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## LAUNCH: 'SERVICE AGILITY' SPEEDS INNOVATION, COLLABORATION AND OSS/BSS IN REAL-TIME

- Comprehensive offering harnesses Ericsson's extensive OSS/BSS and Service Enablement portfolio capabilities for a new level of streamlined development and delivery of new services and bundles
- Supports partner ecosystem collaboration and innovation through single framework providing common enterprise product catalog, exposure mechanism, and partner and user interaction
- With pre-packaged and pre-integrated products operators can introduce new services in just days targeting the entire customer base or selected segments.

Ericsson (NASDAQ:ERIC) launches Service Agility to help operators and their partners accelerate innovative service design, assembly, delivery and management. Service Agility makes it easier for operators to collaborate with an ecosystem of partners, suppliers and application developers, facilitating faster launch of a much broader range of innovative products and services.

The launch incorporates Ericsson's broad OSS/BSS and Service Enablement portfolio in a framework that provides rapid and efficient innovation for agile service creation needs as well as accessibility by approved business partners for revenue-generating collaboration. It drives service management and includes delivery through a common enterprise product catalog and is pre-integrated with Ericsson's fully convergent charging and billing in one solution. It also provides mechanisms for exposure of new services as well as interaction for smooth collaboration, faster time-to-market, faster service delivery and cost efficiency.

Service Agility uses a single, open and flexible framework to provide a complete solution that allows a user to browse and select offerings from an enterprise catalog that stores all product information as components, and provides a uniform way to create and expose service management, such as charging and policy parameters, and service delivery elements. Pre-integrated software, open APIs, and reusable catalog components stimulate fast, economical integration and product development.

Per Borgklint, Senior Vice President and Head of Business Unit Support Solutions, Ericsson says: "By fusing together two mature and market-leading product areas – our widely-deployed real-time service enablement platform and our catalog-driven OSS/BSS management functions – into the Service Agility solution, our customers can achieve the speed and flexibility needed to differentiate in their marketplace, thus increasing profitability and meeting consumer demand. Our comprehensive solution includes all system components needed to improve the experience and ultimately the relationship with every involved party, from partners to end consumers, quickly and efficiently using digital self-serve channels for each and every offering, no matter how it is sourced or delivered."

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Ericsson also employs more than 16,000 consultants and systems integrators who can offer Service Agility customers step-by-step advice on how best to integrate Ericsson's OSS/BSS and Service Enablement products. These professionals are highly experienced, as they deliver more than 1,500 projects each year for customers around the world.

During Mobile World Congress 2014 in Barcelona, Spain, Ericsson is showing world-leading technology and service capabilities and innovations. We believe that anything that benefits from a connection will be connected, and we lead the way with solutions that drive the development in mobility, broadband and the cloud, creating the foundation for eco-systems and transformation across industries. We are your guide in the Networked Society.

Welcome to our media and analyst briefing, Monday, February 24, 08:30am CET. You can find us at MWC in Hall 2, Stand 2S60. RSVP to [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Follow us during the event using [@Ericsson](https://twitter.com/Ericsson) and [@Networked\\_Soc](https://twitter.com/Networked_Soc) and join the discussion using #MWC14.

Insights from our experts and Networked Society evangelists are also published on our [blog](#) during the event.

#### NOTES TO EDITORS

##### [Ericsson's Mobile World Congress media kit](#)

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

*Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.*

*Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscribers.*

*We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2013 the company's net sales were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.*

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