



Ericsson as the ICT Managed Services Provider of choice

Alexandros Skordaras

Engagement Manager, Ericsson Managed Services

THE NETWORKED SOCIETY IS HAPPENING

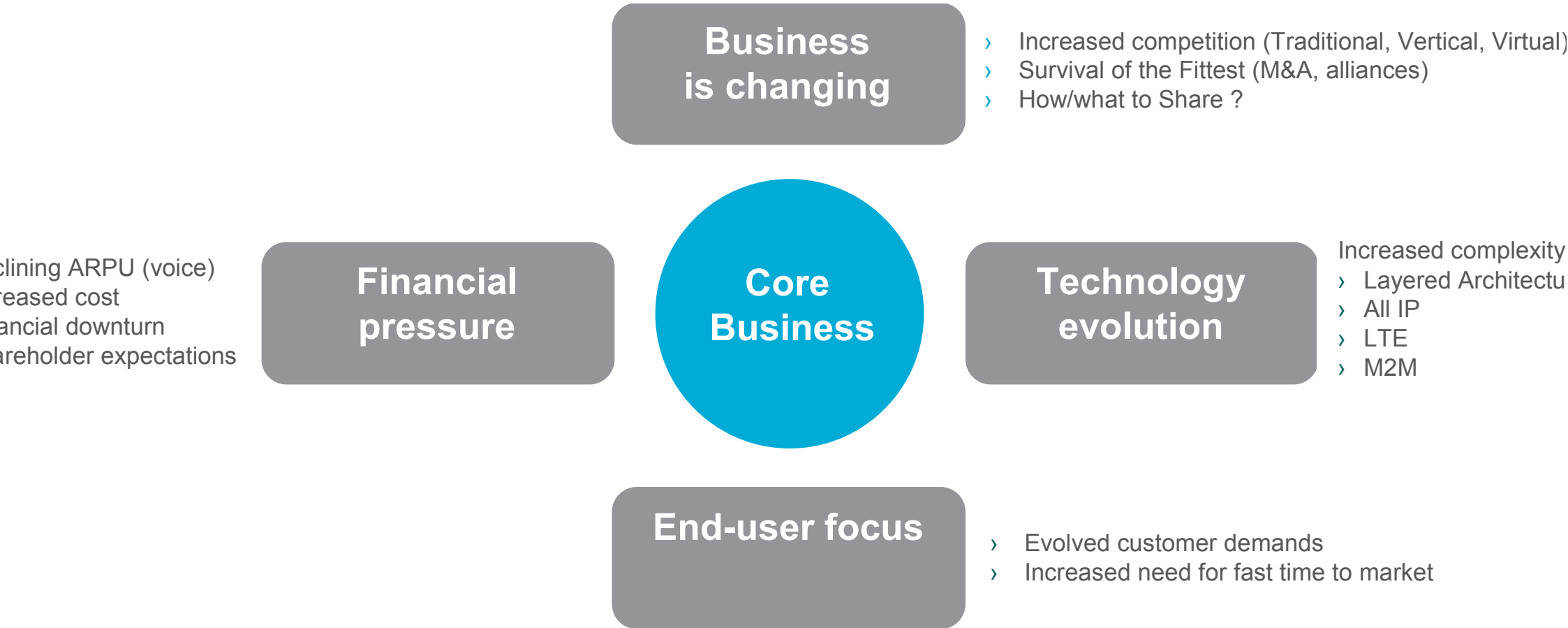


2012

2017

6,2 billion	mobile subscriptions	9 billion
1 billion	mobile broadband subscriptions	5 billion
700 million	smart phone subscriptions	3 billion
800 petabytes	monthly mobile traffic globally	8,000 petabytes
45%	WCDMA/HSPA coverage	85%
5%	LTE coverage	50%

OPERATORS ARE FACING CHALLENGES



[Creates a need for operators to find a sustainable business differentiation]

THE MANAGED SERVICES CHALLENGE



2012

2012

Quality

Competence

Financial value



Handle complexity

Track customer behavior

Manage several players

Optimize networks

Shorten time-to-market

Create financial value



CUSTOMER CENTRIC
MANAGED SERVICES
DIGGING DEEPER...

IT'S A METHODOLOGY BASED ON A PARTNERSHIP MODEL...



Our approach is not a tool



Our approach is not a theory



Our approach is not a technology



Our approach is not a software

[Necessary components but real value comes when all are connected within a full methodology]

...THAT IS LINKED TO YOUR BUSINESS OBJECTIVES

Status report 2012-07-30

- ARPU increase
 - ARMU increase
 - Churn decrease
 - Cost efficiency measurements
 - Customer acquisition cost decrease
 - Customer uptake increase
 - Key services performance
 - Key services availability
 - Services margin
- 

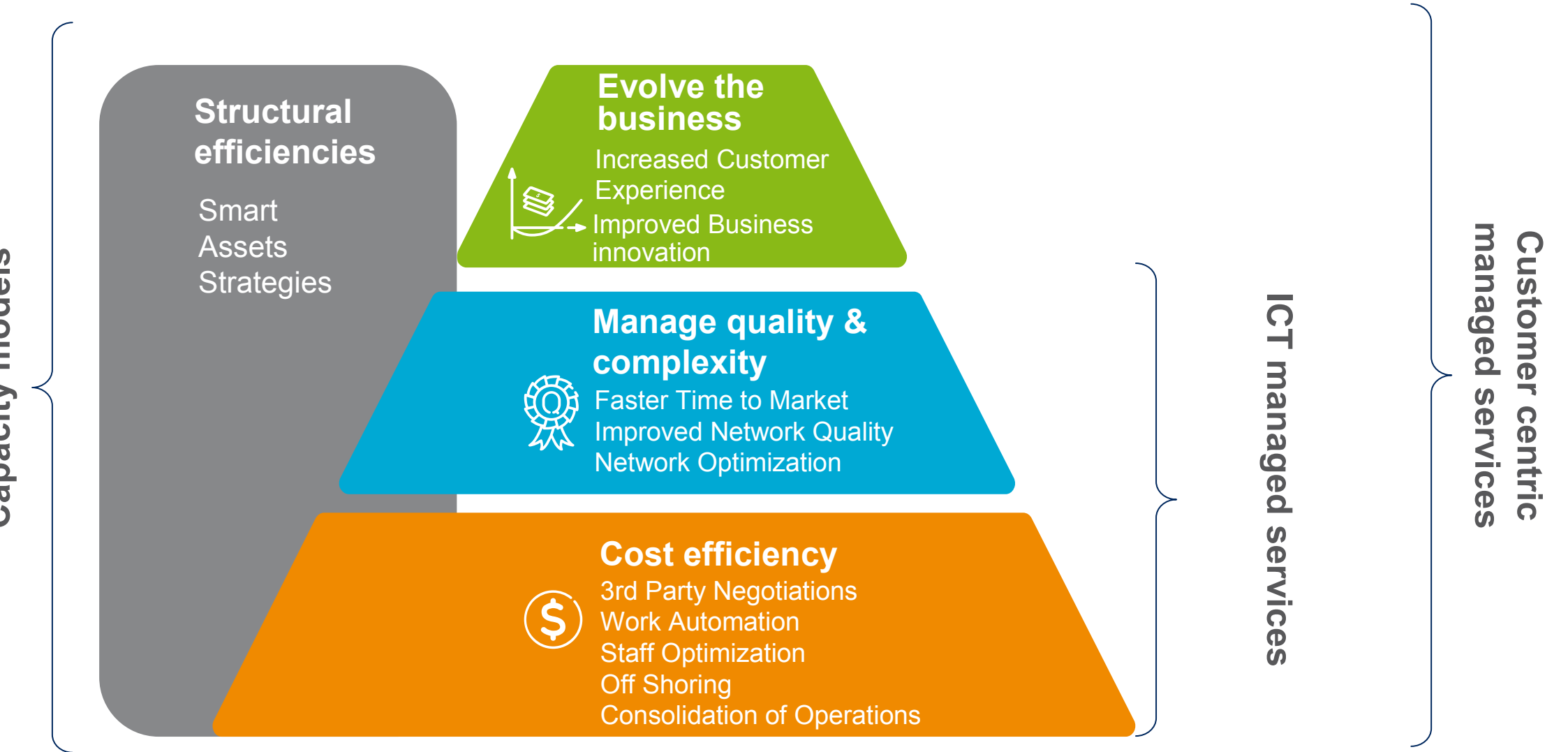


Our approach not only helps you to lower your cost.

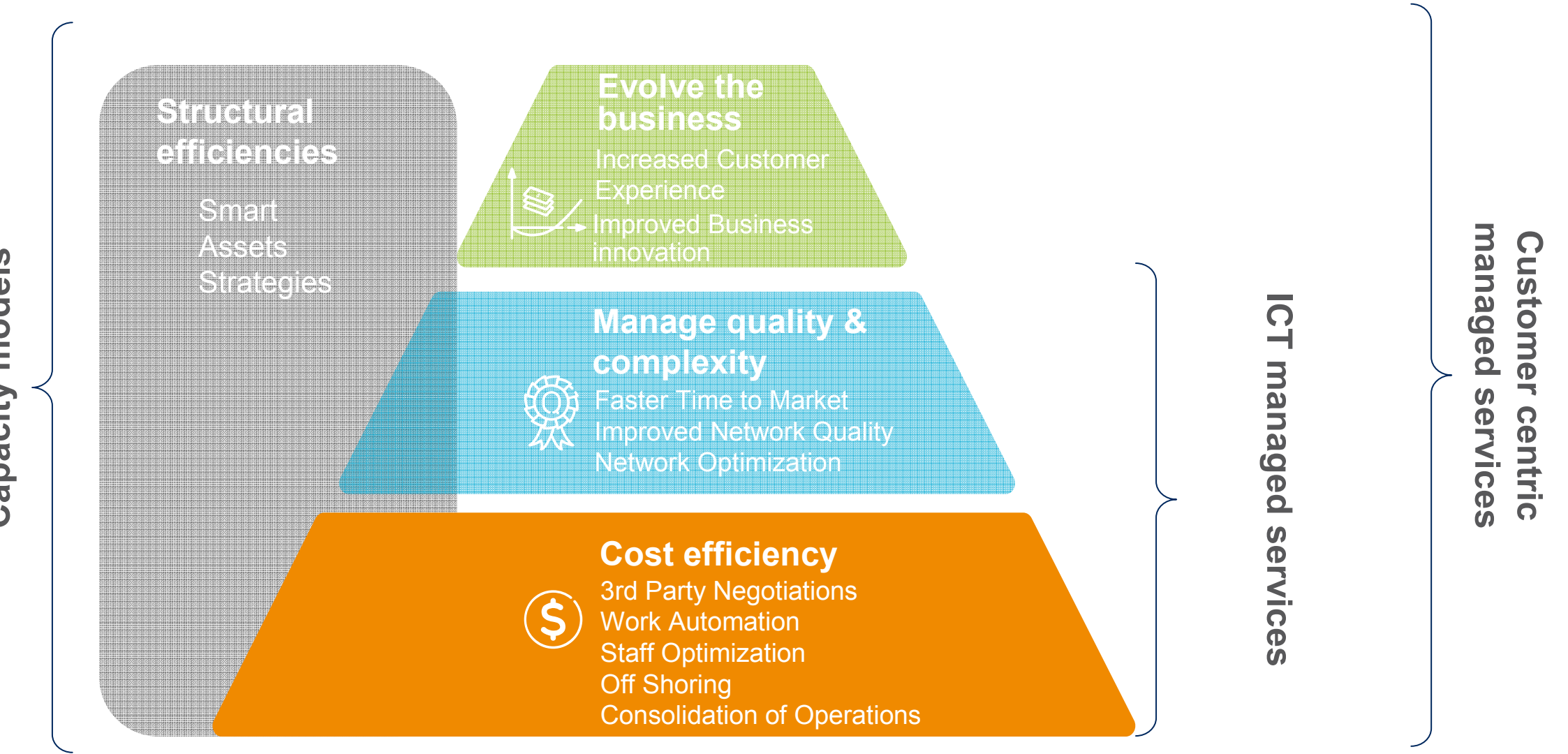


It is squarely aimed at supporting you to reach your objectives

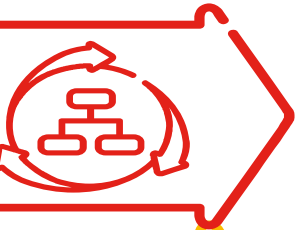
THE MANAGED SERVICES VALUE BLOCKS



THE MANAGED SERVICES VALUE BLOCKS



OUR FIVE LEVERS OF COST OPTIMISATION



STAFF OPTIMIZATION

- › Multi-skilled staff serving multiple technologies, increasing **utilization**
- › **Combining** maintenance with roll-out activities



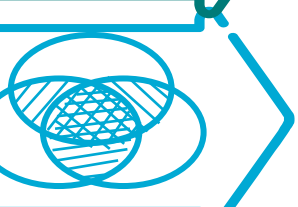
WORK AUTOMATION

- › **Optimized planning** reduces travel-time, idle time and increases service performance
- › Automatic dispatching **reduces no of dispatchers** and **shortens response-times**



OFF-SHORING

- › Lower **labor-cost**
- › **Quality and efficiency gains** compared to emerging markets



CONSOLIDATION OF OPERATIONS

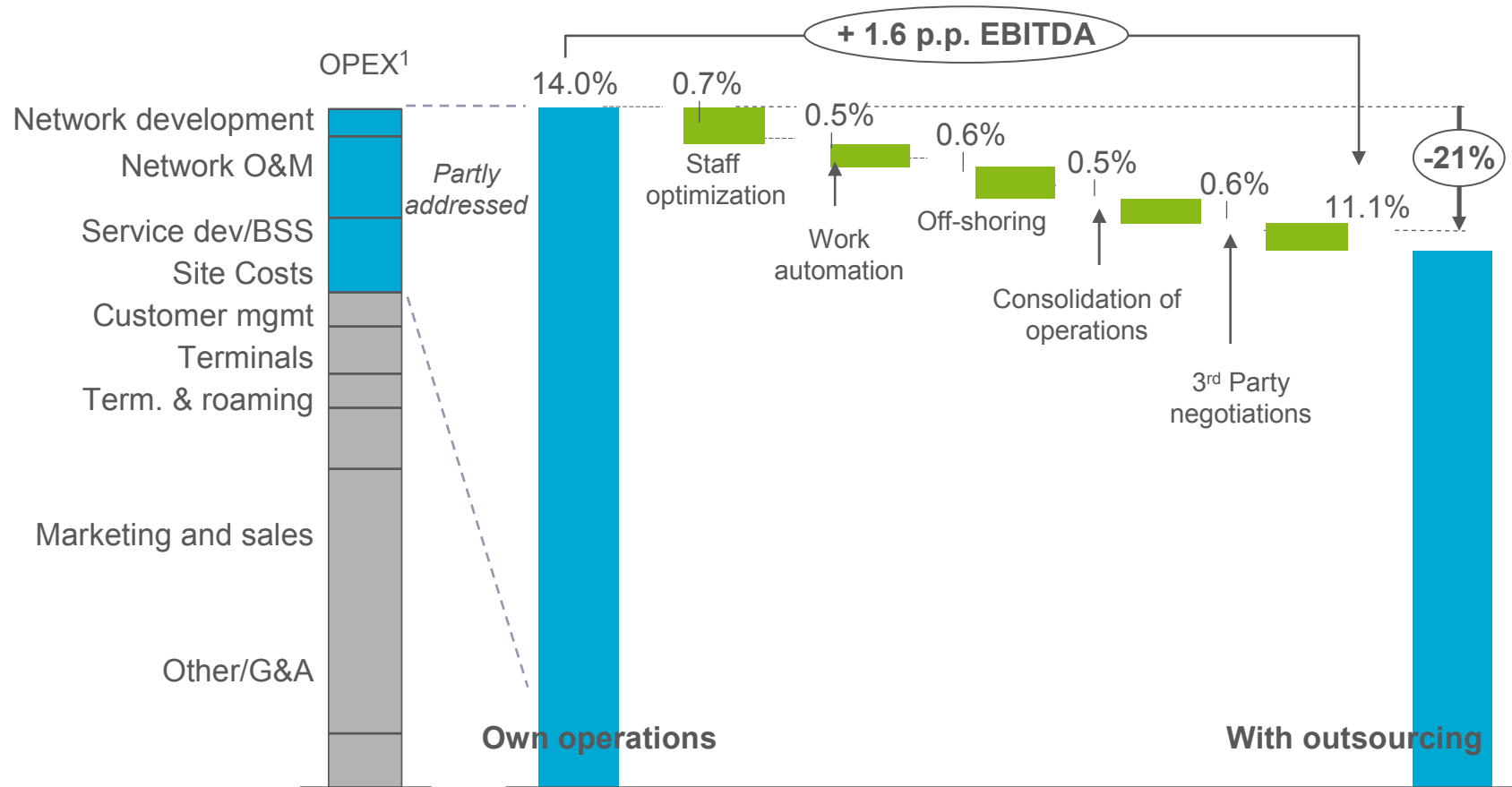
- › Reducing resource need through **managing fluctuation** in work-load
- › Economies of scale and scope increase **competence and efficiency in operations**



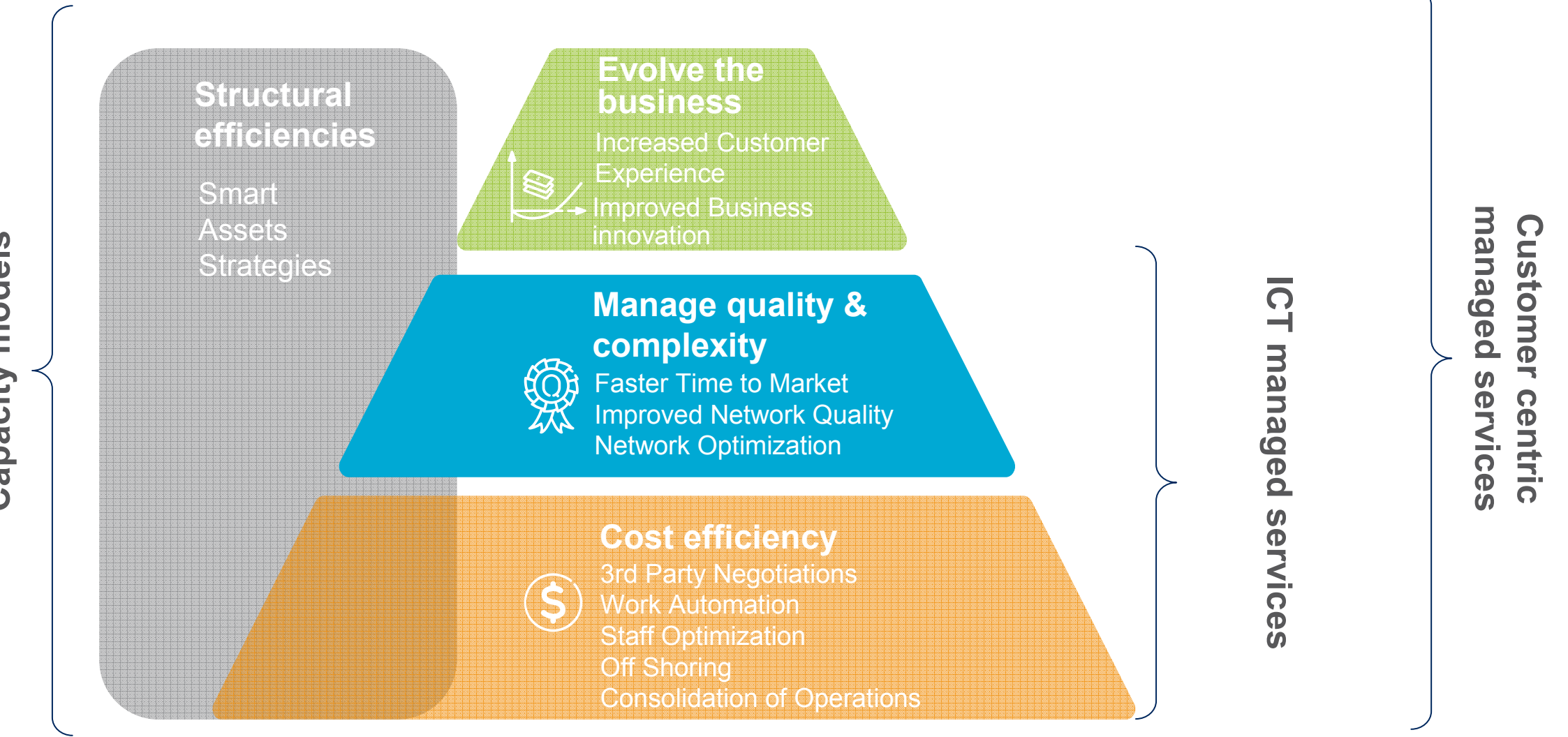
3RD PARTY RENEGOTIATIONS

- › Leveraging large **buying power**
- › Global **pool of sourcing professionals**

FINANCIAL IMPACT OF OUTSOURCING



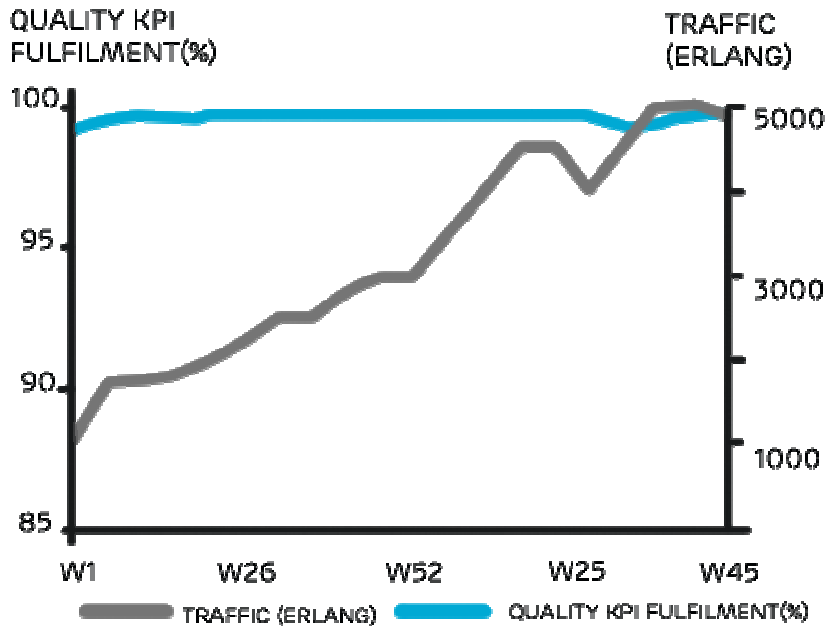
THE MANAGED SERVICES VALUE BLOCKS



DATA EXPLOSION DRIVES NEED FOR QUALITY

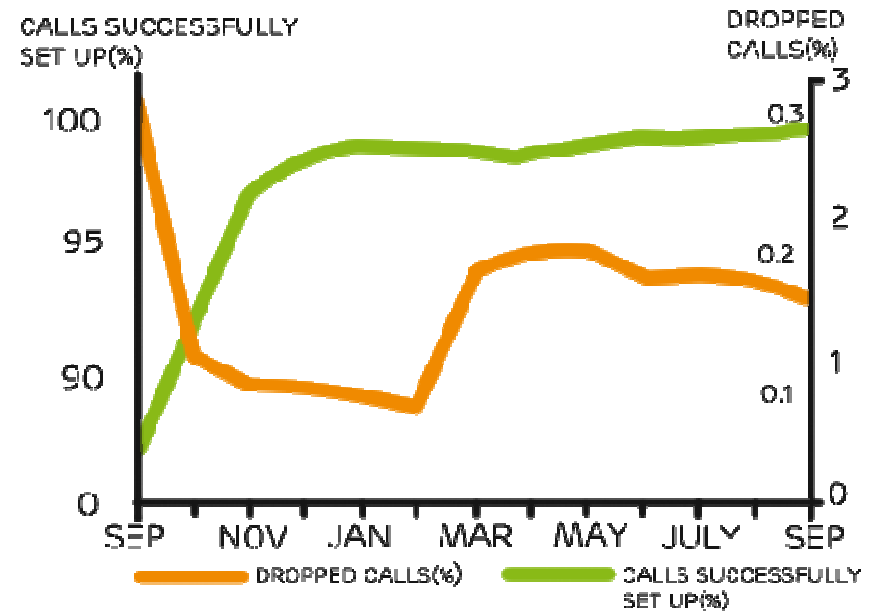


Ericsson ensuring quality during network launch



ASIAN OPERATOR LAUNCHING 3G

Ericsson ensuring quality when taking over network



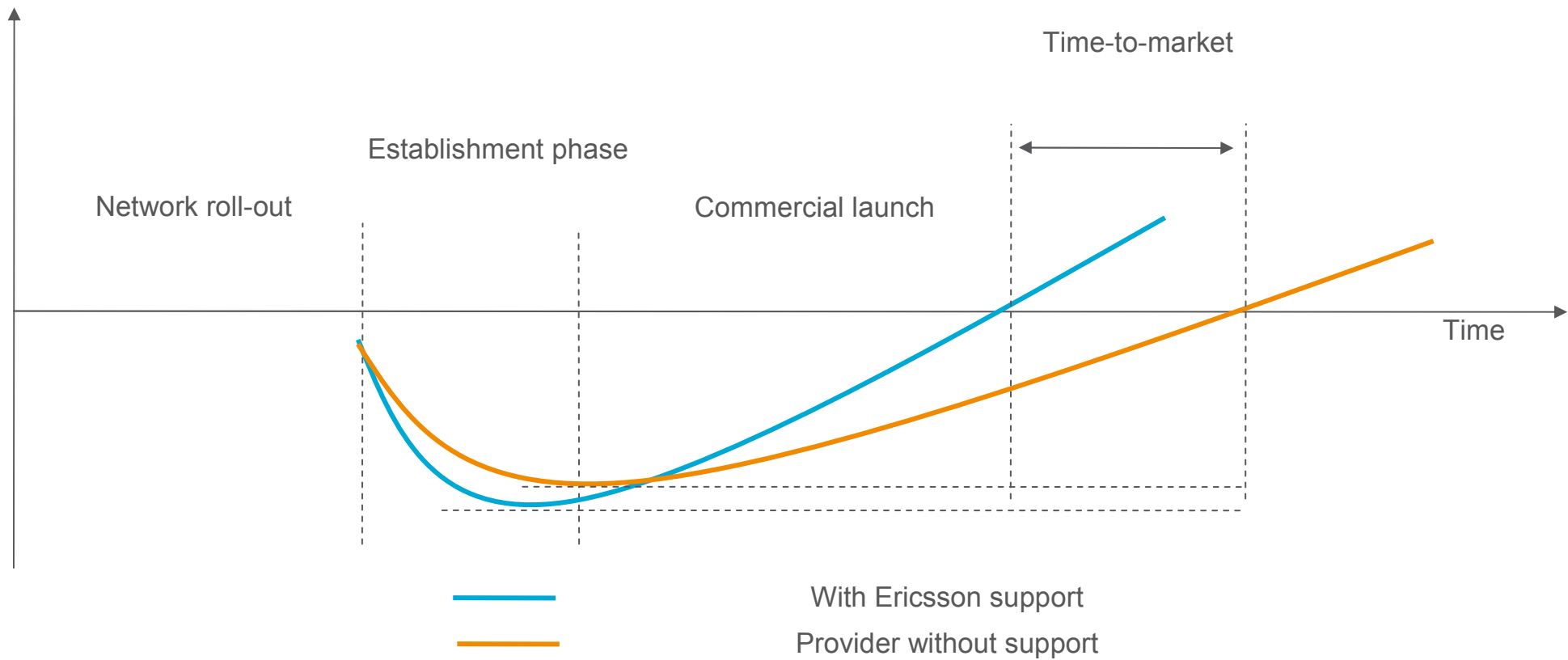
AFRICAN OPERATOR NEEDING TO MODERNIZE TO CATER FOR GROWTH

TIME-TO-MARKET

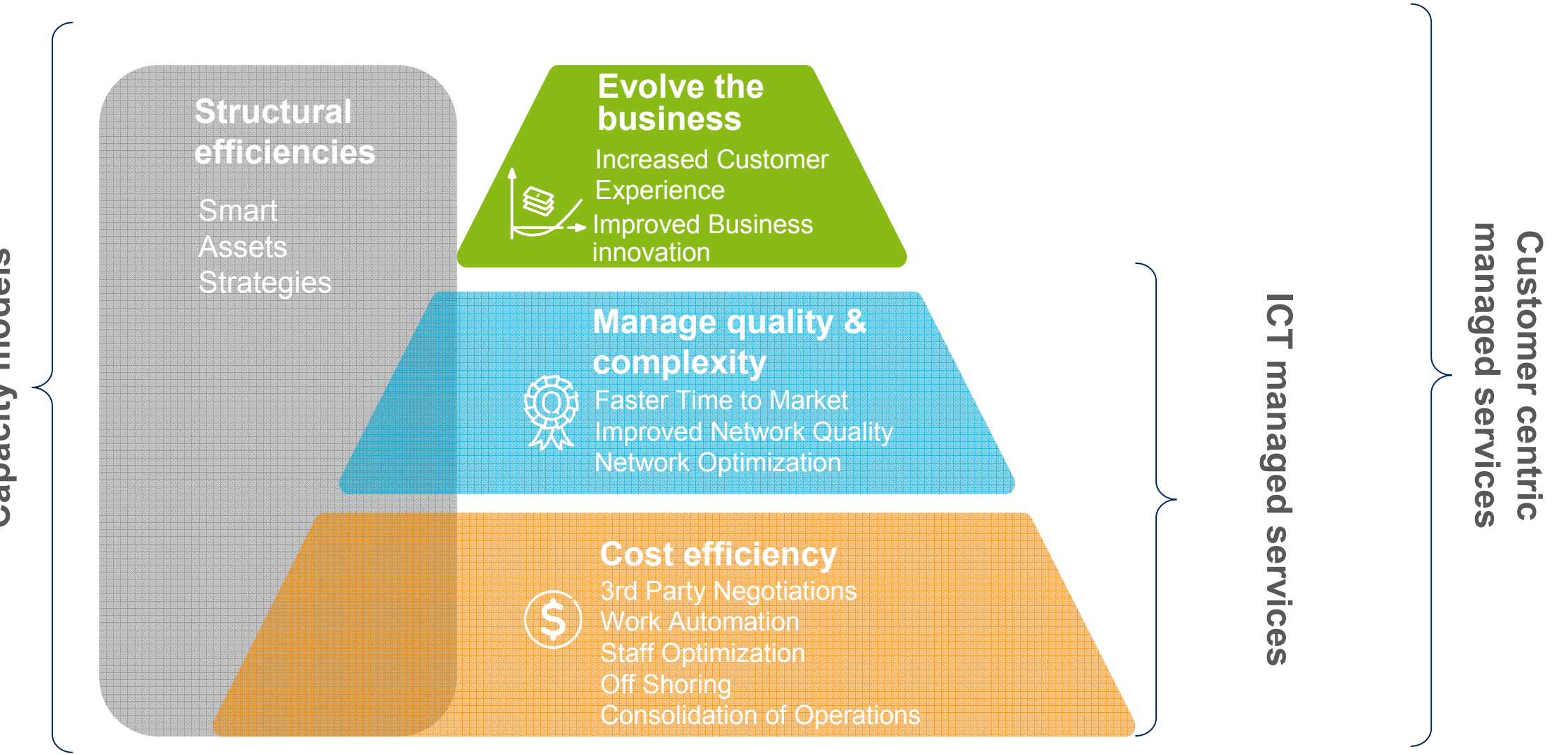
ERICSSON SUPPORTS FASTER RESULTS



Shorter time-to-profit when Ericsson assist network launch

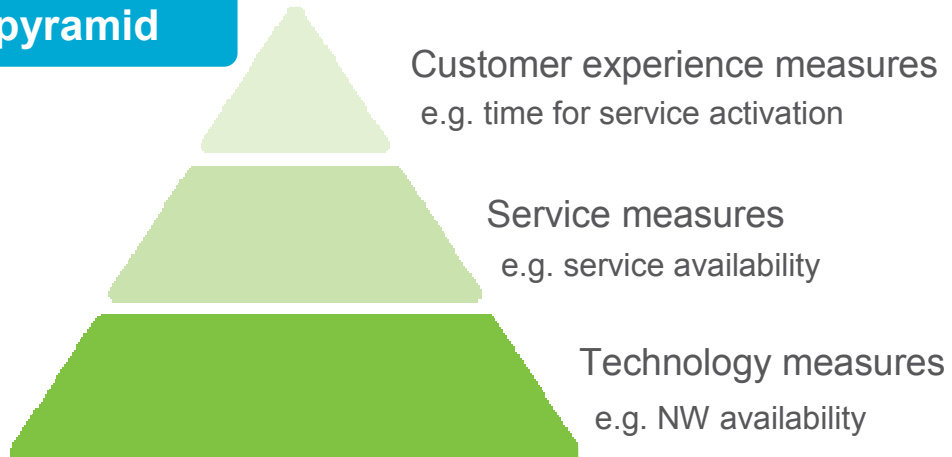


THE MANAGED SERVICES VALUE BLOCKS

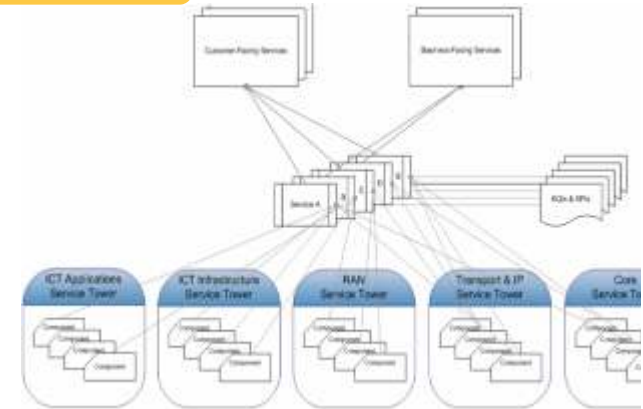


END-CUSTOMER EXPERIENCE

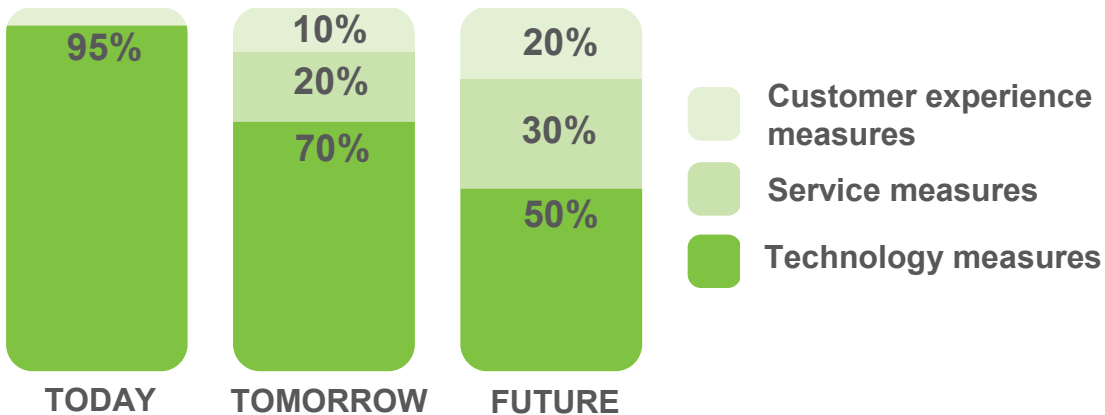
Measurement pyramid



Measurement creation



Measurements' evolution



Monitoring tools

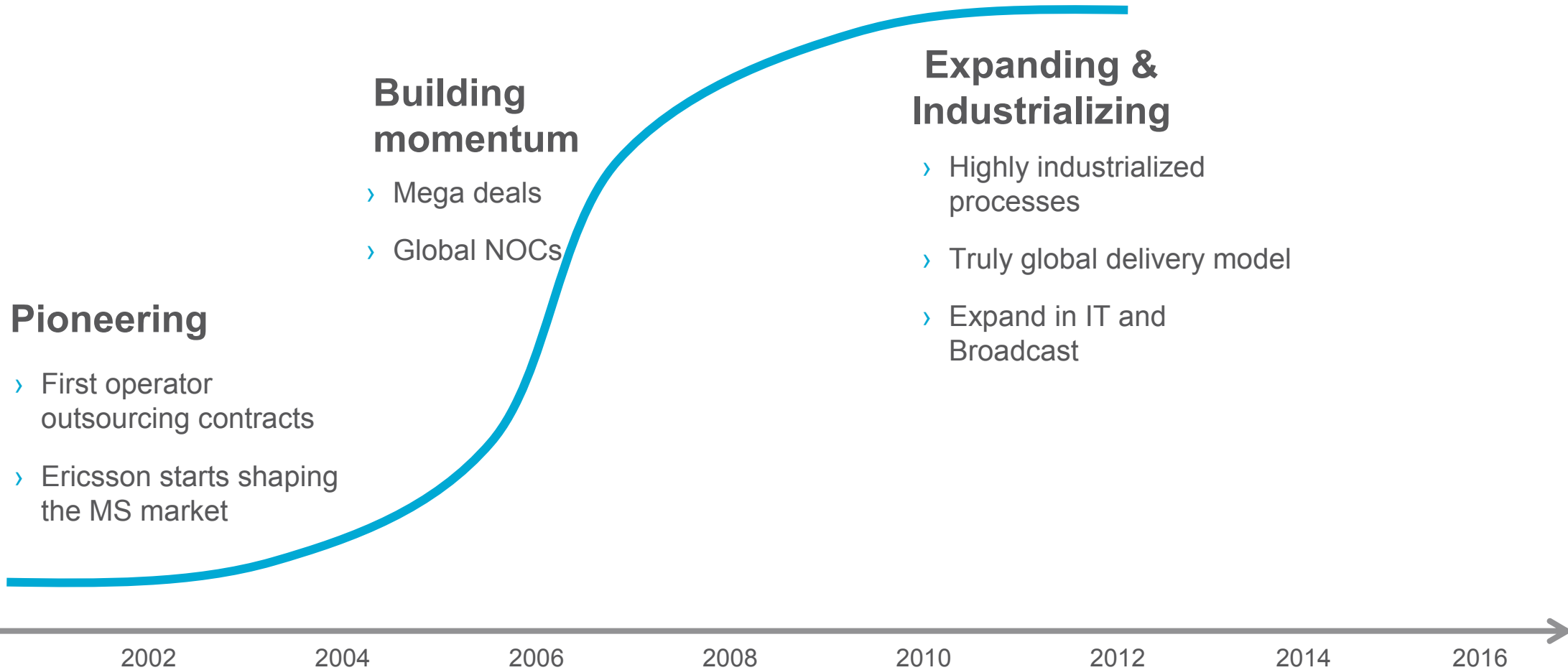


WHY ERICSSON

WE INVENTED THE FIRST PHASE OF MANAGED SERVICES



Industry
maturity

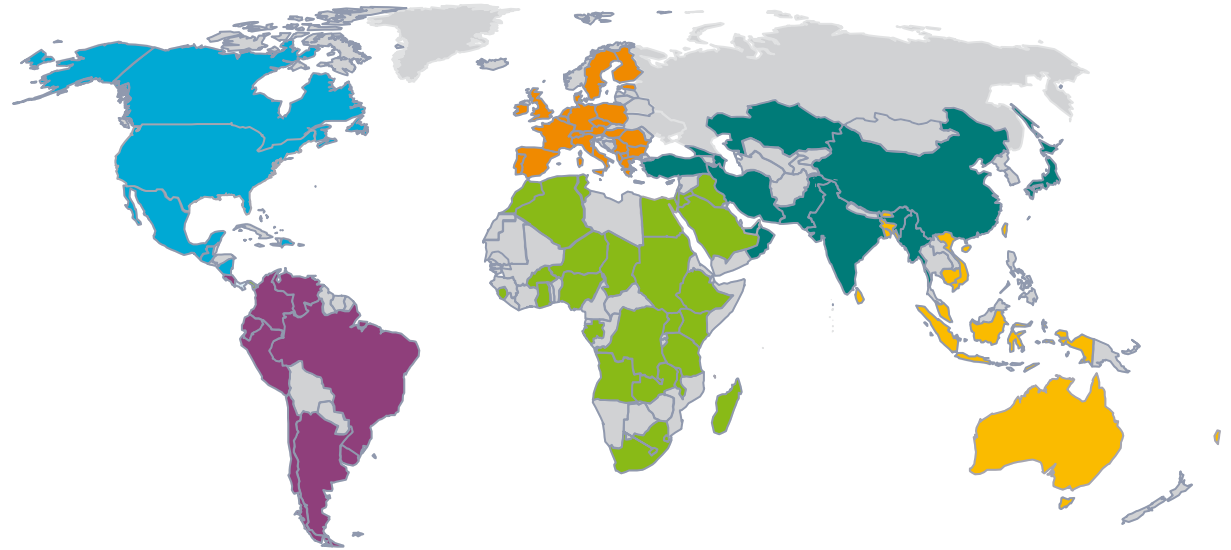


WORLD'S LARGEST NETWORK OPERATIONS PROVIDER



Pioneer and leader in Managed Services

- More than **15 years** of experience
- Supporting operators in **100 countries**
- Managing networks with **>950m subs**
- Delivering on **>300 managed services' commitments**
- We **defined** the telecom Managed Services business



Optimized global and local delivery

- **Multi-vendor and multi-technology**
- Industrialized Managed Services Delivery Platform - utilized by more than **20,000 users**

Optimized for cost and quality, scalable to allow for growth

IT EXPERIENCE, ASSETS AND SKILLS TO SUPPORT YOU



IT Managed Operation

Application Development & Maintenance

Application Test as a Service (TaaS)

Hosting/Cloud Services

1 billion users charged and billed by our solutions

600+ operators with OSS solutions from Ericsson



400+ million users on IT platforms managed by Ericsson

1,200+ OSS/BSS software developers

1 billion users served by our provisioning solutions

12,000+ consulting and Systems integration professionals

Continuous investments in OSS/BSS Capabilities



GLOBAL DELIVERY AND LOCAL RELATIONSHIPS



- Global Service Center
- Regional Delivery



Optimized delivery mix

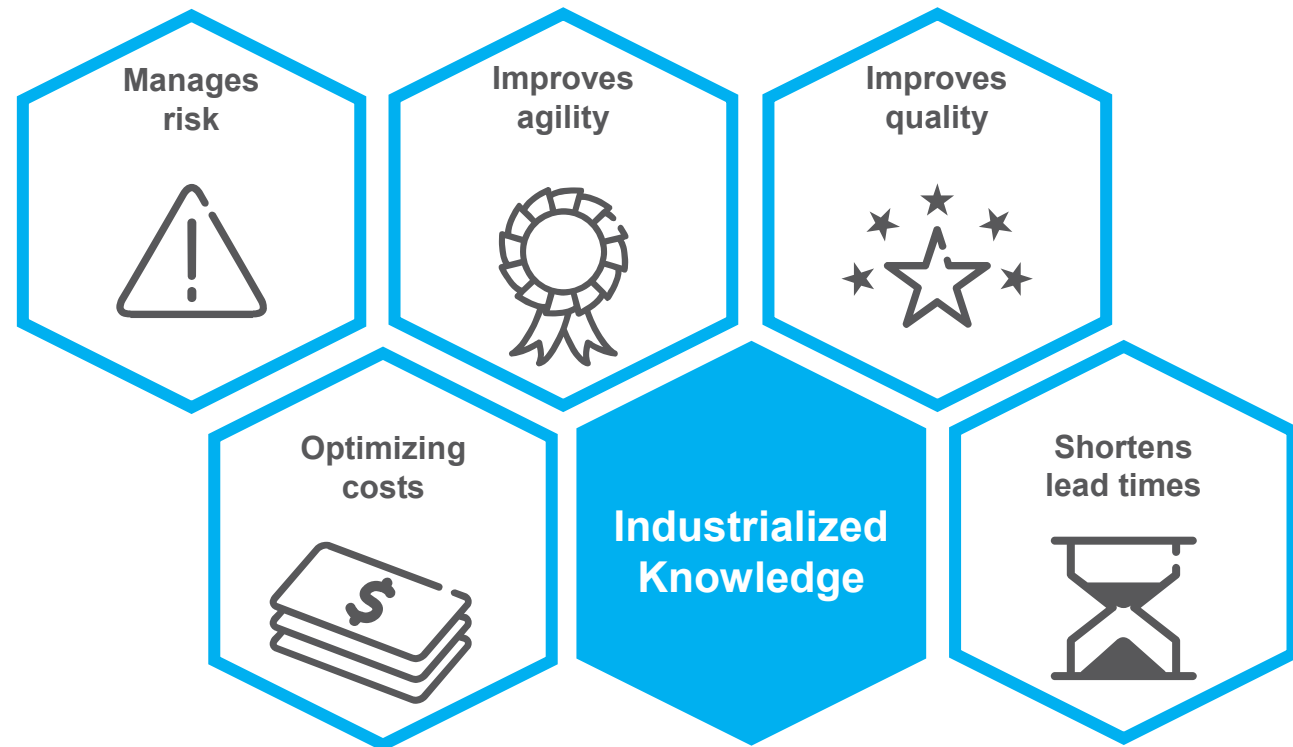
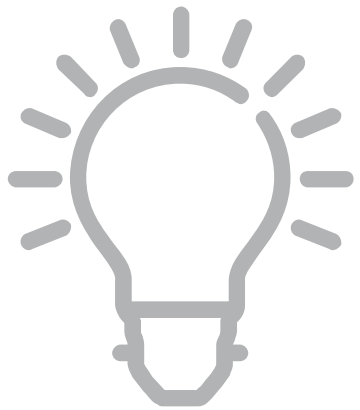


4 Global Service Centers, 10 Regional Centers, 180 countries

WE INVEST SO THAT OUR CUSTOMERS DON'T HAVE TO



1 billion USD invested in processes, methods and tools



A UNIQUE COMBINATION



People and Culture

Transition and Transformation
High motivation
Innovation
Business ethic

Processes and Tools

Managed Services Delivery Platform
Best in class tools

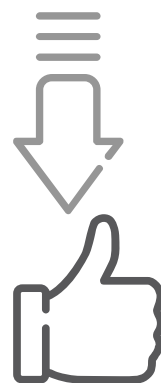


Scale and Strength

180 countries
Financial stability
100,000+ employees

Skills and Capabilities

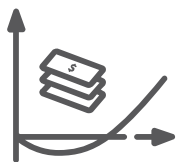
Network and IT
Multi-vendor
Technology & Services leadership



A PARTNER TO TRUST



Join Ericsson's Managed Service Club



We have strong financial stability which is key in long term engagements as managed services



We are a reliable and ethical partner which have been proven over and over in our engagements



We are committed to long term partnerships and industry innovation



ERICSSON