

---

## BRIDGE ALLIANCE AND ERICSSON PARTNER TO FUEL THE INTERNET OF THINGS

- Bridge Alliance and Ericsson allow device manufacturers, enterprises or service providers to deploy their Internet of Things (IoT) services in multiple countries with the benefits of a domestic quality of service and commercial conditions
- Ericsson deploys the Device Connection Platform as a single platform to manage IoT across the Bridge Alliance's mobile operators, covering 36 countries
- Solution significantly reduces barriers to deployment for enterprises, keeping total cost of ownership low while maximizing quality of service

Bridge Alliance, composed of 36 mobile operators from Asia-Pacific, Middle East and Africa, has chosen to deploy the Ericsson (NASDAQ:ERIC) Device Connectivity Platform (DCP) multi-domestic solution for the Internet of Things (IoT).

Alessandro Adriani, CEO of Bridge Alliance, says: "The combination of Ericsson's technology leadership in IoT connectivity and Bridge Alliance's geographical coverage is an unmatched vehicle for any device original equipment manufacturer or enterprise looking to propel its business. Offering this unified experience requires more than just harmonizing interfaces across mobile operators. We have done more with Ericsson, including standardizing our footprint on a common core network. This will truly guarantee harmonized sets of features and service levels within the footprint to our customers."

This development means that any original equipment manufacturer (OEM), enterprise or service provider can deploy IoT solutions across multiple countries. With Ericsson DCP deployed on a global scale, operators and their customers will enjoy a unified experience. This includes a single global SIM card, harmonized service levels and business processes. They can also leverage access to DCP consumer services to manage new B2B2C business models.

The solution significantly reduces barriers to deployment for these enterprises, keeping total cost of ownership low while maximizing quality of service.

Today, the delivery of mobile communication is a well-established model of subscription retail, where the consumer experience of buying communication services and applications are separated. With the Internet of Things, the delivery of mobile communication is an

---

embedded model in which devices, communications and services are bundled by an enterprise or a device manufacturer.

Matt Hatton, Machina Research, says: “Mobile operator revenues in Asia-Pacific should soar from USD 3bn in 2015 to USD 9.2bn in 2020 and account for nearly 40% of global revenue.”

Anders Lindblad, Senior Vice President, Business Unit Cloud & IP, Ericsson, says: “The partnership with the Bridge Alliance members to deploy the Ericsson DCP is a critical milestone to make the adoption of cellular services in IoT devices economically viable for device OEM and enterprises.”

### **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*

PRESS RELEASE  
FEBRUARY 23, 2015



---

*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.*

[www.ericsson.com](http://www.ericsson.com)

[www.ericsson.com/news](http://www.ericsson.com/news)

[www.twitter.com/ericssonpress](https://www.twitter.com/ericssonpress)

[www.facebook.com/ericsson](https://www.facebook.com/ericsson)

[www.youtube.com/ericsson](https://www.youtube.com/ericsson)

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: [investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)

Bridge Alliance

E-mail: [media@bridgealliance.com](mailto:media@bridgealliance.com)