
GLOBAL M2M ASSOCIATION AND ERICSSON DEMONSTRATE CONNECTIVITY SOLUTION FOR IOT

- As one of the most innovative M2M connectivity management services on the market, the Multi-Domestic Service is designed to help global enterprises capitalize on the growth of connected devices
- Ericsson Device Connection Platform (DCP) makes it financially viable for device manufacturers, enterprises and service providers to deploy Internet of Things (IoT) solutions across geographical boundaries
- Eliminates borders with seamless multinational connectivity

Ericsson (NASDAQ:ERIC) and the Global M2M Association (GMA), a cooperation of six international tier-one operators (Deutsche Telekom, Orange, TeliaSonera, Telecom Italia Mobile, Bell Canada and SoftBank) in the Machine-to-Machine (M2M) market, will showcase their revolutionary new Multi-Domestic Service at Mobile World Congress 2015. The solution has been implemented already by Orange, TeliaSonera and Bell Canada.

The GMA operators have chosen Ericsson's DCP to harness its unique multi-domestic capabilities and to demonstrate a global converged solution to their customers.

This development means that any original equipment manufacturer (OEM), enterprise or service provider can now deploy IoT solutions across geographical boundaries.

With Ericsson DCP deployed on a global scale, operators and their customers will enjoy a unified experience, including a single global SIM card and harmonized service levels and business processes. They can also leverage access to DCP consumer services to manage new business-to-business-to-consumer (B2B2C) business models.

This solution significantly reduces barriers to deployment, keeping the total cost of ownership down while maximizing quality of service.

Hans Dahlberg, Head of TeliaSonera Global M2M Services and one of the founding members of the GMA, says: "Multinational enterprises offering connected products to their global customer base are faced today with a key challenge: how to provide a seamless and easy-to-manage localized IoT solution for end-users. The GMA's Multi-Domestic Service solves this issue by delivering a single consolidated M2M management platform provided by Ericsson and already rolled out with TeliaSonera, Orange and Bell Canada."

Anders Olin, Vice President Product Area Network Functions with Business Unit Cloud & IP, Ericsson, says: "This shift of network and applications demonstrated together as a

service on various IoT-connected devices is one of the cornerstones of a Networked Society, where people, places and things interacting together will reach their potential. The joint demonstration with GMA operators already using the Ericsson DCP is a critical milestone to make the adoption of cellular services in IoT devices economically viable.”

Today, the delivery of mobile communication is a well-established model of subscription retail, where the consumer experience of buying communication services and applications is 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.

According to Matt Hatton, Machina Research, worldwide mobile operator cellular IoT connectivity revenues in business-to-business (B2B) and B2B2C markets will grow from USD 7 Billion in 2015 to almost USD 24 Billion in 2020.

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 eco-systems, 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

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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About the Global M2M Association

Established in February 2011, the Global M2M Association (GMA) is based on a service cooperation agreement between Deutsche Telekom, Orange, Telecom Italia and TeliaSonera. This partnership is now extended to Bell Canada and SoftBank Mobile. Its main focus is to deliver best-in-class, enhanced and seamless M2M services globally and to maximize the business benefits of customers. The GMA aspires to help businesses and organizations to increase the availability of enhanced M2M solutions and innovations, and make them easier to deploy and manage all around the world.

Through this partnership, the participating parties are committed to offer customers enhanced quality of service, M2M roaming services and interoperability across a global footprint, by bringing together their technical and innovation capabilities. This unified and cohesive approach will enable to improve the incident and troubleshooting procedures and harmonize module standards through joint testing and certification.

For more information, please visit www.globalm2massociation.com.

Or contact contact@globalm2massociation.com

PRESS RELEASE
FEBRUARY 18, 2015

