
FAR EASTONE SELECTS ERICSSON FOR CATALOG-DRIVEN ORDER PROCESS TRANSFORMATION

- Far EasTone, one of Taiwan's tier-one operators, to implement Ericsson Order Care and Catalog Manager solution
- Ericsson acts as systems integrator, providing software products and professional services
- The implementation will improve subscriber experience through fulfillment excellence, and help Far EasTone to shorten product launch life cycle

Ericsson (NASDAQ:ERIC) today announced that it has expanded its relationship with Far EasTone in Taiwan, and serves as the prime integrator for the lead-to-service domain of the mobile operator's IT transformation. Ericsson is providing an end-to-end solution that spans systems and professional services from scope discovery, business requirement identification, system design and implementation through to production launch.

The deployment includes Ericsson Order Care and Ericsson Catalog Manager. Far EasTone will benefit from improving customer ordering experience and reducing manual order handling for exceptions. Furthermore, Far EasTone will be able to categorize its products and technical service components to simplify bundle creation, product rule definition and product portfolio management.

Magdalena Lin, Executive Vice President of Information Technology Division, Far EasTone, says: "After thorough solution evaluation, we concluded that Ericsson Order Care Suite best meets FET's IT demands. It satisfies our need to simplify product offerings with an embedded rule engine. Far EasTone can then enjoy flexibility and faster time-to-market from catalog-driven order management for convergence across mobility, content, fixed-line and ISP business."

Jan Signell, Head of Region North East Asia, Ericsson, says: "Ericsson's latest deployment with Far EasTone represents a new chapter in our extensive work together. Through our IT transformation experience and comprehensive product portfolio, Far EasTone will be positioned for greater service agility to deliver unrivalled benefits that span network operations, product management and customer service."

Ericsson is a key mobile network partner for Far EasTone, supporting both legacy services and its latest 4G radio and core network rollout, which began earlier this year.

PRESS RELEASE

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To meet consumer demand, operators need to keep improving the customer experience, capturing new revenues and driving business efficiencies. Ericsson is enabling operators to become agile with a comprehensive, unified OSS/BSS software suite as well as world-class consulting, systems integration and managed services capabilities.

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 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

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com