

## NEWS RELEASE

October 23, 2012



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# GLOBAL SERVICES CENTER IN CHINA INAUGURATED NEW SITE IN XI'AN

Ericsson adds Xi'an site to its Global Service Center in China; includes the first Global Network Operations Center and new Standardized Service Delivery in Center East Asia

New facility meets the market demand for managed services with network operations capabilities, and at the same time provides standardized service delivery globally

Ericsson maximizes efficiencies of scale by serving global customers through Global Service Centers based in China, India, Mexico and Romania

In a converged ICT industry – characterized by large-scale IT-transformation projects and complex multivendor, multi-technology networks – analysts expect operators to improve network performance and end-user experience while simultaneously reducing operational costs. To meet this challenge, operators around the world are increasingly realizing the value of outsourcing network operations and some other professional services to specialists such as Ericsson (NASDAQ: ERIC). This approach allows the operators to focus on core businesses such as sales, marketing and maintaining good relationships with end users.

Ericsson serves these customers through four Global Service Centers (GSC); one of which is located in China with sites in Beijing, Wuhan, Guangzhou and Dalian. To continue to serve its clients with high-quality and cost-effective services both globally and locally, the GSC in China inaugurated its fifth site in Xi'an today.

Already 300 skilled, highly trained ICT and services professionals are employed at the new facility. The facility includes Ericsson's first Global Networks Operations Center (GNOC) in East Asia, as well as a new Standardized Service Delivery Center. These new resources will complement and enhance the capabilities of Ericsson's Global Services organization.

Orvar Hurtig, Head of Service Delivery at Ericsson, says: "Global, centralized services will lead to improved efficiency and quality for our customers. The new Global Service Center China site in Xi'an will allow us to expand our network-operations capabilities in the region as well as our global capabilities for standardized service deliveries."

Zhao Juntao, President Ericsson China, says: "We are happy to see Ericsson's fourth Global Network Operations Center established in the city of Xi'an, where we have been doing business for more than a decade. I believe the vibrant economic development of western China, as well as the highly concentrated ICT talent pool here in Xi'an, will support the rapid development of this new center. This will have obvious benefits for the global customers we are going to serve remotely from this location."

Ericsson's Global Service Centers in China, India, Mexico and Romania are each complemented by Global Network Operations Centers. Ericsson's mission is to achieve

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quality, productivity and cost-efficiency in its service offerings. The centers support global and regional demand by providing expertise and scale in a wide range of services, such as integration, network operations and customer support. Ericsson currently provides support for networks with more than 2.5 billion subscribers, and is managing networks for more than 900 million subscribers worldwide.

### NOTES TO EDITORS:

[Boost of Ericsson's global ICT capabilities in India](#)

[Ericsson expands Managed Services capabilities in China](#)

[Ericsson gearing up for services in 4G/LTE and IT](#)

[Service Delivery press backgrounder](#)

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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 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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