ZAIN TRANSFORMS ITS NETWORK IN BAHRAIN WITH ERICSSON’S LATEST LTE TECHNOLOGY

- Ericsson’s LTE technology will ensure superior network performance
- Zain Bahrain selects Ericsson Charging System 5 to offer enhanced and more flexible services to its customer’s base

Ericsson (NASDAQ:ERIC) and Zain in Bahrain have entered into a partnership to transform the operator’s network. The agreement includes the latest LTE technology and prepaid charging including consulting and systems integration services. Ericsson will replace existing 2G and 3G radio network equipment while adding 4G functionality with the Ericsson RBS 6000 family of base stations. Ericsson will also deploy Evolved Packet Core with triple-access SGSN-MME and Ericsson Evolved Packet Gateway based on Ericsson SSR 8000 family of Smart Services Routers as well as MINI-LINK PT and SP for IP backhaul.

Mohammed Zainalabedin, CEO Zain Bahrain says, “The most important thing for us is to benefit from Ericsson’s state of the art technology and experience across the board to address our ever growing market requirements. Entrusting Ericsson with the transformation of our network will enable us to achieve standards of the desired quality at a predictable cost and will also help us focus more on our customer requirements with direct service offerings.”

As a part of agreement, Zain will also implement Ericsson’s Charging System for prepaid subscribers as phase one of the convergent charging and billing in one solution (CBIO). This business support solution (BSS) will enable Zain to market its services with greater flexibility in pricing with the possibility of cross bundling and packaging multiple services supported by real-time charging. As a part of project, Ericsson is also responsible for systems integration and solution deployment services.

Anders Lindblad, Head of Region Middle East, Ericsson says, “This agreement with Zain in Bahrain really highlights how Ericsson combines its leadership in technology and services for the benefit of its customers. With our continued partnership, we support Zain in delivering the latest technologies that combine enriched information, communication and entertainment experiences to their customers.”

Ericsson has delivered more than 150 LTE/Evolve Packet Core networks worldwide of which more than 80 have gone live commercially. These include networks for all of the top ten operators ranked by number of subscribers worldwide in 2012. Ericsson’s LTE technology offers end-to-end networks with superior performance when it comes to stability, throughput, and latency – the most important factors for end-users of LTE.

NOTES TO EDITORS
Download high-resolution photos and broadcast-quality video at www.ericsson.com/press
About Zain

Part of the Zain Group of mobile operators that serves 44.4 million customers across the Middle East and Africa, Zain Bahrain entered the Kingdom's telecoms market in 2003 as the second mobile operator. As at 30th June 2013, served 748,000 customers, reflecting a 36% year-on-year growth. The operator has earned a reputation of implementing innovative business practices and providing customers cutting-edge technologies, putting Bahrain on the global telecommunications map with a string of firsts – the first country with nationwide 3G, then 3.5G and WiMAX coverage. Today, Zain Bahrain has developed into a successful fixed wireless service operator offering full-spectrum corporate telecoms solutions, voice and data services in the Kingdom. In April 2013, the operator launched a high-speed 4G LTE service that is being gradually rolled out nationwide to homes, offices and on the mobile network. For more, please visit: www.bh.zain.com

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 subscriptions.

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 2012 the company’s net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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