

Press Release

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Swedish business executives are positive to mobile business services

Eight out of ten Swedish business executives, 83 per cent, feel that mobile business services, like mobile e-mail, could be a powerful tool in their operations. 70 per cent believe they would invest more in this field if they had the budget responsibility. This is the result of a Telia survey of more than 100 companies.

Telia has asked CEOs, market, sales and financial managers in more than 100 Swedish companies across the country about their visions and views of mobile services. 97 per cent in all think it would be very /quite interesting to be able to send and receive e-mail, synchronise calendars and have a secure wireless access wherever you are. 80 percent found it very interesting, 17 per cent quite interesting.

User-friendly is important

The result also shows that many find user-friendliness more important than e.g. security and capacity: 57 per cent prioritise user-friendliness, 29 per cent security.

- It is good news that many executives are changing their ways of thinking, and that more and more see mobile business services as a powerful tool for their companies. We have great confidence in this type of services for the future, says Eric Heilborn, Head of Business segment at TeliaSonera Sweden.

Part of a major project

The survey was carried out in February by the company Netsurvey on behalf of TeliaSonera Sweden. The result is based on 458 respondents, all of them executives at more 100 companies throughout the country. The survey is part of a project with Telia lending palmtop computers with built-in mobile phones to Swedish executives. The purpose of the project is to demonstrate the possibilities of mobile services.

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