



TAKING YOU FORWARD

以爱立信 以信致远

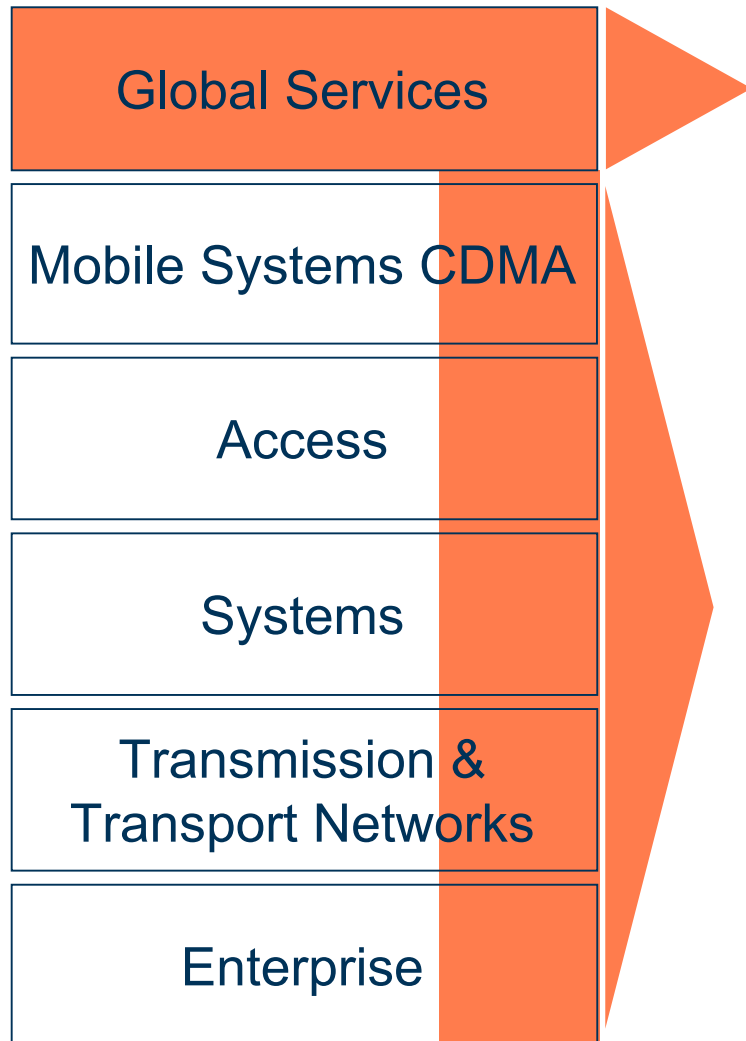
Global services— the key to an end-to-end offering

Hans Vestberg

Executive Vice President, Business Unit Global Services



The successful strategy



Expand the service scope

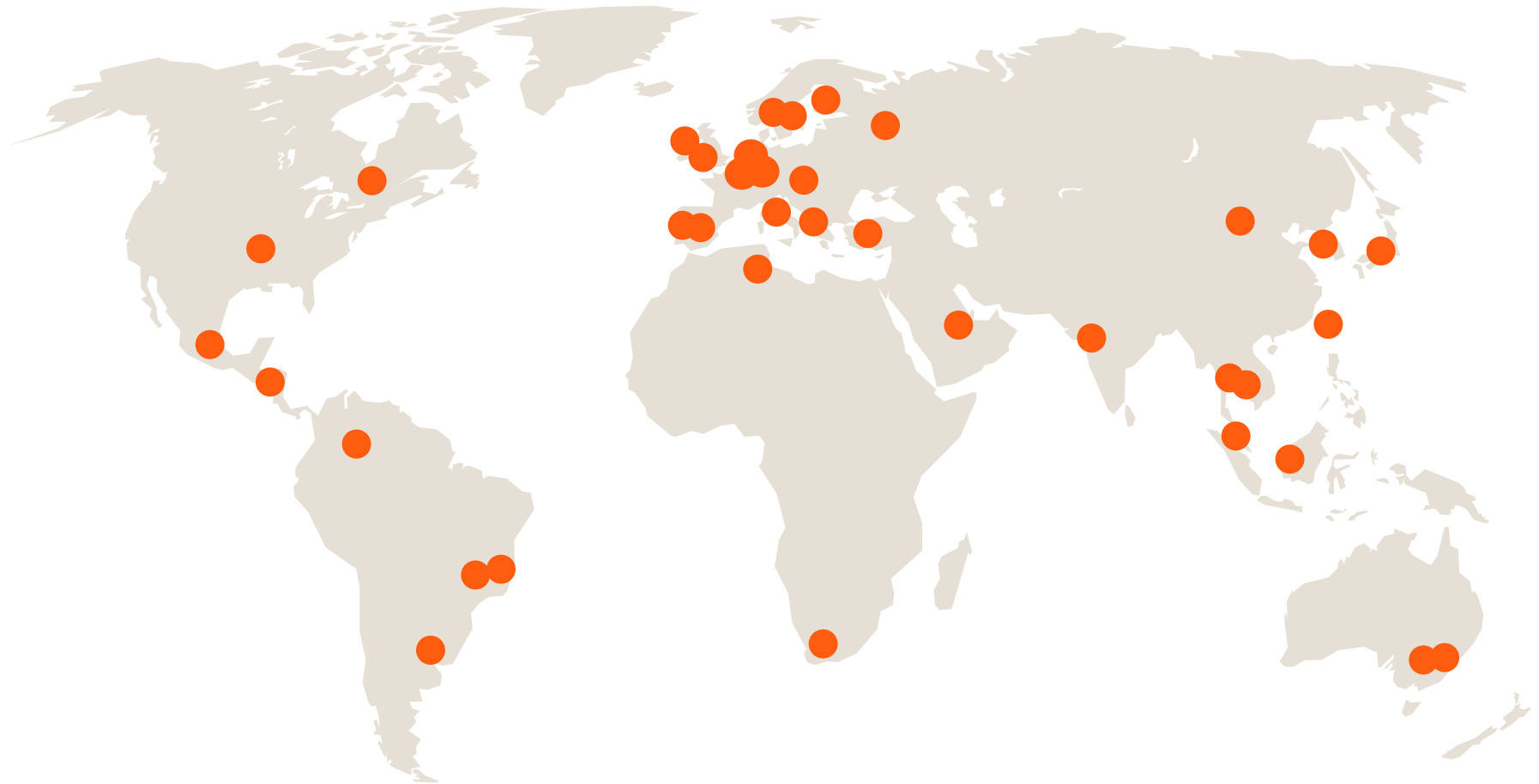
- Managed Services
- Business and Technology Consulting
- Systems Integration

Provide services in Ericsson's end-to-end solutions

- Network Design
- Network Rollout
- Education
- Customer Support

Ericsson Global Services

18,000 Services professionals



● Global & Regional - Local main centers

Global capabilities – Locally

Strengthening operator competitiveness

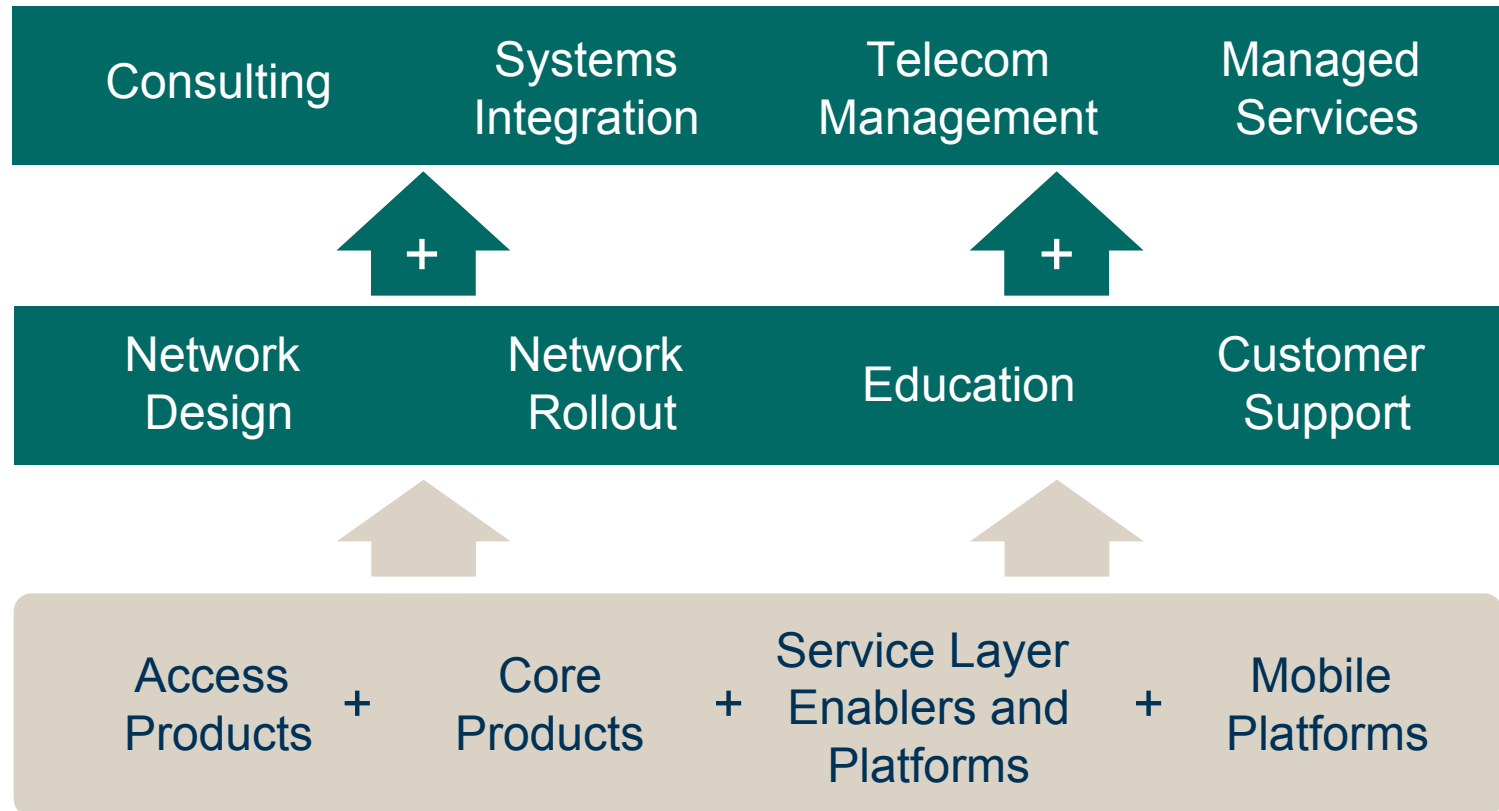
Business
Growth

Operator
challenges

Efficiency

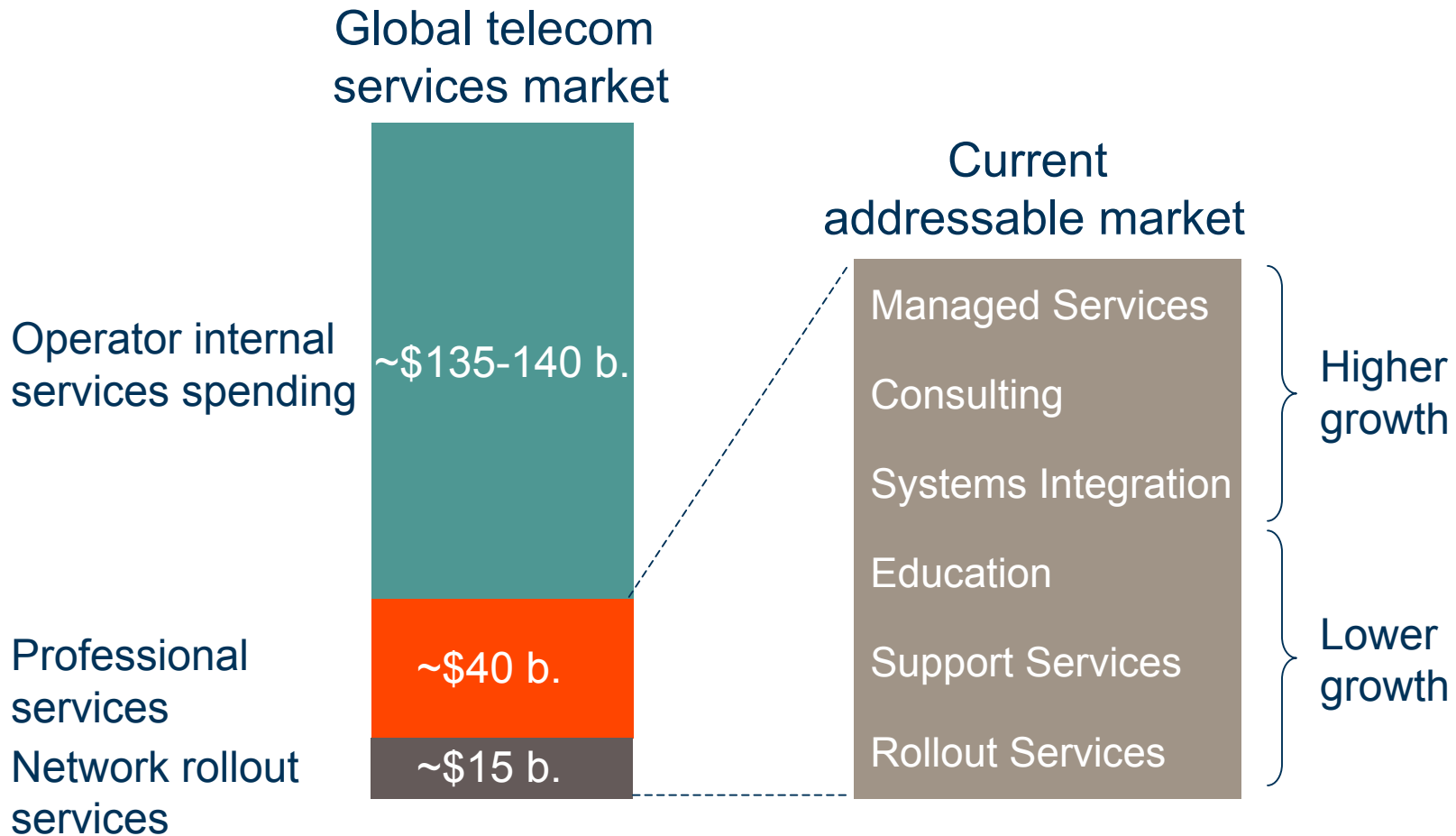
Network
Evolution

Build on key strengths and leverage the installed base



Competence and expertise based on Ericsson's technology leadership

Telecom services market 2005



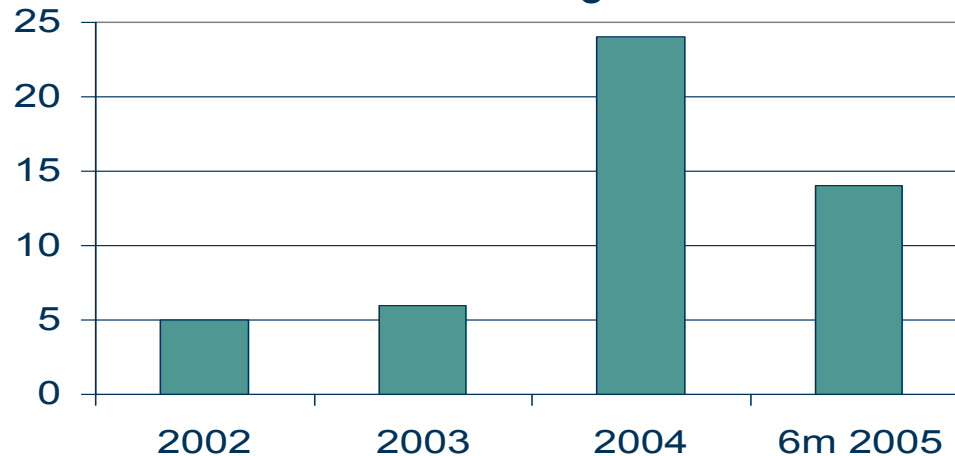
Source: Ericsson, Dec 2004

Good growth in Professional Services

This slide contains forward-looking statements. Actual result may be materially different.

The leader in Telecom Services

Number of announced Managed Services contracts



■ Managed Services

- Operations
- Hosting
- Managed Capacity

■ Systems Integration

- Service provisioning
- Revenue management
- Service assurance
- Multi-Vendor

■ Consulting

- Business; consumer insights, revenue growth
- Technology; design/optimization, audit, security, strategy
- Training

Driving markets in Higher Growth segments

Announced Managed Services contracts

Since 2002

North America

Hosting:

- Western Wireless (2)
- ALLTEL
- Rural Cellular Corp. (2)
- Midwest Wireless
- Carolina West Wireless
- Centennial Wireless
- Golden State Cellular
- WestLink

Capacity:

- ALLTEL
- Indigo Wireless
- Chariton Valley Wireless Serv.

Latin America

Hosting:

- Telefónica Móvil (Chile)

Operation:

- Vivo, Brazil, CDMA & TDMA
- ICE, Costa Rica, GSM/GPRS
- Brasil Telecom, fixed
- Brasil Telecom, GSM
- Diveo Colombia

Europe & Middle East

Hosting:

- 3 Scandinavia
- TeliaSonera (Sweden)
- Tele2 (Sweden)
- Invitel (Hungary)
- HungaroTel (Hungary)
- PanTel (Hungary)
- Emitel (Hungary)
- Monortel (Hungary)
- BT (UK)
- sunrise (Switzerland)
- Swisscom (Switzerland)

Operation:

- ONI (Portugal)
- H3G Italy
- Auna (Spain)
- Telfort (NL)
- TeliaSonera Int. Carrier
- casaNet (NL)
- Amena (Spain)
- Orange FT (Switzerland)
- STC (Saudia Arabia)

Asia Pacific

Hosting:

- Maxis (Malaysia, 2)
- Sun Cellular (Phillipines)
- GrameenPhone (Bangladesh)

Operation:

- Warid Telecom (Pakistan)
- Hutchison (Australia)
- Telecom New Zealand
- Unwired (Australia)
- Maxis (Malaysia)

Capacity:

- Bharti (India)

We are currently managing networks with more than 43 million subscribers

Innovation in Managed Services – Hosting



Most recent addition...

| | | | | | | | | | |
|------------------------|--|-----|-----------------|-----------|----------------------------|----------|----------------------|--------------|--------------------------|
| Content & Applications | Proven “bestseller” content Pre-packaged portals for music, gaming, video, multimedia subscriptions & downloads | | | | | | | | |
| Enablers & Platforms | <table border="0"> <tr> <td>MMS</td> <td>Ring back tones</td> </tr> <tr> <td>Streaming</td> <td>Number portability (fixed)</td> </tr> <tr> <td>Pre-paid</td> <td>Video mail messaging</td> </tr> <tr> <td>Push to talk</td> <td>Voice & e-mail messaging</td> </tr> </table> | MMS | Ring back tones | Streaming | Number portability (fixed) | Pre-paid | Video mail messaging | Push to talk | Voice & e-mail messaging |
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| Streaming | Number portability (fixed) | | | | | | | | |
| Pre-paid | Video mail messaging | | | | | | | | |
| Push to talk | Voice & e-mail messaging | | | | | | | | |
| Content Settlement | Content Exchange Service / IPX | | | | | | | | |
| Services | Consulting, integration, management and support Regional operation/hosting centers | | | | | | | | |

Simplicity, Speed & Cost efficiency

Innovation in Support Services

Ericsson Spare Parts Management

- What is it?
 - Own, store and distribute spare parts for 1st line maintenance, multi-vendor
- Why operators buy it
 - Up to 20% cost reduction
 - Minimizing risk
 - Improving network performance
- Spare parts management for AIS, Thailand
 - Quick response time: Within 4 hours
 - Normal response time: Within next business day
 - Multi-vendor (NEC/Huawei/Nokia/Siemens) for one region
 - 3 years contract
- >100 contracts

Growing our business in Lower Growth segments

Innovation in Education

Learning Solutions

- Traditional way of training
- What operators want! “Learning Solutions”

- Learning solution Cosmote, Greece
 - Deploying WCDMA + fulfilling “3G Olympic Requirements”
 - Competence consulting
 - Individual needs analysis & key improvement areas
 - Competence development plan
 - All functions incl. Marketing & Customer Care
 - Delivery
 - Seminars and courses on-site, multi-media, web

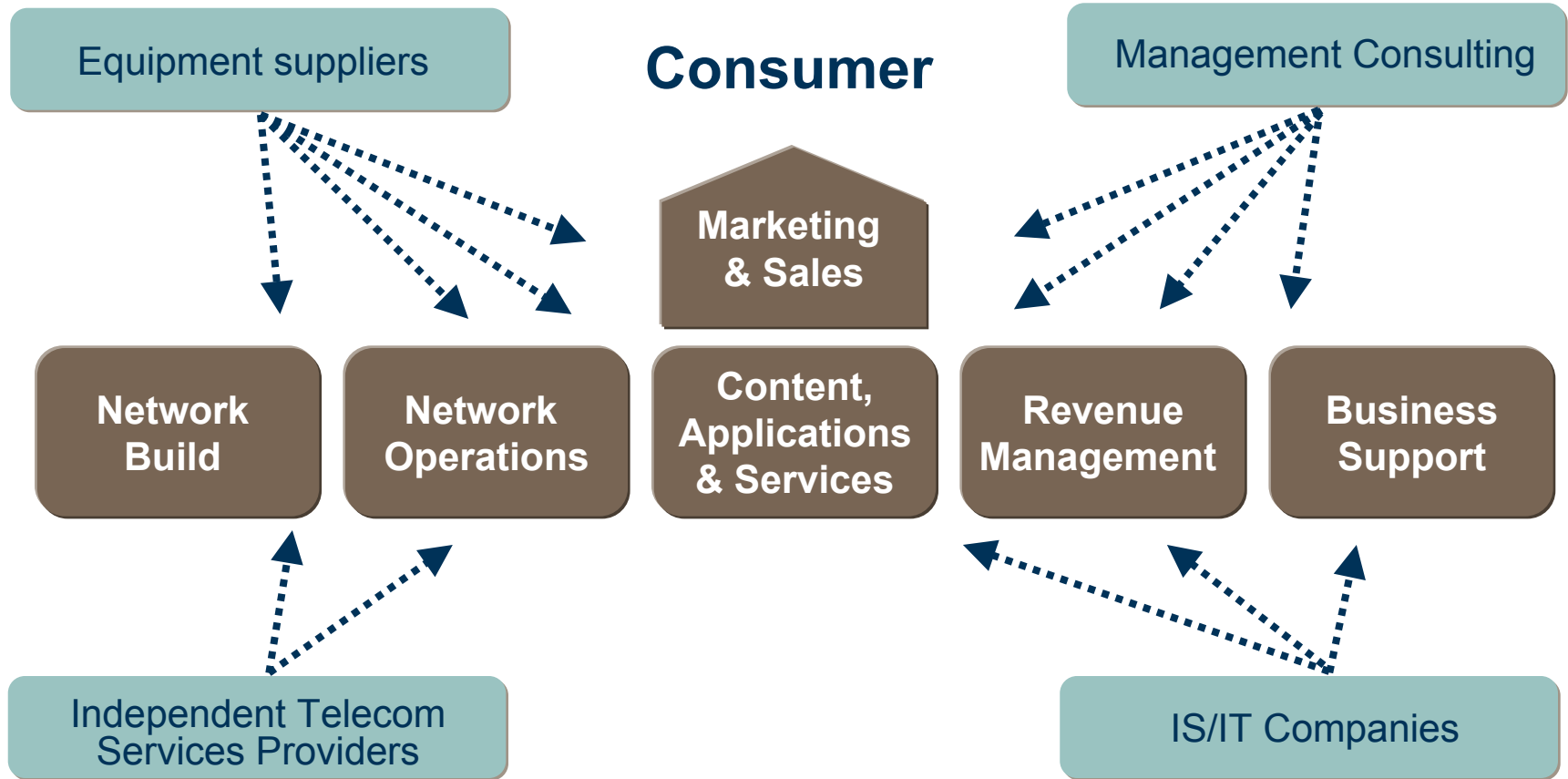
Growing our business in Lower Growth segments

Ericsson Global Services

Asia Pacific

- The Services market in APAC
 - Advanced consumer services – focus on traditional
 - Managed Services, Systems integration etc – focus on deployment
- 4,000 services staff in APAC
 - Supply Centers, Network Operations Centers
 - 1,100 in China
- China is important...
 - Investing in China
 - Strategic Services Joint Ventures
 - Hardware repair centre in Guangzhou
 - R&D Centers
 - Regional hub
 - GSDC in Beijing offering 2nd line technical support, software supply and Network Technology Consulting

The competitive landscape



Highly fragmented market

Only a few can deliver end-to-end

Customer

Experience and expertise

Designed, built and integrated more mobile networks than anyone else

Local presence globally

We are where our customers are

Consumer

Consumer and Enterprise Lab

Applications

Mobility World

Handsets

Sony Ericsson, Ericsson Mobile Platforms

Technology

Technology leadership

#1 in mobile systems, #1 in softswitch, #1 in real time charging

ERICSSON 

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