This is Multimedia

Content

Devices

Applications

Management & monetization

Access & distribution

Fragmented, broad and fast changing industry
Enterprise Applications

- Evolve VPN business
- Address the emerging Unified Communications market
- SW based business models

Significant growth in the service provider enterprise market
Enterprise Application

Introduction

Service Provider / Operator

SoHo / SME
Focus is on outsourcing...
Communication as a services

M & L Enterprises
Focus is on Integration...
Enterprise communication services with Network services
Enterprise Application Portfolio

Focus is on outsourcing...
Communication as a services

Focus is on Integration...
Enterprise communication services with Network services
New communication patterns are entering the enterprise — web 2.0 becoming a business tool

- Communication policy
- Process driven
- Support services

"Digital native" driven communication

- Individual / Common interests
- Goal oriented
- Team oriented
- Independent of time and location
Operators situation today

Strategic alternatives

Defensive and/or Aggressive

- **Maintain and/or increase margins (TCO) Drives Competetiveness today**
- **Defend price level with added features**
- **Increase share of Enterprise wallet (packeting) Drives Enterprise loyalty and ARPE**
- **Increase value (spending/new features) Drives Revenues and Enterprise loyalty**

Commodity services:
- 20-40 % of revenues from The Enterprise segment
- Mainly voice and broadband traffic minutes and network connectivity
- High exposure to price erosion & churn

Operators situation today:
- Maintaining Revenues and loyalty today

Drivers:
- Competetiveness today
- Maintaining Revenues and loyalty today
- Enterprise loyalty and ARPE
- Revenues and Enterprise loyalty
Operators situation today

Ericsson Value Proposition

- Maintain and/or increase margins
- Defend price level with added features
- Increase share of Enterprise wallet
- Increase value (spending)

Drives Competitiveness today

Maintaining Revenues and loyalty today

Drives Enterprise loyalty and ARPE

Drives Revenues and Enterprise loyalty
Ericsson Business Communication Suite

The new style in enterprise communication
Communication efficiency for enterprise

- Community approach in enterprise communication
  - Instant
  - Choice of media
  - Collaboration
  - Anywhere, anytime
  - Control
  - Get a grip on your life

- Convenience

- Multimedia, multiple devices, one client
Business Communication Suite

Increased efficiency and convenience for business users

Network based mobilizing unified communication, anywhere, anytime

One client for mobile phones and PC
The world in your pocket
A richer experience

- Availability
  “Being busy just got another meaning”

- Negotiation
  “Usefulness to the area between “yes” and “no”

- Instant choice of media
  “Let me show you…”

- Anywhere
Unified Business Communication Suite
The new style in enterprise communication
Operator benefits

- Attractive offering to strengthen brand
  - Intuitive multimedia community tool for efficiency offering to enterprise segment

- Increased revenue
  - Rich user experience generates additional traffic
  - Capturing both business and personal traffic
  - New subscription fees for mobilized Unified Communication experience

- Low risk
  - Fully compliant with IMS and ICP standards
  - Re-use of common IMS service enablers
  - Compliant to RCS standard
Efficiency!
End user benefits

- **In full control**
  - Change communication experience from intrusive to adaptable to personal preferences
  - Possibility to negotiate around call acceptance

- **No more wasted time and frustration**
  - Online information on how and when to best communicate with your contacts

- **Easy of use**
  - Intuitive user interface
  - The same interface on mobile phone and PC

- **Be part of the largest community on earth**
  - IMS network based messaging and presence & group management
BCS Mobility
IMS functionality on circuit switched mobile calls

- Integration of mobile terminals in an IMS application environment
- Benefits:
  - Faster commercial uptake of IMS applications
  - Allows for FMC subscriptions covering multiple terminal types (parallel alerting)
  - No special requirements on mobile terminal
Ericsson RCS

A community based communication experience embedded in the phone for the Consumer.
Communication Suites emerge

Internet Players

Traditional Operators

Yahoo!

Google Talk (BETA)

Skype

Windows Live Messenger

Orange Messenger by Windows Live

Verizon Windows Live Messenger

SoftBank
Why RCS?

- Presence
- Service Capability
- Multimedia Messaging
- Image Share
- File Transfer
- Video Share

RCS for Interoperability
Rich Communication Suite

Rich Address Book
- Presence + Service Capability
- "Favorite friends" view
- Full network backup available

IM & File Share
- Conversation view for chat
- Chat history storage on phone
- Integrated File transfers

Instant Update Feed
- "Freetext" and Picture
- Presence Subscription
- Friend status and events

Integral part of original phone interface

IM, Share – Community behavior

Choice of mass market terminal range
Strong RCS Momentum

- RCS IOT attracted huge attention at 3GSM in Barcelona 2008
- RCS initiative now moved into GSMA.
- "Almost half of the operators have indicated that they will introduce the Rich Communication Suite (RCS)." ¹
- Nokia, SEMC, Samsung, LG plan for commercial RCS support mid 2009.

¹ TNO Report, June 2008
Ericsson RCS & BCS Objectives

RCS – Consumers

- Enrich your personal communication
- Share everyday experience with close friends and family
- Extend your personal communication sphere "Showing who I am – Showing that I belong"
- Build on the success of SMS and Voice

BCS - Enterprise

- Increase personal efficiency and improve competitiveness
- Integrated with Office and Business applications
- Secure and Controlled way of communication within and between enterprises
- Supporting many enterprise roles
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