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## [Ericsson and Telefónica Sign New Latin American Deal](#)

### *Telefónica to benefit from Ericsson's experience*



Telefónica logo  
Telefónica

Ericsson, the well-known Swedish telecommunications company, announced today that it has signed a new business consulting and systems integration agreement with Telefónica, one of the largest mobile operators in the world, allowing the carrier to enhance the control over its revenue streams. According to the agreement, Telefónica will benefit from Ericsson's know-how in all the Latin American countries where it has mobile and fixed operations. The business consulting services that the Swedish company will offer include revenue assurance life-cycle management plus financial-risk evaluation, both sustained by technical analysis. Furthermore, Ericsson will also deploy systems integration services, like creation and integration of tailor-made Revenue Assurance solutions. Talking about the new deal with Ericsson, Luis Miguel Gilpérez, Wireless Executive Director at Telefónica Latin America Group, stated: "As a long-term partner, Ericsson understands our specific needs and has detailed knowledge of our business processes, making it the perfect choice to take on the prime integrator role to drive and manage this complex transformation project and deliver us a competitive edge." "We are proud to continue our long-running partnership with global customer Telefónica," added Ingemar Naeve, President of Ericsson Iberia. "Our expertise in business consulting and systems integration, together with our deep knowledge of Telefónica's infrastructure and technology, will help Telefónica increase revenue control for both fixed and mobile sides across its Latin American operations. This milestone contract reaffirms Ericsson's position as the leading provider of telecom services. The deal also underlines the importance of the prime integrator role to drive and manage these kinds of complex transformation projects." "With its main headquarters in Madrid, Spain, Telefónica is present in no less than 19 global markets, having a total of around 171 million wireless subscribers. The Latin American countries where Telefónica offers services are: Argentina, Brazil (the largest South American mobile market), Chile, Colombia, Dominican Republic, Ecuador, Peru, Puerto Rico and Venezuela. Of course, for the end-users of Telefónica, the new deal with Ericsson doesn't actually bring anything, but as long as the carrier keeps a good control over its operations, it has high chances to offer the best-possible services.