



## From the Harvest to the Market

**Your best business partner is the one that is always there for you.**

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MicrosoftInternetExplorer4  
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everywhere worldwide and still maintain the  
best-in-class cost leadership that makes our  
solutions so cost-effective. This is why we  
invest heavily in our principal activities at our  
corporate headquarters, maintain sales and  
service subsidiaries in our core European  
markets and have the best possible partner,  
Ericsson, for our activities outside Europe as  
well as cost-intensive development and hosting  
activities. We also have a subsidiary in Plano,  
Texas to support the joint ECT-Ericsson sales  
and service activities in the Americas.

By utilizing direct and indirect sales channels  
we are able to market our products to network  
operators around the world in a highly efficient  
manner. But the majority of our sales will always  
be via our own direct sales channels. This  
approach allows us to retain our financial  
independence and, perhaps more importantly,  
gives us the unrestricted customer access that  
is indispensable when identifying current market  
requirements.





Ericsson markets our solutions worldwide and we are the exclusive Ericsson partner in several areas, such as ring back tone and multimedia advertising telephony. Ericsson provides first-line maintenance services to customers worldwide who purchase our solutions through them. In addition, Ericsson Managed Services enables value-added services for their customers via hosted solutions based on our technology. This sales partnership with Ericsson greatly extends our reach without overburdening our costs of sale.

In addition to our sales partnership, we have joint development activities with Ericsson in the area of multimedia value-added services for the IP Multimedia Subsystem (IMS). With the Ericsson - ECT alliance, we are able to develop, build and test state-of-the-art IMS solutions with the market leader in this technology. And we do it without investing in our own IMS network, maintaining cost leadership.