduce costs for Entel, while implementing and providing application development and maintenance for a comprehensive suite of Ericsson OSS/BSS solutions.

Antonio Büchi, CEO, Entel, says: "This is not a technology project – it is a business project. The objective is to transform our systems platforms and associated processes to offer our customers a service experience that meets the expectations of the digital society in which we live.

“The challenge in the telecommunications industry is to innovate and constantly provide a better experience for our customers. This agreement is a fundamental step toward achieving this, and we are confident that by working together with Ericsson we can offer a substantially better digital experience, lower our costs and increase our agility”.

The newly deployed solutions will empower Entel to gain leadership in customer experience, product development, and secure fraud and revenue assurance. As a result, Entel will have the necessary tools to implement streamlined business processes and automation while focusing on enhanced and personalized customer experiences.

Sergio Quiroga, Head of Region Latin America and Caribbean, Ericsson, says: “By combining first-class consulting and systems integration services with the industry’s most comprehensive OSS/BSS portfolio, Ericsson will help Entel orchestrate and monetize new opportunities within reach in the Networked Society.

“This comprehensive transformation shows what is possible when service providers take control of their network operations and put the customer experience first.”

To meet consumer demands, operators must continually improve the customer experience, capture new revenues and drive business efficiencies. Ericsson is enabling operators to become agile and stay competitive with a comprehensive, unified OSS/BSS software suite.

NOTES TO EDITORS

[Digital Telco Transformation](#)

[Digital Telco Transformation Toolbox](#)

Download high-resolution photos and broadcast-quality video at 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.

PRESS RELEASE
OCTOBER 09, 2015



Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 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