

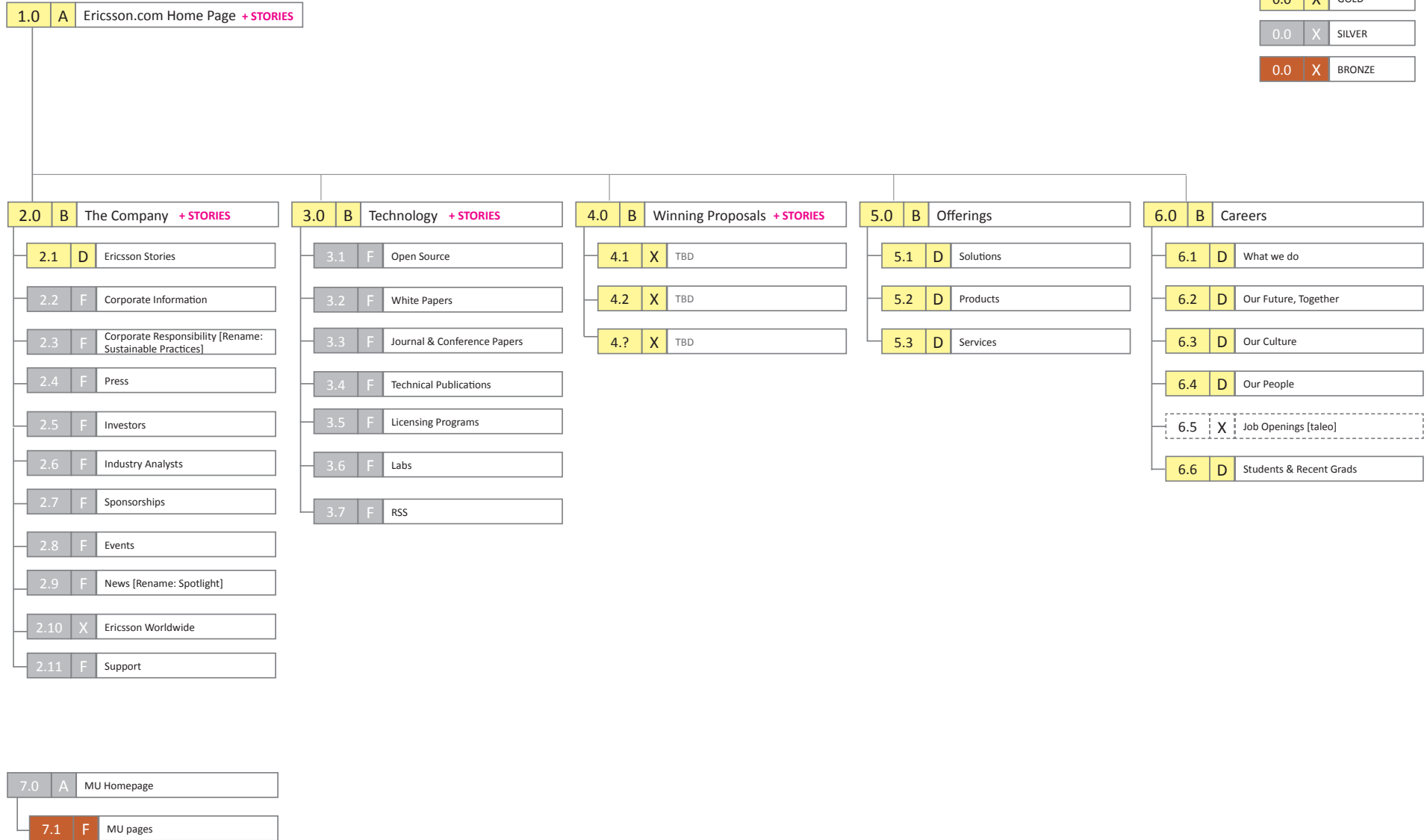
Pravin Sathe
Sample Wireframes

Role: Interaction Design
Lead: Abigail Hart Gray
Designed at: HUGE
Type: Corporate
Site: ericsson.com

pravinsathe.com
pravin@pravinsathe.com
631 398 3129

Ericsson.com Information Architecture [Launching November 23, 2009]

0.0	X	GOLD
0.0	X	SILVER
0.0	X	BRONZE




Brand Bar / Main Navigation for November 23, 2009

Customer Login




[The Company](#) [Technology](#) [TBD](#) [Offerings](#) [Careers](#)


Customer Login



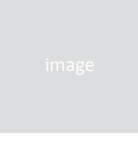
[The Company](#) [Technology](#) [TBD](#) [Offerings](#) [Careers](#)



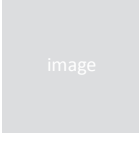
Ericsson Stories
Ericsson works in close partnership with customers to build business and develop communications in 140 countries worldwide. Hear what some of them have to say.



Corporate Information
We understand the new multimedia ecosystem, and provide services and solutions that deliver a richer user experience.




Sustainable Practices
Ellautectur alit que num eum faccusto verepstatem dolupta tquidis etur? Ipsunt occus que optiat et aut laborporum eossin est.




Press
Browse our extensive photo, audio, video, news and press release archives. Also look here to find out about Ericsson events.

- [Investors](#)
- [Industry analyst](#)
- [Careers](#)
- [Sponsorships](#)
- [Events](#)
- [News](#)
- [Ericsson Worldwide](#)
- [Support](#)


Customer Login



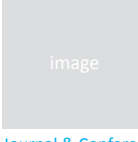
[The Company](#) [Technology](#) [TBD](#) [Offerings](#) [Careers](#)




Open Source
Our research prototype portal for applications and internet enablers.



White Papers
Our research prototype portal for applications and internet enablers.




Journal & Conference Papers
Our research prototype portal for applications and internet enablers.




Technical Publications
Idis pro eius volorescimus invelt, eum quam fugitas doluptur? Rem volupta ernatus dia sequ.

- [Licensing programs](#)
- [Labs](#)


Customer Login




[The Company](#) [Technology](#) [TBD](#) [Offerings](#) [Careers](#)



Solutions
Idis pro eius volorescimus invelt, eum quam fugitas doluptur? Rem volupta ernatus dia sequo magnissit vendeni hitiur.
[Category One](#)
[Category Two](#)
[Category Three](#)
[Category Four](#)




Products
Volum hil il maximag natquod igitur entiatu, sunt fuga. Tatet atemolo rrorum est, cus ex exerum
[Service Layer](#)
[Standard services and IMS](#)
[Multi Access Edge](#)
[Transport](#)
[Access](#)
[Management](#)



Services
Duntionse con rem quam ad utem sanimilia corporem quis doluptas nis porepero id qui debisque rae volut li
[Consulting](#)
[Customer Support](#)
[Education Services](#)
[Managed Services](#)
[Systems Integration](#)

View by Customer Type:

- [Telecom operators](#)
- [Cable TV operators](#)
- [Government](#)
- [Utility industry](#)
- [Transport industry](#)
- [Media industry](#)
- [Application developers](#)
- [Equipment manufacturers \(Medium-Large Enterprise\)](#)



[The Company](#)
[Technology](#)
[Business Propositions](#)
[Offerings](#)

[Careers](#)



>

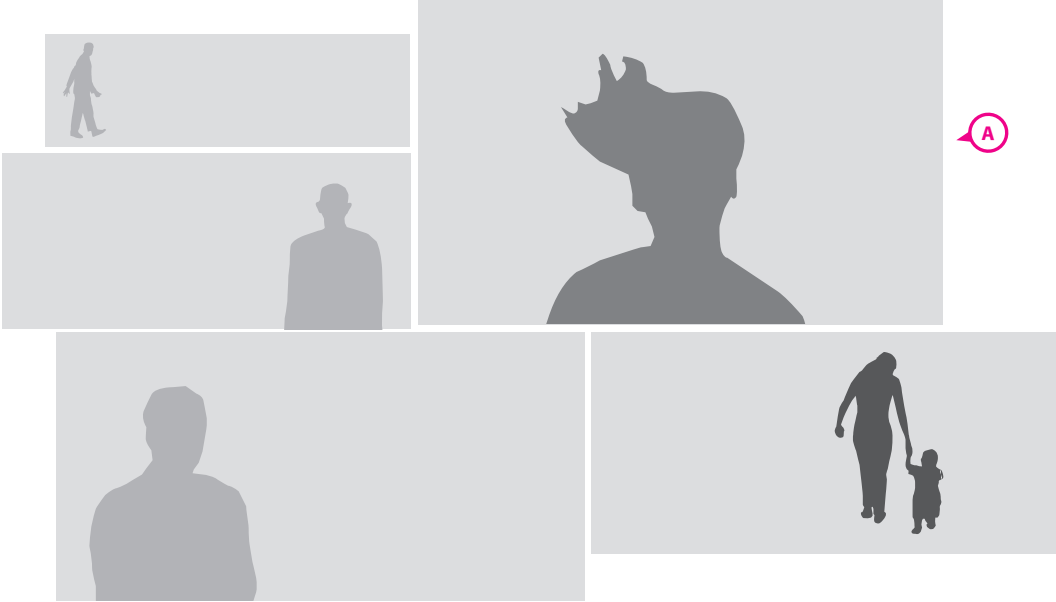
[Customer Login](#)

Your business, Your needs, Your agenda.


Mobile World Congress
Barcelona, Spain, February 16-19, 2010

Your local Ericsson site
 Worldwide

Ericsson Stories  



Ericsson CMO Blog

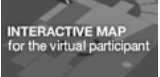


CMO BLOG
JOHAN BERGENDA

Latest Entry
[Recovery and Beyond](#)
Its amazing what you can pick up from a visitor when you take the time to really understand their needs and you do not just start pushing what ever your area of responsibility is...

[Read more >](#)


Find Your Way



Use our map to locate us on the exhibition floor.
[View interactive map >](#)

[Visit the official Mobile World Congress site >](#)


SPOTLIGHT



NEXT-GENERATION OPTICAL NETWORK IN TAIWAN

[All Spotlight >](#)


EVENTS



ERICSSON IPX CROSS MARKETING BRIEFING EVENT

[All Events >](#)

BREAKTHROUGHS



BREAKING BOUNDARIES IN MOBILE COMMUNICATION

[All Technology >](#)


DOCUMENTS

Telecom Report
[A five step plan for a low carbon urban development](#)

Ericsson Review
[Ericsson convergent charging and billing](#)

White Paper
[Connecting the digital home](#)

[Spotlight Archive >](#)



[The Company](#) →
[Ericsson Stories](#)
[Corporate Information](#)
[Sustainable Practices](#)
[Investor Relations](#)
[Industry Analysts](#)
[Contact](#)

[Publications](#) →
[Press Releases](#)
[Telecom Report](#)
[Ericsson Business Review](#)
[Whitepapers](#)
[Ericsson Review](#)
[Financial reports](#)

[Careers](#) →
[What We Do](#)
[Our Future, Together](#)
[Our People](#)
[Students & Recent Grads](#)
[Job Listings](#)

>

Your local Ericsson site
 Worldwide

SonyEricsson Phones

[Privacy](#)
[Terms and Conditions](#)
[Feedback/Inquiries](#)

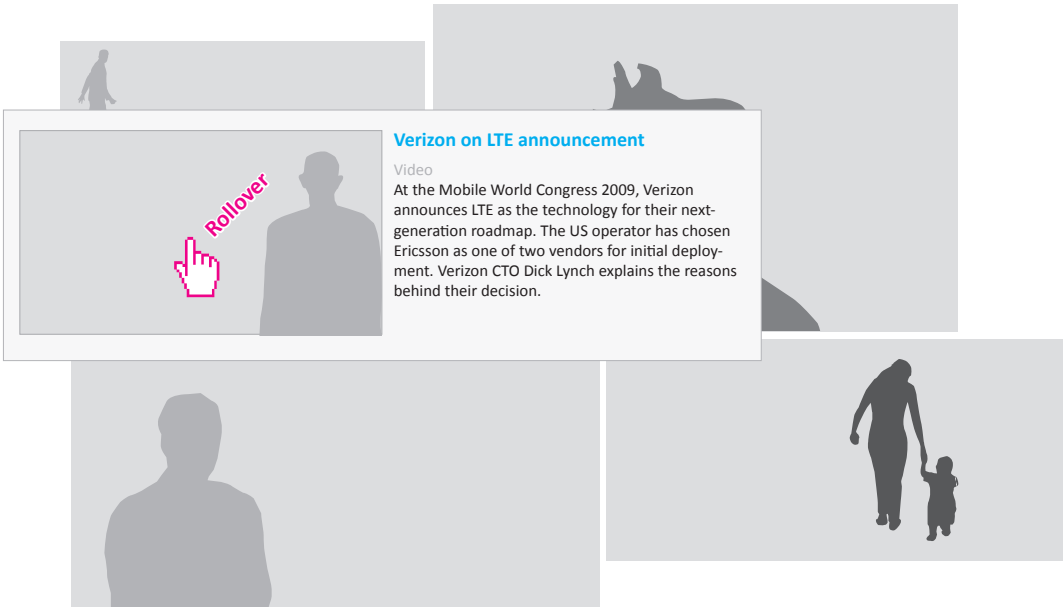
A If takeover has media associated with it, it can make use of the montage view convention on homepage. The globe is reserved only for browsing stories.

Your business, Your needs, Your agenda.

Mobile World Congress
Barcelona, Spain, February 16-19, 2010

Your local Ericsson site
Worldwide

Ericsson Stories  



Verizon on LTE announcement

Video
At the Mobile World Congress 2009, Verizon announces LTE as the technology for their next-generation roadmap. The US operator has chosen Ericsson as one of two vendors for initial deployment. Verizon CTO Dick Lynch explains the reasons behind their decision.

Ericsson CMO Blog



Latest Entry
[Recovery and Beyond](#)
Its amazing what you can pick up from a visitor when you take the time to really understand their needs and you do not just start pushing what ever your area of responsibility is...

[Read more >](#)

Find Your Way



Use our map to locate us on the exhibition floor.
[View interactive map >](#)

[Visit the official Mobile World Congress site >](#)

SPOTLIGHT



NEXT-GENERATION OPTICAL NETWORK IN TAIWAN

[All Spotlight >](#)

EVENTS



ERICSSON IPX CROSS MARKETING BRIEFING EVENT

[All Events >](#)

BREAKTHROUGHS



BREAKING BOUNDARIES IN MOBILE COMMUNICATION

[All Technology >](#)

MEDIA

Audio
February 26, 2010
[Economy and LTE dominate at Barcelona](#)
Peter Jarich discusses how the global economic crisis is impacting operator's next generation network ambitions.
[Listen to audio >](#)

Video
February 18, 2010
[Create new mass market services](#)
Håkan Österberg, head of SA Service Delivery & Provisioning.
[Watch video >](#)

[All Mobile World Congress media >](#)

>

Your local Ericsson site

Worldwide

[SonyEricsson Phones](#)



[The Company](#) →
Ericsson Stories
Corporate Information
Sustainable Practices
Investor Relations
Industry Analysts
Contact

[Publications](#) →
Press Releases
Telecom Report
Ericsson Business Review
Whitepapers
Ericsson Review
Financial reports

[Careers](#) →
What We Do
Our Future, Together
Our People
Students & Recent Grads
Job Listings

[Privacy](#) [Terms and Conditions](#) [Feedback/Inquiries](#)

Your business, Your needs, Your agenda.

Mobile World Congress

Sustainability high on Ericsson's agenda

[Share](#)



The subject of sustainability has moved up a gear at the Mobile World Congress. The focus is no longer only on green solutions but, as Ericsson is demonstrating, a holistic approach to environmental and socioeconomic issues.

[Visit our Mobile World Congress site >](#)

Related Solutions, Products & Services



[Multifiber Management System](#)

[ASX, TNX Adapters](#)

[Consulting >](#)

Spotlight on Mobile World Congress Barcelona 2010



Article

February 19, 2010

[Ericsson enables operators to secure new customers](#)



Video

February 16, 2010

[Economy and LTE dominate at Barcelona](#)

[Spotlight Archive >](#)

Daily Audio and Video

[Verizon on LTE announcement](#)



[Smart communication makes business sense](#)



[The world connected](#)



Ericsson CMO Blog

Latest Entry

[Recovery and Beyond](#)

Its amazing what you can pick up from a visitor when you take the time to really understand their needs and you do not just start pushing what ever your area of responsibility is...

[Read more >](#)

Find Your Way

Use our map to locate us on the exhibition floor.

[View interactive map >](#)

SPOTLIGHT



[NEXT-GENERATION OPTICAL NETWORK IN TAIWAN](#)

[All Spotlight >](#)

EVENTS



[ERICSSON IPX CROSS MARKETING BRIEFING EVENT](#)

[All Events >](#)

BREAKTHROUGHS



[BREAKING BOUNDARIES IN MOBILE COMMUNICATION](#)

[All Technology >](#)

MEDIA

Audio

February 26, 2010

[Economy and LTE dominate at Barcelona](#)

Audio

Peter Jarich discusses how the global economic crisis is impacting operator's next generation network ambitions.

[Listen to audio >](#)



Video

February 18, 2010

[Create new mass market services](#)

Video

Håkan Österberg, head of SA Service Delivery & Provisioning.

[Watch video >](#)

[All Mobile World Congress media >](#)

>

Your local Ericsson site

Worldwide

[SonyEricsson Phones](#)



[The Company](#) >

[Ericsson Stories](#)
[Corporate Information](#)
[Sustainable Practices](#)
[Investor Relations](#)
[Industry Analysts](#)
[Contact](#)

[Publications](#) >

[Press Releases](#)
[Telecom Report](#)
[Ericsson Business Review](#)
[Whitepapers](#)
[Ericsson Review](#)
[Financial reports](#)

[Careers](#) >

[What We Do](#)
[Our Future, Together](#)
[Our People](#)
[Students & Recent Grads](#)
[Job Listings](#)



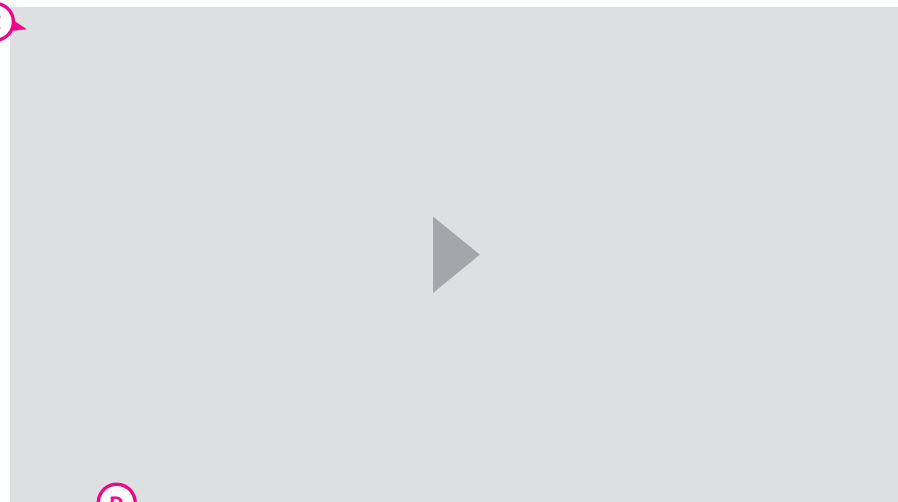
The Company

Show All

- Ericsson Stories →
- Corporate Information →
- Sustainable Practices →
- Press →
- Investors →
- Industry Analysts →
- Sponsorships →
- Events →
- Spotlight →
- Ericsson Worldwide →
- Support →

Keep moving keep dreaming.
 Significantly improved capacity on Nawras' network in Oman with Ericsson's GSM Packet Abis solution

Bookmark +
 Print Page
 Email



Case Study, IP Networks, Backhaul capacity, Oman: Successful telecom operator Nawras is first in the world to transform its GSM network to all-IP. This change has made it possible for Nawras to increase its capacity up to 70 percent in their backhaul network, including both Microwave and fiber technology. Read the full story below and go to our website for video and more on innovating transmission efficiency solutions. Let us show you how to take control over transmission costs.

Contact Us
gsm@ericsson.com
[Global Headquarters >](#)
[Find a Local Ericsson Office >](#)

<http://www.ericsson.com/campaign/transmission-efficiency>

Nawras is a joint venture between Qatar's Qtel, European telecommunications company TDC and several prominent Omani partners. As the second operator in Oman, Nawras has the widest network coverage in the country, serving approximately 92 percent of the population. A dynamic mobile services provider, Nawras always strives to improve its operations and bring its customers the best mobile services the world has to offer.

To cope with growing capacity requirements and as part of a move towards all-IP, Nawras selected Ericsson to introduce IP in its backhaul and radio access network nodes.

Nawras was quickly running out of capacity in the metro area radio access network (RAN) backhaul. The decision was made to improve network efficiency by migrating to IP in the backhaul as well as in the RAN nodes. Ericsson was selected as a partner as it could provide an all-IP RAN, for both GSM and WCDMA and even LTE in the future.

OmanEricsson delivered its GSM Packet Abis solution, which consists of a Site Integration Unit together with the features Abis Optimization, Abis over IP and Abis Local Connectivity. This was integrated with the Ericsson Satellite Backhaul Solution, allowing cost effective IP transport and coverage of remote areas. Nawras wanted to maximize the stability of IP transport for voice services and the Ericsson Abis over IP solution proved to be reliable, meeting all radio KPI's. In addition, the Ericsson inbuilt synchronization over IP solution is extremely stable. The overall result is significant capacity gain, decrease in backhaul costs and the realization of Nawras' vision for an all-IP RAN. Ravinder Narula, Sales Manager, Nawra's account, Ericsson explains:

"Abis is the interface between the Radio Base Station (RBS) and the Base Station Controller. The introduction of IP in the Abis interface is a prerequisite for packet transport in the RAN backhaul."

- The GSM Packet Abis brings four main advantages for Nawras:
 Through traffic optimization and silence removal in mobile voice calls, the solution reduces backhaul bandwidth requirements, resulting in a saving of up to 50 percent on capacity.

Related Solutions, Products and Services

GSM Packet Abis	ASX, TNX Adapters
Operators can easily equip and upgrade base stations to all-IP, providing cost-effective expansion of mobile voice and data services and a base for mobile broadband.	Targeted to servers and high-performance workstations, the superior architecture and performance of ForeRunnerHE NICs create an offering that keeps pace with customer demands.
Simplify Your Network	

Related Documents

Whitepaper
"How efficient mobile backhaul and packet-switched GSM will help win the final coverage race"
 by John Michael Doe

Press Release
 July 29, 2009
[Ericsson's Nomination Committee appointed](#)

...bandwidth... a saving of... on capacity.

- Via the Abis over IP feature native IP transport is introduced and capacity needs can be reduced even further.
- The solution also provides Abis Local Connectivity which enables regional switching of voice calls. Local switching in the RBS means that for total voice traffic a very large portion of load on the Abis link is eliminated.
- Finally, the Ericsson solution opens up the possibility of using true 2G/3G transport sharing and traffic aggregation for 2G and 3G. This will ensure improved efficiency when 3G traffic grows on the customer's network Nawras' business objective when it embarked on this project was to achieve a 20 to 50 percent gain in capacity.

Ericsson's GSM Packet Abis has performed well above expectations, achieving a 70 percent capacity gain in total. Nasser Esfahani, Director of Engineering, Nawras sums up the success: "GSM Packet Abis is an indispensable enabler for IP when creating efficiency in the radio access network, resulting in reduced backhaul cost." For Nawras, this solution makes it possible to take the next steps towards its all-IP vision for the network, encompassing GSM and WCDMA together with a packet core network. With high network efficiency it is possible for Nawras to expand its business while keeping operational expenditure low. In a time when growth is key, both in terms of geographical footprint and the introduction of advanced services, this places Nawras in a very strong position for the future.

New rollout and evolution of voice and broadband requires a sharp focus on transmission cost.

Find out more about innovating transmission efficiency solutions and see more cases at our website:
<http://www.ericsson.com/campaign/transmission-efficiency>

I Related Stories

Connecting the world You Me We Streewise. Worldwide. Africa Rising

< [IMAGE] [IMAGE] [IMAGE] >

ERICSSON

The Company →
 Ericsson Stories
 Corporate Information
 Sustainable Practices
 Investor Relations
 Industry Analysts
 Contact

Publications →
 Press Releases
 Telecom Report
 Ericsson Business Review
 Whitepapers
 Ericsson Review
 Financial reports

Careers →
 What We Do
 Our Future, Together
 Our People
 Students & Recent Grads
 Job Listings

Search [input] >

Your local Ericsson site
 Worldwide [dropdown]

SonyEricsson Phones

Privacy Terms and Conditions Feedback/Inquiries

Annotations: Single story page

- A** SINGLE STORY SECTION
 The single story title and subtitle
- B** SHARE/PRINT WIDGET
 Allows user to share the story by emailing, sending it to digg, stumbleupon etc. Also allows user to print the story. The email option will open the EMAIL LAYER
- C** MEDIA PLAYER
 If the story has video, audio or a slideshow it is displayed here. If there is video it will not begin playing until the user has clicked the play trigger
- D** VIEW OPTIONS
 If the story has multiple media options, the user can select which to view (video, audio or slideshow). The option being currently viewed is indicated graphically.
- E** STORY COPY
 The copy for the story is displayed here
- F** CONTACT US MODULE
 Email addresses opens user's email client with a new message addressed to the appropriate vanity email address. The subject line is prepopulated with the current page title. All other links take the user to the respective pages.
- G** RELATED PRODUCTS, SERVICES AND SOLUTIONS MODULE
 Related products and services and solutions are displayed here. Clicking on the title of the product, service or solutions takes the user to the product, service or solution page. in the same window
- H** RELATED DOCUMENTS MODULE
 Documents related to the story are displayed here including white papers, reports, press releases etc. Clicking on the title of the document takes you to the relevant page or downloads a pdf if the document is a pdf. If the document is a download, the appropriate icon will be displayed.
- I** RELATED STORIES MODULE
 Stories related to the displayed story are shown here. Users can cycle through the related stories using the arrows. Clicking on a related story sends the user to the single story page for the selected story.



The Company

Technology

Business Propositions

Offerings

Careers

Search



Customer Login

Offerings

Solutions →

- Communication
- Broadband
- Television
- Increase Your Revenue
- Reduce Operating Costs
- Simplify your Network

- Service Layer
- Standard Services and IMS
- Multi Access Edge
- Transport
- Access
- Management
- Solutions A - Z

Products →

Services →

Not Finding what you need?
View our portfolio by customer type:

Telecom Operators

Solutions

A - Z

With wide experience in creating, managing and delivering services for personal and business users, Ericsson is your natural partner to help you capture new opportunities.

[New Revenues Now](#) [Cost Efficiency](#) [Sustainable Future](#) [Long Term Business](#) [A - Z](#)

NEW REVENUES NOW

With experience in creating, managing & delivering services, Ericsson is the natural partner to help capture new opportunities in a growing market.
[Learn more >](#)

[Bringing the individual TV experience to market](#)

[Expand your Mobile Broadband business](#)

[Expand your voice business](#)

[Mobile operators, get your share of communities](#)

[Revenue management offerings to impact on revenues](#)

[Business Acceleration](#)

[Consumer demand and willingness to pay for new services](#)

[Orchestrating of Advertising over multiple channels](#)

[Multimedia brokering](#)

[Service delivery Platform as key enabler to drive revenues](#)

[Lorem ipsum dolor sit amet, consectetur adipiscing elit](#)

[Quisque et ante blandit urna aliquam iaculis](#)

[In ut neque volutpat ipsum ullamcorper condimentum ut quis augue](#)

[Pellentesque eu quam in metus ornare ullamcorper](#)

[Etiam dictum tortor ut nisl placerat vehicula](#)

COST EFFICIENCY

Planning, designing & implementing today's networks is increasingly complex. Ericsson as a prime integrator, creates efficiency out of complexity.
[Learn more >](#)

[Cost efficient & secure network build-out and transformation](#)

[Drive sustainable telecom business](#)

[Network and operations optimization](#)

[Managed Services and operations](#)

Contact Us

[solutions@ericsson.com >](mailto:solutions@ericsson.com)
[Global Headquarters >](#)
[Find a Local Ericsson Office >](#)

Solutions

[Back to Solutions Home >](#)

Internal Page Anchors

[New Revenues Now](#) [Cost Efficiency](#) [Sustainable Future](#) [Long Term Business](#) [A - Z](#)

NEW REVENUES NOW

With experience in creating, managing & delivering services, Ericsson is the natural partner to help capture new opportunities in a growing market.
[Learn more >](#)

[Bringing the individual TV experience to market](#)

[Expand your Mobile Broadband business](#)

[Expand your voice business](#)

[Mobile operators, get your share of communities](#)

[Revenue management offerings to impact on revenues](#)

[Business Acceleration](#)

[Consumer demand and willingness to pay for new services](#)

[Orchestrating of Advertising over multiple channels](#)

[Multimedia brokering](#)

[Service delivery Platform as key enabler to drive revenues](#)

[Lorem ipsum dolor sit amet, consectetur adipiscing elit](#)

[Quisque et ante blandit urna aliquam iaculis](#)

[In ut neque volutpat ipsum ullamcorper condimentum ut quis augue](#)

[Pellentesque eu quam in metus ornare ullamcorper](#)

[Etiam dictum tortor ut nisl placerat vehicula](#)

COST EFFICIENCY

Planning, designing & implementing today's networks is increasingly complex. Ericsson as a prime integrator, creates efficiency out of complexity.
[Learn more >](#)

[Cost efficient & secure network build-out and transformation](#)

[Drive sustainable telecom business](#)

[Network and operations optimization](#)



[Nunc eu nulla ligula, eget luctus neque](#)

[Nunc convallis odio ac metus fermentum placerat quis sed nibh](#)

SUSTAINABLE FUTURE

Ericsson looks at efficiency from all angles – people, organization, processes, procedures, tools & IT infrastructure..
[Learn more >](#)

[Energy efficient solutions](#)

[Sustainable lifestyle: ICT role](#)

[Resource efficiency in operations](#)

[Sed ac dui sed nulla lacinia lacinia](#)

[Sed malesuada scelerisque enim, vitae pellentesque diam venenatis sed](#)

[Morbi vel nunc sagittis dolor consequat pellentesque](#)

[Nunc eu nulla ligula, eget luctus neque](#)

[Maecenas et quam et nunc porta rutrum id non quam.](#)

LONG TERM BUSINESS

Ericsson looks at efficiency from all angles – people, organization, processes, procedures, tools & IT infrastructure..
[Learn more >](#)

[Becoming successful in a broader eco-system](#)

[Strategic partnership tactics](#)