

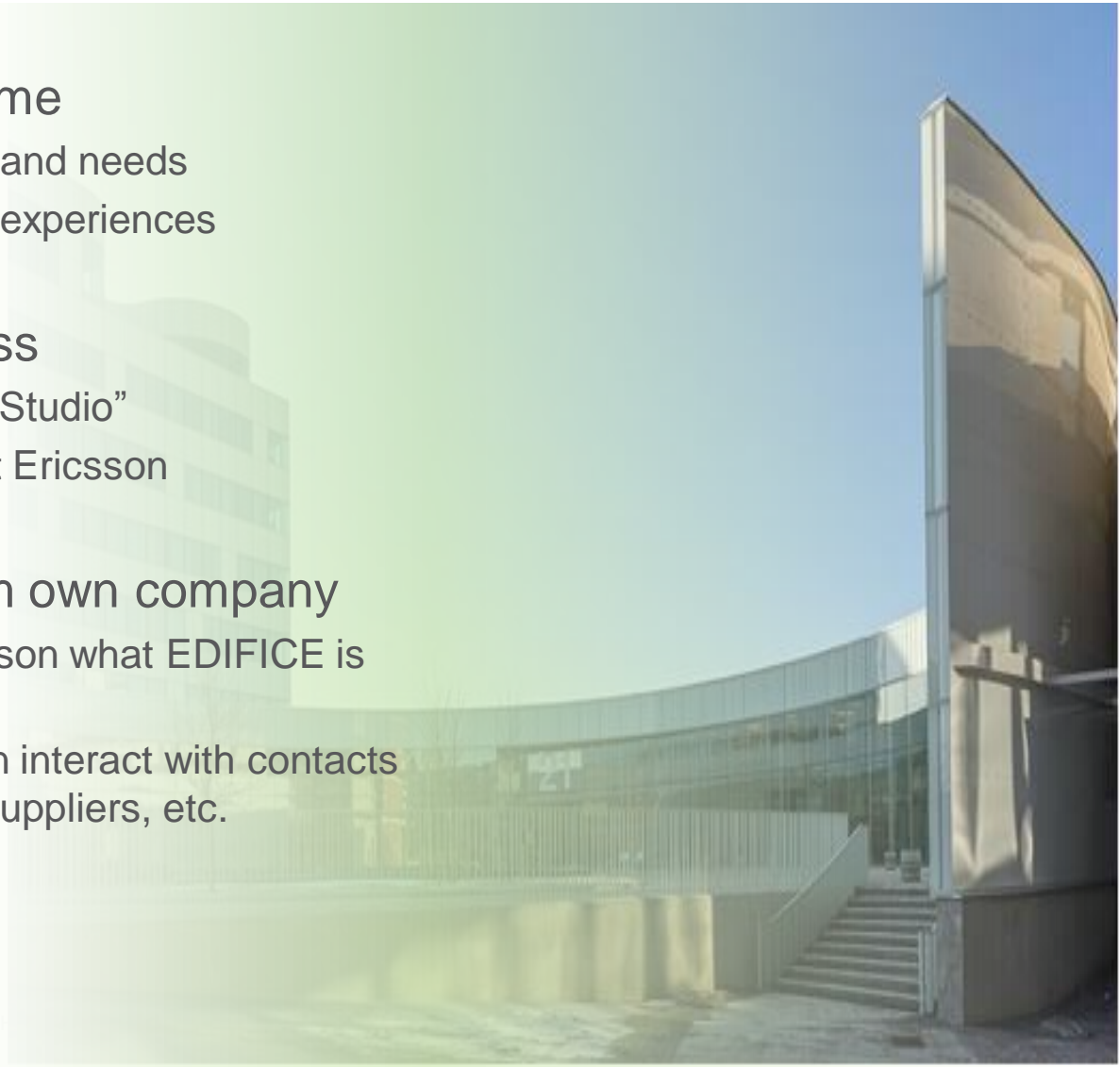
BEING HOST FOR AN EDIFICE CONFERENCE

124th conference in Kista (Stockholm), Sweden, September 2014
Enablers and Tools for End-to-End Supply Chain Efficiency

POSSIBILITIES AS HOST



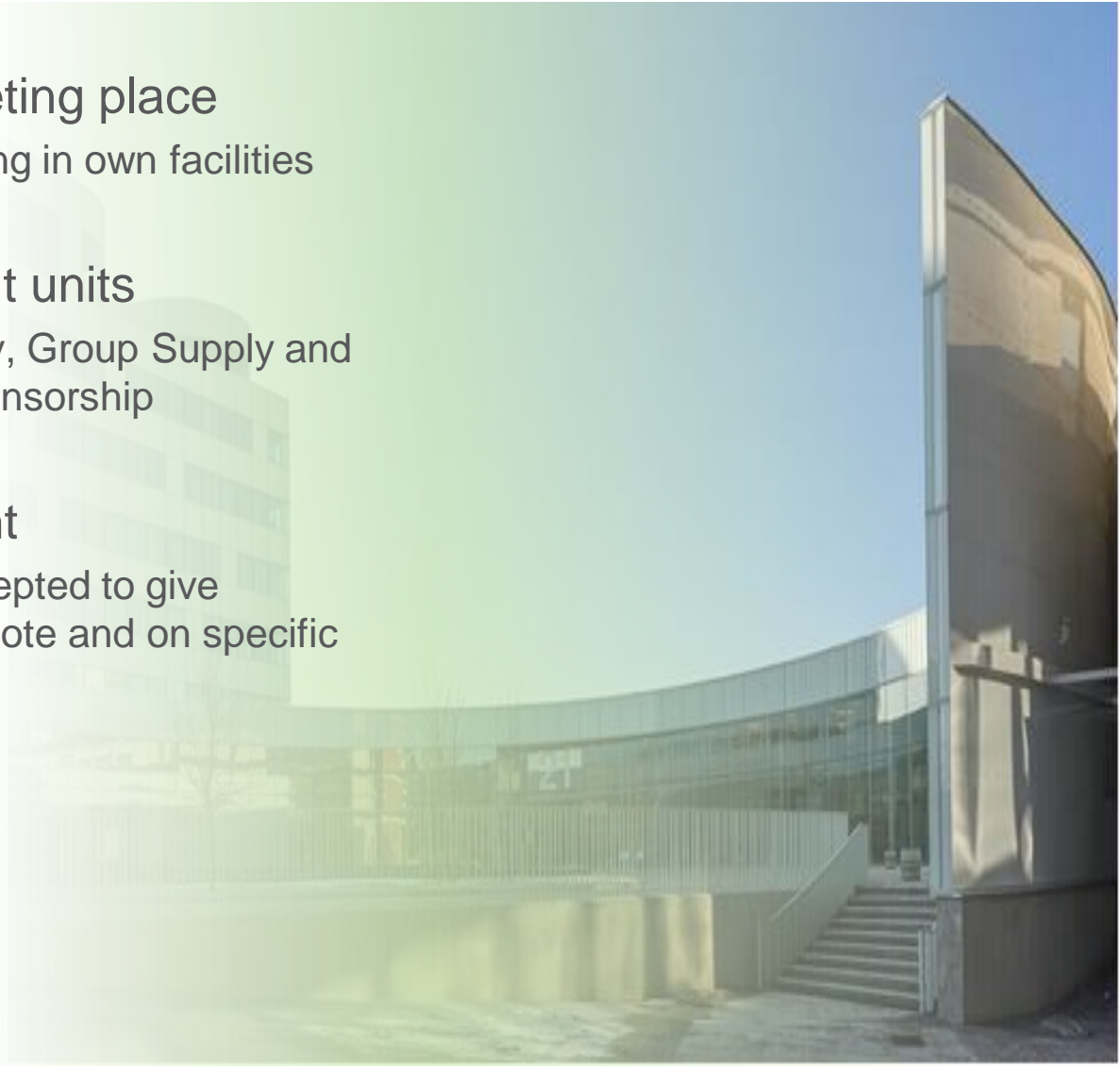
- › Set/define scope and theme
 - based on Ericsson findings and needs
 - present both bad and good experiences
- › Present company business
 - showcase tour in “Ericsson Studio”
 - opportunity to brand/market Ericsson
- › Broader participation from own company
 - showing others within Ericsson what EDIFICE is and provides
 - make others within Ericsson interact with contacts from partners, customers, suppliers, etc.



SUCCESS FACTORS



- › Possibility to choose meeting place
 - we were able to host meeting in own facilities
- › Involvement from different units
 - Group Function Technology, Group Supply and Group Sourcing shared sponsorship
- › Management commitment
 - heads of various areas accepted to give presentations, both as keynote and on specific theme related topics





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