

Unveiling Ericsson's 5G-Driven Digital Infrastructure and Global Ecosystem

By Group 2



During our recent International Study Tour in Stockholm, Sweden the University of Texas at Dallas Executive MBA students had the opportunity to visit Ericsson, a global telecommunications and networking leader known for their significant contributions to 5G technology. Our visit not only provided an in-depth understanding of Ericsson's 5G-driven digital infrastructure but also showcased their wide range of offerings for digitized infrastructure, communication service providers, enterprises, and end consumers.

Our visit to Ericsson began with a fascinating 30-minute tour of their Imagine Studio, led by Jan Tezcanli, Head of Imagine Studio and Global Marketing. The Imagine Studio is a cutting-edge space that showcases Ericsson's latest innovations, products, and solutions in an immersive and interactive environment. Here, we were able to explore the real-world applications of Ericsson's 5G technology and gain a deeper understanding of how this breakthrough technology is shaping the future of communication. Following our time in the Imagine Studio, we spent an hour discussing 5G technology and Ericsson's use case demo tours with Tonny Uhlin, Business

Engagement Director of Global Marketing. Throughout our conversation, we delved into the continuous evolution of mobile network innovation and its relation to the industry as a whole.

Ericsson's 5G-driven digital infrastructure is a testament to their commitment to advancing the telecommunications industry. They offer a comprehensive suite of products and services designed to support communication service providers (CSPs) in delivering seamless connectivity to both enterprises and end consumers. This ecosystem extends to Ericsson's enterprise offerings, enabling businesses to harness the power of 5G and revolutionize their operations.

With a presence in over 180 countries, Ericsson's global reach is truly impressive. Their business areas include Networks, Cloud Software & Services, Technologies and New Businesses, Enterprise Wireless Solutions, Global Communications Platform, and Media Business. Each of these areas plays a critical role in shaping the future of communication and connectivity worldwide.

Ericsson's market areas span across North America, Europe and Latin America, Middle East & Africa, Southeast Asia, Oceania & India, and Northeast Asia. Their strong presence in these regions allows them to effectively serve a diverse range of customers and address varying market needs. Customer Units and Key Accounts are integral components of Ericsson's customer engagement strategy. The role of a Key Account is to develop long-term customer relationships, drive new business opportunities, and secure customer success while managing risk and profitability. This customer-centric approach has enabled Ericsson to establish a solid reputation as a trusted partner for CSPs and enterprises alike.

During our visit, we engaged in insightful discussions on Ericsson's approach to customer engagement, including Classic On-site Engagement (GF or CU hosted) and Live Virtual Sales Engagement (Multi or Single Topic). We also explored their Account Based Marketing (ABM) strategy, which allows Ericsson to deliver tailored solutions and enhance the overall customer experience.

By the end of our visit to Ericsson, we gained a newfound appreciation for the company's innovative spirit, commitment to sustainable development, and dedication to driving the evolution of the telecommunications industry. Witnessing firsthand the groundbreaking work being done by Ericsson in the realm of 5G technology, digital infrastructure, and customer engagement has left an indelible mark on me, and we are truly grateful for the opportunity to have experienced it.

