

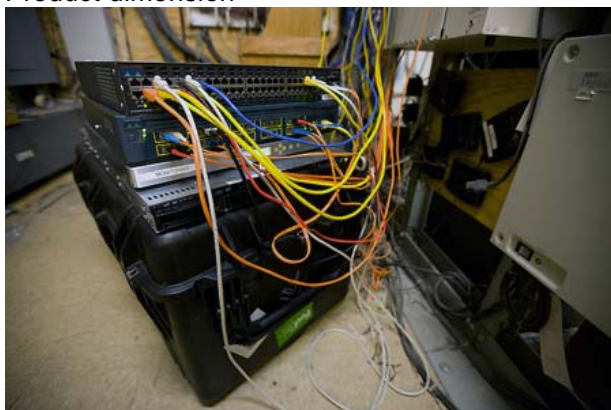
Ericsson Managed Services for Enterprise



Hybrid Offering	
Brief description	Through partnership with the customers, Ericsson takes over the establishment, operation, and management of all network and service operation activities.
Hybrid offering's industry	Telecommunications
Company details	
Telefonaktiebolaget LM Ericsson www.ericsson.com	Stockholm-based Ericsson is a world-leading provider of telecommunications equipment and related services. Over 1,000 networks in more than 175 countries utilise Ericsson network equipment and 40 percent of all mobile calls are made through Ericsson systems.
Company's industry	Telecommunications
Country of origin	Sweden
Dimensions	
Product dimension	The Managed Services offering for enterprises consists of establishing, operating and managing the day-to-day operations of a customer's communication solution for an efficient network build-out and optimum capacity and coverage.
Service dimension	The offering also includes Managed Operations which aims to reduce customer's total cost of ownership of the network. Ericsson takes full responsibility of all network and service operation activities, on behalf of the customer. The partnership between Ericsson and the customer is defined through a service level agreement and measured by key performance indicators.
Other links	http://www.ericsson.com/solutions/page.asp?ArticleId=A8FFE8F6-E805-4630-8F91-90F82B78A09C
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	B2B
Revenue model	

Images

Product dimension



Service Dimension