

Collaboration Mobile Convergence



ERICSSON

In partnership with



Enterprise communication TREND – collaborate anywhere



The world goes mobile



Users want flexibility at work

9b mobile subscriptions by 2022, of which more than half on LTE

1.9b people in the global mobile workforce in 2022 (vs. 1.45b in 2016)

4.6b VoLTE subscriptions by 2022 (vs. 200M in 2016)

10.6% CAGR of Unified Communication as-a-Service 2016–2022

Enterprise communication user challenges



Users prefer native calling!

No native dialer experience; battery drain

Native dialer



vs.



Business call
on UCaaS app

Call quality and service reach

Higher risk for lagging and dropped calls with OTT

Native voice
with QoS
on CS, LTE
reach on Wi-Fi



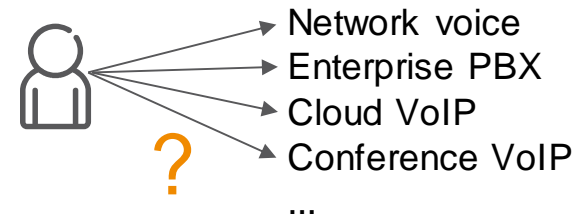
vs.



Best effort
business call
on UCaaS app
on 3G, LTE,
Wi-Fi data

Multiple services and identities

Which business services and business ID to use?
E.g. how to handle multiple simultaneous incoming calls?



Collaboration on the go

Collaboration experience is limited to desktop devices



Current 2G/3G FMC mobile extension solutions stop working for users moving to VoLTE!

ERICSSON AND CISCO Launch Collaboration Mobile Convergence (CMC) solution



Voice quality

Ericsson
VoLTE for Unified
Communication

Collaboration
experience

Optimal service reach

Business application
integration

Ease of use
with native dialer

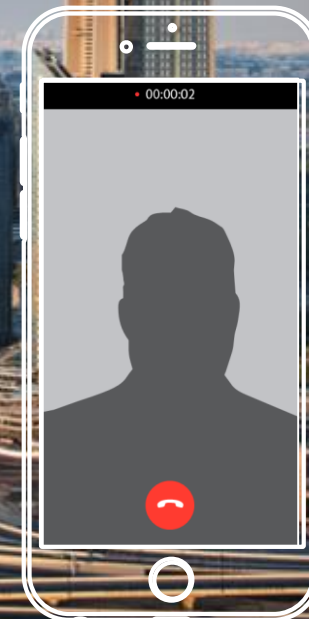
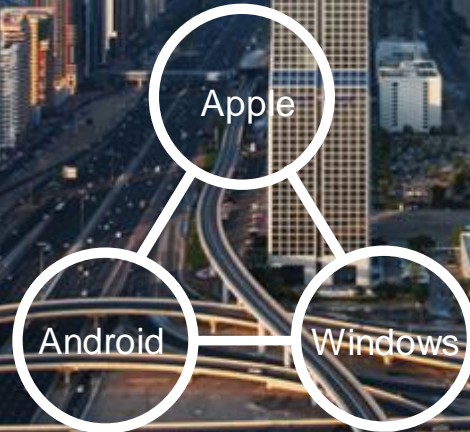
Cisco
Collaboration
Platforms

Corporate compliance

One business identity – Seamless collaboration – Any device – Anywhere



Collaboration Mobile Convergence (CMC) Delivers Differentiated User Experience



Seamless integration of native dialing with collaboration experience

Native

- Built in HD and QoS
- Business call from native dialer
- Mobile identity for business

Collaborative

- Messaging, meeting,
- team collaboration

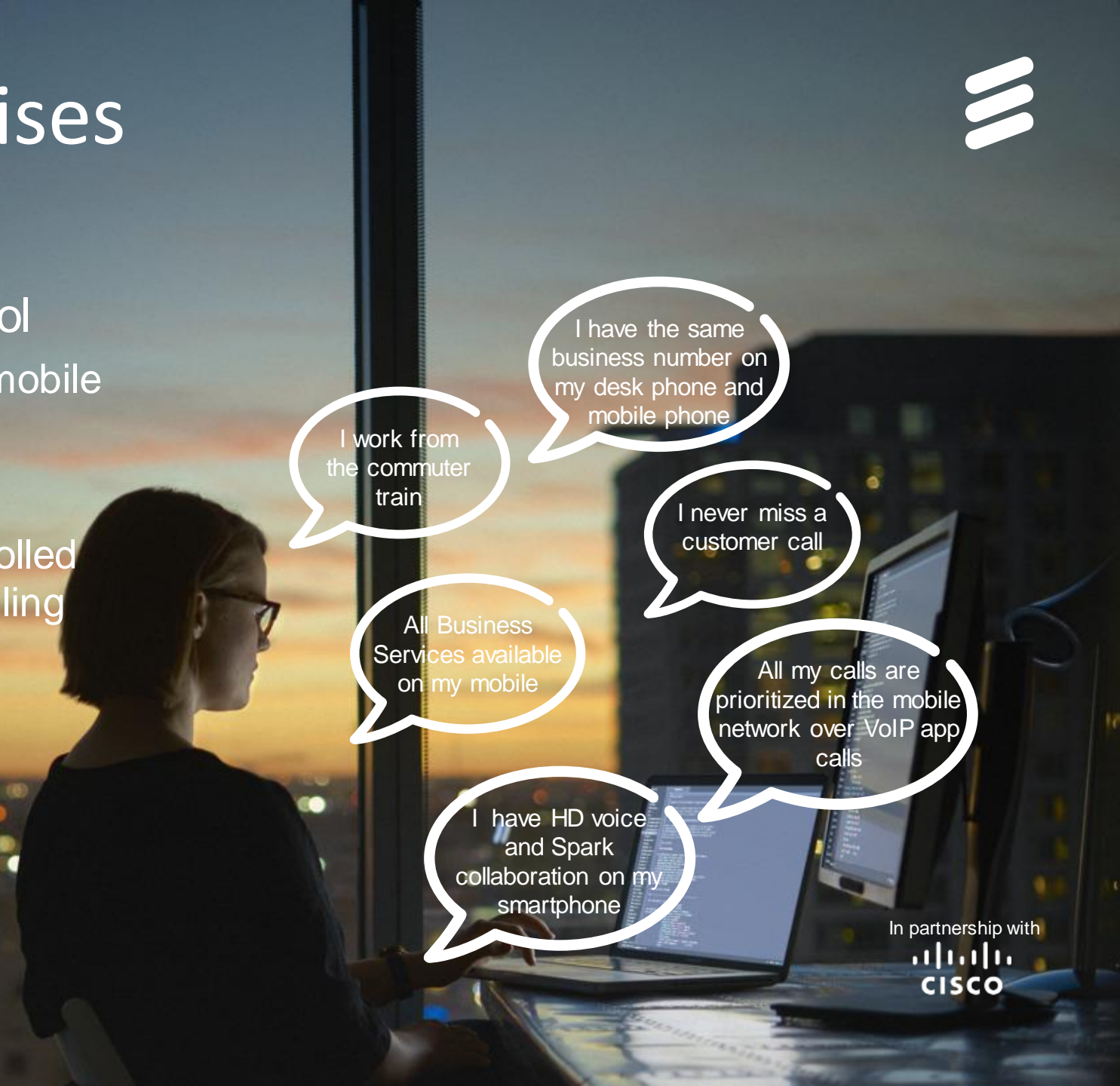
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CISCO

Benefits for enterprises



- › Company administration & control
 - Enterprise policy across all calls – mobile and fixed
- › Cost control and savings
 - Free On Net incl mobile calls, controlled roaming, converged mobile/fixed billing
- › Productivity
 - Business calls on native dialer
 - Collaboration on any device
- › Business Needs
 - Enterprise apps with UC and CRM.
 - Any device of choice



I work from the commuter train

I have the same business number on my desk phone and mobile phone

I never miss a customer call

All Business Services available on my mobile

All my calls are prioritized in the mobile network over VoIP app calls

I have HD voice and Spark collaboration on my smartphone