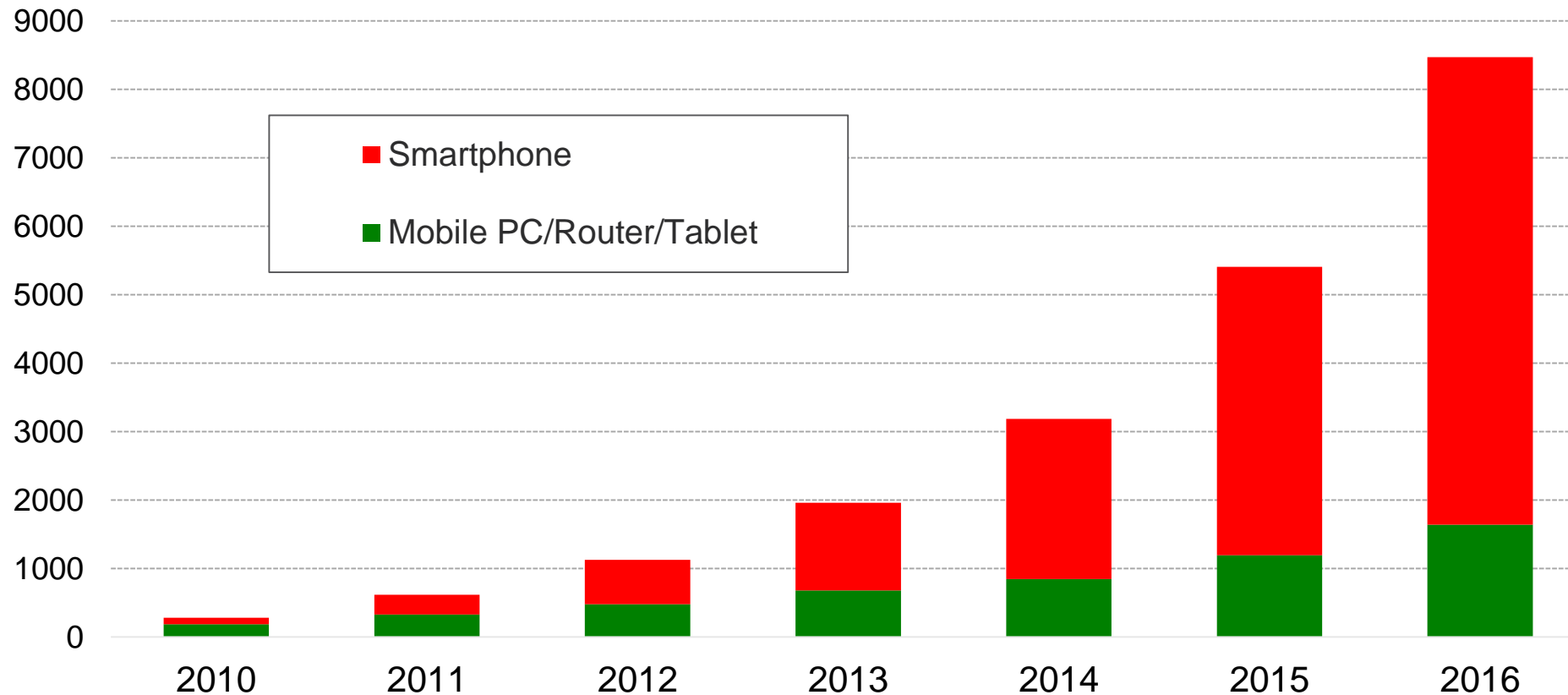


INNOVATION AND THE DIGITAL ECONOMY

OECD WORKSHOP

Harald Edquist, Ericsson Research

MOBILE DATA TRAFFIC IN THE WORLD (PETA BYTES PER MONTH)



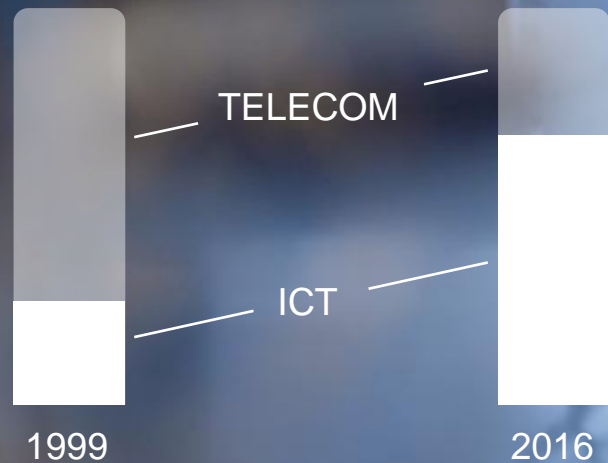
Source: Ericsson mobility report (2017)

A CHANGING BUSINESS



COMPETITION

Illustrative only



BUSINESS MIX

73%
HARDWARE



1999

34%
HARDWARE



2016

ICT AT THE INFLECTION POINT



5G



+

IOT



+

CLOUD



INSTALLATION

TRANSFORMATION



The 5th technological revolution

INDUSTRY TRANSFORMATION

From silos to an ecosystem of ecosystems



M2M



Vertical Silos

Technology Focus

Single-Purpose



IoT



Cross-Industry

Business Focus

Multi-Purpose

Business Models

Processes

Infrastructure

DIVERSE IOT USE CASES CALLING FOR 5G

MASSIVE IOT



SMART
METER



SMART
AGRICULTURE



CAPILLARY NETWORKS

5G

CRITICAL IOT



AUTONOMOUS CAR



TRAFFIC SAFETY & CONTROL



REMOTE
MANUFACTURING,
TRAINING, SURGERY



INDUSTRIAL APPLICATION
& CONTROL

LOW COST, LOW ENERGY
SMALL DATA VOLUMES
MASSIVE NUMBERS

ULTRA RELIABLE
VERY LOW LATENCY
VERY HIGH AVAILABILITY

A SHIFT OF FOCUS



- Devices
- Connectivity



- Data
- Analytics
- Automation

CONNECTIVITY WILL BECOME COMMODITY



- › Alphabet, Amazon, Apple, Facebook and Microsoft are the five most valuable listed firms in the world
- › Data is changing competition
- › Is it important to own data or will access to data be enough?

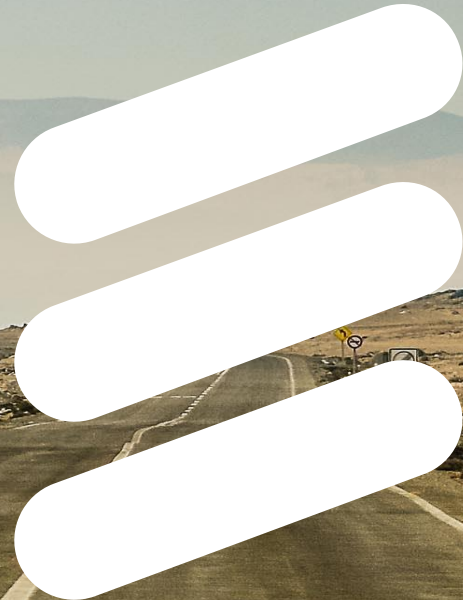


WHAT'S NEXT



Industry
Transformation
and Sustainable
Development of
Society





ERICSSON