



ERICSSON

TASTE OF BARCELONA

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AGENDA



Mobile World Congress 2014 at a Glance

Key Industry Themes

The Ericsson Experience

Ericsson Launches at Mobile World Congress

MOBILE WORLD CONGRESS AT A GLANCE



4 exciting days to discover the latest innovations and trends in the industry

9 Keynotes with **30+** Speakers - CEOs and executives shared their insights

33+ sessions on the GSMA Conference agenda

98,000 square meters of exhibition space from a total of 240,000

A cutting-edge product and technology Exhibition featuring **1,800** exhibitors

More than 85,000 attendees from all over the world

YOUR GUIDE IN THE
NETWORKED
SOCIETY

YOUR GUIDE IN THE
NETWORKED
SOCIETY

NORTH
MEETING ROOMS

BISTR

WHAT'S NEXT?
Coordination Center of the Future

WHAT'S NEXT?

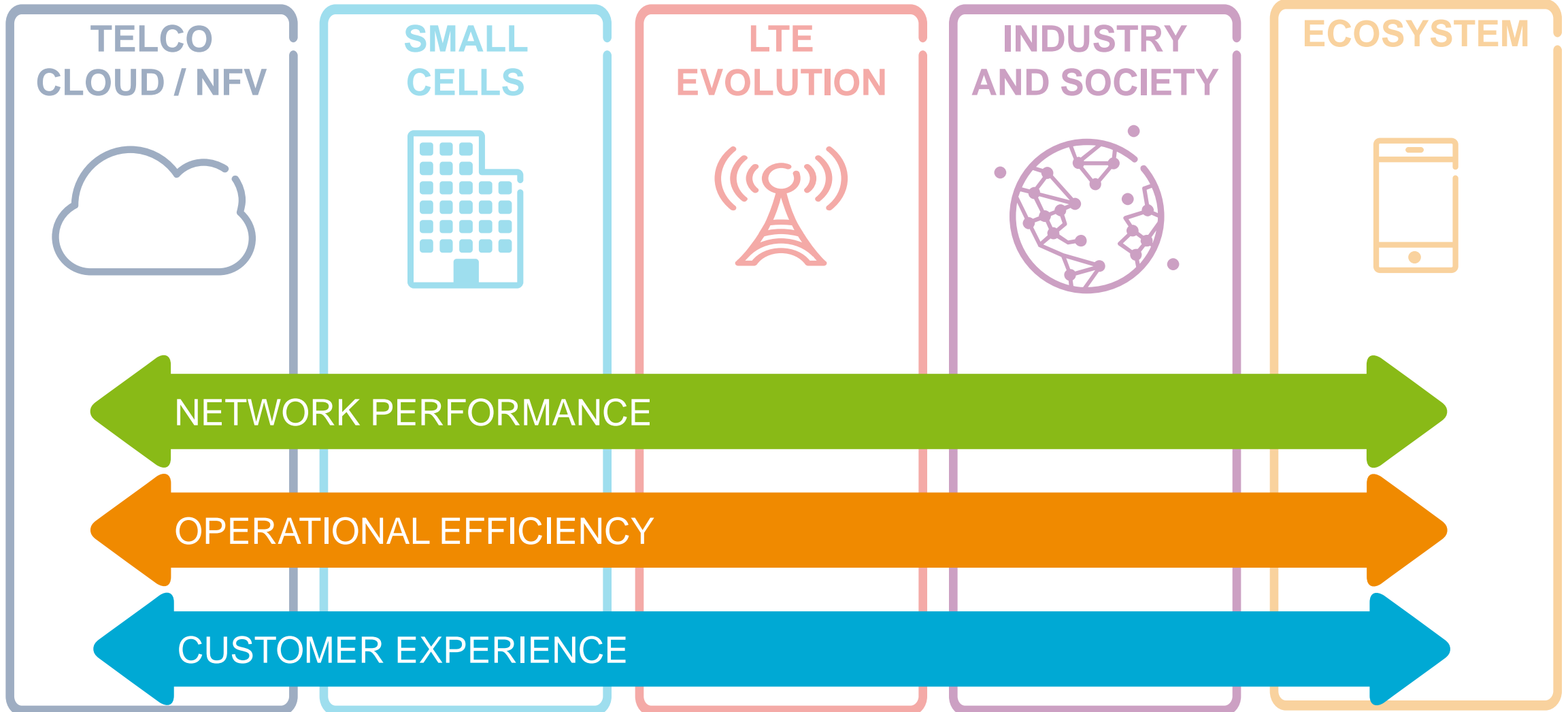
Real-Time Analytics

WHAT'S NEXT?

Real-Time Analytics

MWC 2014

KEY INDUSTRY THEMES



TELCO CLOUD AND NFV



- NFV: Virtual Evolved Packet Core (EPC)
- Telecom Cloud Transformation consulting services
- Telefonica and AT&T partner with Ericsson virtualize networks



- Whitepaper: The Real-Time Cloud



- China Mobile demonstrated VoLTE via virtualized network and virtualized evolved packet core solutions
- Vendor partnership with Intel to speed industry move to cloud.
- China Mobile trials a Cloud Edge Solution for Services Agility with NFV.

SMALL CELLS



RADIO
DOT
SYSTEM



Telstra, Vodafone, SoftBank, SingTel, Swisscom, MTN, Etisalat

SMALL CELL AS A SERVICE



- Enables increased network capacity in environments where large numbers of people gather and consume large amounts of data
- Seamlessly combines 3G/4G with carrier-grade Wi-Fi and allows for the monetization of dedicated media content, advertising and over-the-top services

ZERO SITE

UNIQUE ALLIANCE

Ericsson and Philips

UBIQUITY OF LIGHTING

X100 more light poles than telecom sites in the world

TRANSFORMATIONAL CHANGE

LED lighting

Network densification, difficulties to acquire sites,
enabler for network performance

SUPPORTING CITY NEEDS

Aesthetics, energy, process, connectivity & intelligence



THE EVOLUTION OF LTE

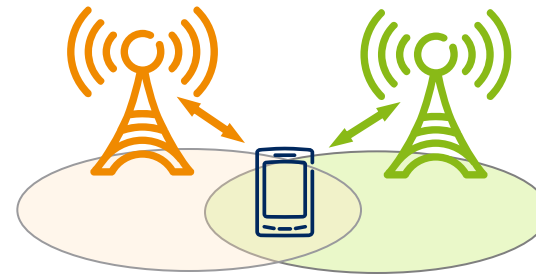


ERICSSON

Ericsson demonstrates LTE Advanced Carrier Aggregation achieving speeds of 450Mbps



- SingTel to deploy LTE Advanced, LTE Broadcast and VoLTE.
- Etisalat and Vodafone to trial LTE Broadcast



- KT, SKT demo carrier aggregation with TDD-FDD
- LG U+ also demonstrates carrier aggregation with 3 carriers.



5G

INDUSTRY AND SOCIETY



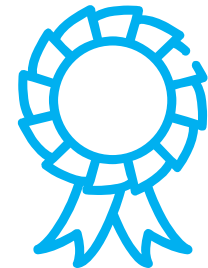
- › Ericsson and Facebook create Innovation Lab for Internet.org



- › Italgas implements a pioneering smart metering solution



- › Ericsson wins telecoms.com 2014 industry award for connecting the unconnected



- › Volvo Connected Car moves forward



ECOSYSTEM



Wearables

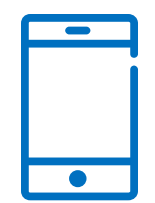
Gear Fit and Gear 2



SmartBand





Affordable Smartphones



Ecosystematic Partnerships

Spectrum



APT700
A TRULY GLOBAL LTE BAND

Starting in Asia, Ericsson has led the development and championed widespread acceptance of the APT700 band, creating a global LTE ecosystem opportunity, benefiting consumers and operators.

The superior propagation characteristics of digital dividend spectrum, made available through the re-farming and re-allocating of terrestrial broadcast TV spectrum, is gaining widespread attention and momentum across the world, specifically in Asia, Oceania and Latin America. This global band is already proving to be a key pillar in mobile operators' strategies to enhance both rural coverage and metro capacity, with first deployments expected already in 2014.

February 2014

NETWORK PERFORMANCE

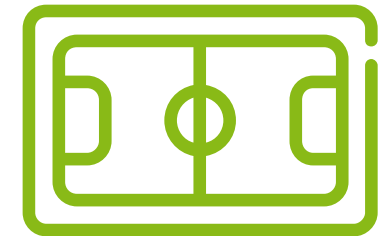


Project Spring:

Five years of improvements



Wi-Fi
integration



Solutions for
dense traffic
areas

OPERATIONAL EFFICIENCY



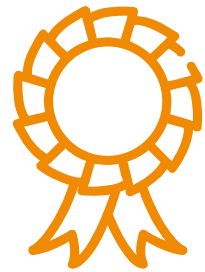
OSSii



Ericsson Network Manager



CUSTOMER EXPERIENCE



- Chunghwa Telecom boosts customer experience with real-time charging and policy control.
- TeliaSonera selects Ericsson for enhanced customer experience



- Top to bottom operations and maintenance(O&M) systems announced.
- “Elegant Connections, Possibilities Redefined”
- Solutions For Service Performance Management

ERICSSON



YOUR GUIDE IN THE
NETWORKED
SOCIETY

THE ERICSSON EXPERIENCE

YOUR GUIDE IN THE NETWORKED SOCIETY

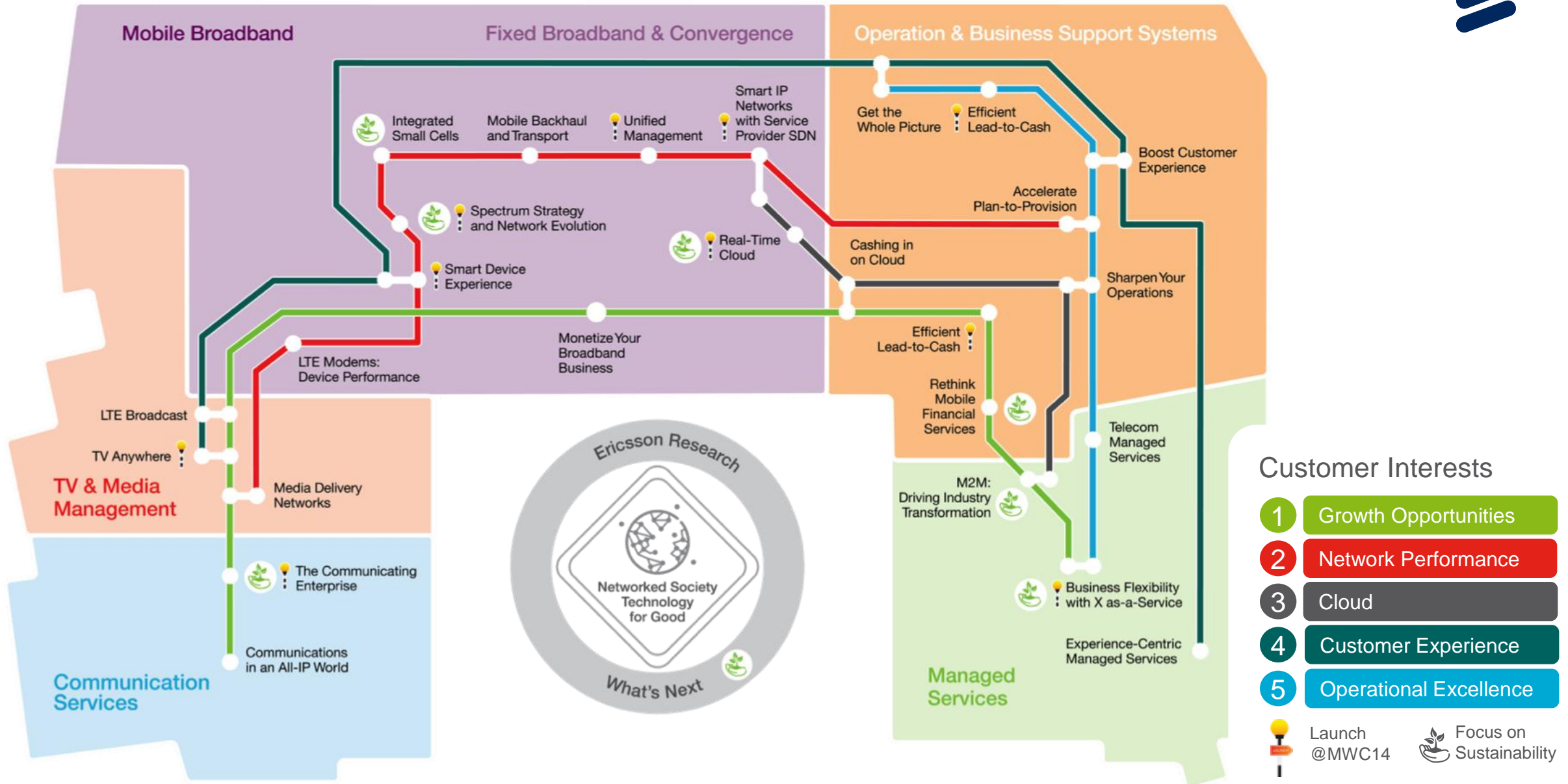
CEO KEYNOTE

☞☞ We are accelerating towards the Networked Society, and we see new business models already being realized in the music industry, healthcare, and transport. This is only the beginning, and change will never be this slow again. ☞☞

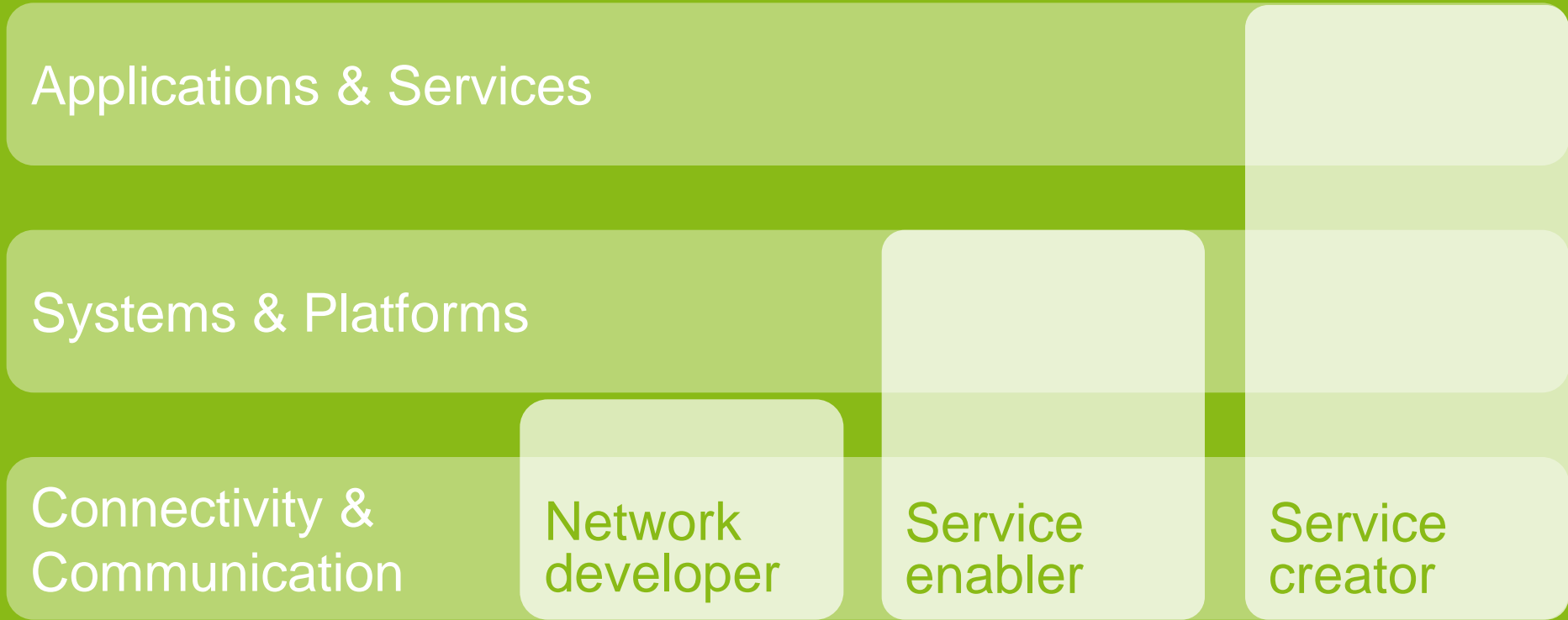


“We are only limited by our imagination”

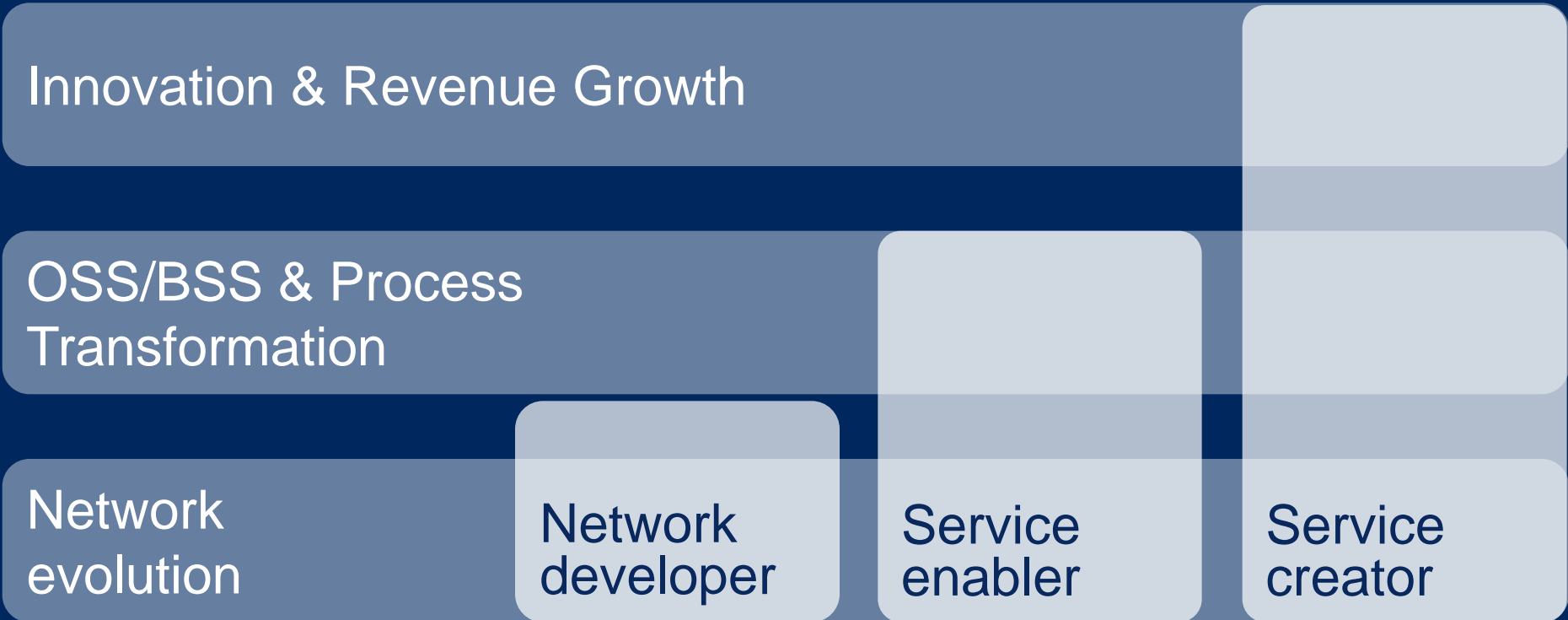
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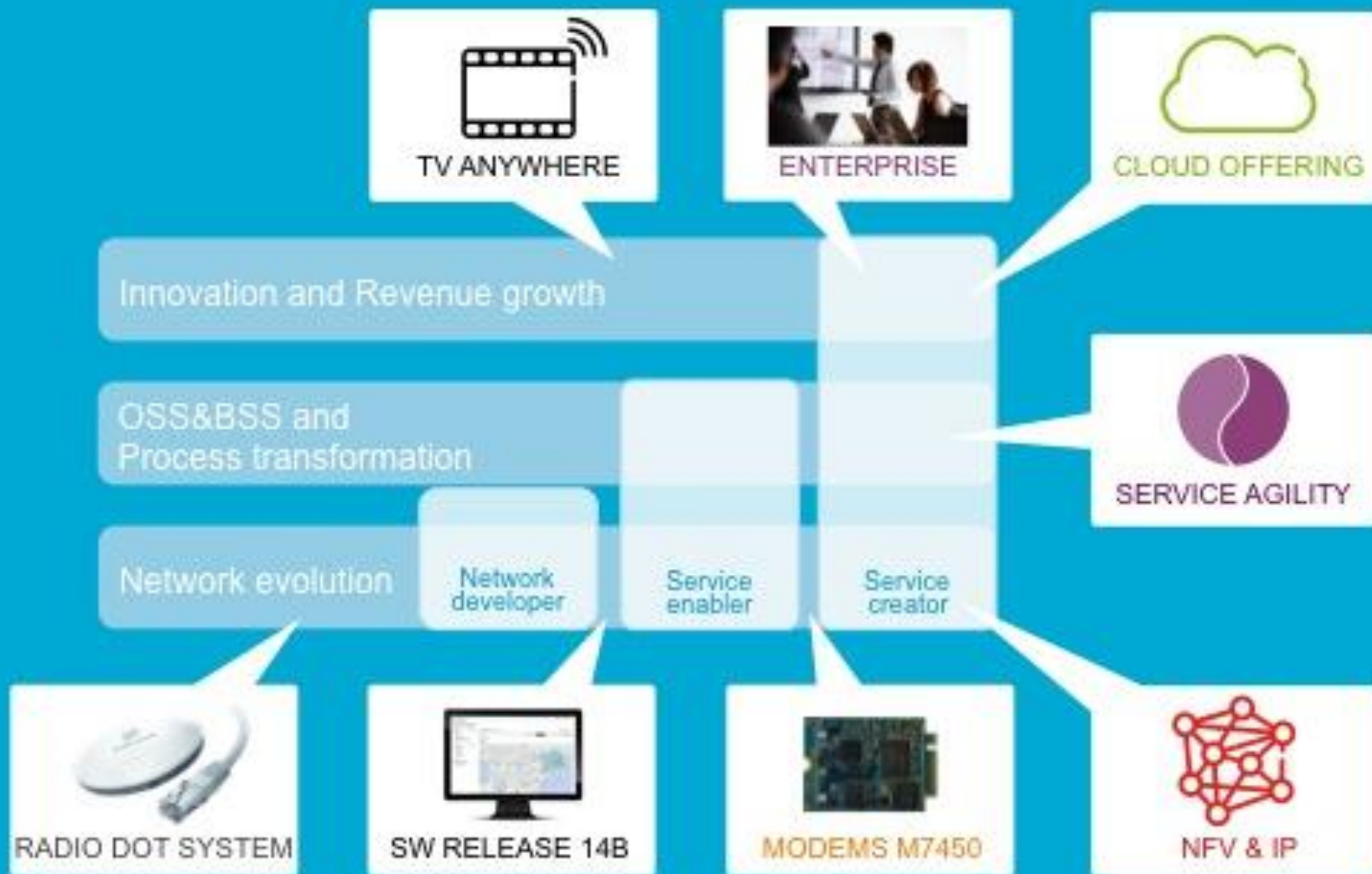
RE-THINKING ROLES



WHAT ERICSSON BRINGS



KEY LAUNCHES





[Small Cell as-a-Service](#)

[Service Agility](#)

[Future TV Anywhere](#)

[Network-wide Software Release](#)

[All-in-One Outdoor Enclosure](#)



[Ericsson Network Manager](#)

[Telecom Cloud Transformation](#)

[NFV and Virtual Evolved Packet Core](#)

[Mobile Unified Communications Platform](#)



[Videos](#)

SMALL CELL AS-A-SERVICE



Advanced connectivity services provided in ultra-dense environments. How to manage video centric traffic, present an attractive alternative to free Wi-Fi, enhance the end-user experience, and monetize dedicated content and advertising in ultra-dense environments.

Benefits:

- › Improve user experience - provide competitive access to apps / services
- › Achieve required densification - Neutral governance to secure coordination
- › Limit risks - off-loading technological, operational & financial risks





SERVICE AGILITY



Service management and service enablement capabilities to provide rapid, inexpensive innovation and collaborative development of new services supporting new business models.

Benefits:

- › Speed - Faster introduction and monetization of new services
- › Collaboration - Easy access for peers and partners for further innovation
- › Choice - Effortless personalization & control for superb user experience





FUTURE TV ANYWHERE



Revolutionizing Pay-TV with a fresh, dynamic, visually rich consumer experience that is intuitive and consistent across all screens, with significant cost and operational efficiencies.

Benefits:

- › Pay TV at Web speed
- › The best of TV and OTT experiences
- › Cloud-based TV-as-a-service enables efficiency and rapid innovation

For the consumer:

- › Unbound: Doesn't matter where you are or which screen is in front of you, your TV is there
- › Easily Discover and Enjoy: Always discover something that you enjoy watching - fast and easy
- › Immersive: Sit back and relax, or sit at the edge of your seat - you decide



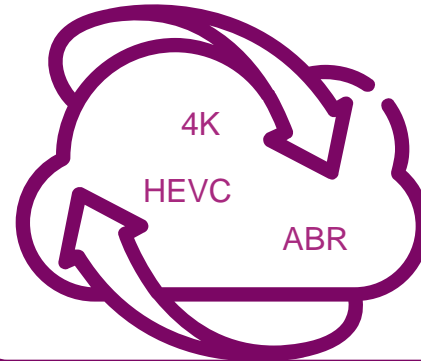
TV ANYWHERE



Breakthrough consumer TV experiences based on the #1 IPTV solution worldwide



Operator market share and ARPU growth



Video delivery innovation



Transformative, affordable, and flexible service models





NETWORKS SOFTWARE 14B



Network-wide software release enhancing performance and enabling operator growth. Includes new features to further boost app coverage in 3G and LTE as well as business and multimedia services for the enterprise segment. Voice is taken to the next level with enhancements in HD Voice and VoLTE.

Benefits:

- › Unleashes the full potential of every node in the network, enhancing its performance and enabling the operator to grow
- › Introduces new features that boost performance and address both cutting-edge and regular devices
- › Services offered to further personalize the user experience and capture the enterprise segment





ERICSSON NETWORK MANAGER



Create a network that adapts to a changing world. An innovative new Network Manager for network agility, better network performance & improved financials, fully scalable for the network needs of tomorrow.

Benefits:

- › A single management solution for all network technologies for mobility and IP
- › Full network management capabilities - to set up, run and assure the best network performance
- › Integrates comprehensive SON capability for network automation
- › Builds on Ericsson's new application ecosystem for ease of integration and lower TCO



MANAGEMENT WITHOUT BORDERS



PRODUCTIVITY
+
PERFORMANCE





TELECOM CLOUD TRANSFORMATION



A complete Consulting and Systems Integration partnership covering all aspects of the transformation to a virtualized environment - which needs to be managed closely to realize the benefits of faster TTM, reduced OPEX and lowest total cost of ownership.

Benefits:

- › Unique proposition with capabilities across Consulting & Systems Integrations domains
- › Unique ability to take a multi-year End-to-End responsibility with Ericsson extensive multi-vendor verification and migration expertise combined with external partnerships
- › Technology insights in Telecoms SDN & virtualization
- › Professional services leadership combined with ICT and Data Center experience



OPERATOR CHANGE DRIVERS



Innovation

“Providing cloud services to enterprise”



Speed

“Bring products to market much quicker”



Efficiency

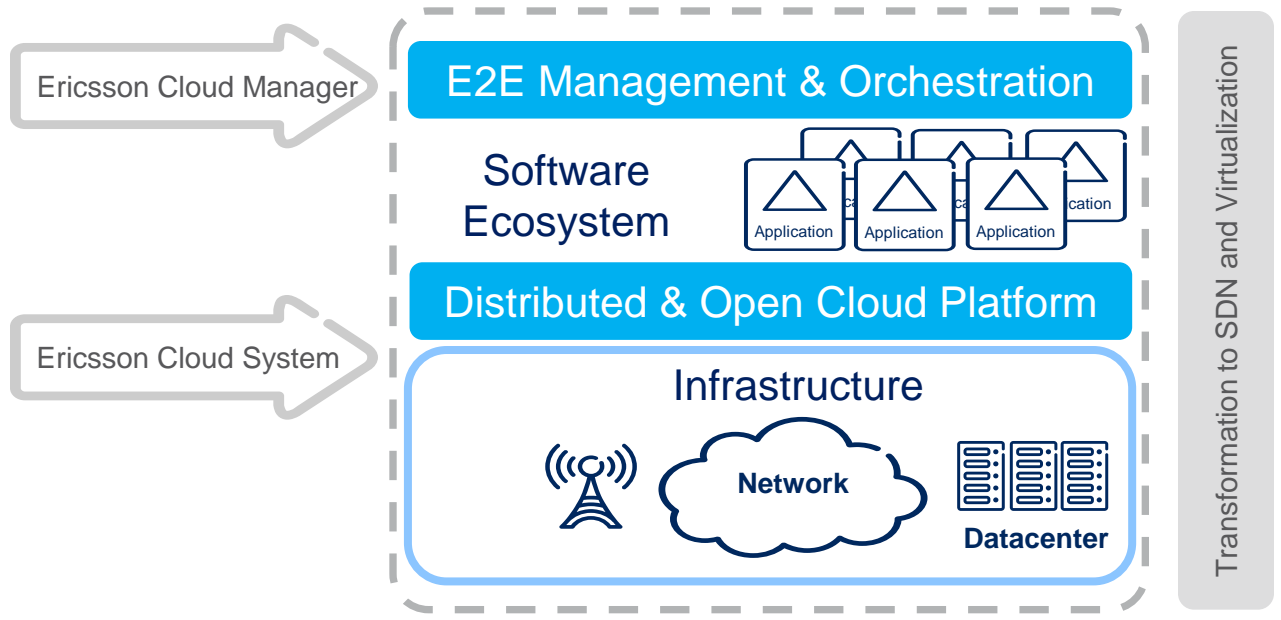
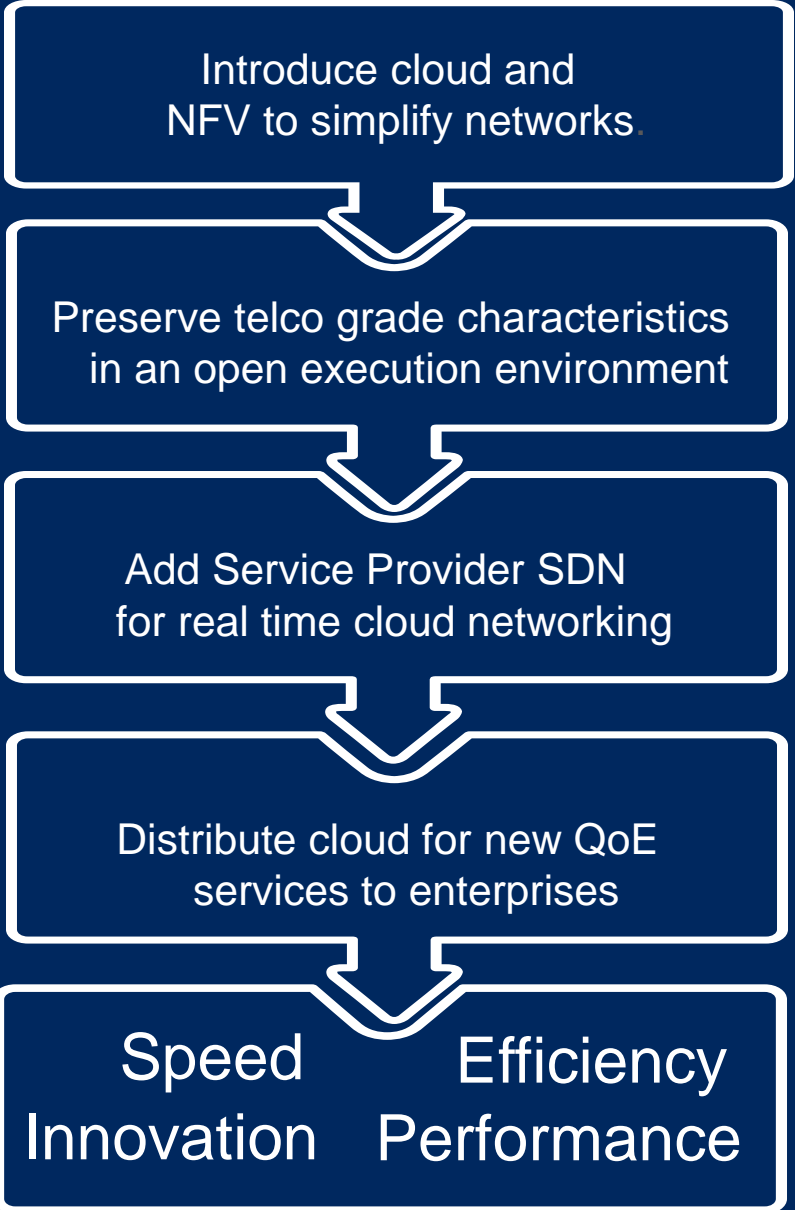
“Radically simplified network”



Superior Performance

“The largest differentiation is performance”

REAL TIME CLOUD



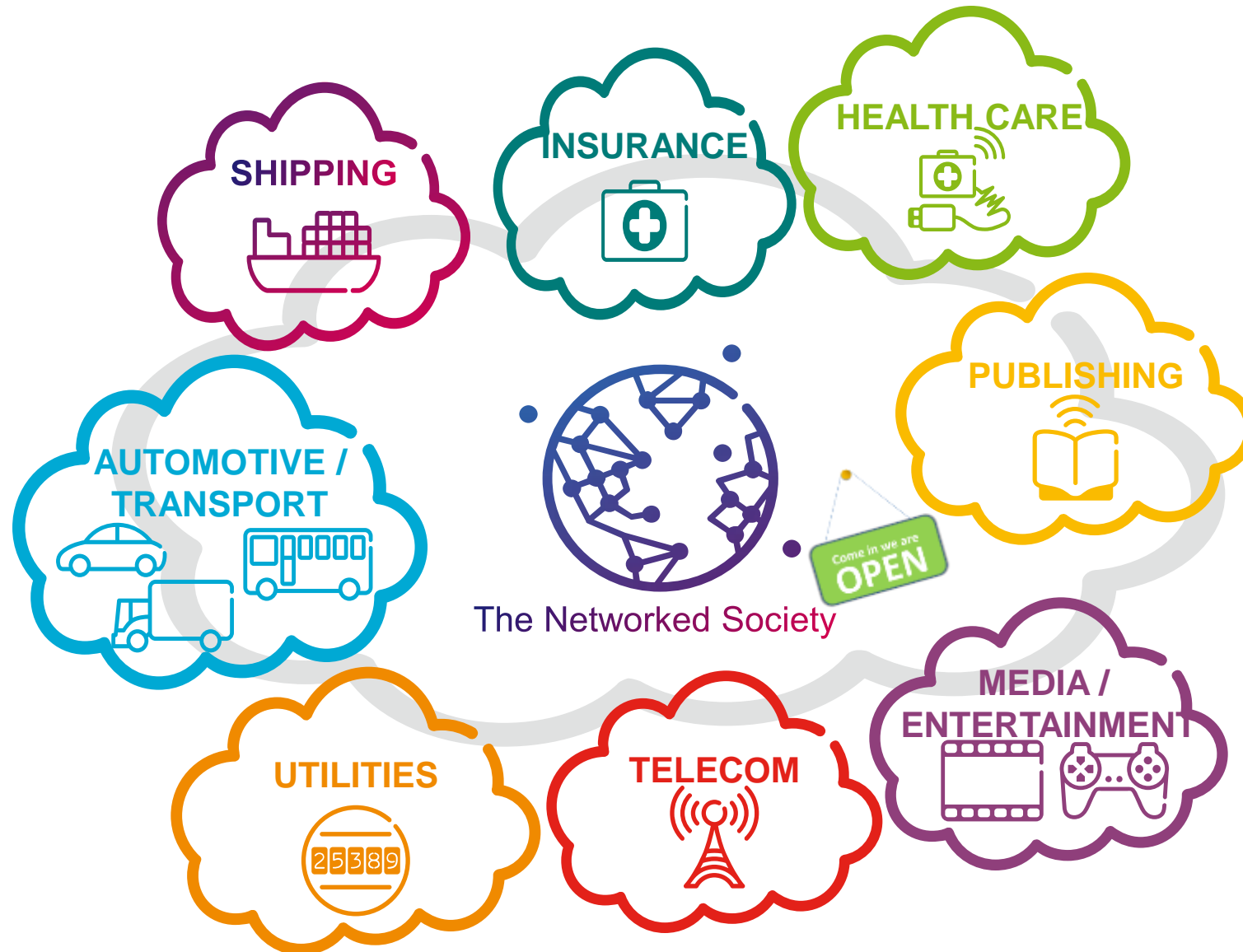
Proof points

- Ericsson Cloud System
- Distributed Cloud For Enterprise



- NFV
- Transformation to SDN and Virtualization

CASHING-IN ON CLOUD





NFV AND VIRTUAL EVOLVED PACKET CORE



Ericsson is industrializing NFV for improved deployment flexibility, scalability and operational efficiency. Now launching virtual Evolved Packet Core with full feature compatibility across native and virtualized applications. It enables new operator opportunities and is based on an open telecom-grade execution environment.

Benefits:

- › Deployment flexibility with short Time to Market
- › New business opportunities
- › Full feature evolution



MOBILIZING THE ENTERPRISE



Empowering mobile and converged operators to deliver integrated cloud, connectivity and communications as-a-service to their enterprise customers. Ericsson's new mobile unified communications platform leverages the mobile operator's network to support Enterprise-class business telephony services, contextual communications, conferencing and collaboration.

Benefits:

- › Leverages the investment in IMS infrastructure for new market/revenue opportunities
- › Operators become a one-stop-shop for UCaaS
- › Addresses key Enterprise CIO pain points of integration and consolidation





ALL-IN-ONE OUTDOOR ENCLOSURE



The All-in-One Outdoor Enclosure encapsulates multi-standard radio, transmission, power and cooling equipment. The modular system minimizes footprint, installation time and cost, and can be upgraded to fit specific site needs, using tailor-made configurations.

Benefits:

- › Multi-purpose: Supports any multi-standard and multi-band radio, transmission or power configuration, in the same enclosure when configured as an RBS
- › Double capacity: Twice the radio capacity on the same footprint and an increase of baseband capacity
- › Full Flexibility: The All-in-One Outdoor Enclosure has been designed to be flexible and support any expansion or hybrid solution.



WATCH: SOME ERICSSON LAUNCHES AND INITIATIVES





SEE YOU @ MWC 2015
MARCH 2-5



ERICSSON