
ERICSSON AND PEGASYSTEMS PARTNER TO ENABLE DIGITAL TELCO TRANSFORMATION

- Pegasystems and Ericsson have initiated a partnership to help operators provide a consistent omnichannel retail experience
- Pega Marketing application will complement Ericsson's existing portfolio and help service providers anticipate and respond to customer needs in real time
- Ericsson's consultants and systems integrators work with Pegasystems and other partners to deliver more than 1,500 projects each year for customers around the world

Pegasystems and Ericsson (NASDAQ: ERIC) have formed a global partnership to help telecommunications service providers utilize customer data and business context to anticipate customer needs in real time. Through the combination of the Pega Marketing application's Next-Best-Action capabilities and Ericsson's existing OSS/BSS product and services portfolio, telco operators will be able to deliver personalized and consistent interaction to enhance every phase of a customer's journey.

This partnership will contribute to Ericsson's ability to deliver [Digital Telco Transformation](#) – an offering that allows operators to gain an intimate understanding of their customers, become more responsive, improve satisfaction and address diverse needs on a personalized basis.

While Ericsson will initially make use of the Pega Marketing application, Pegasystems' entire portfolio will be available to Ericsson.

John Barone, VP and General Manager, Corporate Markets Global Alliances, Pegasystems, says: "Pegasystems and Ericsson are working together on joint opportunities with some of the leading multinational telecommunications companies. This latest partnership will enable us to jointly offer operators an end-to-end portfolio of marketing and customer engagement, customer service, business process management, and operations solutions. Together we will help operators transform into digital telco service providers."

Paolo Colella, Vice President and Head of Consulting and Systems Integration at Ericsson, says: "Ericsson continues to strengthen its strategic partnerships with market-leading vendors such as Pegasystems to improve its ability to deliver an end-to-end portfolio. By combining solutions with consulting and systems integration services, we are able to address our customers' most pressing needs. Our complementary capabilities will enable our customers to deliver a superior omnichannel retail experience and advanced customer

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service. This will enable digital telco service providers to increase their ability to upsell, cross-sell and ultimately retain customers.”

Ericsson’s more than 16,000 consultants and systems integrators work with Pegasystems and other partners to deliver more than 1,500 projects each year for customers around the world.

NOTES TO EDITORS

About Pegasystems

Pegasystems (NASDAQ: PEGA) develops strategic applications for sales, marketing, service and operations. Pega’s applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega’s Global 2000 customers include many of world’s most sophisticated and successful enterprises. Pega’s applications, available in the cloud or on-premises, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients’ strategic business needs. Pega’s clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale. For more information, please visit us at www.pegacom.com. - See more at: <http://www.pegacom.com/about/news/press-releases/enhancements-pegasystems-customer-engagement-application-life-sciences#sthash.4grgbXQT.dpuf>

[Pega Marketing](#)

[Pega Marketing for Communications](#)

[Consulting and Systems Integration press backgrounder](#)

[OSS/BSS media kit](#)

[Digital Telco Transformation Toolbox](#)

[Digital Telco Transformation video featuring Claudio Contini, Telecom Italia Digital Solutions CEO](#)

[Blog post: Have You Started Your Transformation to a Digital Telco?](#)

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, businesses and societies 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.

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With more than 110,000 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 2013 were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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