
ERICSSON'S NETWORK-ENABLED CLOUD MEETS NEEDS OF THE NETWORKED SOCIETY

- Ericsson announces its Network-enabled Cloud concept, a business platform that enables operators to drive new revenues and evolve network capabilities
- The Network-Enabled Cloud builds on computing power in today's telecom assets to both embed enhanced functionality and to expose network capabilities for new service creation
- Ericsson takes a 5C approach to the Network-enabled Cloud: connect, control, compute, create and customize

Consumers, enterprises and society in general are increasingly becoming networked, driven by smart connected devices, broadband networks and cloud-based services. Quality of experience, new revenue models and optimal usage of computing resources are a necessity to serve these needs in an efficient manner. To meet these needs and continuously build and sustain the Networked Society, Ericsson (NASDAQ: ERIC) is developing the concept of a Network-enabled Cloud. It is Ericsson's comprehensive effort to simultaneously evolve cloud computing and telecom network technologies.

In an Ericsson business user study, 78 percent of the respondents say they work more efficiently when they have access to mobile broadband and 92 percent say they need access to mobile broadband everywhere.

Ericsson's Network-enabled Cloud builds on and combines today's telecom assets and delivers dramatically improved quality of experience, new business opportunities, faster time-to-market and reduced cost for operators. In this way, it is creating a platform for innovation that will help realize the Networked Society.

Ericsson's executives will outline the thinking and use cases of the Network-enabled Cloud at the Mobile World Congress (MWC 2012).

Hans Vestberg, President and CEO of Ericsson, says: "The Network-enabled Cloud provides a roadmap for the evolution of today's telecom business by addressing the need for new business opportunities while leveraging telecom operators' core capabilities."

Ericsson takes a 5C approach to the Network-enabled Cloud:

- **Connect:** Anytime, anywhere connectivity and a high-quality experience thanks to high-quality, high-capacity networks
- **Control:** Efficient operations through integrated management of networks and the cloud for reliable service-level agreement (SLA) implementation

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February 26, 2012



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- **Compute:** Embedded capabilities that can be activated dynamically thanks to high-performance, telecom-grade infrastructure
 - **Create:** Unified communications, enterprise software as a service, service enablement and accelerated business growth through the facilitation of rapid service creation
 - **Customize:** Architect, build, optimize and operate complete professional services.

Development of the Network-enabled Cloud will progress in several parallel flows. One starting point is today's emerging content delivery networks, which benefit from Ericsson's approach to cloud acceleration. Another starting point is for operators to dedicate one or more telecom-grade cloud data center(s) to enhancing the level of quality and security for the applications they offer, such as unified communications and enterprise applications.

In recent years, Ericsson has assembled a unique set of capabilities and experiences by delivering a variety of solutions and services to the market, all connected to the 5C cloud strategy, including:

Connect

- 50% of the world's smartphone traffic goes through Ericsson networks
- Mobile Cloud Acceleration in partnership with Akamai

Control

- 800 Operations Support Systems
- Charging & Billing solutions serving 1.6 billion users

Compute

- Unparalleled footprint in mobile network nodes, from core network to RAN, forming the basis for a future conversion to embedded cloud-computing nodes in the Network-Enabled Cloud

Create

- Device Connection Platform for M2M communication
- In-game communications for an enhanced gaming experience based on improved voice communication
- Service Delivery Platform and Composition Engine for Service Enablement
- mCommerce Interconnect to link mWallet companies to operators
- An array of enterprise offerings to help operators build an as-a-Service business
- Business Communication Suite for unified communications
- Visual Communications HD video collaboration
- PC-as-a-Service; a PC in the cloud
- Cooperation with salesforce.com in CRM systems

Customize

- 900 million subscribers in Ericsson managed networks
- Consolidation of data centers for operators with several customer references

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Ericsson will also deliver an integrated Cloud and Network Management suite that facilitates the end-to-end implementation of SLAs resulting from service exposure through application programming interfaces (APIs). An early version of this unique capability is on display at our stand in Hall 6.

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