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## ERICSSON MAINTAINS A LEADERSHIP POSITION IN GARTNER OPERATIONS SUPPORT SYSTEMS MAGIC QUADRANT

- Gartner places Ericsson in Operations Support Systems (OSS) Leaders Quadrant for third consecutive year
- Completeness of vision and ability to execute drive Ericsson OSS market leadership

Ericsson (NASDAQ:ERIC) today announced that Gartner, Inc. has positioned Ericsson in the “leaders” quadrant for the third consecutive year in the Gartner Magic Quadrant for Operations Support Systems<sup>1</sup>. The company’s comprehensive industry-leading OSS portfolio and professional services are driving network, service and customer agility for operators globally. This includes support for every phase of the customer lifecycle as operators innovate, enter new vertical markets, and establish partner ecosystems. Gartner, a leading worldwide IT research and advisory firm, evaluated vendors in this year’s report based on ability to execute and completeness of vision.

Ericsson’s end-to-end consulting, systems integration, managed services and software suites have driven the company’s leadership status as a premiere partner to operators around the world. Ericsson’s software and services help manage complexity and reduce total cost of ownership with a unique mix of end-to-end operations and network competence, experience and software capabilities. Today, Ericsson supports more than 900 OSS deployments globally.

“We believe Ericsson’s positioning furthest along the completeness of vision axis in Gartner’s OSS Magic Quadrant analysis further validates our strategy and recent global acquisitions. Our leadership role in the market is supported by our end-to-end, pre-integrated, modular OSS suite that improves customer satisfaction while lowering costs and increasing revenues,” says Per Borgklint, Senior Vice President and Head of Ericsson’s Business Unit Support Solutions. “Ericsson is proud to be recognized for its completeness of vision and ability to execute.”

The OSS Magic Quadrant evaluates vendors that sell end-to-end solutions for service assurance, fulfillment, and order and catalog management solutions, as well as new OSS infrastructures to support SDN/NFV and enterprise wide customer experience initiatives for communications service providers.

To meet consumer demand, operators must keep improving the customer experience, capture new revenues and drive business efficiencies. Ericsson is helping operators

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become agile with a comprehensive, unified OSS/BSS software suite as well as world-class consulting, systems integration and managed services capabilities.

For a complimentary copy of the report, please visit:

<http://crmweb.ericsson.net/cn/ar0ma/Gartner-MQ-OSS-2014>

<sup>1</sup>Gartner “Magic Quadrant for Operations Support Solutions” by Martina Kurth, October 22, 2014

### *About the Magic Quadrant:*

*Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statement of fact. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.*

### 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, 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.*

*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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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)