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OPERATOR ASSETS IN THE NETWORKED SOCIETY

Eva Hedfors
Head of Communication Services and M2M
Ericsson - Region North East Asia



I AM CONNECTED

BECAUSE I AM EASY TO FIND
BY THOSE WHO WANT TO RENT ME



I AM CONNECTED

BECAUSE I ONLY WASH WHEN
ELECTRICITY IS CHEAP



I AM CONNECTED

BECAUSE I OFFER VEHICLES
A 'GREEN WAVE'



I AM CONNECTED

BECAUSE MY FUEL CONSUMPTION
CAN BE OPTIMIZED



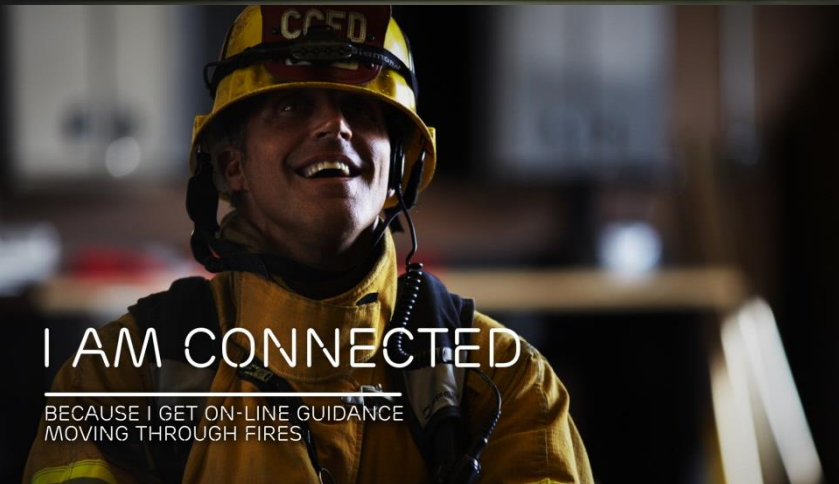
I AM CONNECTED

BECAUSE I GET WATERED AND FERTILIZED
AT THE RIGHT TIME



I AM CONNECTED

BECAUSE IT SAVES
ENERGY



I AM CONNECTED

BECAUSE I GET ON-LINE GUIDANCE
MOVING THROUGH FIRES



I AM CONNECTED

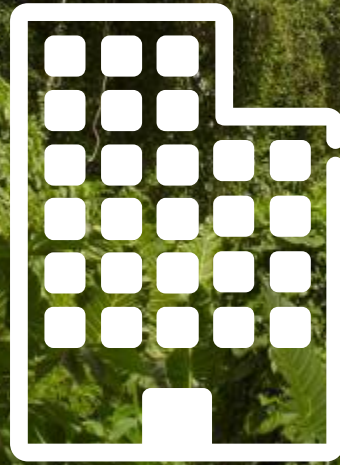
BECAUSE I CAN FILM AND UPLOAD
COOL MOVES ON THE SLOPES



I AM CONNECTED

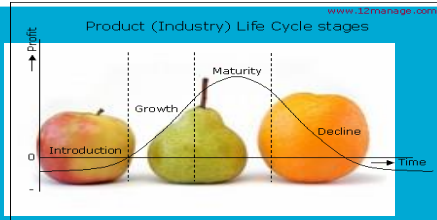
BECAUSE I AM EXPENSIVE AND
WANT TO AVOID DRYING OUT

NETWORKED SOCIETY



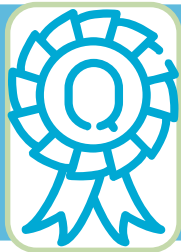
It's about a transformation of people, business and society.

BUSINESS DRIVERS



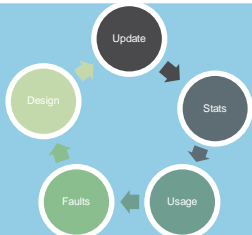
Differentiating the product/service

- Superior offering in a global and local environment
- Enhanced functionality



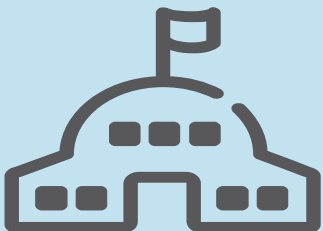
Enabling customer affinity

- “Stickiness”
- New services, new ongoing revenue streams



Optimizing processes

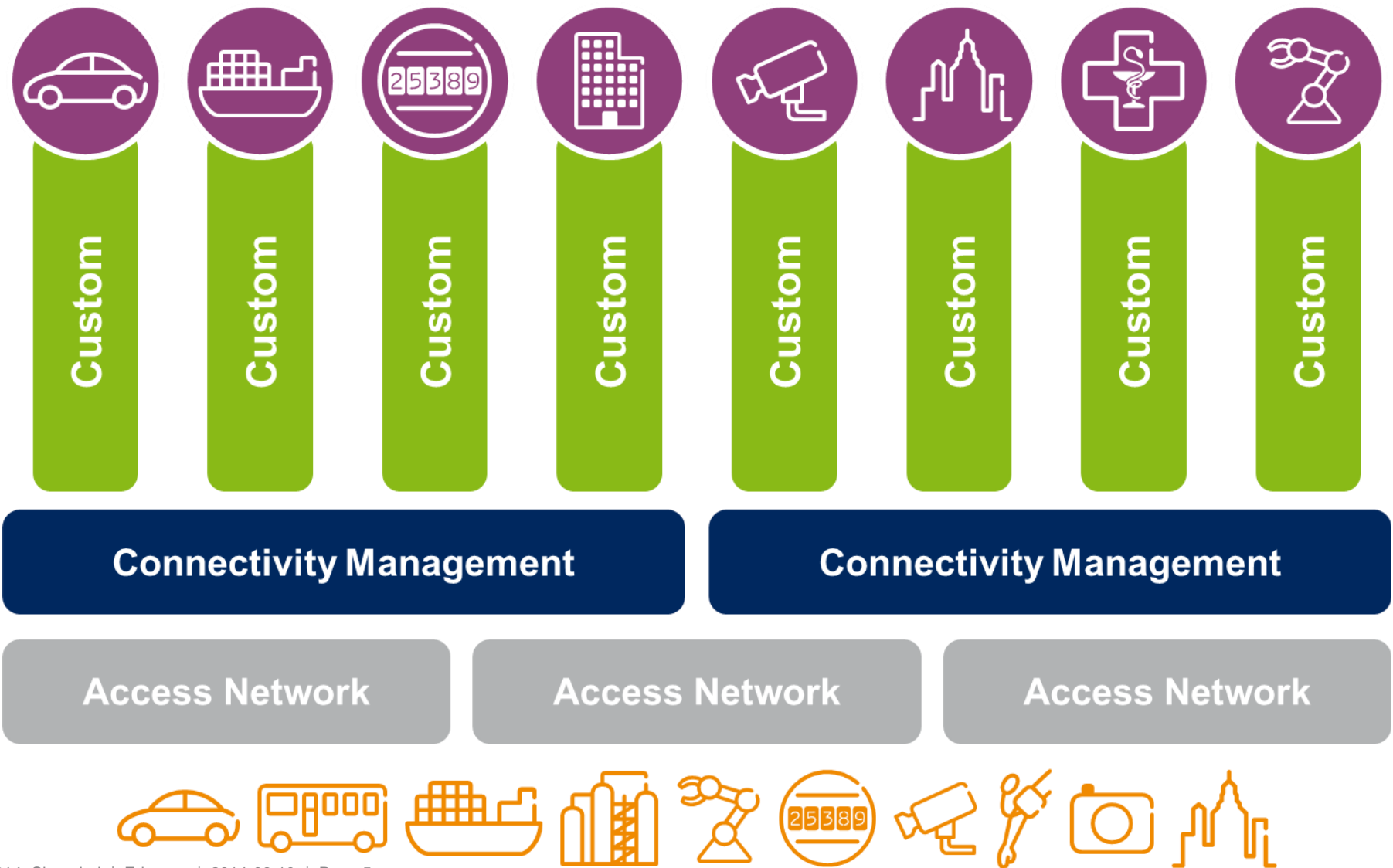
- Reducing product/service delivery costs
- Reducing operation & maintenance costs



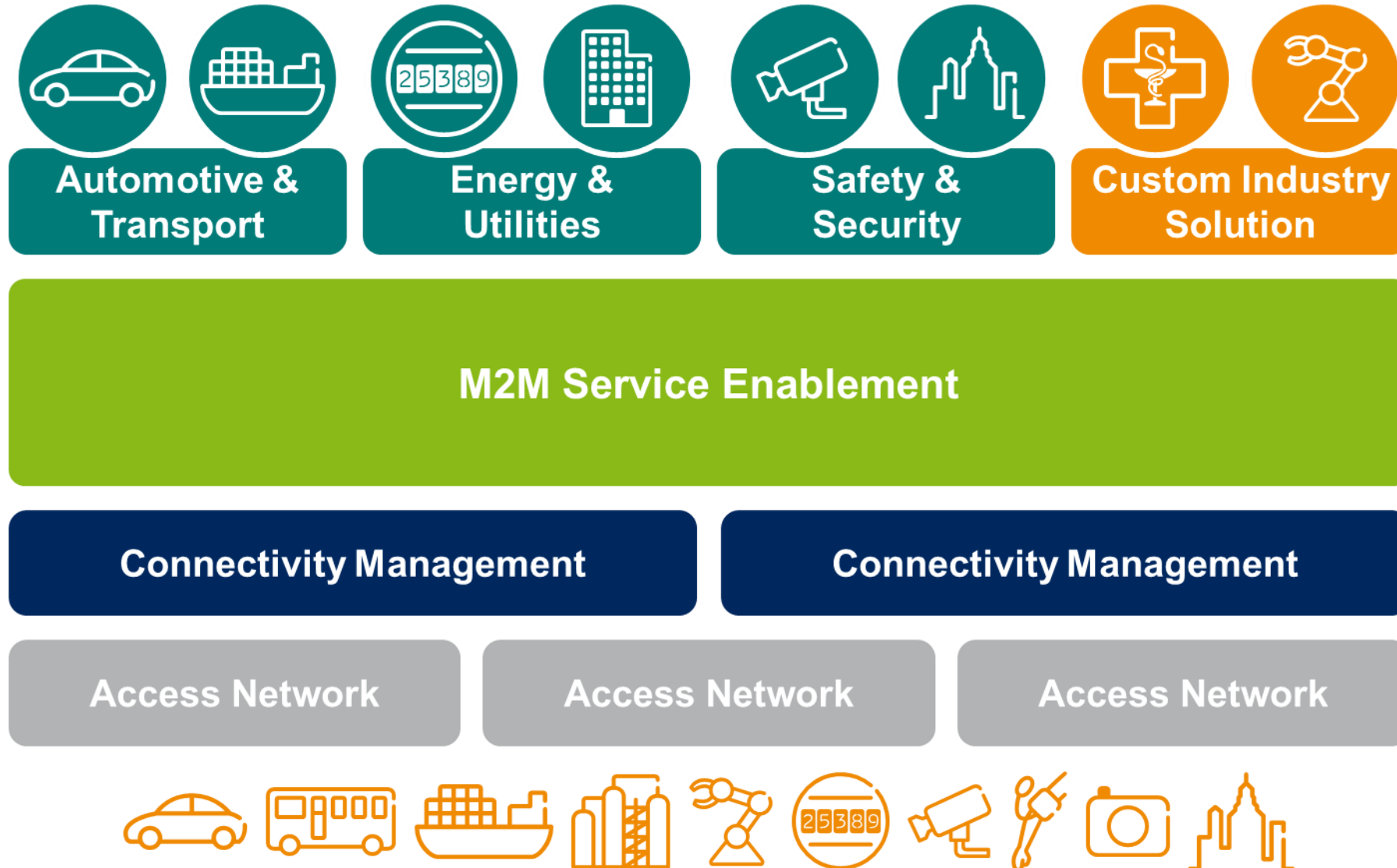
Meeting regulatory requirements

- Cars
- Energy metering

FROM SILOS WITH LITTLE OR NO REPEATABILITY, SCALE OR EFFICIENCY...



...TO HORIZONTALIZATION, SCALE AND LESSER COMPLEXITY





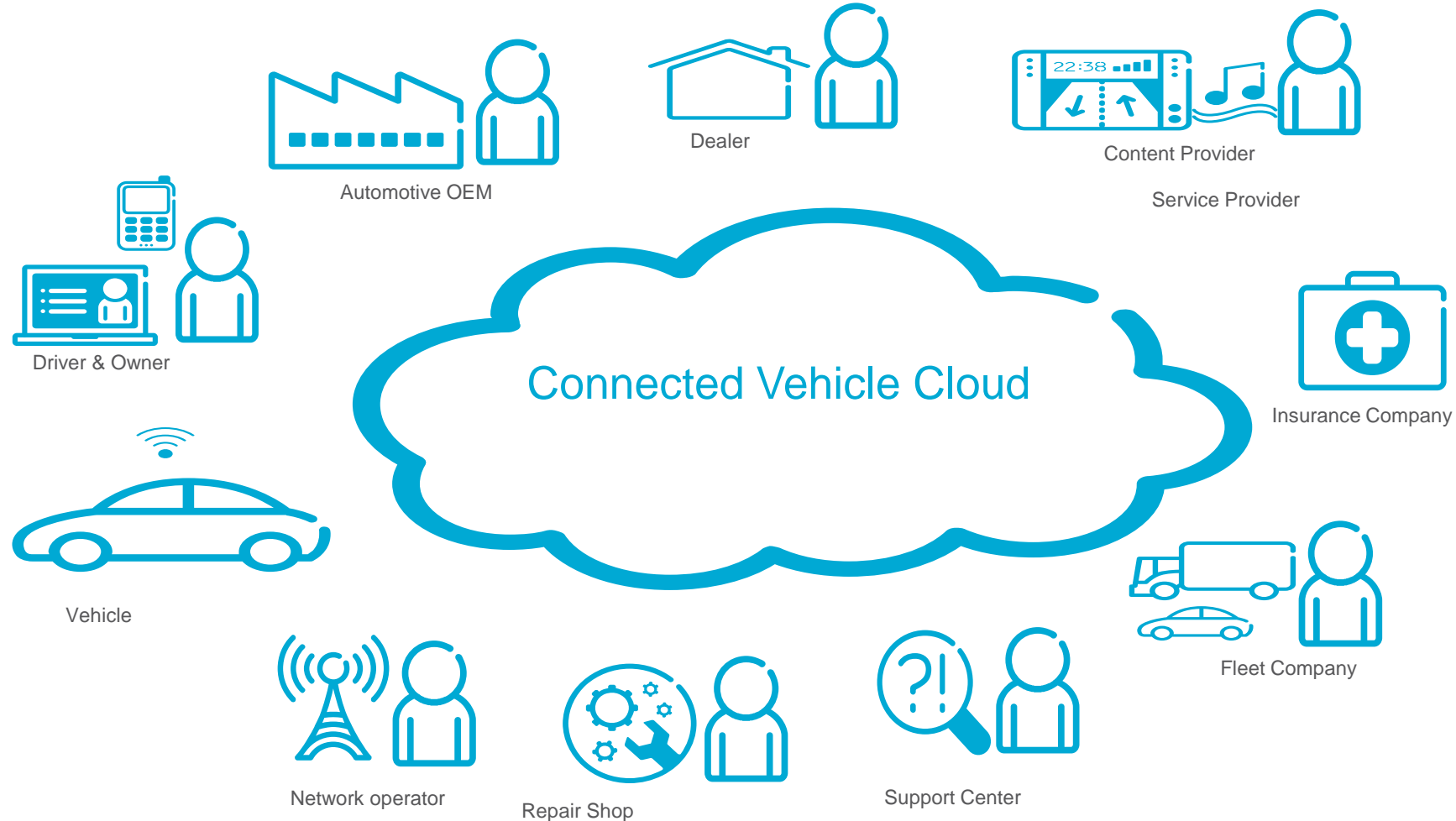
AUTOMOTIVE CONNECTED CAR



*Why shouldn't the car be connected?
It is the ultimate connected device*



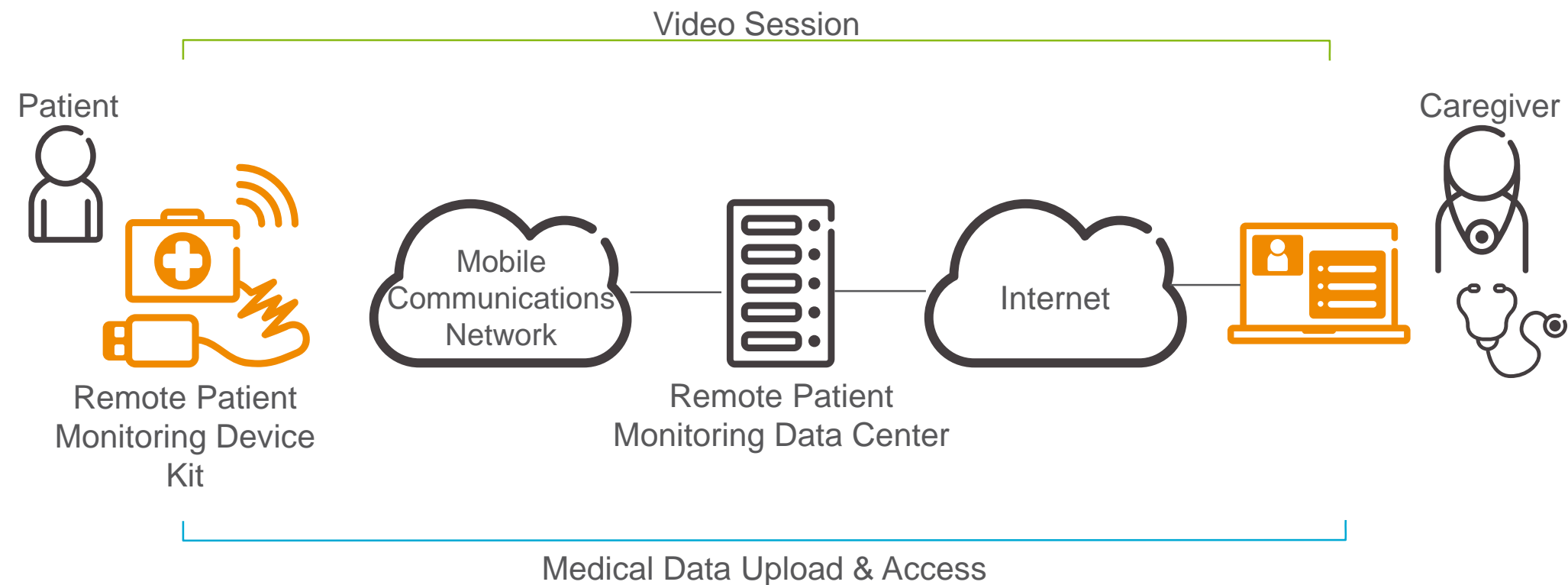
-Paul Marcarenas, CTO Ford Motor Company



AT&T HEALTH CARE REMOTE PATIENT MONITORING



AT&T UTILIZED THEIR ASSETS TO BRING VALUE



REMOTE PATIENT MONITORING SOLUTION

THREE IMPORTANT LEARNING'S

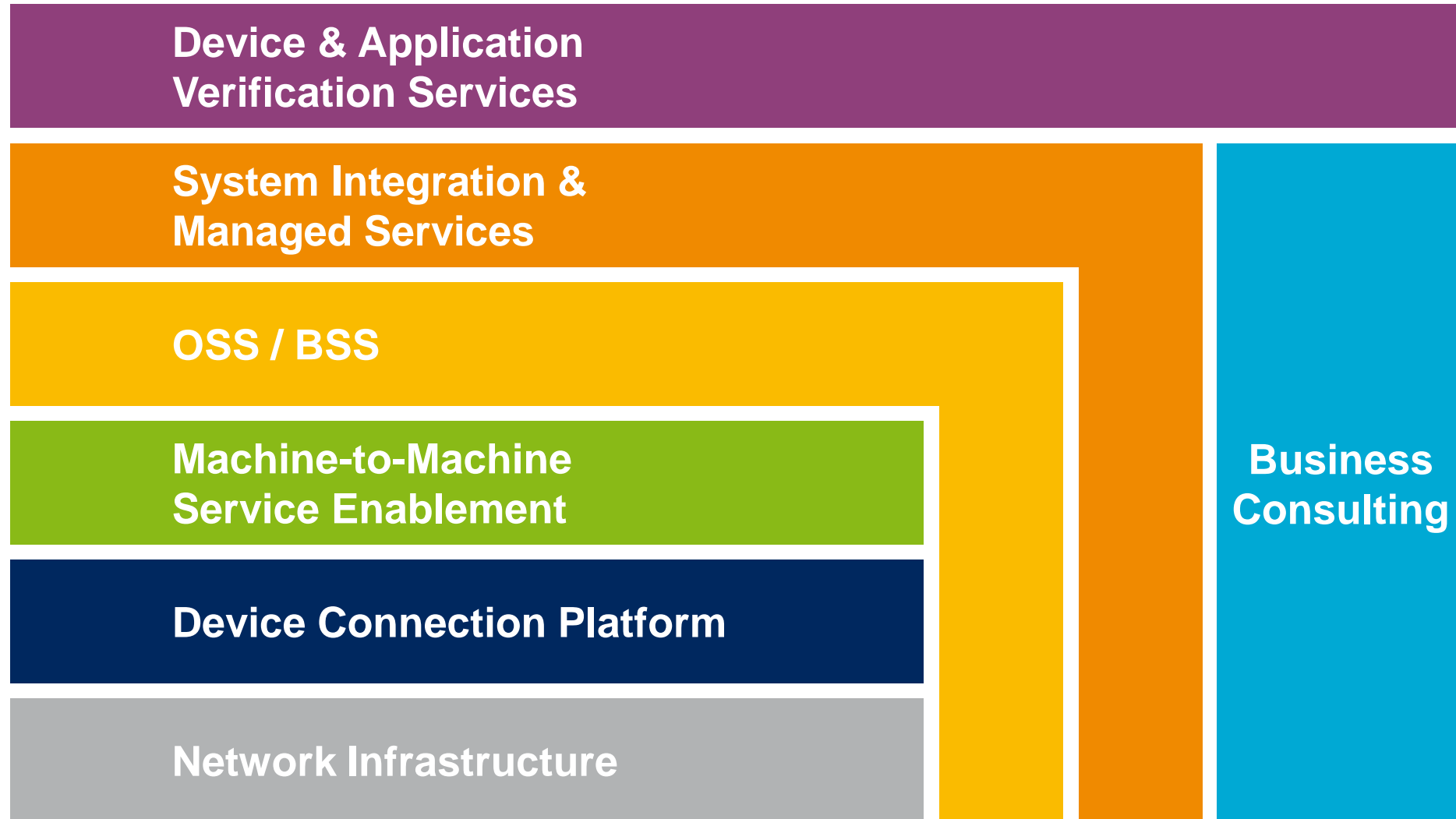


M2M adoption is driven by value creation and TTM, not technology

Understanding the customers' need is key to value creation

M2M is becoming a more global business

WE SUPPORT YOUR JOURNEY



A CONNECTED WORLD IS JUST THE BEGINNING



When one person connects,
their life changes.

With everything connected,
our world changes.



NETWORKED
SOCIETY



ERICSSON