
ERICSSON RECOGNIZED AS A LEADER IN LEADING INDUSTRY ANALYST FIRM'S OSS MAGIC QUADRANT

- Ericsson in Leaders Quadrant
- Recently acquired Telcordia and ConceptWave
- Company strengthens its Operations Support Systems (OSS) market leadership position

Over the past two years, Ericsson (NASDAQ: ERIC) has made strategic acquisitions to position itself as a market leader in OSS. Today it was recognized when the company was named a Leader in the latest Magic Quadrant in Operations Support Systems report by leading industry analyst firm Gartner. Ericsson was also acknowledged as the overall OSS worldwide market-share leader in terms of revenue for 2011 (Market Share Analysis: Telecom Operations Management Systems (BSS, OSS and SDP), Worldwide, 2010-2011).

The report evaluates the capabilities of end-to-end vendors in the global market for OSS service assurance and fulfillment.

Per Borgklint, Head of Ericsson's Business Unit Support Solutions, says: "We focused our product strategy on acquiring the planning, inventory and offer-management tools to reinforce our No. 1 market-share position in Telecom Operations Management System and deliver leading OSS solutions to our customers. We are very proud of being named as a Leader in Gartner's OSS Magic Quadrant and what we believe it reflects: our ability to help our customers respond rapidly to changing consumer demands, and the need for increased efficiency and innovation in service and network operations."

In an OSS context, these areas of strength enable Ericsson to leverage its vital insights into service providers' operations and to address their pain points holistically across their network, IT infrastructure and services, and related business processes. According to Borgklint, Ericsson helps address a primary problem for operators: managing a frequently complex mix of hardware and software technologies to deliver a simple, consistent and high-quality user experience.

Through Ericsson's global consulting and systems integration engagements, Ericsson offers business transformation consultancy services and systems integration of end-to-end solutions for service providers that include OSS, BSS, next-generation Service Delivery Platforms, and Interconnection Solutions and IT modernizations. Ericsson's combination of services capabilities with a broad and comprehensive software portfolio helps enable its customers to transform their operations and IT environments to improve the user experience, increase efficiency and enable service innovation.

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About the Magic Quadrant

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NOTES TO EDITORS

To learn more about the Ericsson's Operations and Business Support Systems, visit <http://www.ericsson.com/oss-bss/>

Our multimedia content is available at the broadcast room: www.ericsson.com/broadcast_room

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 2011 the company had revenues of SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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