STOCKHOLM -- With more than 5 billion mobile subscriptions globally and traffic growth skyrocketing, there is a critical need for operators to prioritize traffic in the network and differentiate between subscribers so that each user gets the speed, access and quality they are paying for. Now Indonesia's leading operator Telkomsel has taken action by being the first to introduce a new Dynamic End-to-End Policy Control solution enabling service differentiation for their 86 million subscribers. The solution will be delivered by Ericsson (NASDAQ:ERIC).

Telkomsel's efficient utilization of radio and transport networks will be enhanced through deployment of the policy control solution. Ericsson's data traffic management solution design is based on the principles of supply and demand where available capacity is shared according to subscribers' different policy agreements. Data traffic is prioritized so that higher-paying subscribers get access, high speed and quality even during network peak hours, while other users receive different priority.

Sarwoto Atmosutarno, President Director of Telkomsel, says: "As traffic is growing with more capacity-demanding services and higher download speeds, we must adjust to our users' different expectations and needs. With our new solution, subscribers will be able to choose a pricing option that best suits their individual needs, depending on what services or applications they're using and how much they're willing to pay."

 [Ericsson AB]( ) (Nasdaq: [ERIC]( ))