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## 1 BILLION SUBSCRIBERS BENEFIT FROM ERICSSON'S MANAGED SERVICES

- Ericsson reaches milestone of providing managed services to networks that serve 1 billion subscribers
- As the undisputed leader in managed services, Ericsson has signed more than 300 contracts worldwide
- The trend toward anywhere, always-on broadband connectivity and excellent user experience continues to drive the demand for managed services

In an increasingly Networked Society, a growing number of devices are expected to use broadband connections to deliver a wide array of rich communication and multimedia services, anytime, anywhere. Even more advanced network solutions are required to meet the demand for superior performance, and the natural solution for operators is to sign managed services contracts with partners that assume responsibility for activities such as operating and managing their networks.

As the world's leading provider of communications technology and services, Ericsson (NASDAQ: ERIC) pioneered managed services for telecom and continues to be the frontrunner in this area. With well over 15 years of experience in managing multi-vendor, multi-technology networks, Ericsson industrialized the concept of delivering managed services for multiple operators through outstanding Global Service Centers and a strong field service organization.

Network operations have traditionally been central to the business of providing communications services. During the past decade, however, this has changed. In an age that has seen the introduction of 3G, LTE (4G) and other great innovations, many operators have chosen to appoint a vendor to manage either the new technology or the legacy technology. To stand out from the competition, operators need to focus on finding new ways of driving business innovation and improving quality of experience for their customers.

In order to achieve these goals, Ericsson is pioneering the development of the Experience Centric Managed Services model, which offers operators benefits such as continuous service improvement, reduced time to market, access to technical competence, and a shared focus on user experience. The end result is satisfied users, lower subscriber churn rates, higher average revenue per user and a more cost-efficient operation.

Magnus Mandersson, Executive Vice President and Head of Business Unit Global Services, says: "We're very proud to have passed the 1 billion subscriber milestone, as this confirms our leadership in managed services. We achieved this goal by earning the trust of our customers with our high-performance operations and processes and our skilled people, which are at the heart of Ericsson's services business. This milestone is just one of many on

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the journey we have undertaken. The next step is to make the transition from traditional managed services to Experience Centric Managed Services.”

To achieve global scale, Ericsson has invested more than USD 1 billion in tools, methods and processes for service delivery and established Global Service Centers in Romania, Mexico, India and China to deliver managed services remotely for a large number of networks across the globe.

Managed services is about people and competence, and over the years more than 25,000 employees have transferred to Ericsson from operators around the world. Ericsson is continuously looking for new ways to help its customers put their customers first. We believe that – in addition to enhancing innovation, agility and speed – managed services can enable operators to focus on specialization and place a greater emphasis on user experience and customer relationships.

### NOTES TO EDITORS

Managed services press backgrounder:

[www.ericsson.com/res/thecompany/docs/press/backgrounders/managed\\_services\\_press\\_ba ckgrounder.pdf](http://www.ericsson.com/res/thecompany/docs/press/backgrounders/managed_services_press_ba ckgrounder.pdf)

1 billion subscribers benefit from Ericsson’s Managed Services:

[http://www.ericsson.com/news/130523-1-billion-subscribers-benefit-from-ericssons-managed-services\\_244129228\\_c](http://www.ericsson.com/news/130523-1-billion-subscribers-benefit-from-ericssons-managed-services_244129228_c)

Ericsson Global Services media kit:

[www.ericsson.com/thecompany/press/mediakits/services](http://www.ericsson.com/thecompany/press/mediakits/services)

From Our Portfolio:

[www.ericsson.com/ourportfolio/telecom-operators/managed-services](http://www.ericsson.com/ourportfolio/telecom-operators/managed-services)

Experience Centric Managed Services puts the user in focus:

[www.ericsson.com/thecompany/press/releases/2013/02/1677731](http://www.ericsson.com/thecompany/press/releases/2013/02/1677731)

Customer Centric Managed Services:

[www.ericsson.com/res/docs/2012/customer\\_centric\\_managed\\_services.pdf](http://www.ericsson.com/res/docs/2012/customer_centric_managed_services.pdf)

Sprint USA: Optimized performance (case study):

[www.ericsson.com/article/120302\\_sprint\\_managed\\_services\\_1595655398\\_c](http://www.ericsson.com/article/120302_sprint_managed_services_1595655398_c)

Customer stories world map:

[www.ericsson.com/thecompany/our\\_publications/reference-stories-a-z](http://www.ericsson.com/thecompany/our_publications/reference-stories-a-z)

Magnus Mandersson profile and video:

[www.ericsson.com/thecompany/corporate\\_governance/company\\_management/magnus ma ndersson](http://www.ericsson.com/thecompany/corporate_governance/company_management/magnus_ma ndersson)

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*Ericsson is the world's 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 more than 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 operate in 180 countries and employ more than 100,000 people. 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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