
ETISALAT COMPLETES FIRST PHASE OF IT TRANSFORMATION

- Etisalat completes first phase of a major business transformation project with Ericsson in the United Arab Emirates
- Project aimed at simplifying business processes and deploying converged Business Support Systems architecture to enhance customer care, convergent billing, charging, and order management

Etisalat announced the completion of a major business transformation project implemented by Ericsson (NASDAQ: ERIC). During the first phase of the project, Etisalat and Ericsson reengineered the telecom operator's business processes. Etisalat's new Business Support Systems (BSS) environment now boasts advantages such as faster response to time-to-market pressures, increased customer-centricity and improved operational efficiency.

Etisalat has so far migrated its postpaid mobile consumer subscribers to the new BSCS iX convergent, end-to-end billing and customer care system and integrated other third-party software components. The next phases of the program will address Etisalat's enterprise customers, as well as fixed telephony, internet and television sections for both retail consumers and enterprises. In addition, Ericsson will streamline Etisalat's automated order management capability and deliver a new sales force automation capability and point-of-sale payment system.

Sabri Ali Yahya, Etisalat Chief Information Officer, says: "The increasing competition and rapid technology evolution have put enormous pressure on our Business Support Systems landscape. Hence we decided to transform our BSS systems to increase our speed and agility in addressing the competition and growing market share as well as improving the customer experience and capturing new revenue streams. We have selected Ericsson for this strategic transformation program due to its combination of capabilities in consulting and systems integration, and software solutions, which are key success factors in such a complex transformation project."

Sabri Ali Yahya continues: "The first milestone of this transformation program has been completed with the successful implementation of Ericsson BSCS iX convergent billing and customer care, bill presentment and enterprise service bus and smooth migration of mobile consumer customers to this new BSS environment. We are now looking forward to the remaining phases of this strategic transformation program which will pave the way for driving product innovation, improving customer experience and enhancing our operational effectiveness."

The transformation involves process re-engineering and delivery of Ericsson BSCS iX convergent billing and customer care system and Ericsson order management as well as delivery and integration of third party products: point of sale, enterprise service bus, bill presentment and sales force automation.

Paolo Colella, Head of Consulting and Systems Integration at Ericsson, says: "This is the first phase of a comprehensive, long-term business transformation project that has been ongoing for four years. We have worked with Etisalat for many years in other areas, but this

is a real milestone because it is the biggest business transformation project that we have ever been involved in. The benefits will include increased agility on the part of Etisalat and increased service levels for consumers.”

NOTES TO EDITORS

About Ericsson Consulting and Systems Integration

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Ericsson Consulting and Systems Integration and its 15,000 professionals is part of Ericsson Global Services with 64,000 in-house service professionals working in 180 countries, including 45,000 working close to the customer and 15,000 in our Global Service Centers in China, Romania, Mexico and India.

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