

Pacific Controls and Ericsson to bring smart solutions in ICT

Staff Report

DUBAI — Ericsson and Pacific Controls, a Dubai-based world class ICT enabled software developer and provider of global total automation solutions, announced a memorandum of understanding (MoU) on Thursday, to jointly develop ICT enabled smart solutions for vertical industry sectors.

With the combined efforts and experience of both companies, Ericsson and Pacific Controls will enable customers to offer smarter services and products to their end-users.

The agreement calls for Ericsson and Pacific Controls to jointly cater to the business needs of sectors such energy, utilities and certain areas of government. With Ericsson as the global leading provider of telecommunication technology and services and



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its consulting and systems integration capabilities combined with Pacific Controls' expertise in the fields of energy management, remote monitoring, controlling and M2M (Machine-to-Machine) applications, customers will be able to cut their costs, increase their revenues and enhance their overall productivity. Dilip Rahulan Chair-

man and CEO of Pacific Controls, said: "We are very pleased to collaborate with Ericsson. We are continuously offering innovative technology solutions to add value to our customers' businesses and enable them to achieve their goals."

In addition to adding value to customers' business and introducing initiatives to provide optimum benefits to end-users, the one year agreement is also in line with Ericsson's 50 Billion Connected Devices by 2020 vision.

Anders Lindblad, President, Ericsson Region Middle East and North East Africa, said: "Offering customised solutions to enhance our customers' business needs is one of Ericsson's main objectives. This collaboration will enhance our customers' productivity and reduce operational costs, and enrich the lives of their end users."

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