



This is Ericsson-LG Enterprise

Apr. 2022

- Executive Overview
- Our Business
- Technology & Portfolio



Executive Overview

Our History



1969

FOUNDATION

establishment of
Goldstar Communications



80's - 90's

MANY KOREA FIRSTS

1973 – digital keyphone (GK 200)
1975 – digital PBX (STAREX 2000)
1995 – Cordless phone (GT 9500)
1999 – Dual cordless phone (GT 9771)



2000

LG ELECTRONICS

merger with LG Electronics and
continued innovation and
transformation to VOIP



2005

LG-NORTEL

joint venture with LG Electronics
and Nortel established and
introduction of IMS based
multimedia phone



2010

ERICSSON-LG

joint venture with LG Electronics
and Ericsson established and
launch of iPECS Cloud solution

Foundation

Ericsson-LG joint venture
established in 2010 (75%
Ericsson, 25% LG), &
Ericsson-LG Enterprise
established 2013



Innovation

Headquartered in South
Korea with a strong history of
innovation since 1969



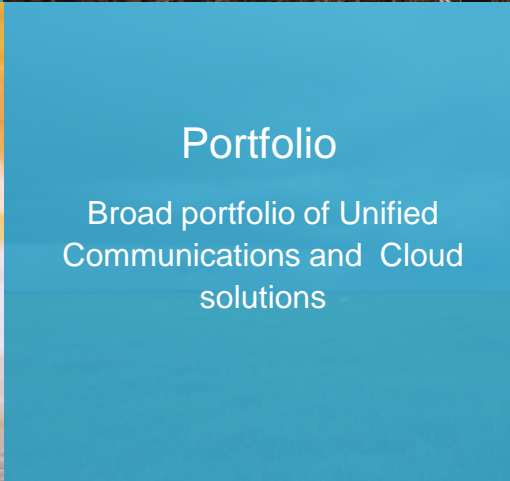
Customers

Strong global carrier
relationships serving the
Enterprise market segment



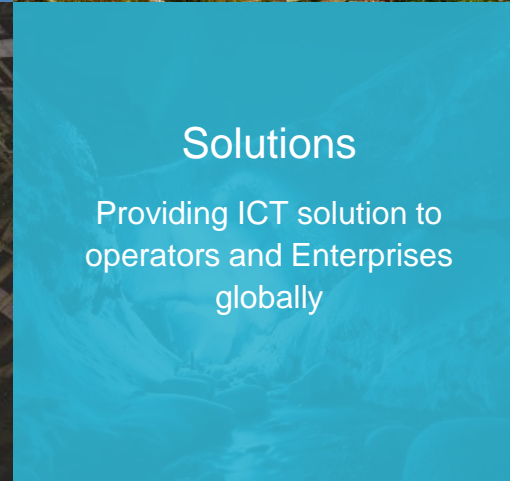
Portfolio

Broad portfolio of Unified
Communications and Cloud
solutions



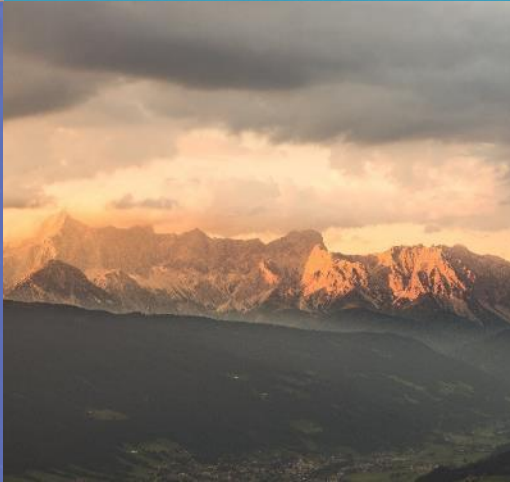
Solutions

Providing ICT solution to
operators and Enterprises
globally



Experience

Experienced vendor with 50
years of innovation and
thought leadership



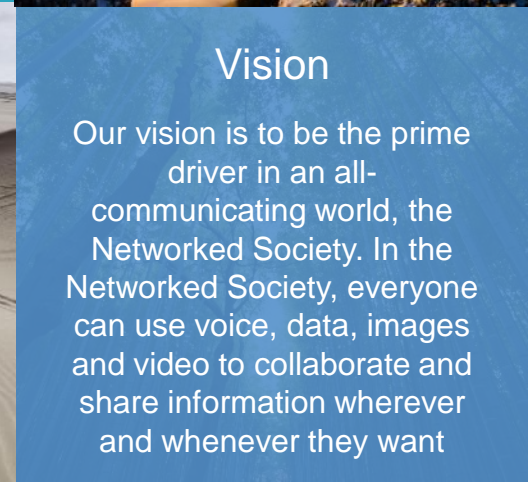
Market Leadership

Customers in more than 60
countries – market leader in 5



Vision

Our vision is to be the prime
driver in an all-
communicating world, the
Networked Society. In the
Networked Society, everyone
can use voice, data, images
and video to collaborate and
share information wherever
and whenever they want



Ericsson-LG Enterprise at a glance

Ericsson-LG Enterprise is an industry leading Unified Communications solution vendor with a broad portfolio of Cloud (UCaaS) and on-premise solutions deployed globally with customers represented in every vertical market segment including Korea Ministry of Defense, Hyundai, Woori Bank, MetLife, Ikea, Bank of China and many more.



UNIFIED COMMUNICATIONS

Broad portfolio of Cloud UC and on premise solutions, business applications and terminals



GLOBAL VENDOR

Experienced vendor operating in 60 markets and leader in 5. Recognized as global top 10 vendor



INSTALLED BASE

Strong tier 1 carrier relationships and channel network - 15 million lines installed globally (estimated)



PEOPLE

Talented and experienced technology, operations & commercial employees



FINANCIAL

Robust financial performance – invested for growth

Our Organization

CEO

Patrick Johansson

Human Resources

Finance

Sunmin Kim

Finance

Supply & Sourcing

Manufacturing operations (LNSC JV)

Sales & Marketing

Ahed Alkhatib

Growth &
Marketing

Korea Public Sales

Korea Enterprise Sales

Sales
Engineering

International Sales

Channel
Partners



CUSTOMERS

R&D

Seokwon Lee

Cloud Systems

Cloud Applications

Development Support

Operations

Jaeen Yoo

PLM

Customer Support

Professional Service

Project Incubation



Our Business

Our Business

OUR FOCUS AREAS

UNIFIED COMMUNICATIONS

CLOUD (UCaaS)

BUSINESS APPLICATIONS

CONTACT CENTER

OUR CUSTOMERS

SERVICE PROVIDERS

GOVERNMENT

HOSPITALITY

FINANCE

RETAIL

OUR ASSETS

TECHNOLOGY LEADERSHIP

CHANNEL PARTNERS

PEOPLE

Global Presence

- Many installed bases globally developed over 30 years
- Selling products and solution in more than 60 markets
- Joint venture operation in Thailand (LNSC) for manufacturing



Americas

AMERICAS

Strategic partnership with Vertical Communications

EMEA

EMEA

Strong presence in UK, South Africa and Israel

APAC

APAC

Dominant market position in Korea and Australia

iPECS Cloud: global expansion

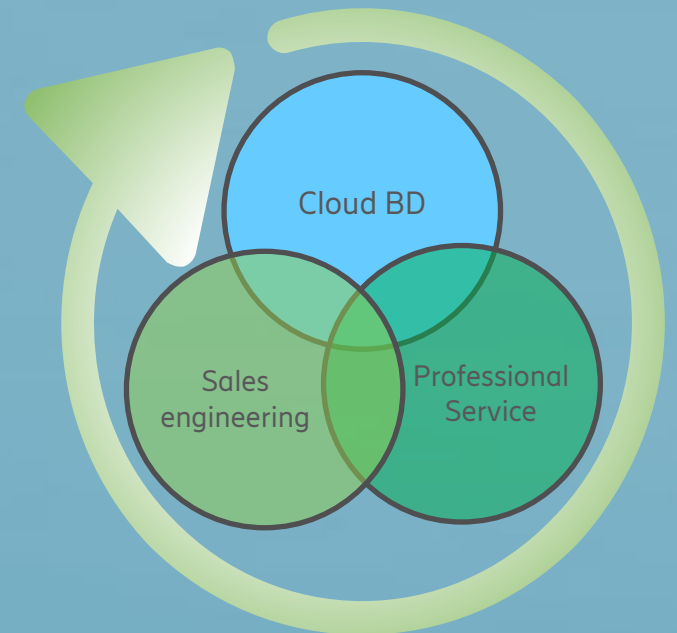


- Leverage our installed base
- Deliver best path to the cloud for customers
- Deliver best path to the cloud for our channel



10+ → 20+

Global market expansion



Selected Customers



- Customers representing every major vertical segment
- Estimated 15M extension lines in service
- SMB focus in global markets (outside Korea) → ideally suited for cloud migration
- Cloud migration strategy optimized for installed customer base
- Extensive carrier relationships and engagement representing significant portion of total sales

Success Stories

Customer case studies linked in video clips in Youtube.



Union County Government Center/US



Millfield Arts Centre / UK



Hozelock manufacturing / UK



Cozmo Travel / Jordan



Ramada Hotel / Ukraine



Bilecik Seyh Elebali University / Turkey



Krakatau POSCO / Indonesia



MacArthur Veterinary Group / Australia



Bannisters Hotel / Australia



Bingrae / South Korea



CableNet / New Zealand

Established Partner Model



Global Partners

Global partnership has been the foundation of our business model. More than 60 authorized distribution partners have been working together

Partner Program

Tiered partner program designed to support and promote the company
- 4 partnership levels

Partner Key Benefits

Marketing support funds – drive demand & awareness
Access training & support
Use of all salesware & product information

Please visit the company website to find the list of partners & become a partner:

<https://ericssonlg-enterprise.com/partners-worldwide>

Technology & Portfolio

Platform Strategy

PREMISE

Owner maintains and controls system

PRIVATE CLOUD

Draws on benefits of both premise and cloud

PUBLIC CLOUD

Leverage benefits of centralized UC solution

HYBRID

Combines cloud and premise deployment features

iPECS Cloud Strategy

Delivering rich functionality to aid digital transformation & improve business productivity



iPECS Unified Communications Strategy (on-premise)

Platform Transformation as a **Service Enabler**

**Integrated
Solution**

**Business
Applications**

**Open
API**

**Software
Assurance**

**Platform
Innovation**



eMG100 UCP100

SMB



eMG800 UCP600/2400 vUCP

SME



UCM

LME



Terminal

Evolution to Cloud – Hybrid Cloud

Seamless migration path to cloud for existing iPECS customers

reliability

investment
protection

user
experience

Rich Applications Portfolio

UCS

PC & mobile

IPCR

EXT & trunk

ONE

WebRTC

Report +

Contact
Center Suite

Attendant

Office & hotel

NMS



Variety of Terminals & Clients

Digital

LDP-9000 series

Mobile

Android & IOS

IP & SIP

1000i series

ANDROID

1080i

IP DECT



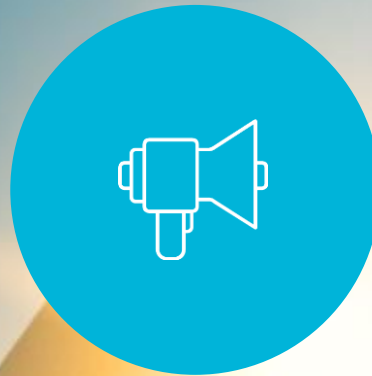
1080i

Technology & Portfolio Summary



Competence

- Market knowledge and understanding customer requirements
- Strong technology capability in core areas of Cloud/UC/Business apps./Clients
- Extensive IPR patent portfolio



Portfolio

- End to end portfolio addressing market requirements of Enterprises of all sizes
- Strength in core areas and leverage partners for adjacent technologies



People

- Experienced and talented in a broad set of technologies
- Efficient team structure and agile process

iPECS is an Ericsson-LG Brand

