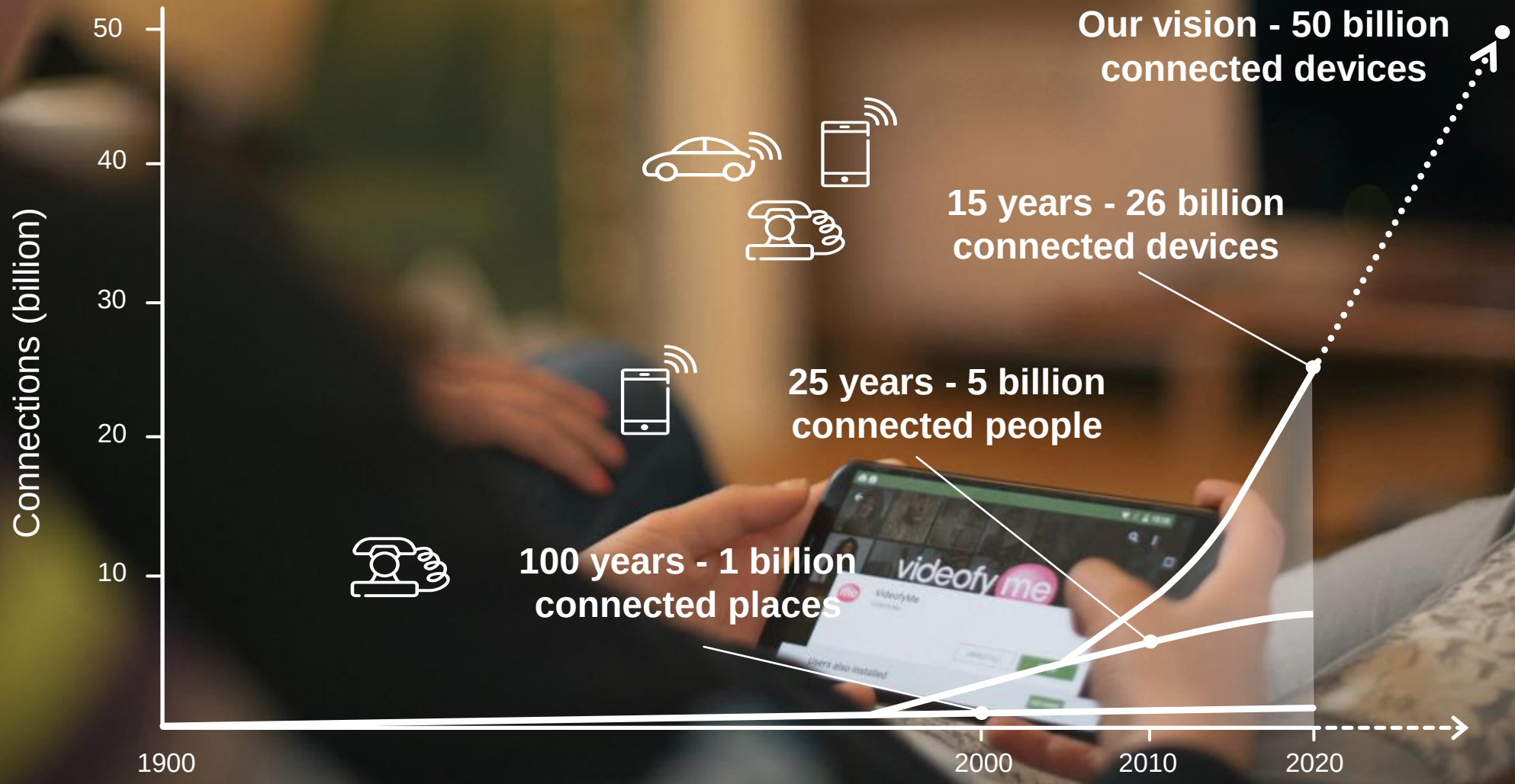


DIGITAL TRANSFORMATION IN THE NETWORKED SOCIETY

Milena Matic – Strategy, Marketing & Communications

June 2016

EVERYTHING THAT BENEFITS FROM A CONNECTION WILL BE CONNECTED



NEW BEHAVIORS

2,7 BILLION LIKES ON FACEBOOK

$13 MILLION CROWDFUNDING

$2,7 BILLION E-COMMERCE

3X UBER REVENUE OVER SIZE OF TAXI MARKET, IN SAN FRANCISCO

24H

1.9 MILLION NEW SMARTPHONE SUBSCRIPTIONS PER DAY

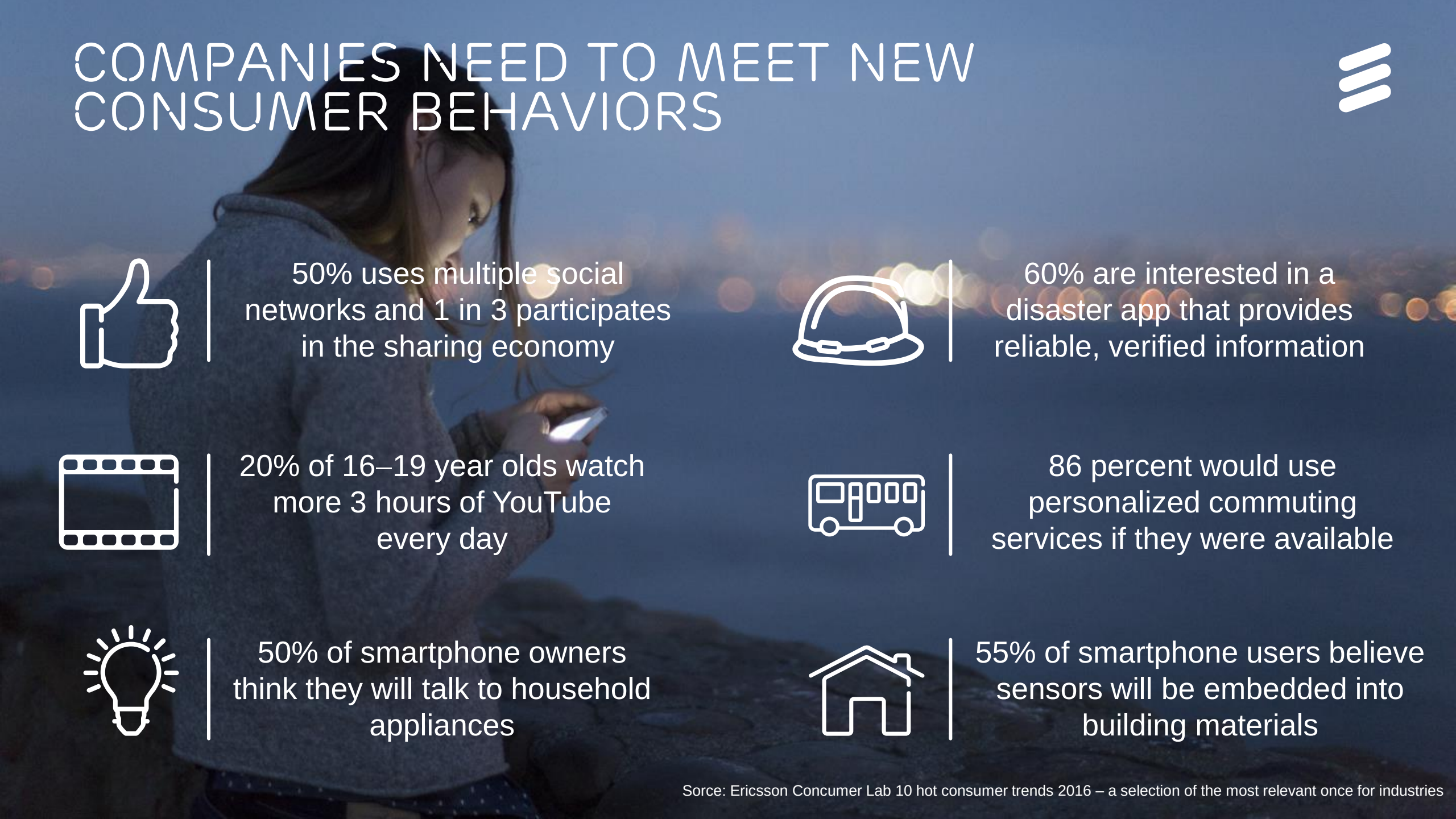
133 MILLION HOURS YOUTUBE VIDEO WATCHED

500,000 AIRBNB STAYS PER NIGHT




Like
C&A
Fashion
Like
00213
0 1242
PESSOAS CURTIRAM

COMPANIES NEED TO MEET NEW CONSUMER BEHAVIORS



50% uses multiple social networks and 1 in 3 participates in the sharing economy

60% are interested in a disaster app that provides reliable, verified information

20% of 16–19 year olds watch more 3 hours of YouTube every day

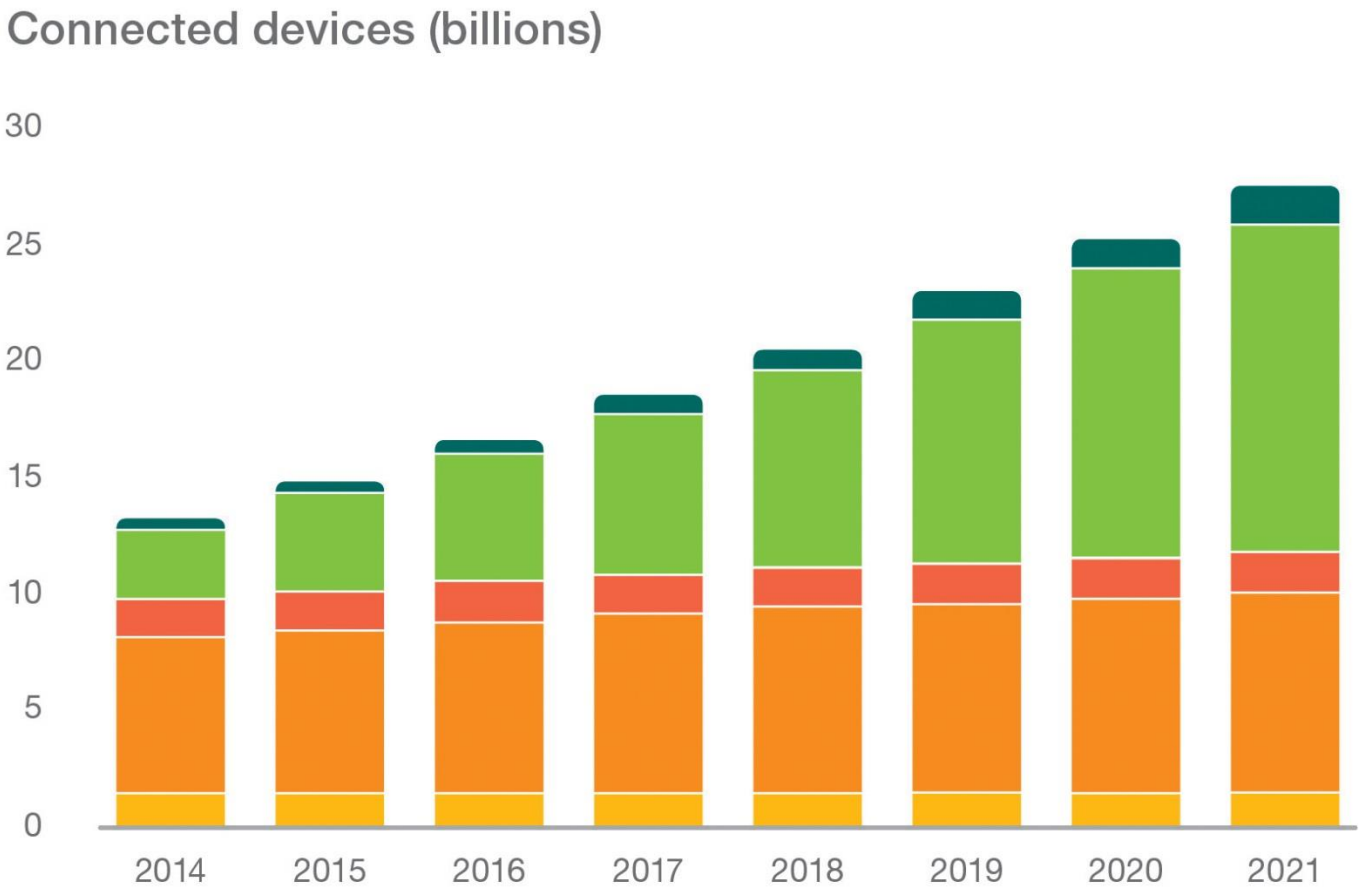
86 percent would use personalized commuting services if they were available

50% of smartphone owners think they will talk to household appliances

55% of smartphone users believe sensors will be embedded into building materials

Sorce: Ericsson Concumer Lab 10 hot consumer trends 2016 – a selection of the most relevant once for industries

IOT DEVICES TO OVERTAKE PHONES IN 2018



	15 billion	28 billion	CAGR 2015–2021
Cellular IoT	0.4	1.5	27%
Non-cellular IoT	4.2	14.2	22%
PC/laptop/tablet	1.7	1.8	1%
Mobile phones	7.1	8.6	3%
Fixed phones	1.3	1.4	0%
	2015	2021	

INDUSTRY TRANSFORMATION



HEALTH	EDUCATION	MEDIA	TRANSPORT	BANKING	UTILITY	RETAIL
WELLNESS	LEARNING	CULTURE	MOBILITY	TRANSACT	FUNCTION	EXCHANGE

DISRUPT OR BE DISRUPTED

57% "My industry is being disrupted"

90% "My organization is investing for efficiency gain"

91% "My organization is investing to improve or develop new offerings"



Transport/Safety/Utilities respondents from from global industries survey Dec'15/Jan'16. n= 247 interviews

WHAT IS DRIVING INDUSTRIES TO CHANGE?



VOLVO WANTS YOUR PARKED CAR TO ACCEPT DELIVERIES





IMPROVING CITY SERVICES

- Improve city services
- Make everything real-time
- Leverage secure & agile cloud solutions

PUBLIC TRANSPORT - BUSES VARNA MUNICIPALITY

THE VARNA Intelligent Transport System INCLUDES:

E-ticketing system

Real Time Passenger Information system (RTPI)

CCTV system at intersections and bus stops

System for automatic vehicle location (AVL)

Traffic management system that provides priority lanes to Public Buses

SMART PARKING

- Sensors installed in outdoor parking places
- Application for mobile devices to trace free parking place in the city center
- Dedicated displays in the main crossings









MONITORING CITY ROADS/BRIDGES INFRASTRUCTURE



- Monitor data from sensors & analyze structure health
- Enables better planning of infrastructure maintenance&operation
- Lower TCO for all city infrastructure
- Increase safety in the city

ICT POWERS CHANGE IN ALL INDUSTRIES



MOBILITY



BROADBAND



CLOUD

Three transformative technologies that together will transform every industry

5G USE CASES

- SENSORS EVERYWHERE
- BROADBAND AND MEDIA EVERYWHERE
- SMART VEHICLES, TRANSPORT
- INFRASTRUCTURE, MONITOR AND CONTROL
- CRITICAL CONTROL OF REMOTE DEVICES
- INTERACTION HUMAN-IOT



MACHINE TYPE COMMUNICATIONS

Critical Communications

<5ms e2e delay
99.999% transmission reliability
500Kmph relative velocity

Extreme availability

Massive Communications

>10yrs battery lifetime
>80% cost reduction
20dB better coverage

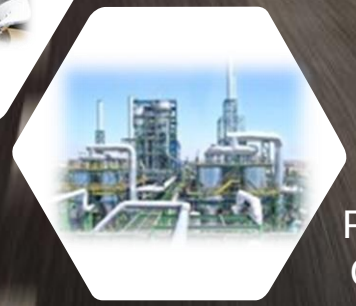
Scalability and flexibility

Intelligent Transport Systems

Connected Sensors

Autonomous Cars





Process Control



Logistics Tracking



Energy Meters

BUILDING THE 5G ECOSYSTEM




"THE PACE OF CHANGE WILL NEVER BE THIS SLOW AGAIN"
HANS VESTBERG
ERICSSON CEO, 2014


ERICSSON