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## SEB AND ERICSSON TO SHOWCASE REMOTE ADVISORY SERVICE TO SMALL AND MEDIUM ENTERPRISES

- Strategic innovation collaboration between Ericsson and SEB, exploring new collaborative banking services
- Ericsson and SEB to demonstrate remote advisory services concept at Mobile World Congress, offering support to small and medium enterprises (SMEs) via web video and desktop/document sharing, using a web real time communication (WebRTC) solution

Ericsson (NASDAQ:ERIC) and Swedish financial group SEB have today announced an innovative joint project to demonstrate remote financial advice for SMEs service at Mobile World Congress in Barcelona.

The Remote Advisory Service project addresses the changing face of banking in the 21st century, with more customer services, transactions and communication taking place online.

Using a web real time communication (WebRTC) solution, the service allows SEB to start serving potential SME customers at a very early stage.

Early engagement means SEB can assist SMEs with company registration and help them set up the banking services necessary to get a new enterprise off the ground.

Stefan Stignäs, Head of Retail Baltics, SEB, says: “The landscape of banking has changed beyond recognition in the last 10 years. Accessible and user friendly interfaces are key as customer demands are more and more digital. We believe our joint project with Ericsson delivers the flexibility, reliability and high standards that entrepreneurs require when starting new enterprises.”

Anders Olin, Vice President Product Area Network Functions with Business Unit Cloud & IP, Ericsson, says: “The transformation to the Networked Society is affecting all facets of life and business, including banking and the financial markets. Many customers are rapidly adopting digital channels and disruptions are also affecting the industry with new actors competing with banks for both transaction services and customer relationships. The joint innovation concept that SEB and Ericsson is presenting with the Remote Advisory Service addresses many of these key concerns, and allows the banks to strengthen their customer engagement, and the intimacy and trust that are at the heart of the banking relationship.”

A demonstration of the solution will be shown at Mobile World Congress in Barcelona, which takes place from March 2-5.

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## Ericsson at Mobile World Congress 2015

During Mobile World Congress 2015 in Barcelona, Spain, Ericsson is showing world-leading technology, service capabilities, and innovations. The Networked Society is transforming entire industries. ICT tools have become fundamental everyday resources for businesses, people and society. We lead the way with hardware, services and software solutions that drive development in mobility, broadband and cloud, creating the foundation for new ecosystems, and transformation across industries. The change that transformation brings is in the hands of everyone. That is why we at Mobile World Congress this year will talk about how we enable change-makers in the Networked Society to advance digital experiences.

You can find us at MWC in Hall 2, Stand 2N60. Follow us during the event using @Ericsson and join the discussion using #MWC15. Insights from our experts and Networked Society evangelists are also published on our blog during the event.

## NOTES TO EDITORS

Download high-resolution photos and broadcast-quality video at [www.ericsson.com/press](http://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 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.*

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