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Background

Introduction to the company

Ericsson Enterprise Wireless Solutions is a recent acquisition of the leading provider of network infrastructure, Ericsson. Cradlepoint, founded in 2006 by Pat Sewall, Ryan Adamson, and Gary Oliviero in Boise, Idaho, launched its first product, a physical cradle that converted a cellphone into a Wi-Fi hotspot. From there, the company expanded its size and portfolio, evolving into a leading router and software provider supporting 4G, 5G, and LTE networks. By the fourth quarter of 2020, Cradlepoint was valued at $1.1 billion USD and was acquired by Ericsson, the globally recognized Swedish telecommunications company, thus becoming Ericsson Enterprise Wireless Solutions. In recent years, Ericsson has acquired several other companies, including Vonage, Telcordia, Red Bee Media, and parts of Nortel. These acquisitions are typically aimed at strengthening its core network business while expanding into adjacent enterprise markets.

The acquisition of Cradlepoint was a strategic move that allowed Ericsson to expand beyond its traditional telecommunications carrier base and strengthen its position in the fast-growing enterprise connectivity market. By combining Ericsson's global network expertise with Cradlepoint's leadership in wireless edge solutions, the company can now deliver end-to-end 5G solutions to both service providers and enterprise customers. This integration also enables Ericsson to tap into new revenue streams from enterprise digital transformation initiatives, an area expected to see substantial growth in the coming years since connectivity is so important to a number of industries.

In addition, Ericsson Enterprise Wireless Solutions offers a competitive advantage through its ability to deliver flexible, cloud-managed network solutions that meet the increasing demand for mobility, security, and scalability. Its NetCloud platform and advanced 5G routers give enterprises the tools to manage connectivity in real time, deploy networks faster, and maintain high reliability across distributed locations. While the transition from Cradlepoint branding has posed challenges, particularly as some customers remain unaware that the two are the same company, the merger ultimately strengthens Ericsson's position as a global leader in next-generation wireless technology.

Today, Ericsson Enterprise Wireless Solutions operates in a channel business model, selling through partners and distributors. Its offerings include a wide range of wireless wide area networks (WWAN), enterprise-grade 5G routers, and network security software called NetCloud. These solutions are focused on enterprises and used across a wide range of industries, including mass transportation, public safety, retail, healthcare, utilities, restaurants, education, and more. Each of these sectors depends on reliable and secure wireless connectivity to operate without disruption. In today's world, where connectivity is essential to nearly every operation, Ericsson Enterprise Wireless Solutions must educate and demonstrate the value of its offerings to customers worldwide who are seeking dependable solutions.

Finally, it is important to explain Ericsson's vision statement. The vision statement for the company is, "A world where limitless connectivity improves lives, redefines business, and pioneers a sustainable future." Through its innovative solutions and global reach, Ericsson Enterprise Wireless Solutions embodies this vision by enabling organizations worldwide to stay connected, efficient, and prepared for the future of wireless technology.

Environments

Competition

Ericsson Enterprise Wireless Solutions operates in a highly competitive landscape, facing strong rivals such as Cisco, Peplink, Teltonika, Nokia, and Huawei (see Exhibit #4). Each competitor brings unique strengths and weaknesses to the market, but Ericsson Enterprise Wireless Solutions remains a top provider in many aspects (see Exhibit #3). However, Cisco is known for its robust networking solutions and global presence, while Peplink specializes in reliable SD-WAN (Software-Defined Wide Area Network) and cellular connectivity. Teltonika stands out for its affordable, versatile IoT (Internet of Things) and industrial networking products, appealing to a wide customer base. Meanwhile, Nokia and Huawei both compete on technological innovation and large-scale infrastructure capabilities. The diverse competitive environment pushes Ericsson Enterprise Wireless Solutions to continuously innovate, differentiate its offerings, and strengthen customer relationships to maintain a strong position in the enterprise connectivity market. To stay ahead, the company must continue to emphasize its reliability, agility, and security advantages while leveraging its partnership with Ericsson to expand its global reach and brand recognition.

The broader Ericsson operates within the larger telecommunications industry, offering a wide range of products and services that serve both consumer and enterprise markets. Its portfolio extends beyond traditional network infrastructure to include advanced connectivity solutions, managed services, and enterprise wireless offerings. Its competitors are a bit different than Ericsson Enterprise Wireless Solutions. Ericsson's main competitors are Cisco, Motorola Solutions, Foxconn Industrial Internet, Accton Technology, and Juniper Networks (see Exhibit #2). As of May 28, 2025, Ericsson is the fourth leading telecommunications equipment company worldwide by market capitalization according to Statista. The company's market capitalization stands at approximately $29.02 billion U.S. dollars (see Exhibit #5). Cisco stands as the market leader with $251.62 billion U.S. dollars of market capitalization. This strong market position highlights Ericsson's continued influence in the global telecommunications landscape, even as it competes against larger players with broader market shares.

Technology

Technology is a central part of the telecommunications industry, shaping how companies operate, innovate, and deliver value to their customers. Across the industry, advancements in Artificial Intelligence (AI) and generative AI, 4G and 5G development in rural areas, and data security are transforming networks. These developments are forcing networks to be more efficient, automate, and improve customer experience, thus enabling faster connectivity, smarter analytics, and more secure data management. Companies in the industry rely heavily on data sources to monitor performance, optimize operations, and anticipate customer needs. According to ABI Research, “Demand for enterprise FWA (Fixed Wireless Access) comes from the need for: rapid 4G/5G deployment in rural, underserved areas, backup broadband for business continuity, and connectivity for mobility applications without trenching” (ABI Research). Overall, technology continues to be the driving force behind the industry’s evolution, pushing companies to innovate and adapt to stay competitive and meet the growing global demand for reliable, high-speed connectivity.

At Ericsson Enterprise Wireless Solutions, a variety of marketing and business software tools such as PlayPlay, Goldcast, Adobe Marketo, Microsoft Office, IMPartner, Power BI, and Salesforce are used to support communications, campaign tracking, and data-driven decision-making. PlayPlay creates engaging video content for event and webinar promotion, while Goldcast is the tool used for webinars and virtual events. Adobe Marketo automates email marketing and landing page creation. Microsoft Office supports daily collaboration on Outlook and Teams, with Excel, Word, and PowerPoint helping with drafting internal materials. IMPartner is a tool used for our partner portal for a one-stop shop with partners to find everything they need, and our newsletter. Finally, Salesforce serves as the central platform for managing customer relationships, marketing campaign tracking, and performance indicators. These tools are what make the day-to-day functions of internal teams at Ericsson Enterprise Wireless Solutions thrive.

In today’s fast-paced business environment, implementing the newest technologies and software into workflows is no longer optional; it’s essential. Efficiency has become the foundation of success, and companies that embrace innovation can operate smarter, make decisions faster, and deliver greater value to customers. By continuously adopting modern digital tools, automation systems, and data-driven platforms, organizations like Ericsson Enterprise Wireless Solutions can stay ahead of the curve, streamline internal processes, and empower employees to focus on high-impact, strategic work. In an industry defined by speed and connectivity, efficiency truly is everything.

Economy

Now, economic factors are having a notable impact on the telecommunications industry. The lower availability of jobs and rising costs due to inflation and tariffs have made it more difficult for some companies to invest in upgrading or changing their network infrastructure. According to Reuters, “U.S. job openings fell to a 10-month low in July and there were more unemployed people than positions available for the first time since the COVID-19 pandemic” (Reuters). Despite these challenges, the demand for reliable connectivity remains an essential service, and businesses and consumers alike are generally willing to pay for reliable network solutions. It is extremely difficult for any business or any person nowadays to function without stable connectivity, so this is a major advantage of telecommunications and technology companies like Ericsson Enterprise Wireless Solutions. As Oracle notes, “of all its challenges, the telecom industry has advantages that could help shield it from the impacts of an economic downturn. One such advantage… is that consumers prioritize connectivity, providing steady revenue despite price increases" (Oracle). This demand for consistent and secure connectivity helps stabilize the industry even in a challenging economic environment like we live in today.

For Ericsson Enterprise Wireless Solutions specifically, this economic resilience presents an opportunity to strengthen its position within the enterprise market. As organizations become more selective about technology investments, they are likely to prioritize solutions that offer long-term value, scalability, and reliability, all of which are core strengths of Ericsson's offerings. Additionally, the company's focus on wireless and cloud-based connectivity positions it well to support businesses seeking cost-effective alternatives to traditional infrastructure upgrades. In this way, even as broader economic uncertainty persists, Ericsson Enterprise Wireless Solutions remains well-positioned to meet the ongoing demand for high-performance, future-ready network solutions.

Legal and political factors

The telecommunications industry operates within a highly regulated and politically influenced environment. Legal and political factors such as quality of service (QoS) requirements, data security, privacy laws, and neutrality policies shape how companies deliver and manage their services in a significant way. Quality of Service (QoS) is "The measurable end-to-end performance properties of a network service, which can be guaranteed in advance by a Service Level Agreement between a user and a service provider" (CSRC). These regulations ensure that network providers maintain reliable performance standards, which is critical for businesses and consumers alike. While this is not a legal procedure, it is still considered to be a 'best practice' of technology and telecommunications companies.

However, one of the most significant political issues affecting the industry today is the ongoing debate surrounding net neutrality. As Investopedia explains, "The move made it unlawful for ISPs to deliberately speed up or slow down traffic to and from websites based on business preferences or user demand. In other words, according to net neutrality, traffic should be treated indiscriminately" (Investopedia). This regulation limits how telecommunication providers can prioritize data and structure service plans, ultimately influencing pricing and innovation strategies. Moreover, government stability and shifting administrative policies create uncertainty for international trade and business operations. The leadership changes every four to eight years often bring different approaches to regulation, compliance, and global market engagement. Overall, the intersection of legal regulation and political change continues to shape the strategic decisions, operational flexibility, and global competitiveness of telecommunications companies, including Ericsson Enterprise Wireless Solutions and its competitors.

Customer trends

In the telecommunications industry, customers are increasingly shifting their needs to align with rapid digital transformation because of the world we live in today. Consumers and customers are trending away from traditional wired connections, which limit flexibility and scalability, and moving towards wireless, high-speed connectivity solutions. There is also a growing emphasis on cloud-based and edge computing adoption with consumers. As businesses look for faster data processing and improved performance, they look for cloud and edge solutions.

Additionally, customers are seeking “turnkey solutions” that simplify deployment and management. On top of this, consumers seek sustainable and energy-efficient technologies that align with corporate environmental goals and ESG reporting, which has become quite popular in recent years. ABI Research, a technology research company, notes, “Effective enterprise connectivity is central to the modern company. As firms digitally transform, they require agile networks to keep pace with the latest technological developments” (ABI Research). This reflects a broader trend toward Artificial Innovation and end-to-end automation, helping enterprises enhance operational efficiency and optimize performance. Collectively, these shifts show that customers are looking for smarter, faster, and more adaptive connectivity solutions that align with their digital growth ambitions.

The organization’s marketing mix

Target Market

The target market for Ericsson Enterprise Wireless Solutions is global and encompasses a wide range of customers, or enterprises. Since the company relies on partners and distributors to sell its products, most marketing efforts are directed toward these partners rather than the end customer. Ericsson Enterprise Wireless Solutions focuses on incentivizing and promoting collaboration with partners, who then market the solutions to their specific audiences in specific regions. Ericsson Enterprise Wireless Solutions helps partners by creating go-to-market assets and strategies for their partners through online training, co-brandable assets, webinars, and more.

Because Ericsson Enterprise Wireless Solutions operates in a B2B environment, partners target various industries, businesses, job titles, and organizational pain points, rather than the typical demographics of a B2C business. Key industries include retail, financial services, transportation, construction, utilities, public safety, education, government, ports, and manufacturing. Targeting these industries is advantageous because they rely heavily on secure, high-speed, and reliable connectivity to support operations, making them ideal candidates for Ericsson’s enterprise-grade wireless solutions. These sectors also tend to have large, distributed workforces and complex infrastructures that benefit from the scalability and flexibility of Ericsson’s technologies.

The primary job titles targeted are IT officers, CEOs, CTOs, and IT security specialists, among others. Focusing on these decision-makers is beneficial because they hold purchasing power and understand the technical and operational benefits of advanced connectivity solutions. By addressing their pain points, such as day-one deployment, in-house diagnostics with NetCloud, in-vehicle connectivity, failover, pop-up networks, wireless solutions, and support for remote or hybrid work environments, Ericsson and its partners can position themselves as strategic technology enablers that improve productivity, reduce downtime, and enhance business continuity. This targeted approach allows Ericsson Enterprise Wireless Solutions to deliver meaningful value to its enterprise customers while helping partners drive more effective, needs-based sales conversations.

Beyond its enterprise segment, the broader Ericsson organization operates a large-scale global distribution network that primarily serves telecommunications providers and mobile network operators. Ericsson collaborates directly with major carriers and service providers, such as AT&T, Verizon, and T-Mobile, to deliver core network infrastructure, 5G deployment, and managed service solutions. The company's distribution strategy emphasizes long-term partnerships and co-development agreements that enable customized solutions tailored to each operator's network needs. This model allows Ericsson to maintain a strong presence across multiple regions and ensures that its technologies are deployed efficiently and consistently. By leveraging its extensive logistics capabilities, supply chain expertise, and established relationships with global telecom operators, Ericsson can deliver advanced connectivity solutions at scale, supporting not only enterprise customers but also the broader communications ecosystem.

Offerings (products & services)

Ericsson Enterprise Wireless Solutions offers customers advanced connectivity products and services designed for enterprise use (see Exhibit #6). The company provides two main types of enterprise-grade routers, Wireless Wide Area Network (Wireless WAN) solutions and Enterprise Private 5G (EP5G) networks. To illustrate, a Wireless WAN is a "telecommunications network that connects various local area networks (LANs) as well as to headquarters, cloud servers, and elsewhere. Enterprise WANs allow users to share access to applications, services, and other centrally located resources" (Cradlepoint). So instead of wired lines connecting fixed locations, enterprises are now using wireless wide area networks instead. As for EP5G, it is "a wireless networking product providing high speed secure 4G and 5G connectivity to accelerate your organizations digital transformation" (Ericsson). This network solution differs from WWAN, as it is typically used by larger enterprises such as airports, government buildings, and warehouses. Whereas Wireless WAN is often implemented in more agile environments like retail stores, pop-up locations, and other temporary sites.

In simpler terms, Ericsson Enterprise Wireless Solutions provides businesses with the technology they need to stay connected without relying on traditional wired networks. Its Wireless WAN routers act as the foundation for mobile, flexible, and reliable internet connections, helping businesses keep their operations running smoothly wherever they are. These solutions are ideal for companies that need secure and portable connectivity, such as retail stores, transportation fleets, or temporary sites. On the other hand, the Enterprise Private 5G network product portfolio offers a more powerful, large-scale option that supports high-speed, secure connections for organizations with more complex needs. This makes it perfect for large facilities like hospitals, airports, and manufacturing plants where strong, dedicated wireless coverage is essential. Together, these offerings allow businesses of all sizes to stay connected, productive, and adaptable in an increasingly wireless world.

These offerings are typically supported by Zero Trust Security, or NetCloud, capabilities. This service line ensures the network infrastructures are secure, reliable, and easily managed. On top of the routers and NetCloud service, Ericsson Enterprise Wireless Solutions also sells Local Area Network (LAN) Switches, Wi-Fi access points, antennas, and other accessories. This extensive portfolio of products and services positions Ericsson Enterprise Wireless Solutions as a one-stop shop for building agile network infrastructures. Many companies prefer to work with a single vendor rather than coordinating with multiple providers, making the company's comprehensive offering a key competitive advantage and strong selling point.

Revenue and pricing

Ericsson Enterprise Wireless Solutions pays for itself by offering enterprise customers high-value connectivity solutions, hardware, and cloud or management services that solve real business problems and enable savings or increased growth. The company has a go-to-market strategy that enables sales teams to be proactive and enter conversations with potential customers with ease. The recurring services angle of NetCloud supports ongoing revenue, while the partner program and overall ecosystem boost reach and efficiency. As enterprises increasingly need reliable, secure, flexible wireless connectivity, the business model becomes viable and self-sustaining. While pricing depends on the scale and complexity of the enterprise network, Ericsson Enterprise Wireless Solutions' offerings are structured to provide long-term value that outweighs initial investment costs. Please note that exact pricing details are not publicly available.

This business model and selling strategy are not unique to Ericsson Enterprise Wireless Solutions; it reflects a broader industry trend toward subscription-based, service-oriented revenue models (with NetCloud) that provide continuous value and scalability for enterprise customers. Many telecommunications and technology companies are moving away from one-time hardware sales to hybrid models that combine products with managed services, cloud platforms, and analytics capabilities. This shift ensures long-term relationships, predictable revenue streams, and adaptability in fast-evolving digital environments. As enterprises increasingly need reliable, secure, and flexible wireless connectivity, this type of business structure becomes both viable and self-sustaining, aligning with the ongoing digital transformation across industries. While pricing depends on the scale and complexity of each enterprise network, Ericsson Enterprise Wireless Solutions' offerings are designed to deliver sustained value that outweighs initial investment costs over time.

*Please note that exact pricing details are not publicly available.

Distribution

Ericsson Enterprise Wireless Solutions operates through an omni-channel, partner-based distribution model rather than direct-to-consumer (D2C) sales. An omni-channel approach integrates multiple sales and communication channels, such as online platforms, distributors, resellers, and direct sales teams, to create a seamless and consistent customer experience across all touchpoints. This strategy allows the company to leverage strong relationships with channel partners and distributors who help expand the reach that Ericsson could not achieve alone.

The main advantage of this approach is that it ensures broader market coverage and enables customers to interact with the brand through whichever channel they prefer. It also supports flexibility, allowing Ericsson to adapt to different regional preferences and business environments. However, the omni-channel model also introduces challenges, such as maintaining consistent messaging, managing complex partner relationships, and ensuring uniform service quality across all regions and channels. Ericsson's network extends internationally, covering key regions such as EMEA (Europe, the Middle East, and Africa), APAC (Asia-Pacific), North America, and LATAM (Latin America). By collaborating with regional partners, the company ensures that its products and services are efficiently delivered to enterprises of all sizes. This global, omni-channel strategy strengthens Ericsson's ability to meet diverse customer needs and adapt to varying regional demands.

Marketing communication

At Ericsson Enterprise Wireless Solutions, the company's marketing communication focuses on showcasing and promoting innovation, reliability, and the transformative impact of its wireless technology. The messaging emphasizes how Ericsson Enterprise Wireless Solutions enables seamless connectivity, deploying solutions on day one, and supports organizations in achieving greater agility and scalability through enterprise solutions. To reach its target market and other key stakeholders, the company uses a variety of communication channels for external and internal marketing. Externally, these include newsletters, social media platforms, and email marketing to share updates, product launches, and thought leadership content. LinkedIn, in particular, is a key platform for sharing professional insights, company news, and engaging with industry leaders and decision-makers (see Exhibit #7). The company also leverages in-person events, product launches, and trade shows to engage directly with partners and customers. They provide hands-on opportunities to learn about their solution portfolio. Additionally, Ericsson Enterprise Wireless Solutions produces marketing collateral and go-to-market material such as case studies, white papers, and success stories to highlight customer outcomes, demonstrate industry expertise, and highlight customer wins. On top of this, there is a robust public relations team that reinforces Ericsson's credibility and leadership in the technology and telecommunications industry.

Internally, Ericsson places a strong emphasis on employee engagement and alignment through its internal marketing efforts. The company provides training and resources to ensure employees are knowledgeable about new products, campaigns, and industry development.

Platforms like EveryoneSocial empower employees to share company news, upcoming events and webinars, and company success stories with their personal networks. This employee advocacy platform helps amplify Ericsson's brand reach and authenticity by utilizing employees in its strategy. Collectively, these communication efforts, externally and internally, ensure that Ericsson's brand voice remains consistent, informative, and aligned with its mission to drive enterprise innovation through wireless technology.

It's also important to note that many of these tools reflect industry standards used by top B2B organizations, such as automation software, analytics dashboards, and customer relationship management platforms that help teams align marketing activities with business goals. For example, tools that track lead generation, campaign engagement, and content performance allow the company to make informed, data-backed decisions about where to focus future efforts. However, unlike companies that rely heavily on broad digital advertising methods or consumer-facing platforms, Ericsson Enterprise Wireless Solutions focuses on professional channels and partner enablement tools that cater specifically to enterprise customers. This targeted approach ensures that marketing resources are invested efficiently, reaching audiences who have a genuine need for advanced connectivity solutions. By prioritizing precision and performance over mass exposure, the company maintains a sophisticated, business-oriented marketing strategy that strengthens credibility and builds meaningful, long-term relationships within the telecommunications industry.

SWOT Analysis (see exhibit #1)

Strengths

Ericsson Enterprise Wireless Solutions has numerous strengths that contribute to its strong position in the enterprise connectivity industry. Operating on a global scale, the company can test, refine, and adapt its strategies across diverse international markets. This global presence not only allows the company to respond to regional customer needs and technological trends but also strengthens its competitive positioning in both established and emerging markets. Following Cradlepoint's acquisition by Ericsson, a leading multinational telecommunications giant, Ericsson Enterprise Wireless Solutions has gained greater credibility, access to extensive resources, and alignment with a globally recognized brand known for reliability and innovation. This relationship enhances the company's ability to scale operations, expand its market presence, and deliver advanced connectivity solutions worldwide.

With a comprehensive portfolio of products and services, the company supports a wide variety of industries by providing reliable, high-performance connectivity solutions that drive operational efficiency. Its "day-one deployment" capability is a distinctive strength, enabling customers to achieve fast, seamless integration and immediate value from their investments. This approach helps reduce downtime, enhances customer satisfaction, and reinforces Ericsson Enterprise Wireless Solutions' reputation for delivering practical, results-oriented technology.

Another core strength lies in its robust partner ecosystem. By collaborating with distributors, resellers, and managed service providers, the company is able to extend its market reach and deliver customized solutions that align with the specific needs of different industries and geographic regions. This partnership model promotes flexibility, scalability, and localized expertise, all of which are critical advantages in the fast-paced wireless technology and telecommunications landscape.

Technologically, Ericsson Enterprise Wireless Solutions is at the forefront of innovation, offering advanced capabilities through 5G, LTE, and its cloud-based NetCloud management platform. These technologies collectively enable secure, scalable, and easily managed wireless networks that support the growing demand for enterprise mobility and digital transformation. The company's deep technical expertise, coupled with Ericsson's infrastructure and R&D resources, further enhances its ability to provide "end-to-end" solutions, from hardware and software to diagnostics and network management.

Finally, the company's strong emphasis on customer support and continuous training for partners ensures consistent service quality and long-term relationship building. By equipping partners and customers with the knowledge and tools they need to succeed, Ericsson Enterprise Wireless Solutions fosters trust, loyalty, and sustainable collaboration. Collectively, these strengths position Ericsson Enterprise Wireless Solutions as a trusted leader in enterprise-grade wireless connectivity, capable of delivering innovation, reliability, and value to organizations navigating the future of digital transformation.

Weaknesses

A key weakness of Ericsson Enterprise Wireless Solutions is its narrow market focus on serving only enterprises and businesses, which limits its overall customer base and excludes potential opportunities in the broader consumer market. This specialization can make the company more vulnerable to fluctuations in business spending, especially during periods of economic uncertainty when organizations may delay technology investments. Additionally, Ericsson Enterprise Wireless Solutions operates in an extremely competitive industry where major players such as Cisco, Huawei, and Juniper Networks also compete for market share. This makes it difficult for the company to stand out, particularly when competing against firms with stronger brand recognition or broader product offerings.

Another challenge lies in its indirect sales model, which relies heavily on channel partners, resellers, and distributors to reach customers. While this approach allows for global reach, it can also create communication gaps between the company and end users, leading to inconsistent customer experiences and weaker brand loyalty or recognition. Maintaining alignment and clear messaging across all partners can be difficult, especially as the company continues to expand internationally.

Furthermore, the highly technical nature of Ericsson Enterprise Wireless Solutions' products can be intimidating for customers who are not experts in networking or wireless technology. The use of complex terminology and detailed specifications may make it harder for potential clients to understand the value or benefits of specific solutions, which can slow down the sales process. Lastly, the ongoing transition from Cradlepoint to Ericsson Enterprise Wireless Solutions has created brand confusion. Many customers are unaware that the two are the same entity, which can hinder marketing efforts, weaken brand identity, and create barriers to customer trust and retention as the company continues to reestablish itself under the Ericsson name.

Opportunities

Ericsson Enterprise Wireless Solutions has several promising opportunities for growth and continued innovation. One key opportunity lies in the integration of Artificial Intelligence (AI) into its products and services. Incorporating AI-driven features could enhance efficiency by automating routine network management tasks, allowing customers to focus more on strategic initiatives rather than technical troubleshooting. AI could also help the company deliver faster, more accurate responses to network issues and optimize connectivity performance in real time. This would not only meet but exceed the growing demand for intelligent and adaptive wireless solutions among enterprise customers.

In addition, leveraging AI and machine learning for predictive maintenance offers significant potential to improve reliability and customer satisfaction. By analyzing data patterns and detecting early warning signs of potential system failures, Ericsson Enterprise Wireless Solutions could proactively address issues before they escalate, reducing downtime and increasing the lifespan of its equipment. This proactive approach aligns with industry trends toward smarter, self-optimizing networks and could position the company as a leader in innovation-driven connectivity solutions.

Another growth opportunity lies in strengthening its partner program. Enhancing collaboration with resellers, distributors, and technology partners would allow for better alignment across markets, more consistent sales performance, and improved customer support. Building stronger relationships with these partners could also foster more joint marketing efforts and increase overall brand visibility.

Finally, expanding further into under-penetrated global regions, particularly beyond North America and EMEA, could help diversify Ericsson Enterprise Wireless Solutions' market presence. Although the company already operates in APAC and LATAM, more targeted marketing campaigns and localized business strategies could reignite growth in these areas. By tailoring solutions and messaging to the specific needs of businesses in these regions, the company could capture new market share and strengthen its global footprint, positioning itself for sustainable, long-term success.

Threats

Ericsson Enterprise Wireless Solutions faces several external threats that could influence its overall growth, competitiveness, and long-term performance. One of the most significant challenges is the strong competition from well-established industry leaders such as Cisco and

Peplink. These companies possess extensive brand recognition, broader customer bases, and large research and development budgets, making it difficult for Ericsson Enterprise Wireless Solutions to consistently differentiate itself through pricing, innovation, and unique value propositions. The rapid pace of technological advancement in the wireless connectivity market also increases competitive pressure, as staying ahead requires continuous investment in product development and strategic marketing.

Another critical threat lies in ongoing supply chain disruptions and global component shortages. These issues can delay production timelines, limit inventory availability, and increase operational costs, all of which negatively affect the company's ability to deliver on time and meet customer expectations. Any prolonged disruption could impact partner relationships and slow down key deployments, potentially pushing customers toward competitors that can provide faster solutions.

Cybersecurity and data protection concerns also represent a persistent external threat. As enterprises continue to prioritize secure and reliable connectivity, Ericsson Enterprise Wireless Solutions must ensure that its products not only meet but also exceed industry security standards. Failure to maintain the highest levels of data protection could harm the company's reputation, reduce customer confidence, and create regulatory risks, especially as data privacy laws become increasingly stringent across different markets.

Finally, the transition many customers face when moving from wired to wireless connections poses an additional challenge. The shift often requires significant infrastructure changes, employee training, and reassurance about performance reliability. If this transition process is perceived as overly complex or disruptive, it could slow adoption and create hesitation among potential customers. Therefore, Ericsson Enterprise Wireless Solutions must prioritize a seamless, reliable migration experience that builds trust and reinforces its position as a dependable partner in next-generation enterprise connectivity.

Statement of the benchmark and marketing goal

Benchmark: Over the next two quarters, Ericsson Enterprise Wireless Solutions aims to strengthen its digital marketing presence by increasing newsletter engagement by 10% and partner portal page views by 15%.

Smart Goal: In the next two quarters, Ericsson Enterprise Wireless Solutions will enhance its digital marketing performance by increasing newsletter engagement by 10% and partner portal page views by 15% through newly designed pages and templates, consistent communications with partners, and targeted digital initiatives designed to drive engagement and platform adoption

Marketing plan to achieve the marketing goal

To achieve the benchmark and marketing goal outlined above over the next two quarters, Ericsson Enterprise Wireless Solutions aims to strengthen its digital marketing presence by increasing newsletter engagement by 10% and partner portal page views by 15%. Ericsson Enterprise Wireless Solutions should implement a comprehensive strategic marketing plan supported by engaging programs and robust enablement resources. To increase engagement metrics on the monthly newsletter and partner portal pages over the next two quarters, the company can introduce a gamified challenge within the partner portal designed to drive exploration, participation, and learning. This initiative would encourage partners to view resources, complete learning modules or certifications, and interact with key marketing content in exchange for badges, digital achievements, or gift card incentives. While similar incentive-based initiatives have been introduced in the past (see exhibit #7), this approach would be distinct in its focus on boosting visibility and activity within the newsletter and portal, two critical channels for partner communication and enablement. By connecting participation to tangible rewards, Ericsson Enterprise Wireless Solutions can motivate partners to explore new materials, stay informed on product updates, and engage more frequently with available tools and assets.

Beyond gamification, the company can strengthen engagement by introducing targeted incentives for newsletter interactions and portal page visits. Offering rewards, exclusive content, or tiered recognition levels for partners who consistently engage with the digital content can foster long-term engagement and good habits for partners. Recognizing top participants in newsletters or webinars, could further amplify participation by adding a public acknowledgment element. This approach ensures that important communications, such as new product launches, campaign materials, or strategic updates, reach the right audiences and are not only read but acted upon. Over time, these consistent engagement efforts will not only raise visibility metrics but also deepen partners' understanding of Ericsson Enterprise Wireless Solutions' value proposition and strategy, ultimately helping them sell more effectively and confidently.

To expand on these efforts, the introduction of a community-based social forum within the partner portal could provide an invaluable hub for collaboration and connection between partners. This interactive space would allow partners to share best practices, ask questions, exchange insights, and highlight success stories, all of which build a stronger sense of belonging within the partner network. By encouraging peer-to-peer learning and discussion, Ericsson Enterprise Wireless Solutions can create an ecosystem where partners not only engage with company materials but also learn from each other's experiences. As seen in the in-person events held by Ericsson Enterprise Wireless Solutions, the connection between partners is invaluable. Introducing this social forum in a digital space could help foster those connections more frequently. This type of knowledge-sharing environment supports both professional development and relationship building, creating a more cohesive and empowered partner program.

Together, these strategies will significantly increase partner engagement by making interactions more interactive, rewarding, and socially connected. The proposed strategies directly align with the measurable goals of increasing newsletter engagement by 10% and portal page views by 15%, while reinforcing Ericsson Enterprise Wireless Solutions' commitment to partner enablement and satisfaction. Strengthening digital engagement is critical for maintaining strong partner relationships, ensuring that partners remain informed, motivated, and aligned with the company's evolving strategy. These strategies will also help the channel marketing and partner enablement team better achieve their quarterly and yearly goals. Over time, these initiatives will not only enhance short-term engagement results but also establish a culture of collaboration, loyalty, and shared success. By combining gamification, targeted incentives, and community-building into one cohesive marketing strategy, Ericsson Enterprise Wireless Solutions can create a more engaging, rewarding, and connected partner experience, one that drives long-term value and supports the overall growth of its global partner ecosystem.

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Exhibits

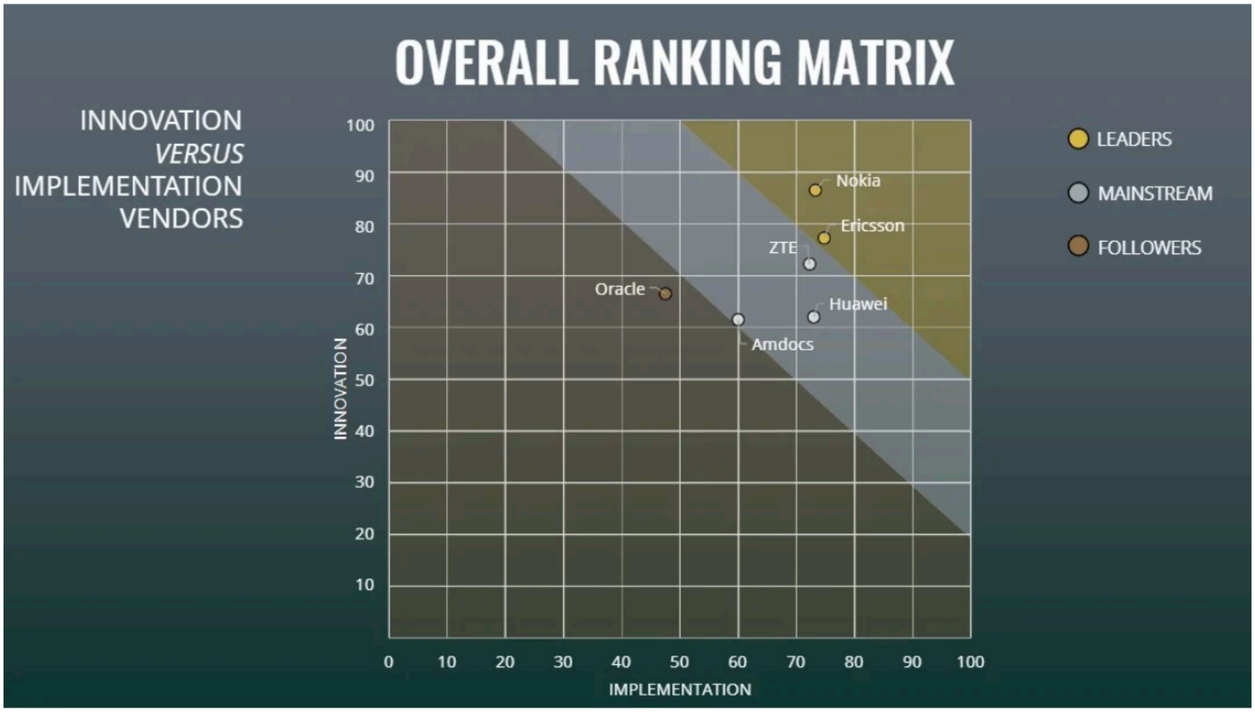
Exhibit #1: SWOT Analysis

Explanation: As stated in the essay section of this paper, it is important to reflect on how a business is performing as well as analyze its strengths, weaknesses, opportunities, and threats. This is why a SWOT analysis is so important to the overall sales and marketing strategic planning process.

Strengths: • International and global reach • A recent acquisition from a multi-international telecommunications company expands reach and trust • A vast portfolio of products and services • Wide variety of industries served • Day-1 deployment and connectivity • Strong partner ecosystem • Expertise in wireless innovation • Backed by Ericsson's global name and reputation	**Weaknesses:** • Sole focus on Enterprises/businesses • Strong competition in this market and industry • Indirect sales model, using partners and distributors to sell products • Complex products and terminology • Hard transition from Cradlepoint to Ericsson Enterprise Wireless Solutions
Opportunities: • AI integration into products and services • AI and Machine Learning usage for predictive maintenance • Strengthen the partner program • Expansion into under-penetrated regions	**Threats:** • Competition from large companies like Cisco and Peplink • Supply chain disruptions and shortages • Meeting security and trust expectations of consumers • Transition challenges for customers who go from wired to wireless connections

Exhibit #2: Ranking matrix of telecommunications companies

Explanation: Overall, understanding how the company is positioned against competitors in the eyes of consumers is essential. This ranking matrix provides valuable insight into consumer perceptions, helping identify areas of strength as well as opportunities for improvement.



Source: ABI Research

Exhibit #3: Perceptual Map of Ericsson Enterprise Wireless Solutions' 5G solutions (product-specific)

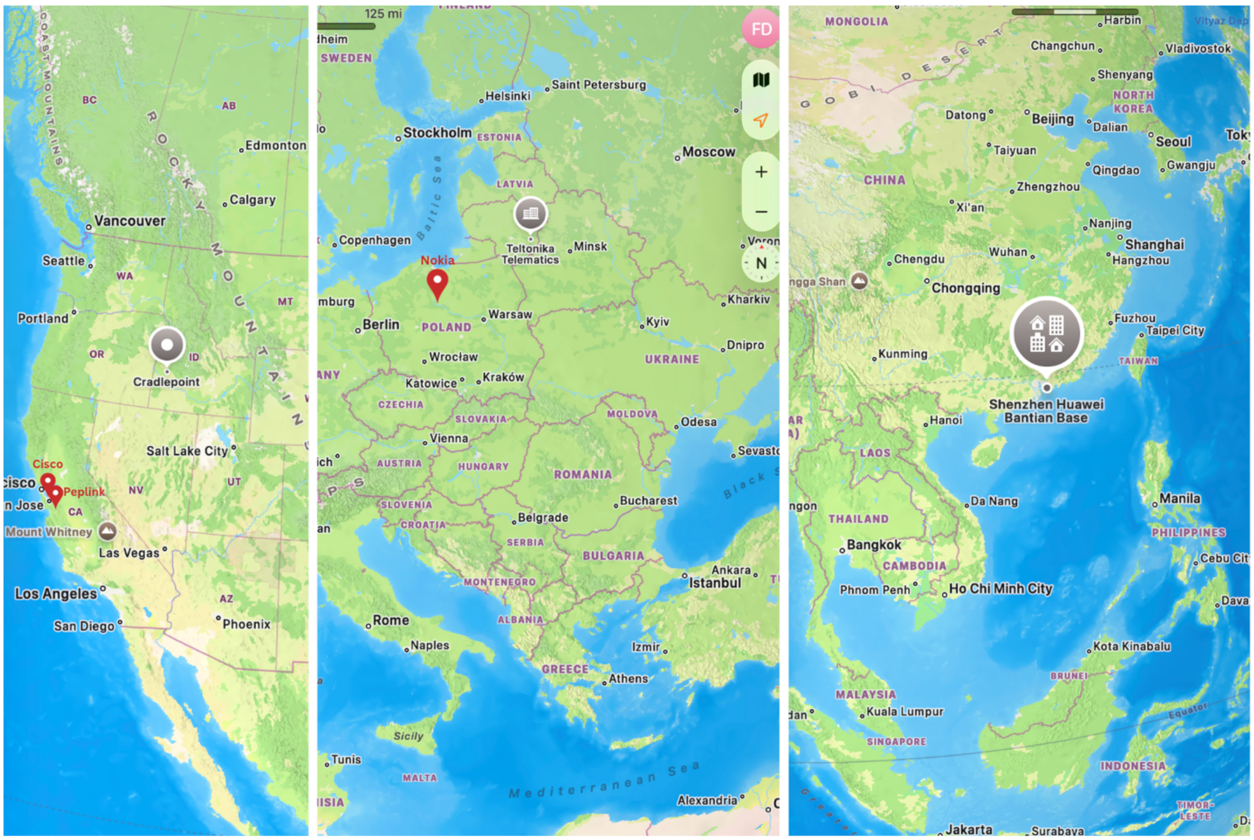
Explanation: Perceptual maps like this illustrate how consumers perceive this product in relation to its competitors. This highlights Ericsson Enterprise Wireless Solutions' position at the top of the map as a leader and visionary in the industry.

Figure 1: Magic Quadrant for CSP 5G RAN Infrastructure Solutions

Source: Gartner

Exhibit #4: Map of competitors in comparison to Ericsson Enterprise Wireless Solutions headquarters (Cradlepoint headquarters)

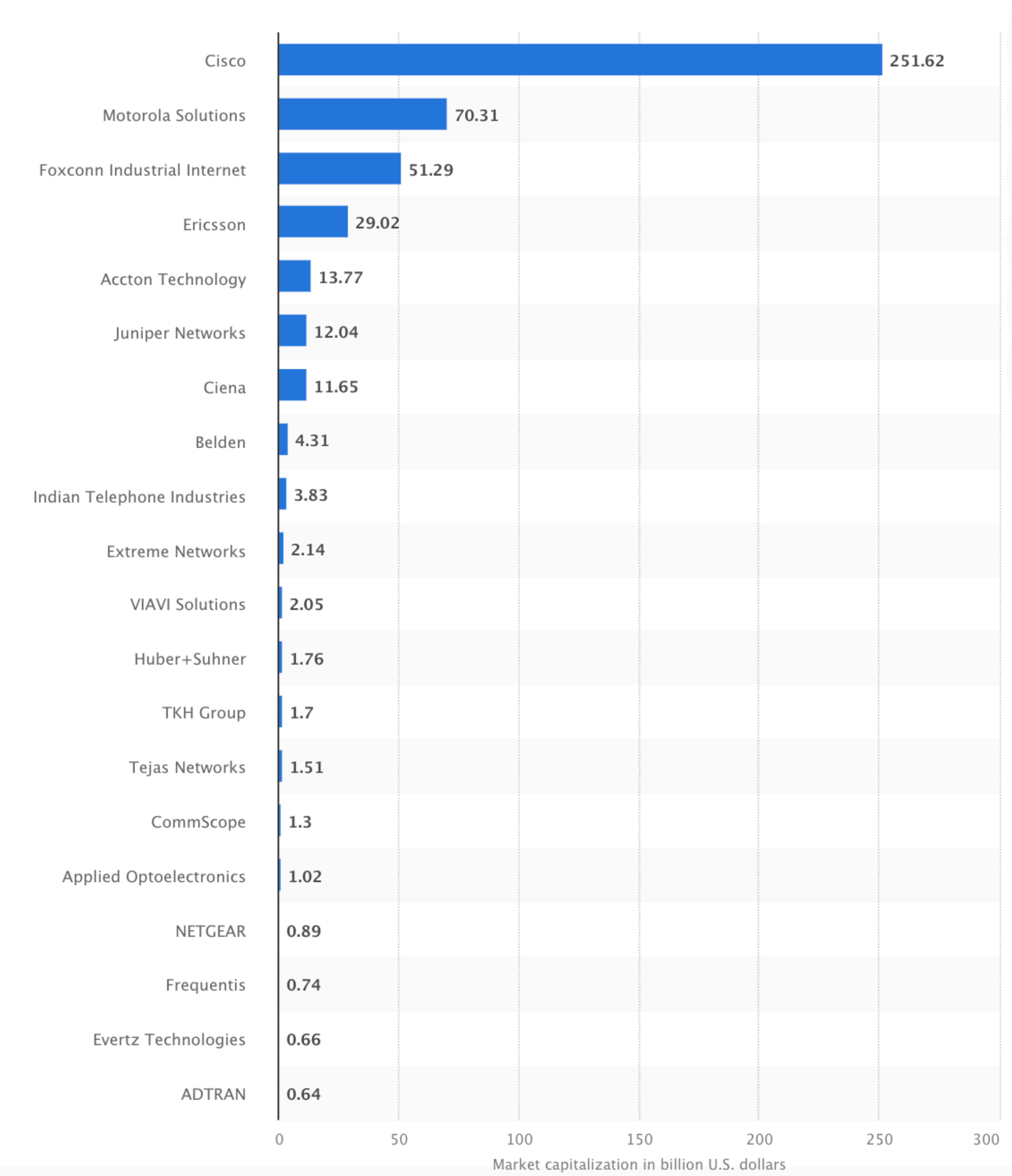
Explanation: Below is a map comparing enterprise network solution providers and the locations of their headquarters. Understanding this distribution is important as it reveals each company's geographic influence and strategic positioning within the industry. Since Ericsson Enterprise Wireless Solutions operates globally, it makes sense that the competitors are spread out around the globe.



Source: Apple Maps

Exhibit #5: Market capitalization of the telecommunications hardware industry

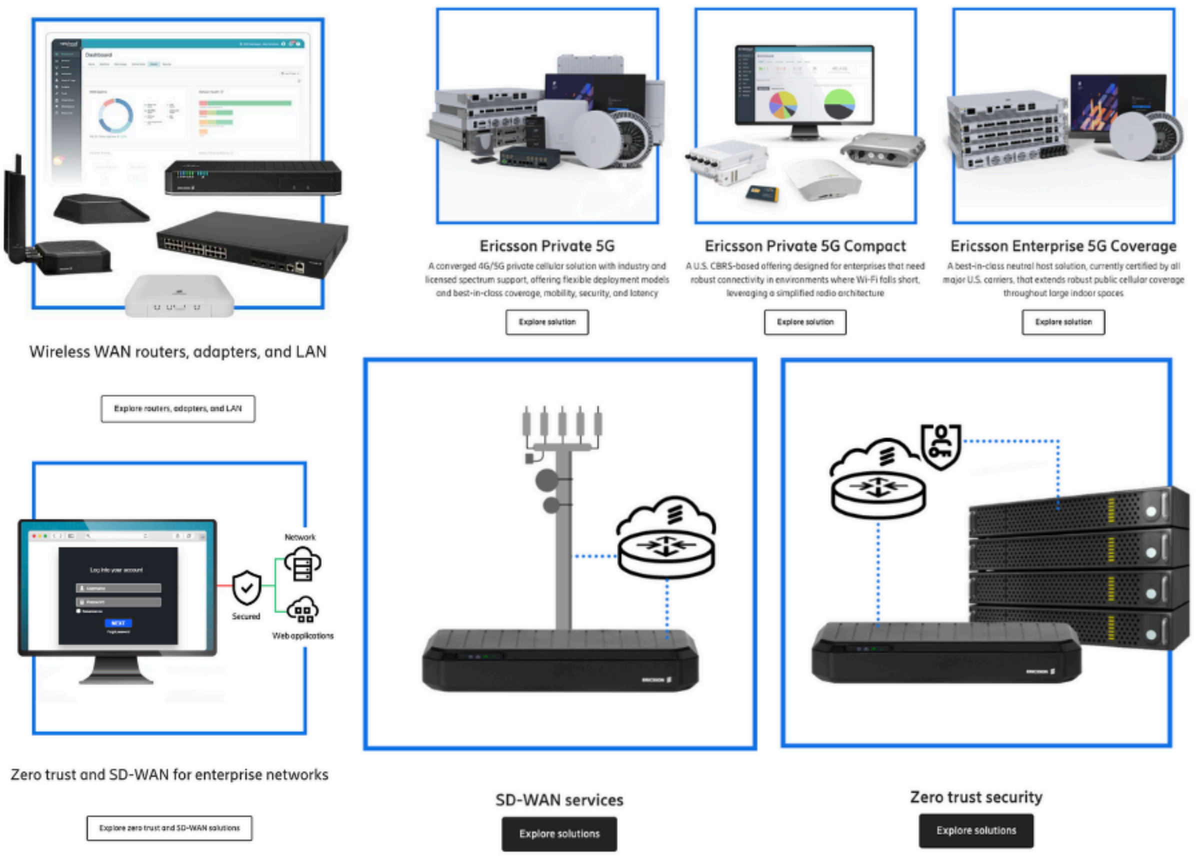
Explanation: Market capitalization is an important indicator of a company's overall value and financial stability within the telecommunications hardware industry. It reflects investor confidence and helps determine how companies compare in size, influence, and market power.



Source: Statista

Exhibit #6: Ericsson Enterprise Wireless Solutions' physical product and service portfolio

Explanation: Understanding Ericsson's physical product and service portfolio reveals the company's comprehensive approach to delivering integrated, high-performing connectivity solutions. For individuals who are not familiar with the product and service portfolio, this provides a snapshot of what the company provides.



Source: Cradlepoint.com

Exhibit #7: Q4 incentive - Boo-st your engagement: Partner Week 2025 program and incentive for partner engagement

Explanation: This is an example of a program and incentive my team and I created to encourage greater engagement from partners in both our portal and partner program. We often use incentives to drive participation, as rewards naturally motivate involvement. This example also showcases the type of work my team and I do within event and program marketing, highlighting our focus on engagement and creative strategy.

Ericsson Enterprise Wireless Solutions
13,646 followers
10m •

We're inviting partners to have a frightfully good time this week! Complete 4 eerie-sistable activities to win a 12oz. Stanley mug and be entered into a raffle for a chance to win an additional prize. Activities include:

🎃 Complete a Mountaineer level
👻 Attend a webinar live or on-demand
🧛 View the Experience Hub page on the Partner Portal
🍬 Follow us on LinkedIn and tag us in a post with #EnterpriseWirelessPartnerWeek

Get more out of your partnership with Ericsson by boo-sting your engagement! Reach out to your partner account team to learn more or visit: https://lnkd.in/gxjTQE_Y