

Ericsson and Ascom in strategic alliance for on-site business communications

Ericsson Business Networks AB and Ascom Tateco AB have signed a strategic co-operation agreement regarding supply, distribution and joint development of business cordless communications products and services. Through this new alliance both companies will be able to offer total solutions, a complete product range and full service within the field of on-site business communications. The joint product and service range will be marketed and distributed through both companies' worldwide market channels.

On-site business communications is a fast growing and dynamic market segment, which comprises customized solutions for telephony, process monitoring, alarm and messaging systems. The combined expertise of the companies gives the new alliance an outstanding position within, above all, the Health Care, Industrial and Security Communication sectors.

“Thanks to this co-operation agreement and Ericsson’s strong market position in DECT business cordless communications, we plan for a major expansion in this fast growing market. Within the next five years, we expect to triple our volumes in Europe and USA alone,” says Mats Fridlund, President and CEO at Ascom Tateco’s head office in Gothenburg.

“Ascom is an excellent complement to Ericsson, with its broad range of messaging and alarm systems and its expertise in important customer segments. Our co-operation promotes an effective win/win-situation,” says Magnus Karnsund, Vice President and General Manager, Wireless Office Solutions, Ericsson.

The two companies now jointly introduce a new generation of products and services to the market, comprising:

- A software package for alarm and messaging systems
- A DECT-based infrastructure (Digital Enhanced Cordless Telecommunications) with added functionality
- A range of new cordless handsets for demanding environments

Ericsson has a strong position on the DECT business cordless market today, accounting for approximately 40 per cent of the total world market.

Ascom Tateco is a wholly owned subsidiary of the Swiss Ascom Group, an internationally active telecommunications and service automation group with more than 10,000 employees worldwide. Ascom Tateco is an international telecommunications company and a market leader in designing customized solutions for mobile internal communications. The company focuses on the Health Care, Industrial and Security market segments and has a base of 100.000 installed systems, primarily in Europe.

Turnover amounted to SEK 1.1 billion in 1998, 95 percent of which goes for export. The company has approximately 1,000 employees, of which 400 in Sweden.

Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers – network operators, service providers, enterprises and consumers – the world over.

Please visit Ericsson's Press Room at: <http://www.ericsson.se/pressroom>

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