



Latin America

PLENARY MEETING #42

24 - 26 NOV, 2014 | QUITO - ECUADOR

Hosted by:



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MIRAD DEL
MUNDO



ERICSSON

M2M ON THE WAY TO THE NETWORKED SOCIETY

Eduardo Arcas
Engagement Manager – M2M



AGENDA M2M



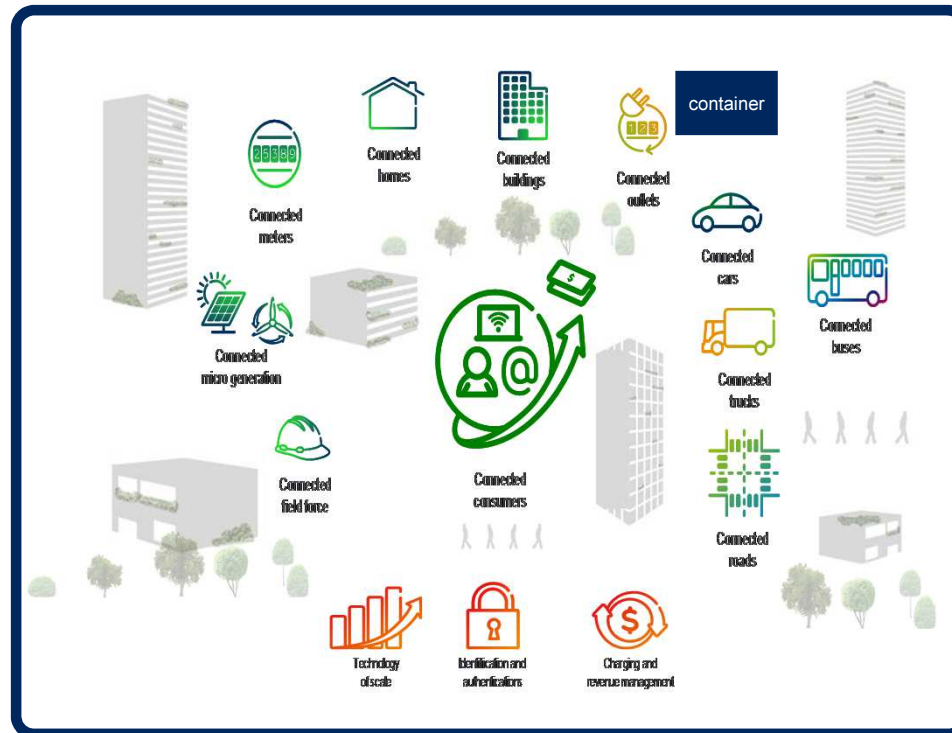
- Ericsson Vision
- M2M Latam Market update
- Operators M2M Challenges
- Ericsson Success cases on M2M



ERICSSON VISION



NETWORKED SOCIETY



50 BILLION CONNECTED DEVICES 2020



TO REALIZE INTELLIGENT VERTICAL SYSTEMS
IS A VITAL PART OF ERICSSON'S VISION

AGENDA M2M



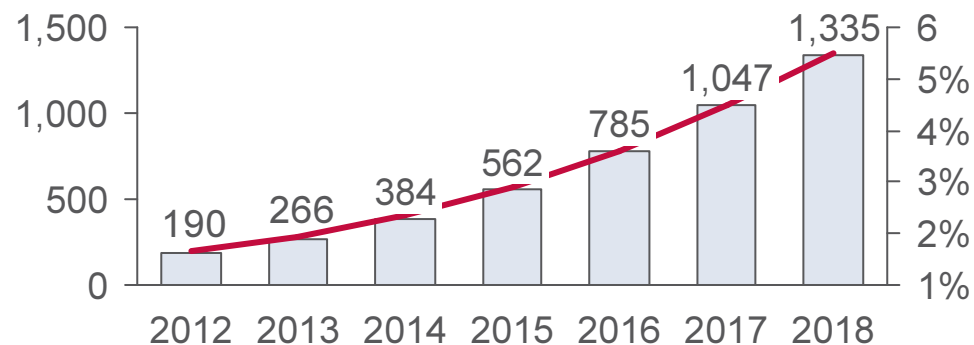
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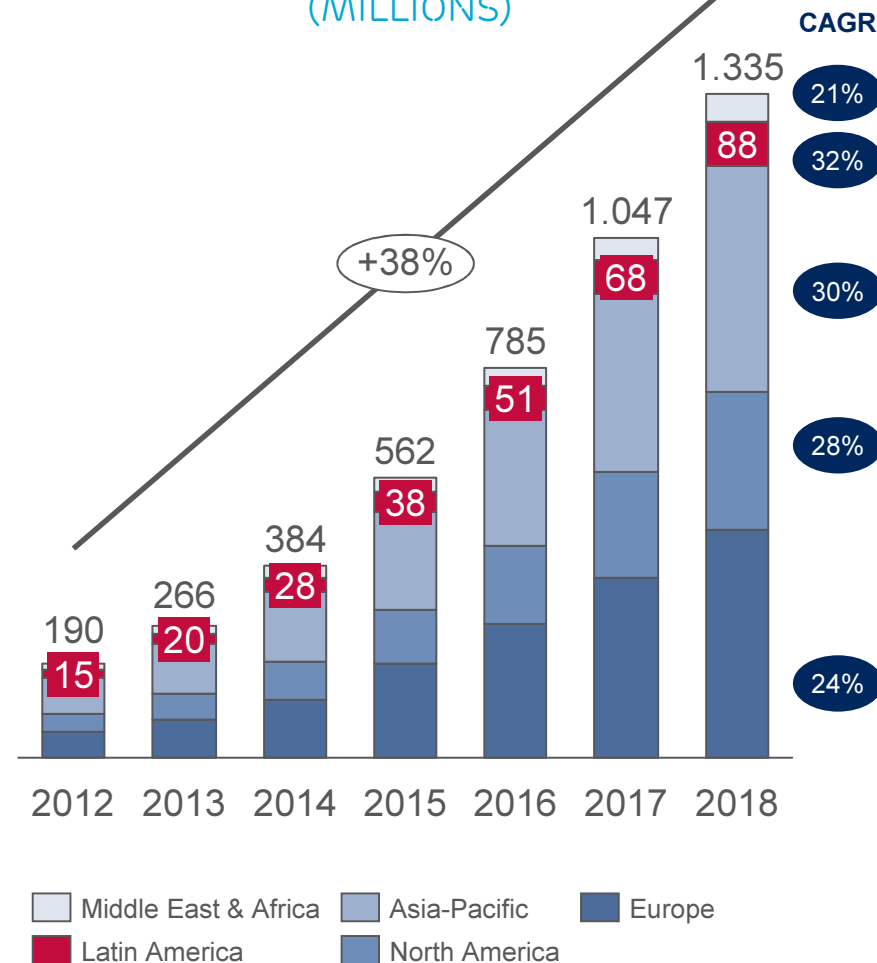
CELLULAR M2M CONNECTIONS WILL GROW FROM 190 MILLION IN 2012 TO 1,3 BILLION IN 2018, DRIVING NEARLY 6% OF ALL MOBILE SUBSCRIPTIONS WORLDWIDE



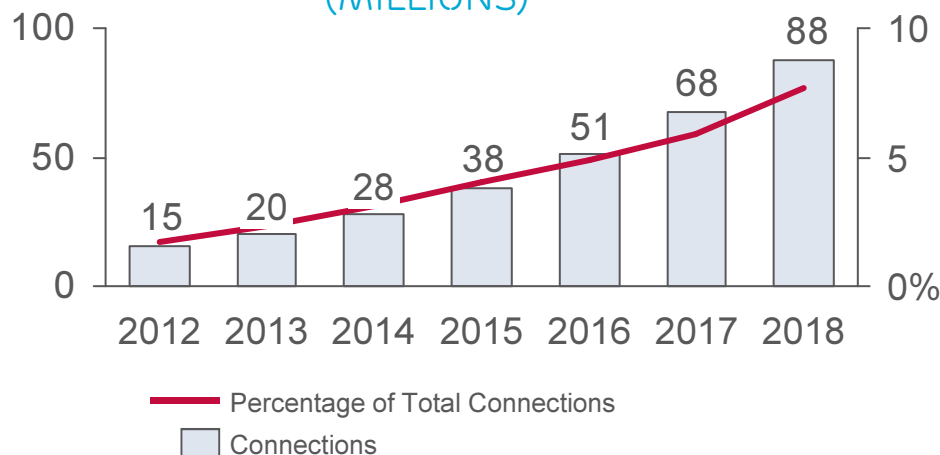
WORLDWIDE M2M CONNECTIONS (MILLIONS)



WORLDWIDE M2M CONNECTIONS BY REGION (MILLIONS)



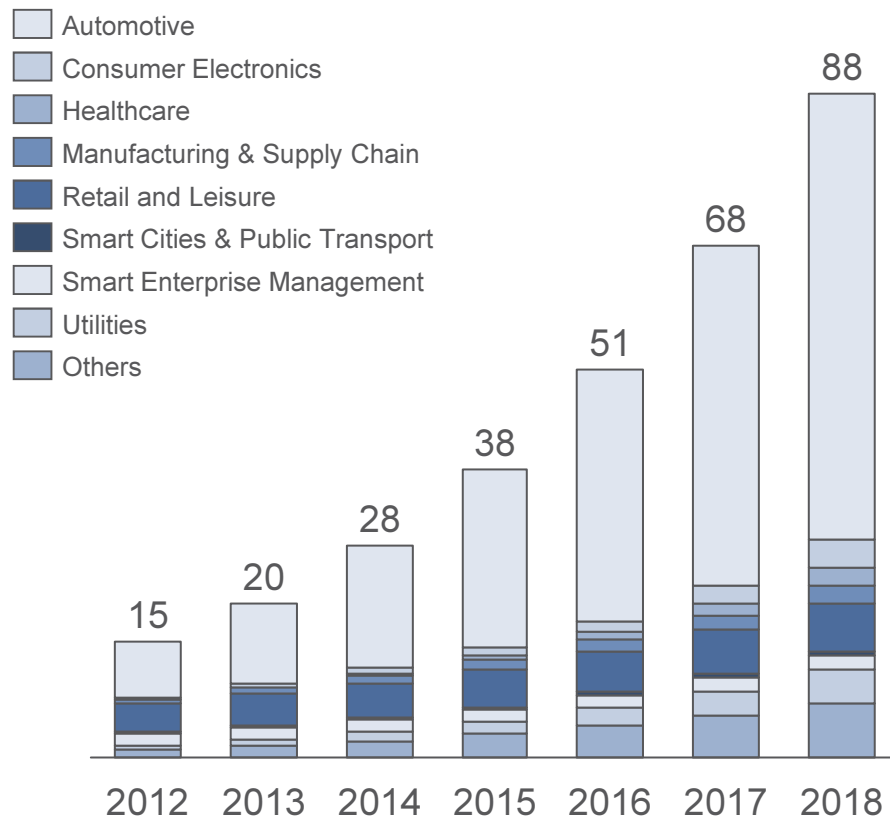
LATAM M2M CONNECTIONS (MILLIONS)



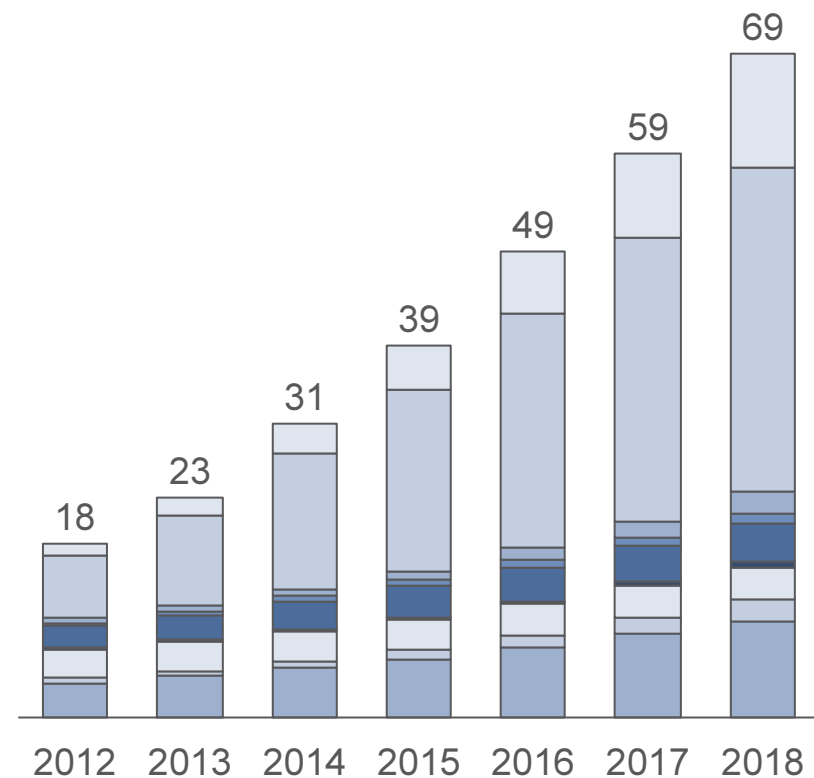
FROM AN APPLICATION VOLUME PERSPECTIVE, AUTOMOTIVE SOLUTIONS HAVE LED THE MARKET AND ARE EXPECTED TO REMAIN ON TOP BY 2018



M2M CONNECTIONS BY APPLICATION
(MILLIONS – LATIN AMERICA)

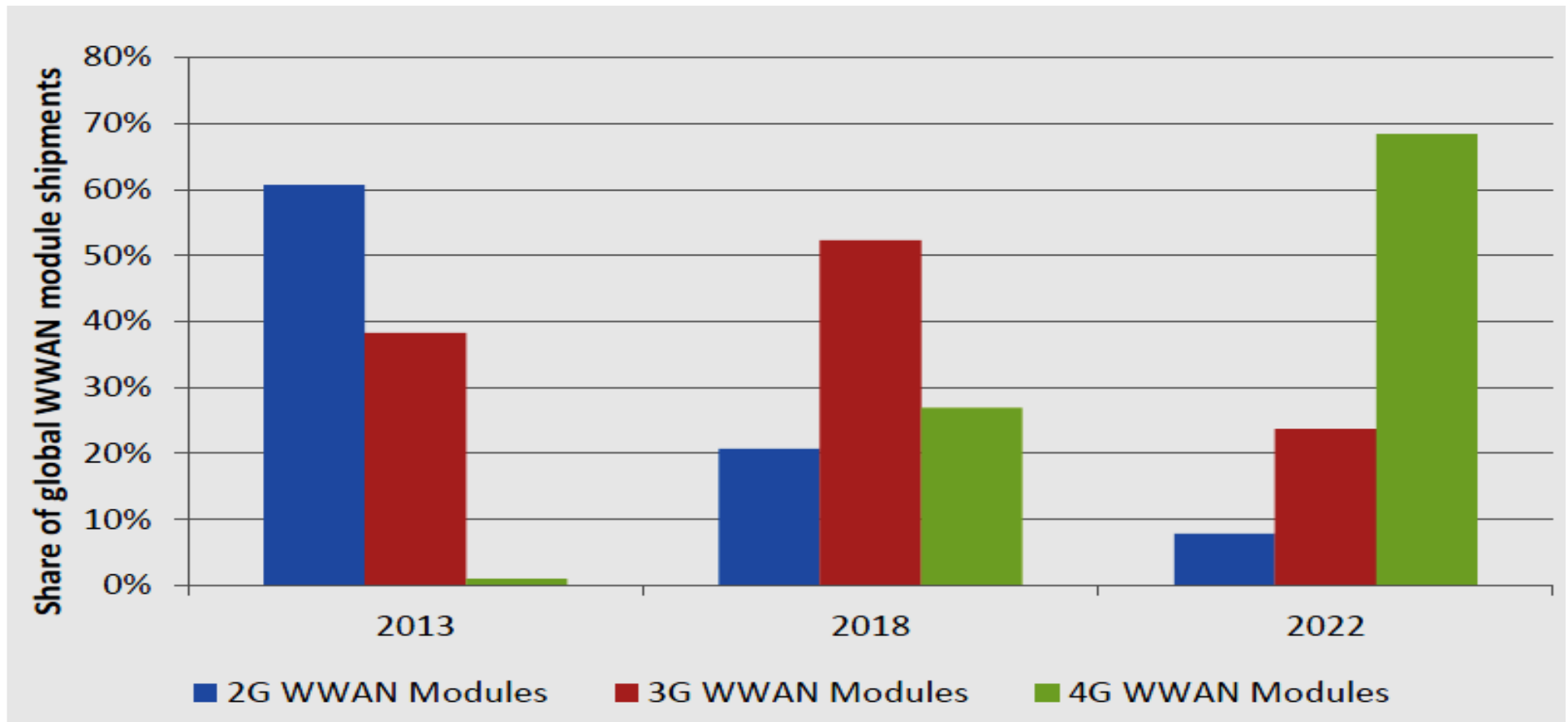


M2M CONNECTION REVENUE BY APPLICATION
(\$ MILLIONS – LATIN AMERICA)



Source: Machina Research, Ericsson Analysis

99.5% OF THE GLOBAL 266.5 MILLION M2M CONNECTIONS IN 2013, WAS COMPRISED OF 2G AND 3G CONNECTIONS. HOWEVER, AS A GROWING NUMBER OF MARKETS MIGRATE TO LTE, THE MIX OF TECHNOLOGIES WILL EXPERIENCE CHANGE IN THE NEXT 3-5 YEARS



Source: Machina Research, 2013 (Composition of global WWAN M2M module shipments by technology 2013-22)

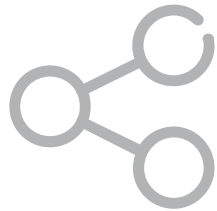
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OPERATOR X M2M STRATEGIC DECISIONS



Business
models



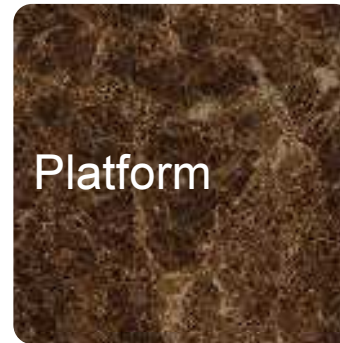
Channels to
market



Dedicated
organization



Platform



Partnership
framework



Application
program



Operator
Alliances

OPERATOR ROLES IN M2M



VALUE ADDED SERVICE PROVIDER

Entering into new value chains outside traditional telecom domain, by providing differentiating solutions bundled with connectivity to enterprise and end customers



ENABLER PROVIDER

Providing enablers to enterprise customers to improve the service offering by simplifying for application development and service creation, based on SLA agreements



CONNECTIVITY PROVIDER

Offering of connectivity and smart pipe services directly to enterprise customers or through application service providers



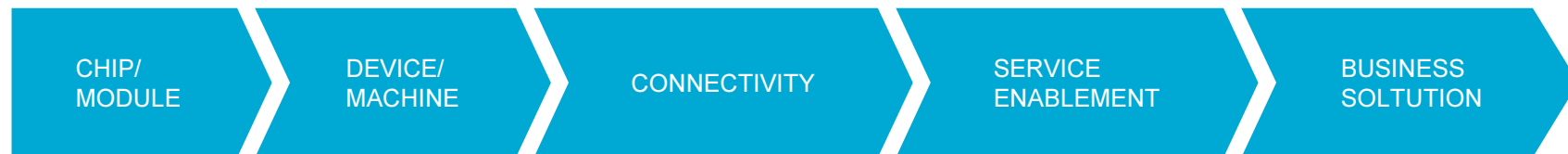
WHOLESALE PROVIDER

Not taking an active role in the M2M market, with M2M revenues only coming from providing data traffic for connected devices on roaming

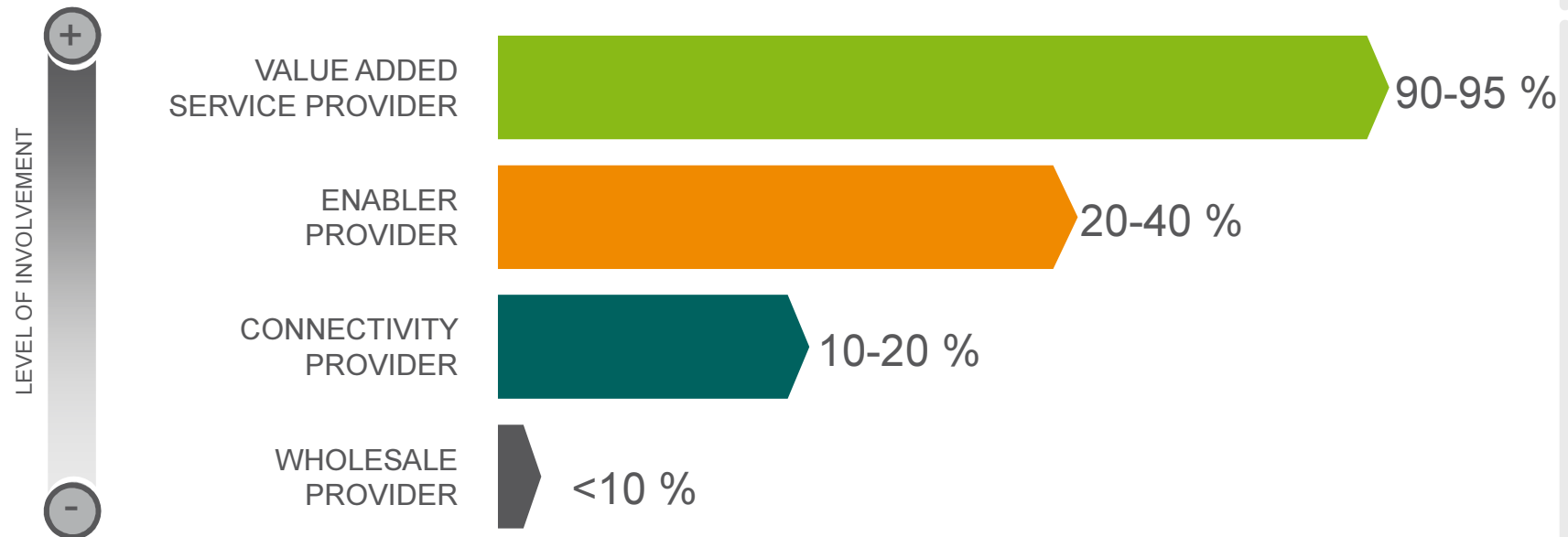
M2M VALUE CHAIN



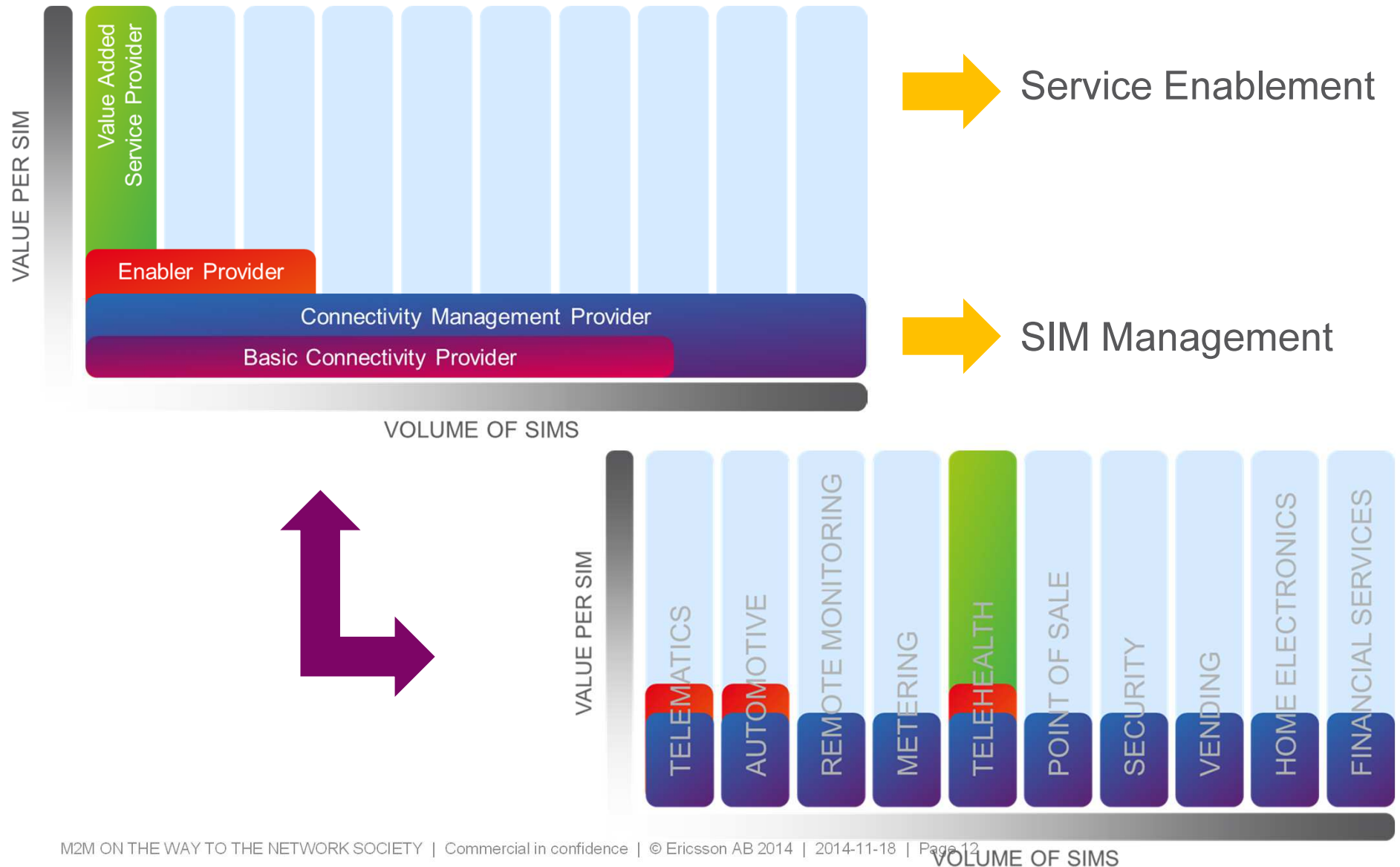
M2M VALUE CHAIN



OPERATOR ROLES AND SHARE OF POCKET



STRATEGIC PLAN



AGENDA M2M



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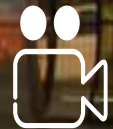


CURITIBA 3G BUSES



Curitiba's 3.2 million citizens in southern Brazil and its Public Transport Operators are benefiting from an electronic ticketing and fleet management system. The city's bus fleet serves 2.4 million passengers daily and is connected through a high-speed mobile broadband network that provides up-to-the-second information on a range of services.

[\(Video link\)](#)



Curitiba's smart transport solution has been recognized at UNFCCC 2011 as one of 10 inspiring examples.

UNFCCC: United Nations Framework Convention on Climate Change



For Maersk it was crucial to build a system that could monitor and manage all their vessels and the connected devices onboard.

Satellite monitoring gives Maersk valuable savings

50 MUSD in yearly savings

MAERSK

He adds that the acquisition of the satellite systems you can see in terms of other areas where the captain and engineer can achieve the most optimal speed, etc., "says Lauritsen.

AVISEN AT Peter Holter Christensen

Collaboration between the container

Annual fuel saving of 50 million dollars (270 million DKK) is one of the impacts of a satellite facility that AP Moller-Maersk shipping company Maersk Line has introduced. The system, developed by the telecommunications company Ericsson, with the help of satellite technology company Cobham (formerly Alcatel), was originally purchased to create a better

It completely changes the way we can control the ships. Nowadays, the captain will receive a message about a course or speed change, almost before it happened, rather than a message after the fact, time to write a report about it.



INFOTAINMENT

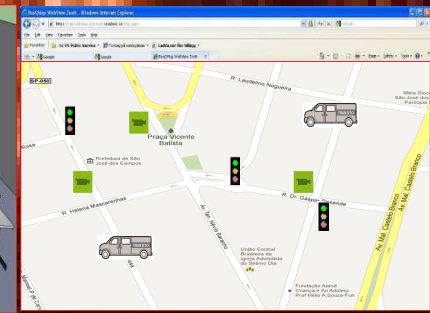


SÃO JOSE DOS CAMPOS, TRAFFIC MANAGEMENT SYSTEM AND PUBLIC SAFETY

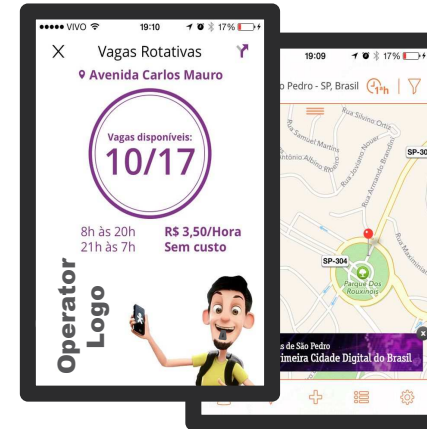


São José dos Campos
(Brazil) integrated its Traffic
Management System and
Public Safety System

*** In the area monitored by a camera
the number of criminal incidents (like
car stolen, pick-pocketing on bus
stops) were reduced by 70%

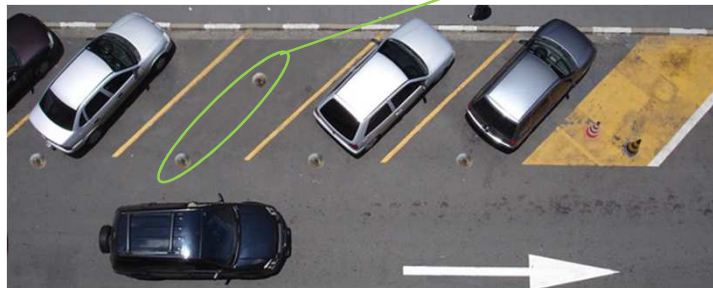


ÁGUAS DE SÃO PEDRO SMART PARKING (PROJECT ONGOING)

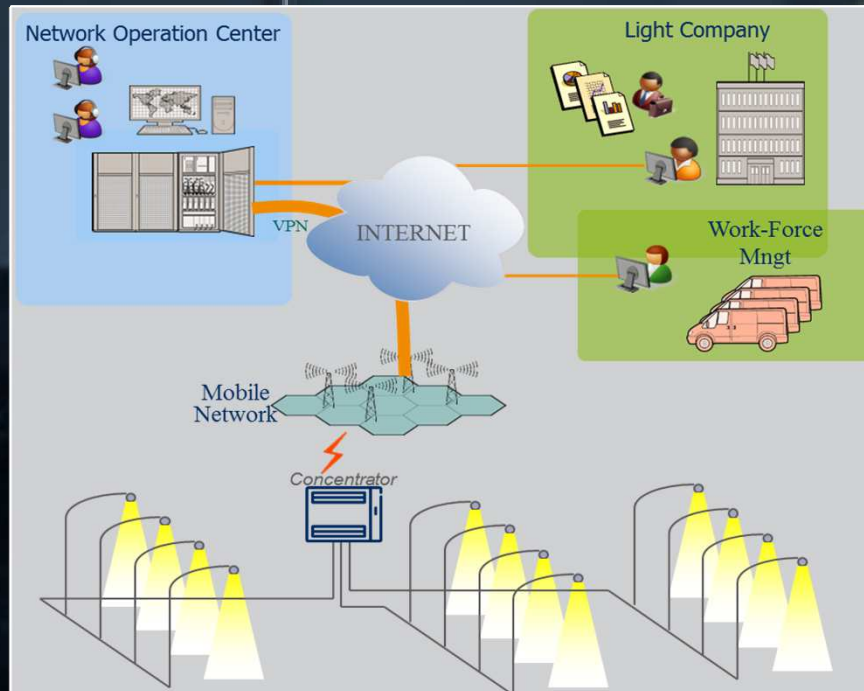


- 3 main parts in the solution:
 - ✓ Sensors (detect whether a parking slot is vacant or not)
 - ✓ Management system
 - ✓ APP (the user can see the parking spot status through internet)
- Other expected indirect benefits :
 - ✓ Cut down traffic congestion,
 - ✓ Reduce carbon emissions (avoiding users to keep running to find a parking slot).

Sensor + Parking light



ÁGUAS DE SÃO PEDRO SMART LIGHTING (PROJECT ONGOING)



600 public lighting substations

Entry level solution: remote control and monitoring at public lighting substation level

Advanced level solution: remote control and monitoring at lamp level.

URM
LUMINAZIONE
PUBBLICA

Dettaglio impianto

Matricola	00370248087	Via	TUSCIA 0565 20
Cala		Municipio	
Zona Territoriale		Tipologia Apparato	
Zona Utenaria		Utilizzatore Caloria	Armadio Stradale
Identificativo Caloria	CAB75555	Potenza Contrattatore	3000W
Linea	0	Potenza Contrattatore	3000W
Regolazione di Illuminazione	Assente	Percentuale di Riduzione potenza del Regolatore	
Soglia Valore della potenza assorbita		Stato del LEMNT sulla rete	Fuori campo
Latitudine	41.9730812	Longitudine	12.4381256

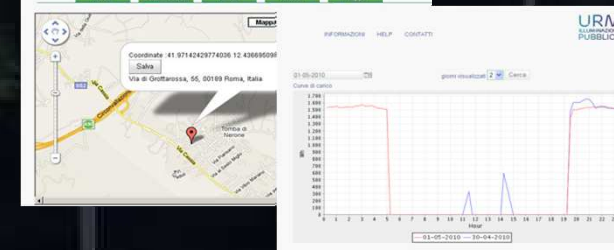
Allegato Coordinate

Dettaglio linea

Linea: Potenza Normale: Tipo Lampade: Non, Lampade: Ingresso Digitale

Non è stato trovato nessun elemento.

Attiva Controlla stato Attiva Grafica Mappe



Gracias

Merci

Obrigado!

Thank
you

Grazie

Vielen
Dank



ERICSSON