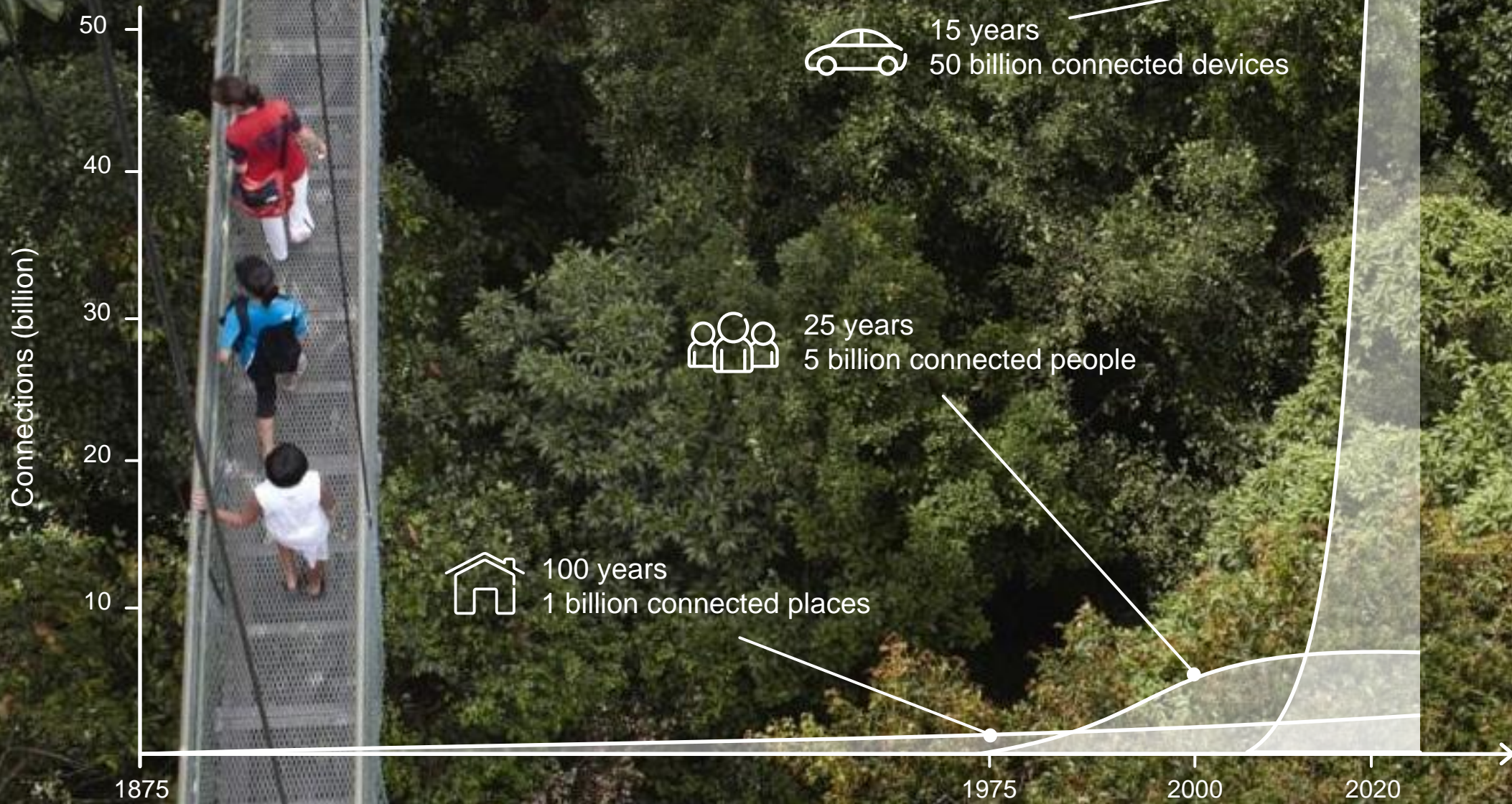


INDUSTRY TRANSFORMATION IN THE NETWORKED SOCIETY – INTERNET OF EVERYTHING

Per-Henrik Nielsen, VP Global Head of Sales and Commercial
Management
Ericsson, Industry and Society



MORE CONNECTIONS



ICT CREATING SOCIETY BENEFITS

SOCIAL
PROGRESS

EDUCATION
HEALTH
INCLUSION

ENVIRONMENT
PROGRESS

RESOURCES
POLLUTION
CLIMATE CHANGE

ECONOMIC
PROGRESS

PRODUCTIVITY
COMPETITIVENESS

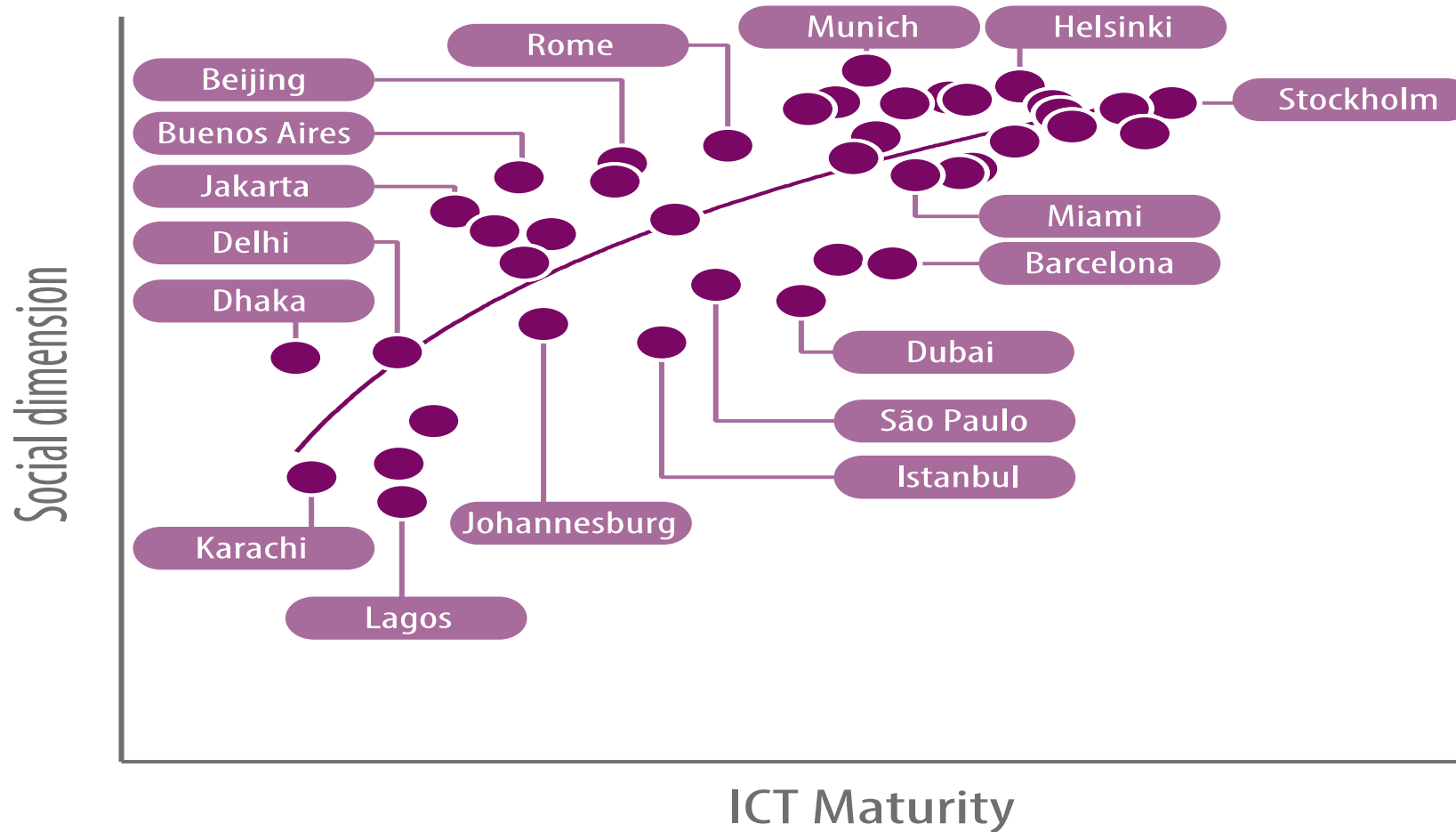
PLANET

PEOPLE

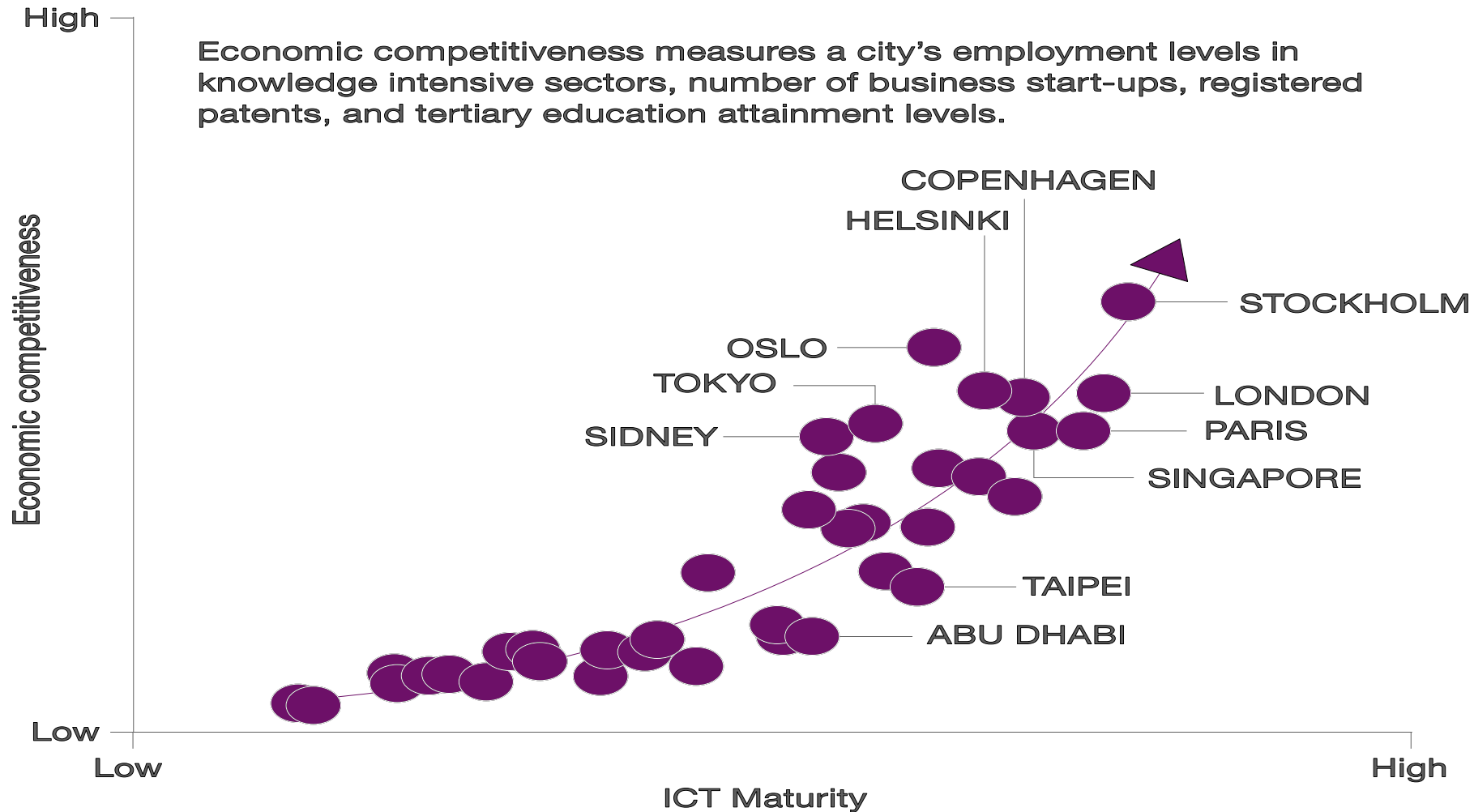
PROFIT



SOCIAL PERFORMANCE



ECONOMIC COMPETITIVENESS



SHIFTING FOCUS

WHY

to

HOW

SHIFTING FOCUS

LEADERSHIP

Mayor as
ENTREPRENEUR

Gateway to civic
ENGAGEMENT

Information
ECOSYSTEM

Platform
THINKING

Open source
MENTALITY

Shared
SOLUTIONS

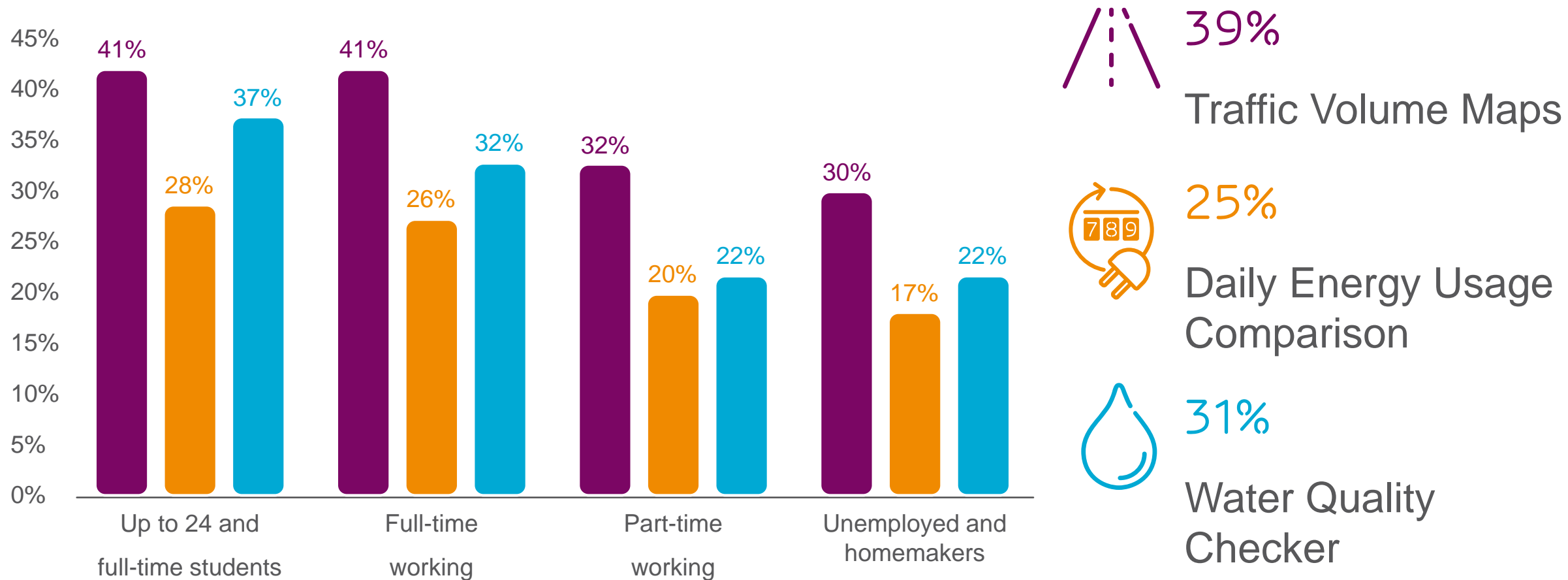
COLLABORATION

HOW

HIGH INTEREST DRIVEN FROM YOUTH & CITY WORKERS



› Predicted daily usage of these smart citizen concepts



TRADITIONAL PLAYERS TO DELIVER ICT SERVICES



› Who is expected to be main service provider?

CITY AUTHORITIES

Water Quality Checker

48%

Social Bike/Car Sharing

47%

Public Service Queue Tag

45%

Traffic Volume Maps

45%

Unified Biometric ID

41%

TECHNOLOGY COMPANIES

Track of the City

44%

Interactive Road Navigation

47%

Indoor Directions

48%

ENERGY DISTRIBUTION

COMPANIES

Daily Energy Usage Comparison

54%

MEDICAL SERVICE PROVIDERS

Posture Sensor

46%

Digital Health Network

51%

Heart-Rate Monitoring Ring

50%

TRANSFORMING INDUSTRIES



INDUSTRIES WITH HIGH IMPACT



UTILITIES



- Distribution System Operators
- Transmission System Operators
- Retailers

TRANSPORT



- Vehicle Manufacturers
- Transport Authorities and Operators
- Transport Service Providers
- Shipping Operators

PUBLIC SAFETY



- Ministries of Interior
- Ministries of Defense
- Ministries of Infrastructure

TRANSFORMATION DRIVERS



UTILITIES



- Regulatory requirements to increase generation of renewable energy.
- Operational performance improvements
- Customer relation improvements

TRANSPORT



- Safe, and efficient transport with less negative environmental impact.
- Multi-modal transport
- New business models

PUBLIC SAFETY



- Increasing need for physical and virtual safety and security for people and assets
- Migration from dedicated network technology

ALREADY HAPPENING BY 2015

UTILITIES



TRANSPORT



PUBLIC SAFETY



A NEW GOLDEN AGE



A Networked Society
where every person and
every industry is
empowered to reach their
full potential.





ERICSSON