VALTER D'AVINO

HEAD OF MANAGED SERVICES

2011 CONTRACT HIGHLIGHTS

New technologies

- ›du Dubai
- ›Mediacorp Singapore
- ›Versatel Germany
- ›Clearwire USA
- ›SSTL India
- ›Datora Brazil
- ›Augere India
- ›Open Mobile Puerto Rico

Reinforcing Core

- ›Vodafone Italy
- ›Telefonica Brazil
- ›Bharti Airtel Africa
- ›Yoigo Spain
- ›Telenor, Sweden
- ›NBN, Australia
- ›Clearwire USA

New geographies

- ›DTAC Thailand
- ›Virgin Mobile France
- ›Slovak Telecom Slovakia
- ›E-Mobile Japan

47 Managed Services contracts signed in Q1, Q2 & Q3 2011 of which 20 extensions/expansions

IT'S ABOUT MORE THAN COST

DRIVING COST EFFICIENCIES

3rd Party Negotiations

Staff Optimization

Work Automation

Consolidation of Operations

Off Shoring

ENABLING BUSINESS UPLIFT

Improved quality and user experience

Competence need/shift

Time-to-market and differentiation

Technology migration

THE NEXT STEP

NEW BUSINESS MODELS

ERICSSON

MANAGED SERVICES PORTFOLIO
- SERVICE LINES

**Network
Managed services**

**IT
Managed services**

**Broadcast
Managed Services**

Network Sharing

GLOBAL DELIVERY AND LOCAL RELATIONSHIPS

⬡ Global Services Center

⬡ Regional Delivery

ROMANIA
Global Services Center
Global Network Operations Center

MEXICO
Global Services Center
Global Network Operations Center

CHINA
Global Services Center

INDIA
Global Services Center
Global Network Operations Center

- › **50,000+** Services professionals and **15,000** sourced resources
- › Supporting networks with **2 bn** subscribers
- › **850 mn** subscribers in managed networks
- › **1,200** major deployment projects yearly
- › **12,000** resources with Consulting & System Integration expertise; **1,300** projects yearly

4 Global Services Centers, 10 Regions, 180 countries

MANAGING PEOPLE IN CHANGE

More than 20,000 operator staff in-sourced to Ericsson

Some examples

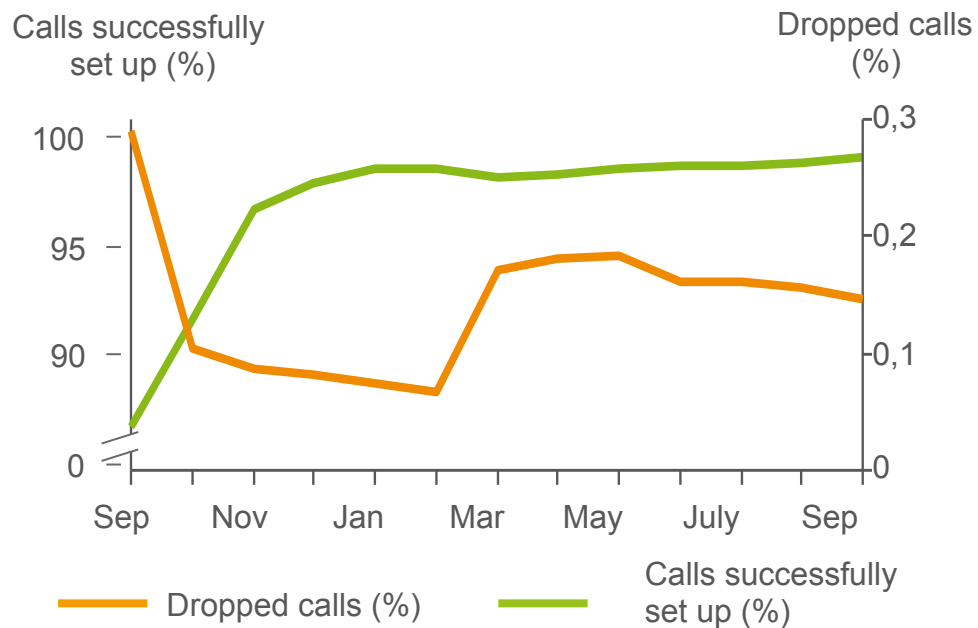|	
Vodafone Italy	300 people
Sprint USA	6,000 people
Slovak Telecom	100 people

Success measured by

› Acceptance rate:
Close to 100 percent

› Attrition first year of operation:
Close to zero percent

› Human Capital Index:
On or above industry average

Proven track record handling HR transformation

NETWORK QUALITY DRIVES CUSTOMER EXPERIENCE

Ensuring quality during network launch

Calls successfully set up (%)

Dropped calls (%)

— Dropped calls (%)   — Calls successfully set up (%)

Sprint executive credits Ericsson with company's ability to handle data traffic growth

Speaking at the PCIA 2011 Wireless Infrastructure Show in Dallas today, Sprint senior vice president of networks, Bob Azzi, told the crowd that the company was better equipped to respond to the network capacity demands of smartphone users and stay ahead of the growth curve because it had infrastructure giant Ericsson managing its network. "On my own, I would have had to find people and start a bunch of contracts," Azzi said. "Instead I had Ericsson's Managed Services Group as a supplemental workforce ... that allows us to leverage not just the 2,000 folks on Sprint's payroll but a 30,000 person team." *(Fiercewireless)*

Injecting best practice processes, tools and skills to
secure readiness in networks and organizations

ERICSSON