

FROST & SULLIVAN
BEST PRACTICES



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GLOBAL ENTERPRISE
5G WWAN

PRODUCT LEADERSHIP



ERICSSON

Table of Contents

The Transformation of the Enterprise 5G WWAN Industry	3
Match to Needs	5
Reliability and Quality	5
Product/Service Value	6
Financial Performance	6
Customer Acquisition.....	7
Operational Efficiency.....	7
Growth Potential.....	8
Conclusion	9
What You Need to Know about the Product Leadership Recognition	10
Best Practices Recognition Analysis	10
Product Portfolio Attributes	10
Business Impact	10
Best Practices Recognition Analytics Methodology.....	11
Inspire the World to Support True Leaders	11
About Frost & Sullivan	12
The Growth Pipeline Generator™	12
The Innovation Generator™	12

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Ericsson excels in many of the criteria in the Enterprise 5G WWAN space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Product Portfolio Attributes</i>
Financial Performance	Match to Needs
Customer Acquisition	Reliability and Quality
Operational Efficiency	Product/Service Value
Growth Potential	Positioning
Human Capital	Design

The Transformation of the Enterprise 5G WWAN Industry

Digital technologies have become indispensable to modern business operations, serving as the foundation for how organizations operate, compete, and innovate in an increasingly dynamic, interconnected, and data-driven economy. As technology cycles accelerate, traditional operating models and legacy frameworks can rapidly become inefficient, inflexible, and difficult to scale, requiring organizations to continuously adapt and recalibrate to remain competitive. In this environment, digital technologies are no longer simply tools for incremental improvement; they are strategic enablers that shape how enterprises design, execute, optimize, and scale their operations across the business.

Reliable, scalable, and secure high-speed connectivity has become a foundational element of digital transformation, enabling the seamless integration of applications, platforms, users, and data across increasingly distributed enterprise environments. As organizations accelerate investments in advanced communication, collaboration, cloud, and AI-driven technologies, demand for high-bandwidth, low-latency connectivity continues to rise significantly. The rapid emergence of AI-driven workloads, “AI-anywhere” architectures, edge computing, and hybrid work environments is placing unprecedented demands on network infrastructure, compelling businesses to prioritize investments in intelligent, on-demand connectivity solutions capable of delivering assured performance, resilience, scalability, and security.

5G is uniquely positioned to support these evolving requirements. Unlike traditional wired networks, which are constrained by fixed infrastructure and deployment timelines, 5G enables high-performance connectivity anywhere, providing seamless, wide-area coverage. This flexibility significantly reduces the complexity and time associated with network deployment, allowing enterprises to rapidly scale connectivity in response to changing business needs. In addition, advanced 5G technologies are designed to deliver high throughput, low latency, and reliable performance, making them well-suited for demanding applications such as AI-driven analytics, real-time collaboration, automation, and immersive experiences.

Frost & Sullivan’s annual Global Network and Wireless Survey indicates that more than 70% of enterprises view 5G as important to achieving their digitalization goals. The growing demand for wireless-enabled connectivity is driving expansion in the global enterprise 5G WWAN market, enabling flexible connectivity across branch locations, vehicles, industrial sites, and IoT environments. This evolution is closely tied to broader shifts in enterprise IT and operational technology (OT), as organizations move toward distributed computing models where applications, data, and users are dispersed across multiple locations. In this environment, connectivity must be pervasive, reliable, and adaptable. WWAN has emerged as a critical enabler of this shift, delivering scalable, flexible connectivity across diverse, multi-location environments.

“Ericsson has positioned itself as a global leader in the enterprise 5G WWAN industry through a strategy that effectively combines cellular-first connectivity, a unified management platform, deep carrier integration, and AI-driven operations.”

Vikrant Gandhi,
Vice President, ICT Research

The emergence of edge computing and artificial intelligence (AI) is further reinforcing the importance of WWAN. Enterprises are increasingly deploying AI workloads at the edge to enable real-time decision-making, reduce latency, and process data closer to where it is generated. Applications such as connected vehicles, robotics, industrial automation, and smart infrastructure rely on continuous, real-time data exchanges between edge systems and centralized platforms, requiring pervasive, resilient connectivity.

WWAN plays a critical role in supporting these capabilities by connecting edge devices, sensors, and applications seamlessly to enterprise edge and cloud platforms, enabling intelligent, real-time operations at scale. The rise of physical AI, where intelligent systems interact directly with the physical world through sensors, machines, and autonomous devices, is expected to further accelerate demand for WWAN.

Advancements in cellular technology, particularly 5G standalone (SA) and 3GPP Releases 16–19, are laying the foundation for deeper integration of 5G across enterprise connectivity architectures. Features such as network slicing, improved uplink performance, and ultra-low latency help enterprises support operationally-critical workloads, including high-definition video, real-time analytics, and autonomous systems over wireless networks. In addition to leveraging these capabilities, modern WWAN platforms incorporate AI-driven operations, automation, and deep telemetry, enabling more proactive network management and optimization. This evolution reflects a broader industry trend toward autonomous networking, where systems can monitor conditions, predict issues, and adjust performance dynamically.

Ericsson has positioned itself as a global leader in the enterprise 5G WWAN industry through a strategy that effectively combines cellular-first connectivity, a unified management platform, deep carrier

integration, and AI-driven operations. The company has evolved beyond delivering connectivity to facilitating assured wireless operations at scale, focusing on enterprise outcomes by simplifying deployment, improving network reliability, and supporting real-time, AI-driven applications across multi-location environments. Success factors for Ericsson are listed below.

Match to Needs

Frost & Sullivan's research indicates that Ericsson is the market leader in the global enterprise 5G WWAN industry. The company supports a diverse range of customers, including large enterprises, the public sector, and industrial organizations, and it is trusted to deliver WWAN solutions tailored to a wide variety of operational requirements and environments. As organizations scale operations across branches, vehicles, and industrial environments, wireless connectivity must deliver assured performance, visibility, and control under highly variable conditions. Ericsson addresses this shift with a cellular-first architecture designed for wireless as the primary access layer rather than adapting legacy, wireline-centric approaches that treat cellular as secondary.

Continuous cellular innovation, deep operational visibility, and a globally standardized support framework have enabled Ericsson to establish a leadership position in enterprise 5G WWAN. A key differentiator is the company's emphasis on converging public 5G, private 5G, and WWAN into a unified operational model. A common management and control layer enables consistent policies, visibility, and performance optimization across environments that were previously siloed. This directly supports enterprise needs to extend connectivity seamlessly into mission-critical environments, particularly as organizations scale AI-driven and real-time operations.

Ericsson is uniquely positioned to support the ongoing shift to edge computing by combining its WWAN and private 5G capabilities with enterprise edge platforms. Through its NetCloud Manager platform and integrated AI capabilities, the company not only provides the high-performance, low-latency connectivity and management features required for edge AI, but also embeds intelligence into network operations, allowing enterprises to optimize and scale real-time, AI-driven applications across distributed environments. Centralized management, increasing automation, and AI-driven insights reduce operational burden while improving consistency. By aligning its architecture with the realities of distributed, wireless-first networking, the company delivers more scalable and predictable offerings than competitors built on legacy networking assumptions.

Reliability and Quality

Ericsson delivers a carrier-integrated WWAN architecture designed for high performance. Deep integration with global carriers, supported by continuous certification and close operator collaboration, ensures alignment with evolving network capabilities and reduces performance variability across geographies and providers. This foundation is strengthened by Ericsson's decades-long investment in patented cellular technologies, including radio optimization, traffic steering, and carrier-aware connectivity management. Capabilities such as dual SIM dual standby, rapid failover, and intelligent traffic steering enable seamless transitions across networks, minimizing disruptions in critical environments such as public safety, transportation, and industrial operations.

Ericsson's WWAN solutions are deployed by major enterprises, public sector organizations, emergency response agencies, and smart city initiatives worldwide. Adoption by these high-profile organizations underscores the strength, reliability, and scalability of the company's offerings. Ericsson's global supply chain and operational infrastructure provide a clear strategic advantage to the company by ensuring seamless delivery, deployment, and service continuity at scale. Competitors without comparable ecosystem depth, global reach, and real-world deployment experience would find it difficult to replicate these capabilities, creating a meaningful barrier to achieving similar levels of performance and scale.

Product/Service Value

Ericsson delivers value through a differentiated platform-centric architecture that integrates connectivity, management, security, and operational intelligence into a single solution, helping reduce complexity and improve enterprise outcomes. The company is advancing its next-generation WWAN platform with enhanced edge performance, security, and adaptability, including support for 5G SA architectures and advanced network slicing via user equipment routing selection policy (URSP). New WWAN systems deliver up to 2.5× more on-device compute, supporting AI inferencing, computer vision, and containerized applications at the edge, accelerating real-time insights. Advanced location services further enhance these capabilities, with support for real-time kinematics (RTK) allowing centimeter-level positioning accuracy. Security processing is up to 2× faster, supporting NetCloud SASE capabilities such as zero-trust access and SD-WAN. Ericsson further strengthens resiliency through multi-WAN orchestration, delivering intelligent traffic steering and failover across cellular and satellite links for continuous connectivity.

Complementing these capabilities is a future-proof modular architecture, allowing organizations to upgrade 5G modem capabilities as carrier technologies evolve, without replacing router infrastructure, reducing life cycle costs, and minimizing disruptions. Embedded eSIM capabilities with centralized provisioning simplify global deployments, powering the remote management of carrier profiles and faster rollout across distributed sites.

Ericsson differentiates itself by delivering the right solution through an optimal combination of hardware innovation and platform capabilities. Frost & Sullivan's research indicates that Ericsson offers one of the broadest and most comprehensive WWAN portfolios globally, enabling enterprises to select the right solutions aligned to their unique operational requirements. Overall, Ericsson's integrated, high-performance, and future-ready platform delivers a more scalable and intelligent approach than competitors relying on loosely coupled hardware and software overlays.

Financial Performance

Ericsson's financial performance is supported by a model designed for scale, recurring revenue, and long-term value creation. Deployments span large enterprises, public safety organizations, transportation networks, and industrial environments, creating a high-volume engagement philosophy that supports both revenue growth and operational leverage. Integration across WWAN, private 5G, and adjacent capabilities creates opportunities to expand customer relationships, increasing revenue per customer while limiting incremental acquisition costs. This breadth allows Ericsson to solve a wider range of enterprise connectivity challenges, creating natural pathways for upsell and cross-sell across adjacent capabilities and use cases within the same customer environment. A subscription-led approach aligns

revenue with ongoing customer engagement, providing predictable and resilient financial outcomes while supporting platform-based monetization.

Ericsson strengthens this strategy through continuous evaluation of its commercial structure, adapting pricing and packaging in response to market shifts and customer demand. Feature adoption is actively tracked to ensure that new capabilities align with how enterprises, carriers, and partners deploy and use the platform, reinforcing a data-driven approach to monetization and product evolution.

Customer Acquisition

Ericsson wins and retains enterprise customers by delivering consistent performance in mission-critical environments, where reliability and execution are decisive. The company enables low-friction, repeatable deployments through a standardized yet flexible architecture, reducing time to value and rollout complexity for large-scale deployments. Capabilities are validated through real-world deployments across demanding environments. For example, enterprises in event, transportation, and industrial settings use Ericsson WWAN solutions to dynamically connect mobile assets across public and private networks based on real-time network conditions, ensuring reliable performance and operational continuity. Through continuous monitoring, analytics, and support engagement, customers gain visibility into network performance and ensure they are receiving ongoing value. This results in strong long-term relationships that often expand over time to include additional use cases, technologies, and geographies.

In verticals such as public safety, trust and reputation play a decisive role in vendor selection. Ericsson benefits from strong reference networks within these communities, where proven performance drives referrals and repeat adoption. This reputation-based momentum serves as a meaningful driver of new business, reinforcing customer confidence and extending Ericsson's reach within and beyond core segments. Its hybrid go-to-market model combines direct technical expertise with a scalable partner ecosystem. Local sales engineers support proof-of-concept and deployment, ensuring accountability, while partners extend reach. A globally consistent support structure combining local expertise with 24x7 assistance reinforces confidence across regions. By adapting its platform to the customer's existing technical reality, Ericsson achieves faster time-to-value, lower integration costs, and higher customer acquisition rates across all segments.

Operational Efficiency

The NetCloud platform provides centralized visibility and control across branch, mobile, IoT, and private 5G networks, reducing reliance on multiple tools and improving operational consistency. Multi-layer dashboards provide visibility into cellular health, coverage conditions, carrier performance, and device-level metrics. AI-driven automation reduces manual effort across configuration, troubleshooting, and optimization, allowing IT teams to manage larger, more complex deployments without proportional increases in resources. Automated carrier selection enables devices to dynamically identify and connect to the highest-performing network, reducing manual configuration and improving connectivity consistency.

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Ericsson also enhances operational efficiency through its AI-based NetCloud Assistant (ANA). ANA can invoke specialized agents to perform tasks such as retrieving device configurations and supporting troubleshooting workflows. By combining real-time network data with technical knowledge, it delivers tailored insights, generates dynamic visualizations, and provides explainable recommendations. These AI capabilities are built on extensive operational data, including real-world support interactions and network performance signals, providing more accurate insights and effective automation across common connectivity issues. ANA

also supports operational workflows such as initiating support cases, and it is evolving toward more autonomous issue resolution through guided or automated actions.

Growth Potential

Ericsson is positioned at the strategic intersection of 5G and AI, where high-performance connectivity underpins next-generation enterprise applications. The company is differentiated by its dual role in the AI ecosystem. It embeds intelligence directly into its NetCloud platform while simultaneously supporting AI at the edge. Its agentic AI architecture is laying the groundwork for WWAN and private 5G to become more autonomous and adaptive over time, supporting real-time decision making and operational automation. In parallel, Ericsson’s enterprise edge and private 5G capabilities allow AI workloads to run at the point of data generation, supporting latency-sensitive applications across industrial and distributed environments. This combination of AI within the network and AI enabled by the network positions Ericsson as a foundational platform for next-generation enterprise operations, driving its growth.

Ericsson has taken a pragmatic approach to innovation, advancing capabilities based on measurable customer adoption, proven performance, and scalable deployment approaches, ensuring enterprise readiness and reducing implementation risk. Early investments in data aggregation and real-time visibility are enabling the development of specialized AI agents for tasks such as troubleshooting, configuration, and optimization, driving greater operational consistency and efficiency over time. The company complements its innovation strategy with a disciplined approach to commercialization, closely aligning product development with both enterprise demand and carrier readiness.

Cellular capabilities only reach mainstream adoption when supported by commercial carrier offerings. For example, technologies such as 5G RedCap and multi-network slicing have been technically available but depend on the availability of corresponding carrier data plans and services to scale. By maintaining deep relationships with carriers and ecosystem partners, Ericsson ensures that new capabilities are introduced with the necessary commercial and operational support, allowing customers to deploy with confidence at scale. Moreover, Ericsson extends its reach through a broad ecosystem of technology partners and integrations to ensure seamless interoperability within existing enterprise environments.

Conclusion

Ericsson continues to demonstrate leadership in the global enterprise 5G WWAN market through its combination of deep cellular expertise, a unified platform strategy, strong carrier integration capabilities, and an expansive partner ecosystem. Its solutions play a central role in enabling both current and emerging enterprise requirements spanning connectivity, edge computing, mobility, and collaboration. Ericsson differentiates itself through its ability to deliver globally consistent, high-performance connectivity experiences across a wide range of enterprise use cases, deployment environments, and geographic markets without compromising reliability, scalability, or service quality. Supported by continuous innovation, operational scale, and strong ecosystem alignment, Ericsson has maintained significant growth momentum and strengthened its competitive position within the global enterprise 5G WWAN industry.

With its strong overall performance, Ericsson earns Frost & Sullivan's 2026 Global Product Leadership Recognition in the enterprise 5G WWAN industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Recognition identifies the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Recognition Analysis

For the Product Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

