VAR – Horizontal sales

Device Management

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1. Have you or someone you know changed the phone and found your data is not working anymore?

   How did you get help?

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1. Google knows your web browsing history

   Do you expect that your CSP atleast knows what handset you are using?

   How would you feel if you buy the latest phone that can works on LTE, but you had to struggle to get LTE working on your phone – who would you blame?

Challenges in today's MNO driven market

A device failure is often attributed to a network issue

Surging demand for smartphones and tablets generated a rising tide of MBB traffic

Increased diversity in device portfolio

Addressing the Challenges

- Providing intelligent tools for MNOs to drive traffic on the right network in real-time help optimize capacity

- Using automated and adaptive problem solving & prevention mechanisms to increase network efficiency

- Care tools supplying sufficient information for ticket resolution improve customer relationships and reduce ticket resolution times

Mobile networks and services need to adhere to device capabilities

Difficulty in understanding devices and gaining control over them

Devices became a crucial touch-point between MNOs and their end-users

66% of users give up trying a service after one or two attempts

Device sales channels are often not managed by MNOs

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SADM Solution competitive advantage

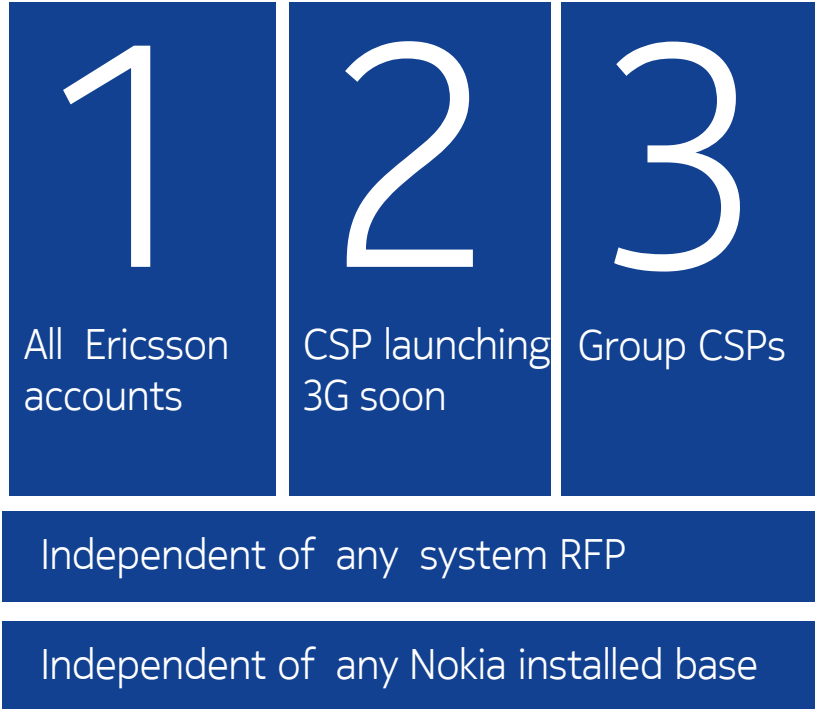**Contribute to best mobile broadband experience through**

1. Automated device detection & proactive management of device settings

2. Device management for care

3. Scalable, flexible, customizable architecture to fit any network topology

Average ROI below one year

Build device aware networks using best-in-class device knowhow

1. Helps operators understand device capabilities of more than 60,000 device types

2. Integrates real-time device knowhow into network business decisions

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When & where to prospect

1	2	3
All Ericsson accounts	CSP launching 3G soon	Group CSPs

Independent of any system RFP

Independent of any Nokia installed base

1. When you are quite sure CSP will not insist on contracting directly with Nokia

2. You are willing to invest atleast 1 engineer on-site for O&M

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