

PRESS RELEASE

February 26, 2012



ERICSSON LAUNCHES DATA CENTER BUILD AND OPTIMIZATION OFFERING

- Ericsson enters the market for data centers, enables telecom operators to offer cloud services for their enterprise customers
- Operators ideally positioned to offer high quality, high security and high availability cloud services to enterprises
- With an optimized cloud strategy, a telco enterprise customer can lower its IT operating expenditure

As part of the recently announced Network-enabled Cloud concept, Ericsson (NASDAQ: ERIC) is launching its new offering for building and optimizing data centers at Mobile World Congress (MWC) in Barcelona. This is a prioritized area for telecom operators looking to offer public cloud-based services for their enterprise customers. Ericsson will demonstrate a new concept for planning, designing and implementing data centers and showcase a complete cloud computing platform, including cloud management and security.

Ericsson's Data Center Build and Data Center Optimization offering will meet increased demand for cloud-based services as enterprises seek to become increasingly mobile. With this offering, Ericsson enters the market for data centers and strengthens its position as an ICT player.

Paolo Colella, Head of Consulting and Systems Integration at Ericsson, says: "Operators are ideally positioned to offer high quality, high security and high availability cloud services to enterprises. We bring telecom-grade thinking to the cloud space, focusing both on availability and security of the services, as well as cost and efficiency gains for enterprise customers. And, in addition, cloud services bring new business opportunities for the telecom operators.

"Building a cloud solution will include a number of technological approaches. Within Ericsson's services organization, we will contribute with our key competence, looking at all of the aspects of the network architecture and how to build, optimize and operate the cloud."

Ericsson's cloud approach – from a Consulting and Systems Integration perspective – ranges from building new data centers to providing solutions for operators through a consolidation, modernization and standardization of existing IT environments.

With an optimized cloud strategy, an enterprise customer can lower its IT operating expenditure thanks to reduced need for software licenses, floor space and cooling. In addition, cloud services and access to the enterprise IT environment via fixed and mobile internet brings efficiency gains for the organization.

Colella continues: "Ericsson's global scale and skill, coupled with our experience in delivering more than 1,300 systems integration projects every year and expertise in mobile and fixed connectivity, means we can provide operators with new levels of flexibility and efficiency in their IT systems."

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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.

NOTES TO EDITORS

[Ericsson's Network-Enabled Cloud meets needs of the Networked Society](#)

[Global Services media kit \(including photos\)](#)

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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FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com