
ERICSSON AUTOMATES OPTIMIZATION OF MOBILE NETWORKS

- Launch of SON Optimization Manager, which automatically optimizes the performance of mobile networks
- Extends self-organizing network features developed for LTE to multi-standard and multi-vendor networks
- Helps operators get the most out of their existing network assets as part of a future-proof hetnet strategy

The rapid uptake of smartphones and mobile broadband has dramatically increased people's access to information while on the go, but it has also significantly increased the complexity of operator networks, making them more difficult to manage. At the same time, consumers' expectations of operators have increased and they are unwilling to tolerate poor service quality or dropped calls.

To help operators meet this challenge, Ericsson (NASDAQ: ERIC) is launching SON Optimization Manager. This self-organizing networks (SON) product automates the process of optimizing the capacity, coverage and quality of mobile networks.

The end result is that users experience fewer dropped calls and get a better internet browsing experience, while operators benefit from happier customers, reduced operating expenses, as well as increased traffic and revenue from their existing networks.

Ulf Ewaldsson, Senior Vice President, Chief Technology Officer, Head of Group Function Technology & Portfolio Management at Ericsson, says: "SON Optimization Manager is based on a simple idea – increasing automation to overcome increasing complexity. We call this Smart Simplicity, because it simplifies operators' processes and makes them more efficient."

LTE standardization introduced a range of network optimization and management features that Ericsson is now making available for automating multi-standard networks, bringing the latest self-organizing management features to existing operator networks.

This solution helps extend SON functionality to existing networks, regardless of how many vendors or standards are involved. Optimizing the use of existing network assets is a key component of any heterogeneous (hetnet) network strategy, so SON Optimization Manager is a good fit for operators that are looking to build future-proof networks.

Ericsson's optimization solutions are already in use in more than half of the world's major cities. SON Optimization Manager has the potential to improve the mobile broadband experience for customers the world over – and has clear business benefits for operators in the fast-moving mobile market.

Whereas optimization is traditionally a slow, complex process carried out at regular intervals by teams of network experts, SON Optimization Manager fully automates the process. Optimization can take place network-wide on a daily or hourly basis and expert staff are

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freed from having to perform repetitive manual tasks and able to focus instead on more strategic activities.

SON Optimization Manager is part of Ericsson's Smart Simplicity concept, which focuses on increasing automation in today's increasingly complex networks in order to reduce operating expenses and deliver a better Mobile Broadband experience.



NOTES TO EDITORS

[Portfolio listing for Ericsson SON Optimization Manager:](#)

[OSS video](#)

[Whitepaper: Smarter self-organizing networks – intelligent support to address the mobile-broadband growth challenge](#)

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 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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