

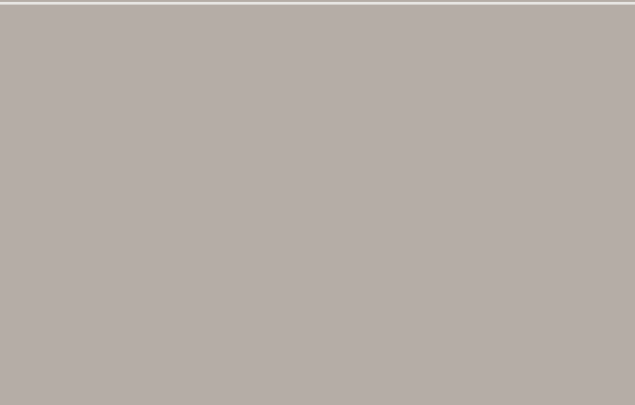
ERICSSON ONE PHONE CONCEPT

The advantage of mobilized communications



“Is there a way for my enterprise to reduce the overall total cost of ownership for our communications systems and at the same time increase our customer satisfaction and competitiveness?”

Yes there is. It is a communications concept from Ericsson that makes your business processes more effective, empowers your enterprise’s employees and, on the bottom line, reduces your total cost of ownership by up to 40%.



DISCOVER
THE ERICSSON
ONE PHONE
CONCEPT.

Are your communications costs under control?

An appreciable number of enterprises have mobile workers and promote the concept of mobile working for increased efficiency and enhanced customer service. Today, the concept of mobility is as entrenched in the enterprise as the mobile phone is accepted as standard office equipment along with a desk and a PC. The mobility “trend” is no longer a trend!

However, this gives rise to an issue of increasing concern for financial administrators: 95% of mobile workers switch between two phones – fixed and mobile. Employees are also often inclined to rely on their mobile phones even while at their desks, very often permanently diverting their fixed phones to their mobile phones for the sake of convenience. And this of course, can cause telephony costs to skyrocket and get completely out of control.

Moreover, several telephone numbers also makes it doubly cumbersome for clients, business partners, and colleagues to contact a particular employee. Not only can customer service suffer, but maintenance and mobile traffic costs can rise drastically.

Mergers and acquisitions is another fact of life in the corporate world that effects communications costs negatively. With new add-ons to the corporate structures, the communicational footprint of many enterprises has been fragmented, resulting in mixed vendor solutions, and several suppliers and service contractors. In the end, communications costs are hard to predict and more complicated to control.

Fortunately, the Ericsson One Phone Concept addresses all of these issues.



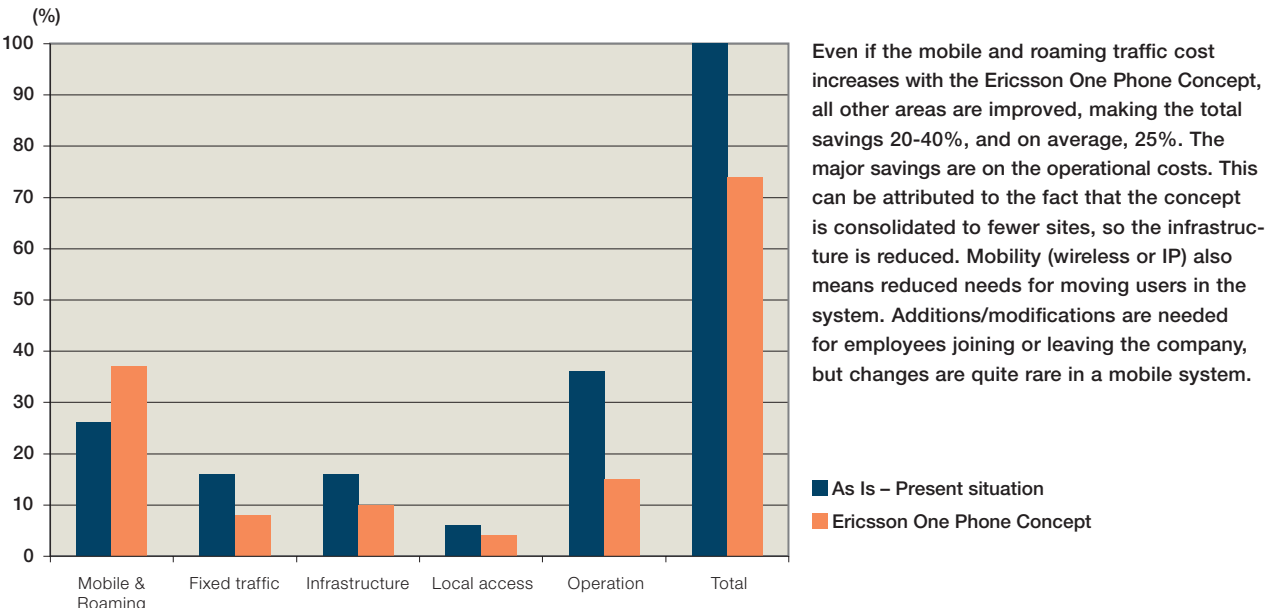
No matter where you are, with one phone, you're in business.

We call it the Ericsson One Phone Concept. It is actually as simple as it sounds. Each employee will have one phone that can utilize all the functionality in your corporate communications system as an integrated part of the shared, consolidated IP communications infrastructure. It could be a mobile phone, a PC client, or a fixed phone. It can handle voice only, or a number of voice and data applications. Every phone is tailored to each employee's specific needs.

The proven benefits are improved employee efficiency, enhanced customer satisfaction, and, above all, significantly reduced total cost of ownership. Our case studies show that enterprises save up to 40% on their costs for communications. This is illustrated in the graph on this page.

The Ericsson One Phone Concept can be realized on any communications platform, Ericsson or non-Ericsson. Consequently, every enterprise can equip each employee with a personalized solution and at the same time improve results, both in terms of daily operations and on the balance sheet. The Ericsson One Phone Concept leads the way toward the future of corporate communications.

COMMON IMPACT ON THE TOTAL COST OF OWNERSHIP FOR AN ENTERPRISE WITH >300 EMPLOYEES AND 20% MOBILE PHONES.



MOVING UP TO A HIGHER LEVEL OF SERVICE AND EFFICIENCY

The Ericsson One Phone Concept embodies fixed-mobile convergence for both voice and data services, which enables fixed and mobile phones to seamlessly integrate into the corporate communications and IT systems. For an enterprise, this provides an excellent means of stepping up customer service while fully capitalizing on the power of mobility for enhanced employee efficiency. Regardless of location, users can have full access to business-class telephony services like conferencing, automatic call backs, call transfer, hunt groups, and attendant services, as well as data services such as mobile e-mail, contacts, and calendar updates.

In addition to professional mobile telephony services through the Mobile Extension, the Ericsson One Phone Concept also offers a range of value-added services in order to heighten employee efficiency. These services include:

- Unified messaging services, which make it possible for employees to listen to e-mails, faxes or voice mails via their phone or PC.
- Voice assistant services that enable voice dialing directly from the central corporate directory, instead of utilizing the services of switchboard operators when contacting colleagues.
- Mobile push e-mail and calendar services.

TAILOR-MADE COMMUNICATIONS SOLUTIONS TO EVERY EMPLOYEE'S SPECIFIC NEEDS

Today, mobile communications is a strategic corporate tool for enabling competitive edge customer service and achieving lean and streamlined business processes.

All employees have individual needs and behavior. Communications solutions must be intuitive, simple to use, and adaptable to the user's needs. Being mobile releases a great deal of user stress and reduces the sense of not being in control, since the user can be updated on the spot and access needed information. Usability and simplicity are key words.

The Ericsson One Phone Concept is built around real and dynamic employee needs so that enterprises actually move up to new heights of achievement.

BENEFITS FOR THE ENTIRE ORGANIZATION

Enterprises are able to drastically reduce total cost of ownership. Operational expenses are reduced through the elimination of multiple terminal subscriptions per employee. Moreover, enterprises are able to make substantial reductions in moves and changes, since employees can relocate within enterprise premises, and across boundaries, without incurring costs. The same high level of service, security and telephony support that fixed line users have long been accustomed to can be offered to the enterprise's mobile users. All the while one class of service settings ensures control over costs and usage.

Employees are equipped with one phone that has been tailored to their specific needs, which can be based on fixed IP, local, or wide area mobile. The user only needs this one phone, incorporated with corporate telephony services (like the possibilities of setting up conference calls from home, and dial call-back from a mobile phone where they wait for a return call when they cannot get through), unified messaging, mobile e-mail and calendars.

These features not only improve productivity but also enhance customer service, which is also effected by the fact that the users have one single phone number, allowing clients, business partners and suppliers easier, faster access. Perhaps most importantly, the corporate infrastructure ensures that the person calling receives a high service level, like access to alternative resources via attendant services or a well maintained voice mailbox.

System administrators need only maintain one consolidated system. This one system employs advanced IT technology to support all employees, regardless of where they are located. Moreover, consolidated infrastructure together with voice mail and messaging systems help achieve lower costs and easier usage.

With the Ericsson One Phone Concept you can finally get a grip on all of your communications costs, and offer the same level of service and security to mobile users as you do for your fixed line users today.

Here are some examples of how the Ericsson One Phone Concept can be implemented to fit individual needs:

Employee A is an on-campus employee, who rarely works in the field. He or she is equipped with a fixed or mobile phone, depending on his/her needs for in-house mobility.

Employee B spends more than a day a week outside the office. He or she uses a mobile phone complemented by a client phone for a laptop, and is able to work from e.g. home, a hotel or airport lounges.

Employee C is part of the local management team and needs to be available regardless of time and location. He or she uses a smart phone with all telephony and additional mobility functions such as push e-mail and calendar updates.

Behind all the benefits is a shared IP infrastructure

The starting point and backbone of the Ericsson One Phone Concept is the enterprise's shared IP infrastructure – with the addition of one telephony control server for mobile and fixed telephony. All traditional telephony applications can be centralized and shared as a common resource in the network.

All different types of devices interwork over the network. All users can utilize the same services and telephony features, regardless of place and device.

Network resources are placed where they are needed, and can be centralized or distributed depending on the desired network topology. Additional voice and data applications can easily be added to further support the mobile users.

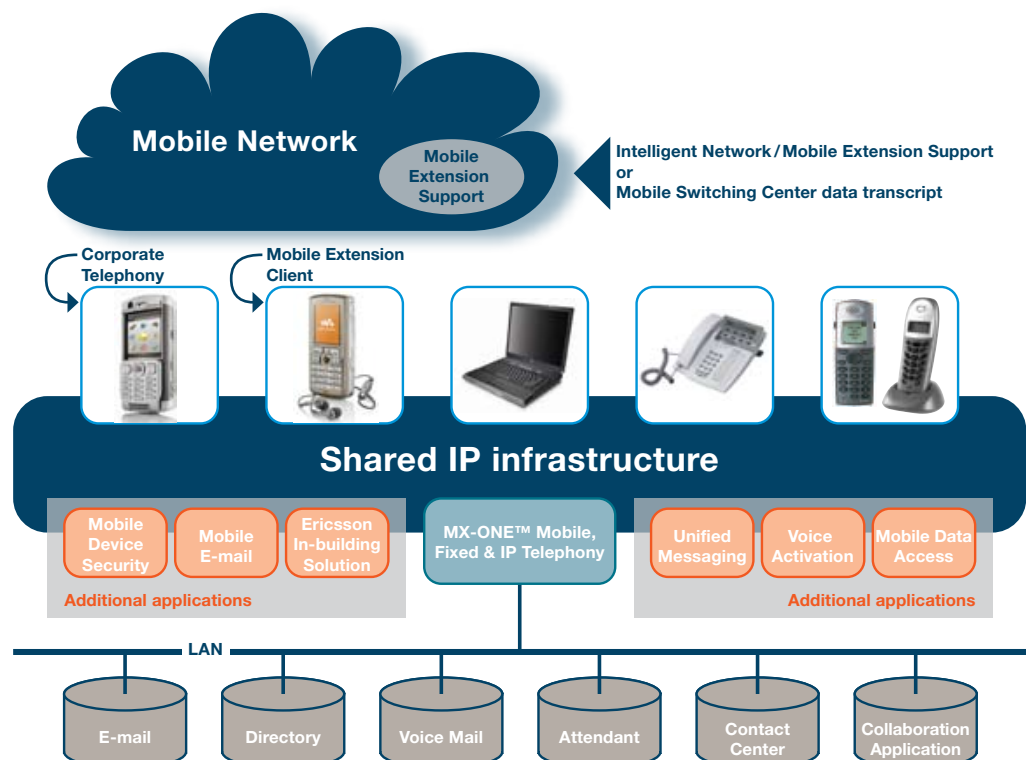
TECHNOLOGY FOR EVERY ENTERPRISE TO USE.

The technology used is very much dependent on the enterprise's present situation. But regardless of whether you are using an Ericsson communications platform or not, you are able to capitalize on all the advantages of the Ericsson One Phone concept.

If you are already using the Ericsson MX-ONE™, or another Ericsson voice platform, you are able to incorporate the features of the Ericsson One Phone Concept via software licenses.

If you are currently using a non-Ericsson platform, the Ericsson Mobility Gateway solution is your choice. The Ericsson Mobility Gateway is a server-based IP system on the Linux real-time operating system, delivering the Ericsson One Phone value and functionality to your enterprise.

“All traditional telephony applications can be centralized and shared as a common resource in the network”



ARE YOU CAPITALIZING ON THE RIGHT COMMUNICATIONS STRATEGY?

The road to a full-fledged Ericsson One Phone Concept begins with a communication value analysis of the present situation (analysing, for example, network distribution, devices per user, service level agreements, etc.). The results of the analysis make it possible to develop and implement a communications strategy that realizes the full potential of your enterprise. And that taps into the full capabilities of your employees by catering to their unique requirements.

This is where Ericsson leads the way, with our profound knowledge of enterprises and our leadership in voice and mobility solutions. We have the competence to build customized mobility business processes that enable enterprises to control their communications costs, improve internal efficiency and strengthen customer satisfaction. We start by ensuring that the local and wide area communications situation is optimized for both fixed and mobile voice and data communication. This serves as a baseline for the enterprise's existing and future communications needs. And we remain focused on ensuring that each and every employee needs are met and fully supported in order to be an integral part of the enterprise's communications processes.

This is what we offer you: Sophisticated new mobile technology, packaged in one phone with one number for each employee based on one consolidated network or in other words: The advantage of mobilized communications.

OUR OWN USE OF THE CONCEPT GAVE US TOTAL CONTROL OF COSTS

We are able to stand 100% behind the Ericsson One Phone Concept because we created the concept out of our own need to cut operating costs while maintaining efficiency and quality customer service.

When Ericsson in Sweden re-organized and downsized operations, it was the Ericsson One Phone Concept that we relied on to help us control all our communications costs.

Initial analysis showed that Ericsson employees in Sweden used, on average, 2.5 phones per person. The Ericsson One Phone Concept enabled us to reduce this number to 1.2 phones per person.

The results speak for themselves—we reduced operating costs per employee by 28%. We were also able to introduce new services to all employees, such as mobile e-mail, voice dialing, and unified messaging. These services enable us to increase our internal efficiency, availability, and responsiveness to colleagues, business partners, suppliers, and customers.

“The results speak for themselves: we reduced operating costs per employee by 28%”



WHAT MAKES THE ERICSSON ONE PHONE CONCEPT OUTSTANDING?

The fact that it is a concept for telephony and communications applications that offers unbeatable simplicity, convenience, and flexibility – independent of user device, system platform, and the operator used.

ALL IN ALL, THE ERICSSON ONE PHONE CONCEPT STANDS FOR:

REDUCTION OF THE TOTAL COST OF OWNERSHIP

- Consolidation of network and applications to fewer sites and fewer devices.

SIMPLICITY

- One phone, one subscription, one number, one voice mail, one phonebook and one bill per employee, based on one consolidated network.

PREDICTABILITY

- Of communications costs.

BETTER CONTROL

- Of costs, usage and security.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

