

INDUSTRY DIGITAL TRANSFORMATION



Natasa Stojkic
Head of I&S SEE



NEXT GENERATION GLOBAL STRATEGIC PARTNERSHIP



Industry leaders in the development and delivery of networking, mobile, and cloud
work together to create the networks of the future

Growth | Innovation | Speed

Service Provider Transformation



Enterprise
Experience



Realization of the
Internet of Things



EMERGING 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

INDUSTRY TRANSFORMATION



WELLNESS



LEARNING



CULTURE



MOBILITY

UBER



TRANSACTION



FUNCTION



EXCHANGE

AIRBNB



A photograph of two large wind turbines against a clear blue sky with a few wispy clouds.

UTILITIES

A close-up photograph of a car's interior, showing the steering wheel and a digital navigation screen displaying a map.

AUTOMOTIVE

A photograph of a modern city street with tall buildings, trees with autumn foliage, and a clear sky.


SMART
SUSTAINABLE
CITIES

A photograph of a large blue cargo ship docked at a port with yellow cranes and other industrial equipment.

SHIPPING

A photograph of a city at night with a glowing red line of light trails representing traffic or data flow across a dark landscape.

INTELLIGENT
TRANSPORT
SYSTEMS

A photograph of a police officer in a dark uniform and vest, seen from behind, looking towards a building.

PUBLIC SAFETY

A photograph of a person sitting on a rocky outcrop, looking out over a vast landscape with mountains and a body of water under a clear sky.

MOBILE
FINANCIAL
SERVICES

OUR
INDUSTRIES

SMART METERING AS A SERVICE



E2E Business Process Outsourcing
Order to Service | Case to Resolve | Meter to Cash

Specific service functions

IT & data functions

Communication management

ENTERPRISE & CLOUD BILLING



END TWO END SOLUTION CONSOLIDATES COMPLEXITY INTO ONE SINGLE USER INTERFACE



AUTOMATE BILLING PROCESS



Leads to
reduced TCO



CONSOLIDATE SERVICES ON A
SINGLE BILLING PLATFORM



NEXT STOP – DRIVERLESS BUSES



1G, 2G, 3G, 4G ...

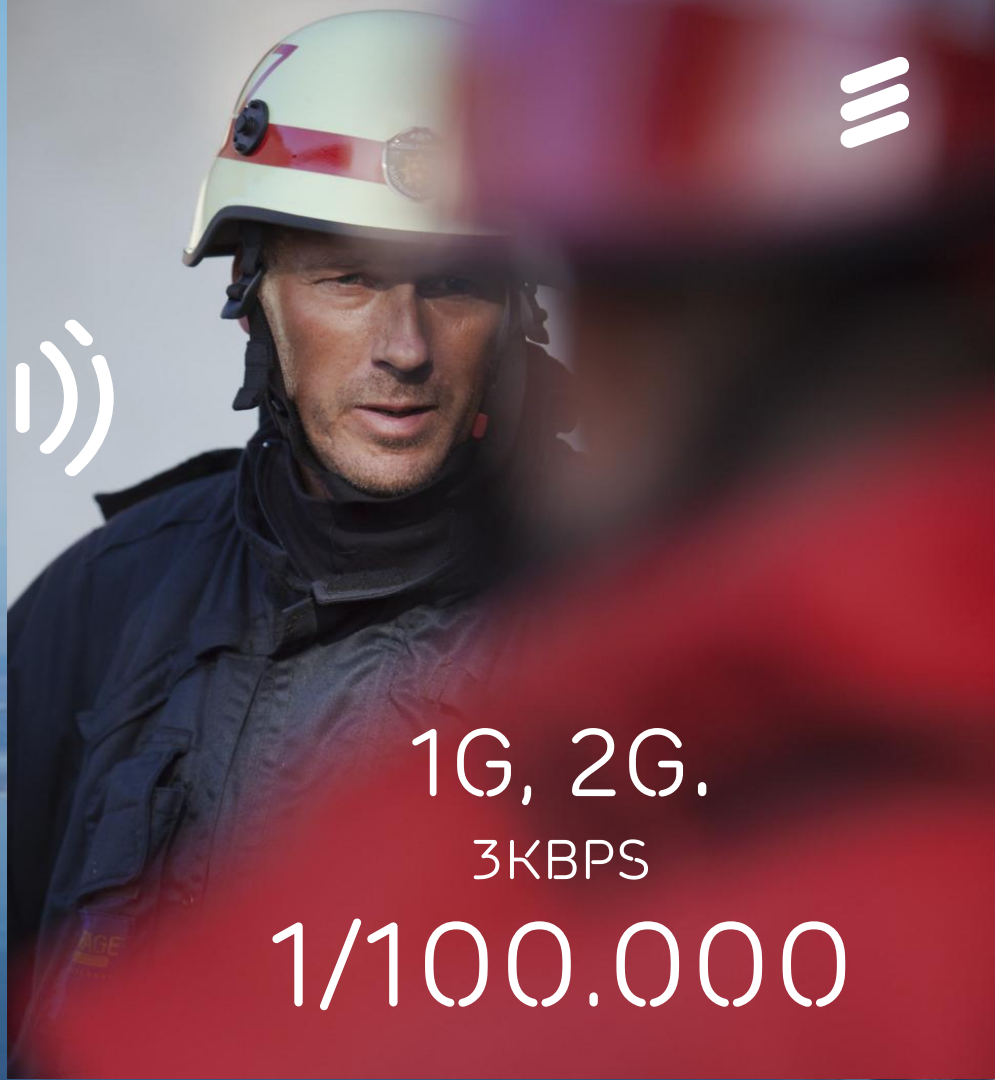


300 (())
MBPS



1G, 2G, 3G, 4G ...

300 (())
MBPS



1G, 2G.
3KBPS
1/100.000

MISSION CRITICAL LTE



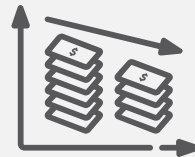
Speed and low
latency



Data applications



Capacity
and coverage



Cost efficiencies



CITY EMERGENCY RESPONSE & TRAFFIC MANAGEMENT SOLUTION



Ericsson solution for public safety agencies of Sao Jose Dos Campos :

- Advance situational awareness
- Better operational efficiency
- Faster emergency response time

Ericsson's fully integrated end-to-end solution has proven to save time and save lives.

"Since Ericsson helped us deploy this system our crime rate has dropped by 30% and other cities across Brazil are looking at implementing similar models."

Mayor, City of São Jose Dos Campos, Brazil.



5G

USE CASES



SENSORS
EVERYWHERE



BROADBAND AND MEDIA
EVERYWHERE



SMART VEHICLES,
TRANSPORT



INFRASTRUCTURE, MONITOR
AND CONTROL



CRITICAL CONTROL
OF REMOTE DEVICES



INTERACTION
HUMAN-IOT

ERICSSON AT A GLANCE



NETWORKS

Create one network for
a million different needs

IT

Achieve business agility
with Transformative IT

MEDIA

Delight the TV
consumer every day

INDUSTRIES

Connected solutions for
industry transformation

39,000

Patents

23,700

R&D Employees

35 B. SEK

In R&D

1 BILLION

Subscribers
managed by us

2.5 BILLION

Subscribers
supported by us

66,000

Services professionals

246.9 B. SEK

Net Sales

180

Countries with
customers

116,281

Employees

...FEW THINGS TO REMEMBER:



Ericsson and Cisco formed a global business and technology partnership in November 2015 to create the networks of the future

We are developing 5G, IoT, Cloud solution in Telco and Cross different industries

Reliable business partner supporting customers' digital transformation

Strong SI company, powerful local presence – GSC Romania

Open for collaboration with local companies in joint projects



ERICSSON