

*Transforming internal knowledge
into external marketing*

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Ericsson





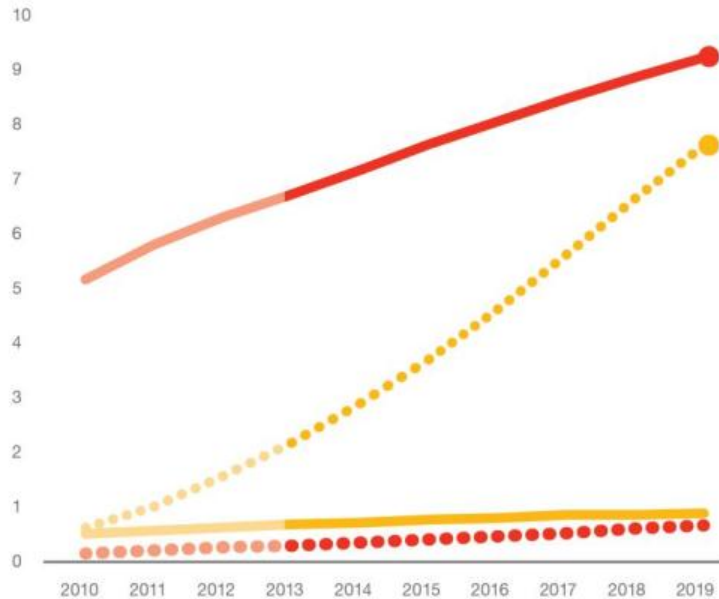
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TRANSFORMING INTERNAL KNOWLEDGE INTO EXTERNAL MARKETING

SUBSCRIPTIONS SURPASS GLOBAL POPULATION IN 2015



Subscriptions/lines (billion)

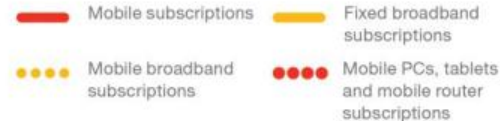


9.2 BILLION

mobile subscriptions
by the end of 2019

>80%

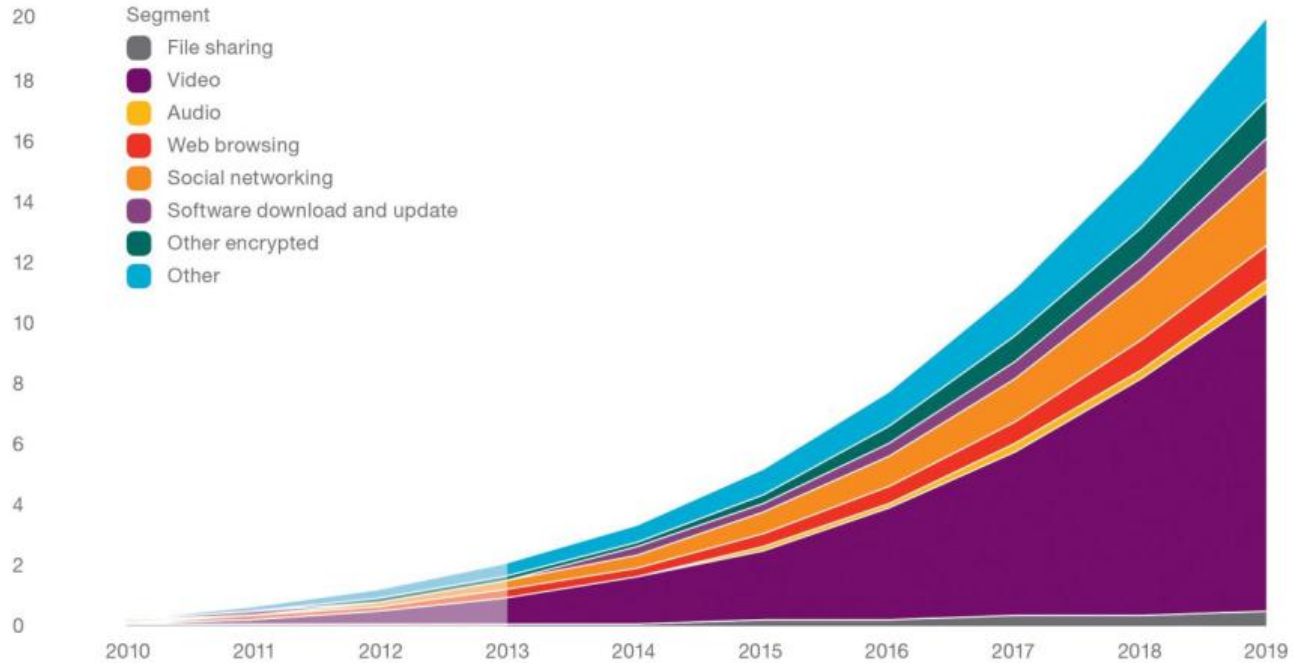
of mobile subscriptions
will be for mobile broadband
by the end of 2019



13X MORE VIDEO TRAFFIC IN 2019



Mobile data traffic by application type
(monthly ExaBytes)



ERICSSON AT A GLANCE



#1

MOBILE INFRASTRUCTURE
SERVICES
MEDIA DELIVERY & IPTV

35,000

Patents

25,000

R&D Employees

\$5B

In R&D

1 BILLION

Subscribers
managed by us

2.5 BILLION

Subscribers
supported by us

64,000

Services
professionals

\$35B

Net Sales

40%

Mobile traffic handled
by our networks

180

Countries with
customers

114,000

Employees

SITUATION IN 2010



- › Measurements and forecasts supported R&D and strategic planning
- › External communication only ad-hoc
- › Different sources used
- › Inconsistency in our messages

› Improvement needed

› Opportunities available

START OF PROJECT



Task

- › Create an external report

Main objectives

- › Establish Ericsson as the key source for industry insights
- › Support Ericsson thought leadership ambition
- › Become a must-have publication for operators and analysts worldwide

Guiding principles

- › No direct marketing push
- › Only Ericsson data

NOVEMBER 2011



TRAFFIC AND MARKET DATA REPORT

ON THE PULSE OF THE NETWORKED SOCIETY

November 2011

JUNE 2014



ERICSSON MOBILITY REPORT

ON THE PULSE OF THE NETWORKED SOCIETY

June 2014

AFTER 3 YEARS



- › From newsworthy to trustworthy
- › From report to channel
- › From delivering insights to be a thought leader

A Wake-Up Call from Ericsson about the North American Mobile Market

11/11/13 at 2:58 PM by Joan Engbretson



The November 2013 version of the well-respected Ericsson Mobility Report offers some stark statistics about the challenges facing North American mobile operators.

The report forecasts [North American mobile data traffic to increase seven-fold between 2013 and 2019](#), yet subscriber growth will be minimal. That means that to maintain profit margins, North American operators will need to collect more money from existing subscribers, decrease costs substantially or – perhaps more likely – to implement

combination of the two.

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The Mobile Phone Market Just Officially Became the Smartphone Market

NOVEMBER 11, 2013 AT 12:30 AM PT [Tweet](#) [Share](#) [G+](#)

Already accounting for the bulk of mobile-phone sales in for 55 percent of all new cellphone subscriptions globally ago, according to a new report from Ericsson.

Globally, mobile broadband subscriptions (those on 3G and 4G networks) are expected to reach two billion this year, and more than quadruple again by 2019.

High-speed LTE connections, still just in their infancy globally, grew



OPEN EXCHANGE
MOBILE USAGE TRENDS FORECAST FOR SUB SAHARAN AFRICA

OPEN EXCHANGE
CNBC AFRICA



IMPROVEMENTS 2010 TO 2014



- › Measurements and forecasts supported R&D and strategic planning
- › External communication only ad-hoc
- › Different sources used
- › Inconsistency in our messages



- › Insights used both internally and externally
- › Single source for forecasts
- › Consistent messages from Ericsson

SUCCESS FACTORS



- › Clear objective and integrity
- › Collaboration cross-unit
- › Internal knowledge and information builds credibility, trust and brand
- › Be generous with knowledge – you gain more than you lose





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