

---

## ERICSSON MOBILE ORDER MANAGEMENT SOLUTION SLASHES SERVICE LAUNCH TIME

- Ericsson's new Mobile Order Management lets operators launch services in days rather than months, providing faster time to revenue
- Operators can provide their customers with a self-service portal through which they can create value-added bundles and personalization
- Extending its offering in Operations and Business Support Systems (OSS and BSS), Ericsson is adding Order Care to its Mobile Order Management solution via the ConceptWave acquisition

Time is money, especially when it comes to quickly responding to changing market conditions and opportunities. Ericsson's (NASDAQ: ERIC) Mobile Order Management solution – part of its OSS and BSS offering – gives mobile operators the tools for slashing the time and cost of launching and provisioning services on any type of mobile device. This is thanks to the addition of Order Care, which is based on software from Ericsson's recent ConceptWave acquisition.

Mobile Order Management enables operators to reduce the time for launching a service from six months to less than one week. That can translate into as much as two quarters of additional revenue and the ability to act faster than competitors with less nimble platforms.

With Mobile Order Management, operators can provide their enterprise customers with self-service portals and tools for ordering and delivering employee smartphones and tablets, as well as the applications and services that run on them. For example, companies can quickly push out new sales tools to agents' mobile devices. In addition to streamlining enterprise IT tasks, the solution enables employees to personalize their service bundle.

Elisabetta Romano, Head of OSS in Business Unit Support Solutions, Ericsson says: "Our Mobile Order Management solution gives mobile operators the ability to streamline their Lead to Service process while providing their customers with new opportunities to enjoy the latest services and applications the market has to offer."

Using the Ericsson OSS and BSS approach, Mobile Order Management provides mobile operators the ability to reuse proven and tested components that can be quickly assembled to produce new product offerings meeting all of the related technical and third-party requirements. The solution also uses pre-integrated process components to automate service order turn-up for the new offer on [Ericsson Multi Activation](#), which coordinates all of the infrastructure instantiation requests.

---

During Mobile World Congress 2013 in Barcelona, Ericsson showcases its combined technology and services leadership for the Information and Communications Technology industry. Our solutions deliver superior network performance in the field, enable complete customer experience management, simplify and automate operations workflows thereby leading to operational excellence. We show how the Networked Society comes to life - what it will mean for the industry and how it will enable our customers to capture growth opportunities.

#### NOTES TO EDITORS

Order Care: <http://www.conceptwave.com/products/conceptwave-order-care>

Ericsson Multi Activation: <http://www.ericsson.com/ourportfolio/products/multi-activation>

Download high-resolution photos and broadcast-quality video at [www.ericsson.com/press](http://www.ericsson.com/press)

*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 2,5 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's net sales were SEK 226,9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.*

[www.ericsson.com](http://www.ericsson.com)  
[www.twitter.com/ericssonpress](http://www.twitter.com/ericssonpress)  
[www.facebook.com/ericsson](http://www.facebook.com/ericsson)  
[www.youtube.com/ericssonpress](http://www.youtube.com/ericssonpress)

#### FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications  
Phone: +46 10 719 69 92  
E-mail: [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Ericsson Investor Relations  
Phone: +46 10 719 00 00  
E-mail: [investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)