

## PRESS RELEASE

May 21, 2012



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# BANGLALINK AWARDS CHARGING SYSTEM UPGRADE TO ERICSSON

- Five-year agreement to include intelligent network (IN) expansion, consulting and systems integration services as well as support
- Charging system upgrade with geographic redundancy
- OSS Navigator to provide subscribers with new value-added services

Banglalink, one of Bangladesh's leading mobile phone operators, today announced that it has entered into a five-year agreement with Ericsson to upgrade its charging system, including IN expansion, consulting and systems integration services, as well as support.

The upgraded charging system will enable Banglalink to offer subscribers new and innovative value-added services.

Thanks to Ericsson's consulting and systems integration services, Banglalink's upgraded solution will feature geographical redundancy, meaning that it will remain functional in the event of any natural disasters or network outages.

To date, more than 90 percent of Bangladesh's mobile subscribers belong to the prepaid segment. "This is why we wanted to get a powerful unified, consolidated and standard solution that provides us with a competitive edge in prepaid services," says Mohammed Osman, Acting CEO and Chief Financial Officer of Banglalink. "This upgrade will also make it easier for us to adopt a convergent prepaid and postpaid billing system in the future. More importantly, it gives us the ability to quickly launch new value-added products and services."

By integrating the Ericsson OSS Navigator with the Ericsson Charging System, Banglalink will benefit from more effective network monitoring and improved service-aware network management. It will also have access to a combination of business and network data that will provide a holistic overview of end users and network efficiency. As a result, Banglalink will be able to develop innovative subscriber plans based on end-user behaviors and network capabilities.

Per-Henrik Nielsen, President of Ericsson Bangladesh, says: "We are pleased to provide Banglalink with a robust charging system that will help bring more innovative services to its subscribers. We are also confident that this upgrade to the charging system will strengthen Banglalink's relationships with its customers."

## NOTES TO EDITORS

### **About Banglalink**

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Banglalink is the second-largest mobile operator in Bangladesh with more than 25 million subscribers. It is also one of the leading subsidiaries within the Vimpelcom Group, currently the sixth-largest telecom group in the world with operations in the Middle East, Africa, Asia, Europe and North America, and a total subscriber base of more than 200 million.

### **About Business Support Systems**

Ericsson's Business Support Systems helps more than one billion people make payments through its charging systems around the world. Ericsson's convergent charging solution enables integration of all prepaid and postpaid as well as fixed and mobile services offerings, and provides the capability to introduce new and more flexible service packages. Users get an improved user experience and full control of their spending and rewards in real time.

### **About Ericsson Consulting and Systems Integration**

Worldwide, Ericsson delivers more than 1,300 consulting and systems integration projects every year in multi-vendor and multi-technology environments to operators, governments, utilities and transport organizations. These range from end-to-end transformation projects to single-solution assignments.

Ericsson Consulting and Systems Integration and its 12,000 professionals are part of Ericsson Global Services, with 56,000 in-house service professionals working in 180 countries, including around 45,000 working close to the customer and more than 10,000 in our global centers. Ericsson has more than 65,000 service professionals, including an average of 15,000 subcontractors.

Our multimedia content is available at the broadcast room:

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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 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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