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## ERICSSON CONSOLIDATES MOBIFONE'S NETWORK OPERATIONS CENTERS

- MobiFone to implement a consolidated operations support systems (OSS) solution for network monitoring and management
- Ericsson will drive an OSS transformation program that will establish a unified Network Management platform and consolidate MobiFone's six Regional Operation Centers in Vietnam into one Centralized Network Operations Center
- Some 30 million subscribers to benefit from an improved network that is better equipped to cope with the introduction of new services and offers optimized performance

Vietnamese mobile operator MobiFone, which is fully owned by VNPT Group, has entered an agreement with Ericsson (NASDAQ:ERIC) to consolidate its six Regional Network Operations Centers (RNO) in Vietnam into one Centralized NOC in Hanoi. Under the agreement, Ericsson will, through its Consulting and Systems Integration expertise, consolidate MobiFone's network operations organization and implement a unified Network Management System.

The Vietnamese market is characterized by high penetration and the introduction of new services and applications, as well as new mobile terminals. Today there are some 140 million mobile subscriptions in a market of 90 million people.

Le Ngoc Minh, Chairman of MobiFone, says: "Partnering with Ericsson in this NOC consolidation project is another step in our effort to further enhance our network performance and maintain our position based on a superior quality of offering in the market. With this project, and the implementation of the unified Network Management system, we will ensure that we have both an efficient organization and the right technical setup to introduce new services to our customers."

MobiFone, which launched its GSM network in 1993 and its 3G network in 2009, is today one of the largest operators in Vietnam, with a market share of 32 percent. MobiFone has some 30 million subscribers in Vietnam and six NOCs in Hanoi, Ho Chi Minh, Danang, Can Tho, Hai Phong and Dong Nai. In 2010 MobiFone was named "Best Service Quality Operator" by the Ministry of Information and Communications in Vietnam.

Jan Wassenius, Head of Ericsson Vietnam, says: "The number of mobile subscriptions in Vietnam has increased dramatically in recent years, and today mobile phone penetration is higher than 150 percent. In this environment, network quality and the ability to introduce new services and terminals are essential factors to attract and retain customers. Through the consolidation of the Network Operations Centers and the implementation of the unified Network Management System, we are supporting MobiFone's efforts to further improve its position in the market."

## PRESS RELEASE

February 28, 2012



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Ericsson will deliver an integrated and unified Network Management System combined with operational consultancy services. Components included in the unified Network Management System include, among others: fault management – identifying and locating faults in the network; performance management – measuring the performance of various network components; trouble ticketing – management of problems/faults associated with specific network resources; configuration management – managing the setup of devices on the network.

### NOTES TO EDITORS

Our multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://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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