



Partnerships & Channels Insights

Our Journey - Building Partnerships into our DNA

Insights

Execution

In FY20, it was all about focus. FY21 will be all about execution. Ericsson will be laser focused on building the right relationships with our partners. Putting together a comprehensive business plan will be critical in driving our joint go-to-market strategy and enablement activities.

Tech Updates

Enterprise Companies and Operators Recognize Ericsson's Leadership in 5G

With the [Radio Dot System](#), Ericsson is redefining the concept of indoor small cells with the industry's most cost-effective and modular high-performance indoor radio system, addressing a wider range of indoor environments with a common solution. The system has a clear operational benefit for the operator, IT managers, CIO's, and building owners who may be responsible for multi-location business and campuses where buildings can greatly vary in size and user traffic.

The innovative Ericsson Radio Dot System features an elegant design, both in the product and the network architecture, enabling a simple deployment that is 100% integrated with the outdoor network. More than 120 operators in over 70 countries around the world have deployed Ericsson Radio Dot System in venues including airports, hotels, hospitals, shopping malls, offices, stadiums and residences.

Ericsson wins OnGo award for 'Excellence in OnGo Industrial IoT Deployment'

Putting Ericsson's [Industry Connect](#) solution on OnGo shared spectrum has led our 5G smart factory operations to become even more efficient, reliable, environmentally friendly and cutting-edge," said Erik Simonsson, head of the Ericsson USA 5G smart factory. "The factory is not only a manufacturing site but also a place of innovation where we are working to expand our OnGo shared spectrum use cases. These use cases show the power of wireless solutions to digitally transform factories and industries for the better a comprehensive set of products that helps organizations achieve digital transformation by unlocking the value of data and empowering developers to grow the business and capitalize on new opportunities.

Partner Program

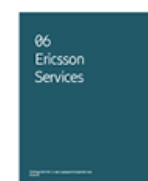
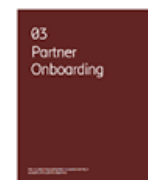
Grow your business with Ericsson's new Partner Program!

At Ericsson we recognize the value you bring to our business, which is why we have designed the Ericsson Partner Program to further strengthen effective and profitable partnerships. The program was developed with your business in mind, and built to instill simplicity, protection, profitability and differentiation.

These pillars, combined with a strong level of predictability, enable you to confidently leverage the program as part of your business planning model and accelerate the growth within your Ericsson Competency and Coverage area. With your unique expertise, Ericsson technology

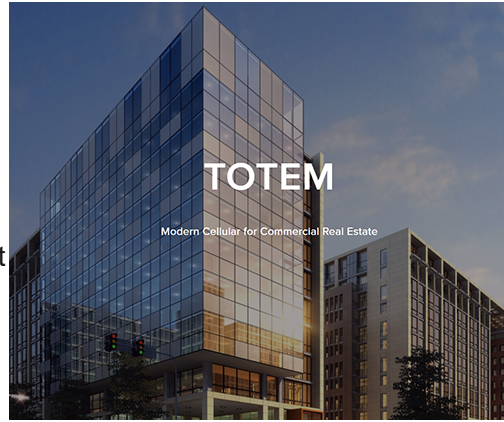
leadership, and the Ericsson Partner Program, we believe you stand to maximize your business growth, increase your revenue potential, and drive new opportunities.

Find out more about our [Partnerships & Channels Program](#) on [Ericsson.com](#).



Partner Spotlight

Have you heard of [Totem](#)? Totem is a cellular solution provider for enterprise customers and commercial real estate owners which understand the need for high-capacity, high-performance connectivity to serve employees, tenants and visitors. Partnering with Ericsson, Totem deploys Ericsson's Radio Dot System (aka RDS or "Dot") to deliver high-performance in-building cellular systems required in modern commercial spaces. Totem deploys systems that support the major operators including Verizon, AT&T and T-Mobile. They work with commercial partners to design systems uniquely catered to their facilities and needs, and then to install, activate and support these systems.



Press Releases

- [Ericsson wins OnGo award for 'Excellence in OnGo Industrial IoT Deployment Revamps](#)
- [Ericsson selected for massive T-Mobile 5G network expansion across the United States](#)
- [Invitation to media and analyst briefing for Ericsson Q4 and full year 2020 report](#)
- [Ericsson Year in Review 2020: July to December](#)

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