GSMA LA PLENARY MEETING#40 LIMA, PERU

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A CONNECTED WORLD IS JUST THE BEGINNING

When one person connects, their world changes.

With everything connected, our world changes.

People

Big Ideas

Things

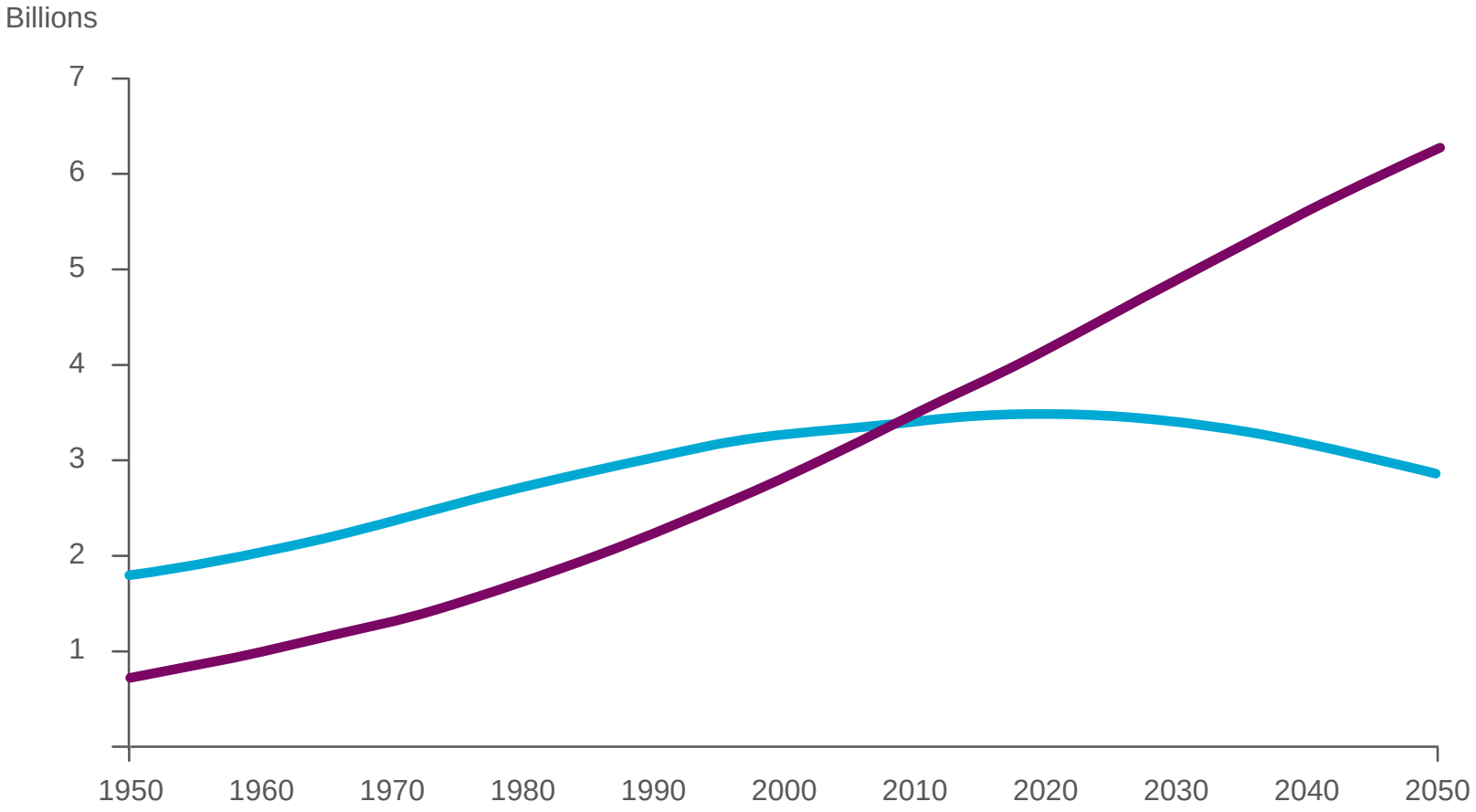
Interactivity

NETWORKED SOCIETY

URBAN LIFE

Cities are the engine of humanity

URBANIZATION EXPLOSION

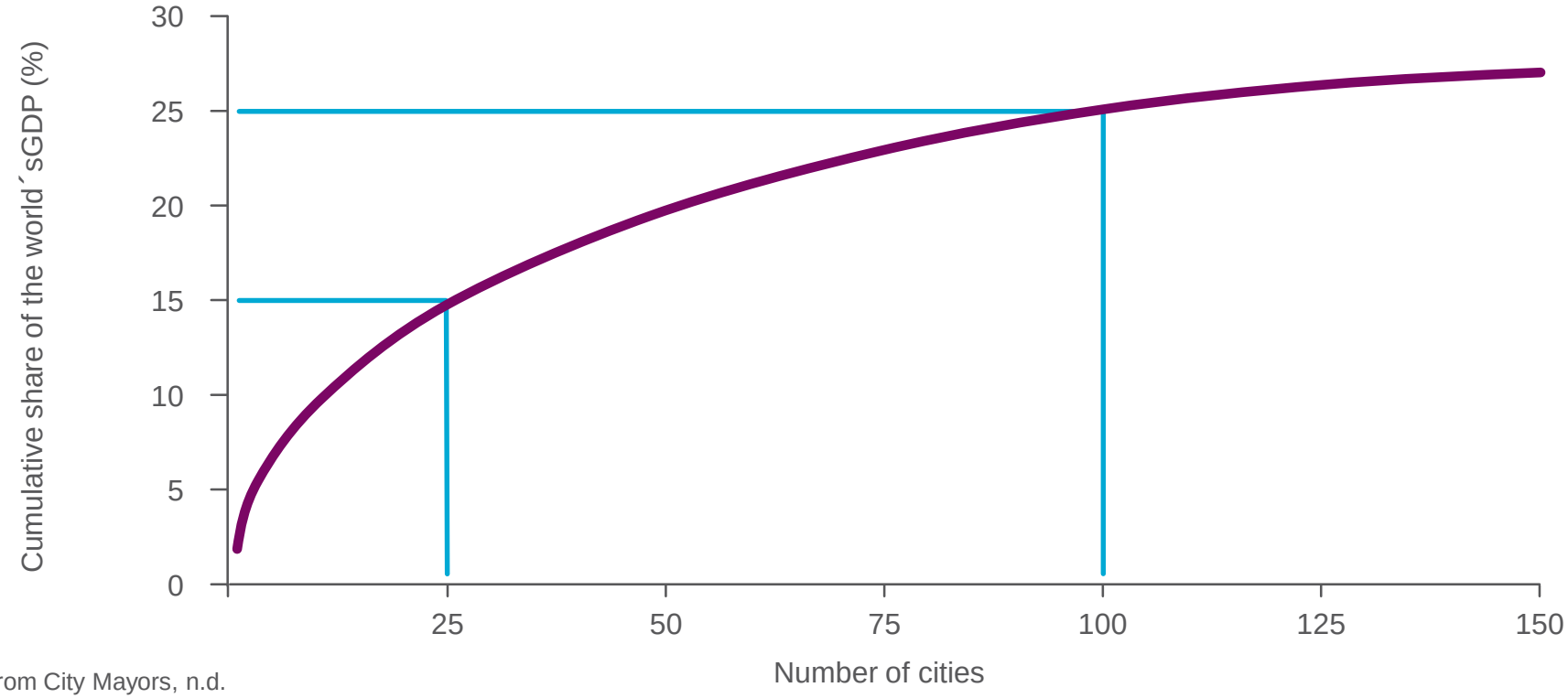


> Our future existence as a species is, inevitably, an urban one”
>
> World Policy Journal

Source: United Nations, Department of Economic and Social Affairs, Population Division

CITIES DRIVING GROWTH

› 600 richest cities stand for more than half of the worlds GDP – but hosts only 22% of global population



Source: Based on data from City Mayors, n.d.

SMARTCITIES THE MELTING POT OF INNOVATION

UNDERSTANDING THE CITY

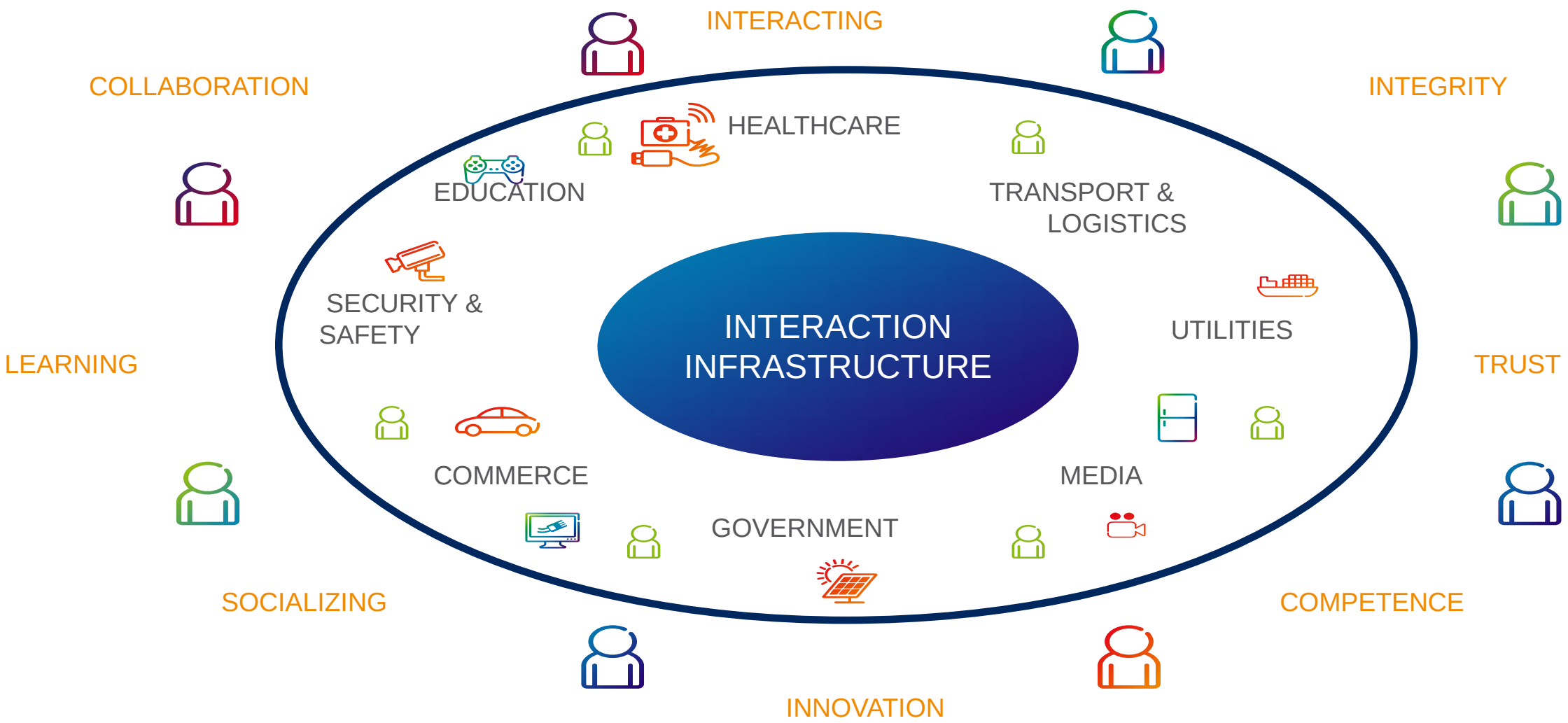
- Where are the creative places?
- How is people and businesses interacting?
- What new demands on network quality, performance and capacity are emerging?
- How does ICT support growth in a city?

NEW MINDSET

MENTAL SHIFT CHANGING BUSINESS TECHNOLOGY

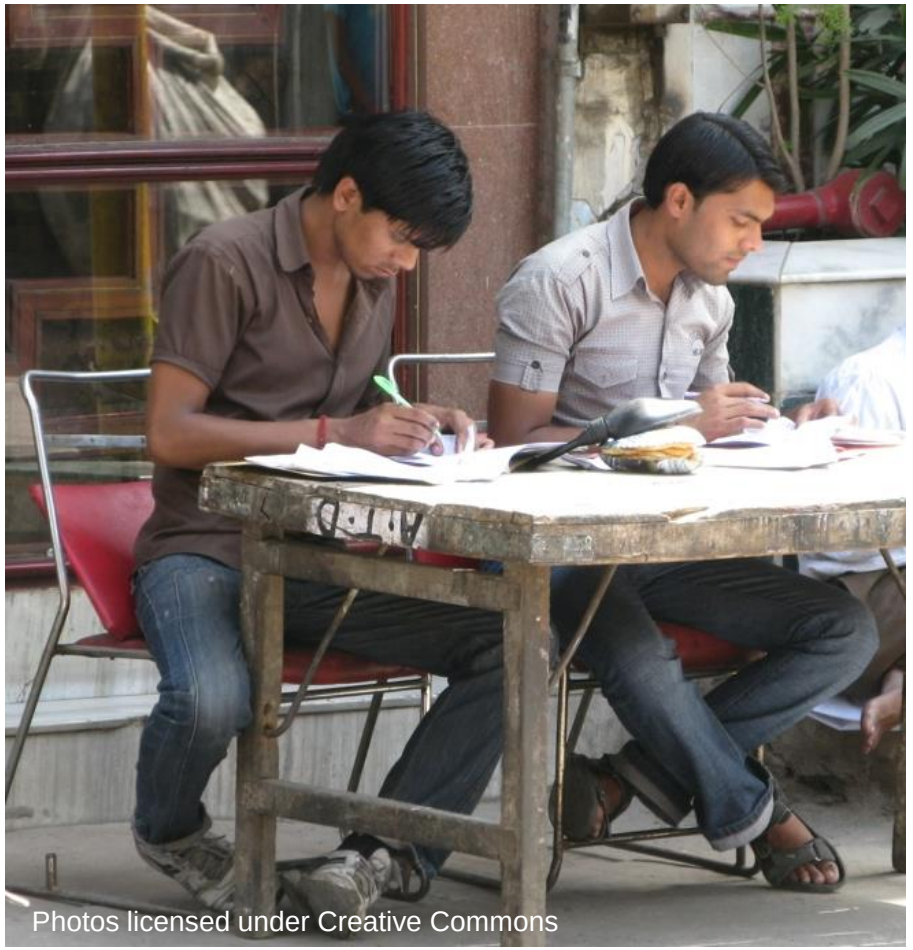
“Cities push us ever closer, enabling the rapid spread of new ideas. This accelerates the flow of new technology, increases the rate of new business formation, and makes for vibrant artistic and cultural scenes.” Richard Florida, 2011

NETWORKED SOCIETY



COMMON ICT THEMES

- The governance perspective
  - Managing infrastructure and resources efficiently
  - **Real-time monitoring** and analytics tools for dynamic short-term action as well as holistic long-term planning
  - Improved public administration with increased transparency and efficiency through
- The citizen perspective
  - **Awareness** of decisions and what type of behavior that the city and the citizens benefits from
  - Personal and contextual incentives for sustainable behavioral change
  - Driving **collaboration** and the ability to affect the city surroundings through collective action



COMMON ICT THEMES

- The technology perspective
  - **Bridging components** supporting the understanding of processes in other sectors to reach synergy effects
  - Services having the support from the knowledge and reasoning of an intelligent system
  - Importance of data visualizations that help create awareness about, for example, sustainability issues
- The business perspective
  - Augmenting traditional products with ICT features and services that differentiate and enhance their usage
  - Enabling radically new solutions to city challenges by building on the **creativity of people and businesses**
  - Understanding how shifts from physical goods to the service sector can amplify the environmental benefits of e-services

Community and business participation
Citizen contributions, incentives and rewards, responsibility, good practices, services, business innovation

Sustainable city models
Long-term vision alignment, evaluations, proactive measures, transformations, collaboration, regulations

Dynamic city operations centers
Optimization, resource management, infrastructure, public services, objects, sensors, actuators

Crowdsourcing and service data

Event information

Update reasoning algorithms

Respond to events

Knowledge and reasoning layer

Contextual and personal info

Shared data

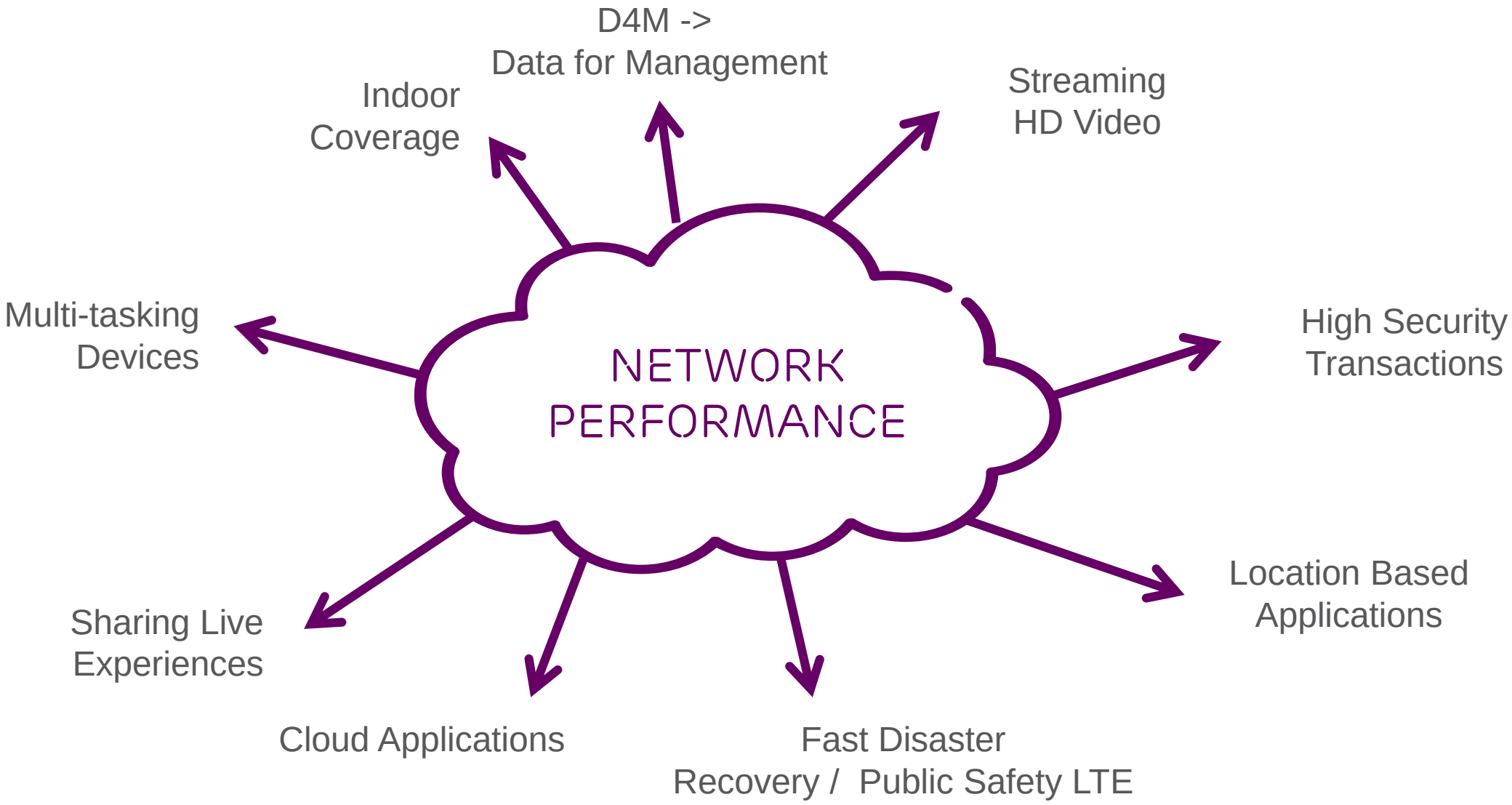
Update preferences

Status information

Public safety | **Education** | **Health** | **Jobs**

Food | **Energy** | **Water**

PROLIFERATION OF CITIZEN NEEDS



MAIN MESSAGES

BRINGING THE NETWORKED SOCIETY TO LIFE

NETWORK PERFORMANCE

OPERATIONAL EXCELLENCE

CUSTOMER EXPERIENCE

GROWTH OPPORTUNITIES

TELECOM/IT CONVERGENCE

RETHINK

REALIZE

RETHINK PERFORMANCE

From voice only to apps

Voice KPIs

Constant targets:

- Network availability
- Dropped Call Rate
- Speech Quality

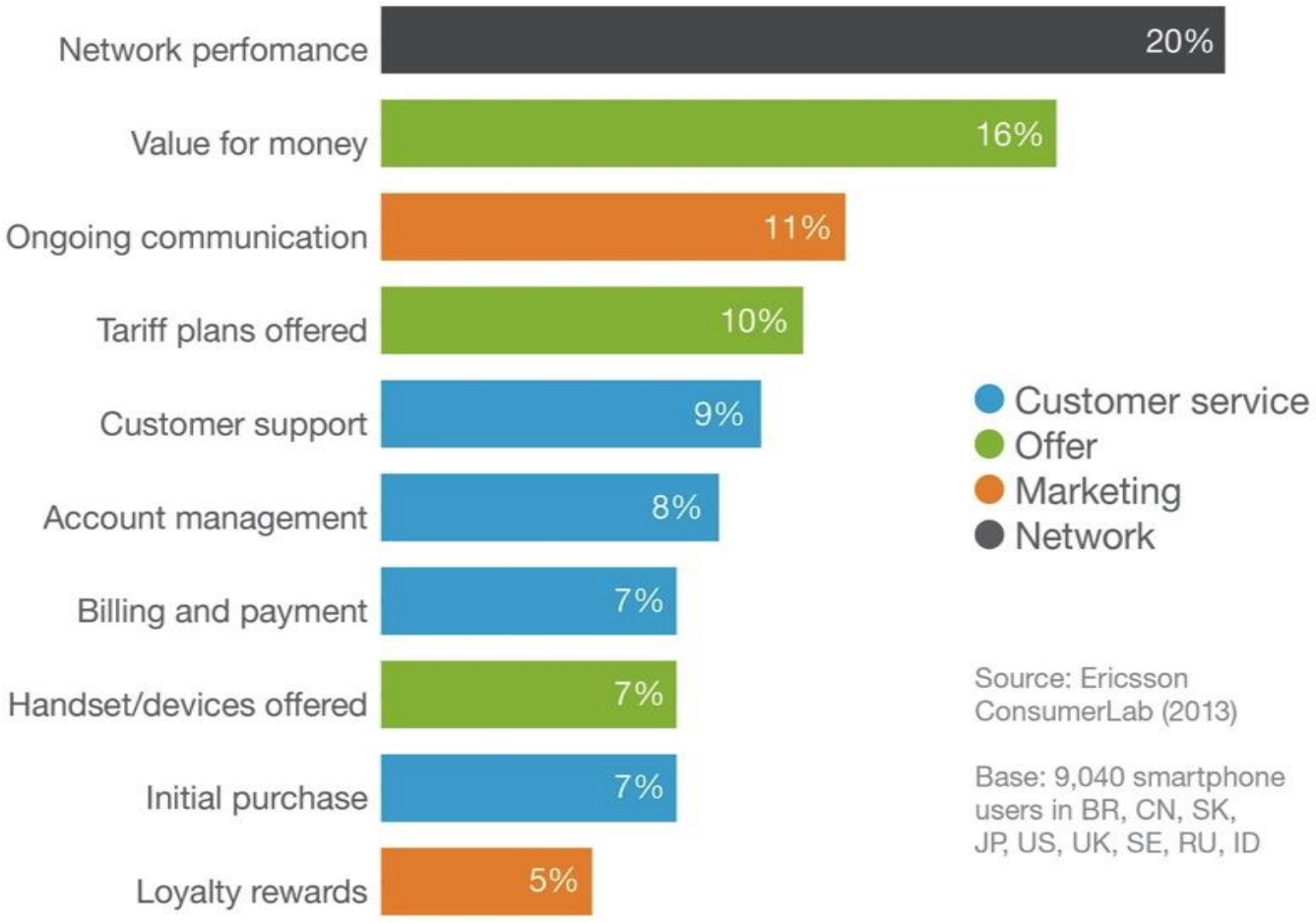
Data KPIs

Evolving requirements:

- DL/UL throughput
- Latency/Jitter
- Time to connect

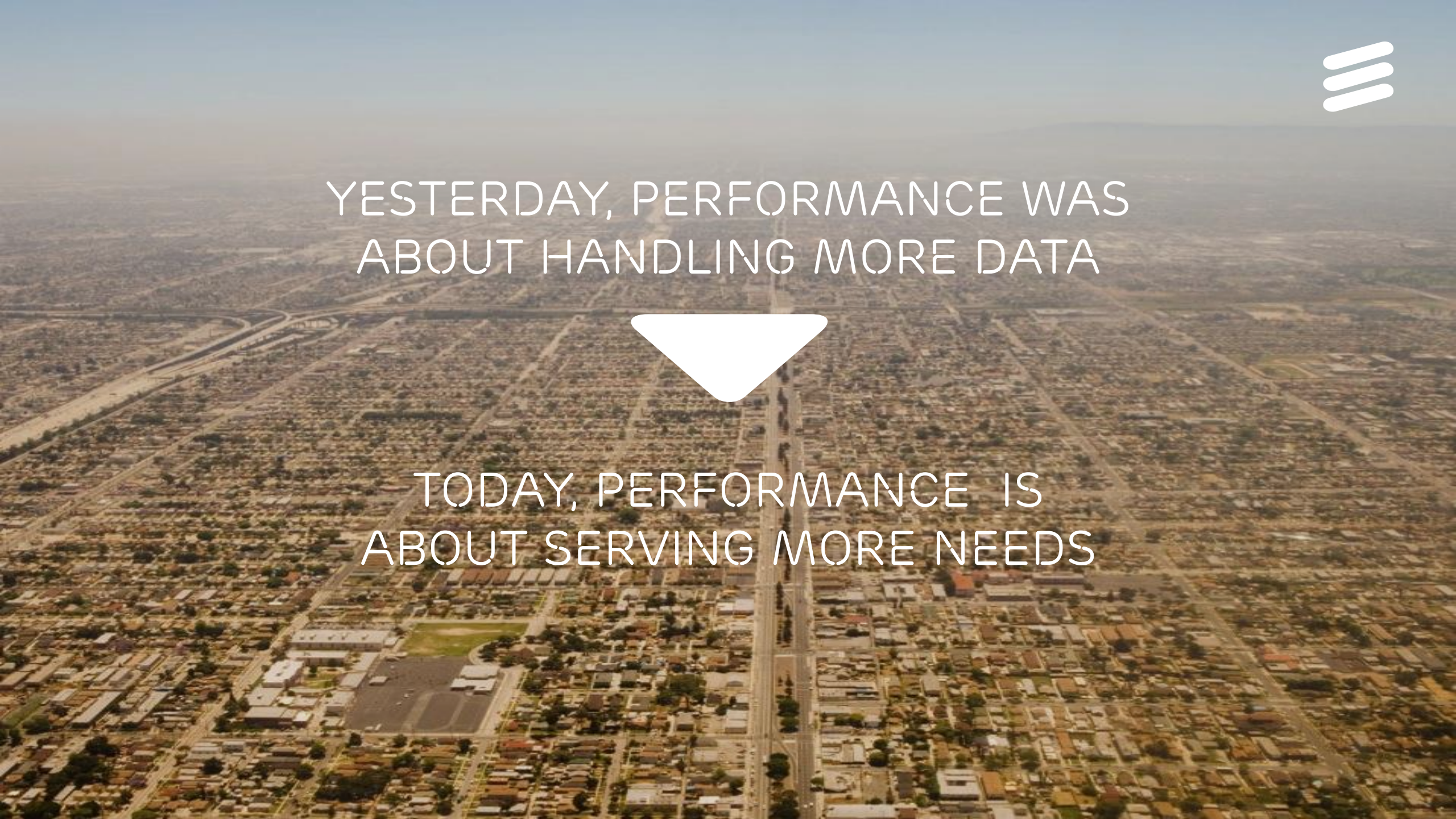
The area of coverage with sufficient quality for a particular app/device we call “App Coverage”

PERFORMANCE DRIVES LOYALTY

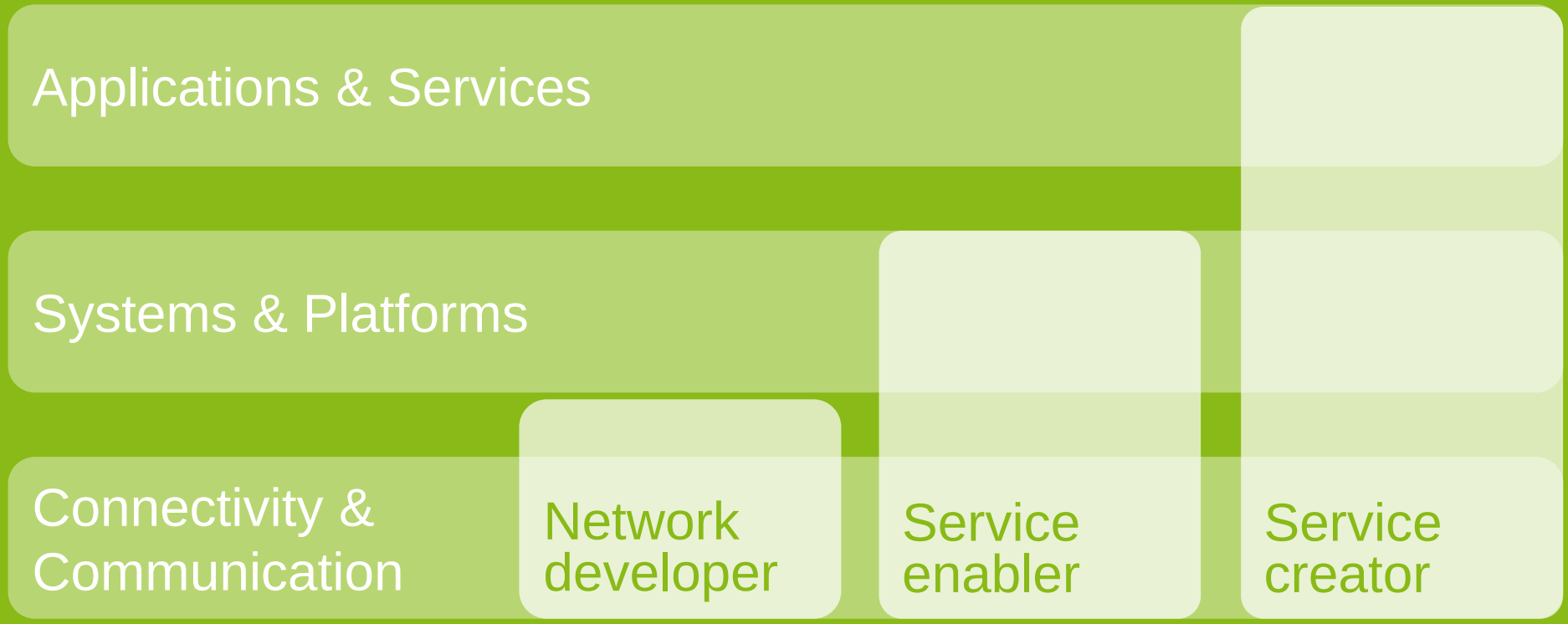


- Addressing network performance has largest impact on customer loyalty
- Four times as effective as introducing loyalty rewards
- Network performance is the principal driver of loyalty to mobile operators, followed by value for money (correlated parameters)

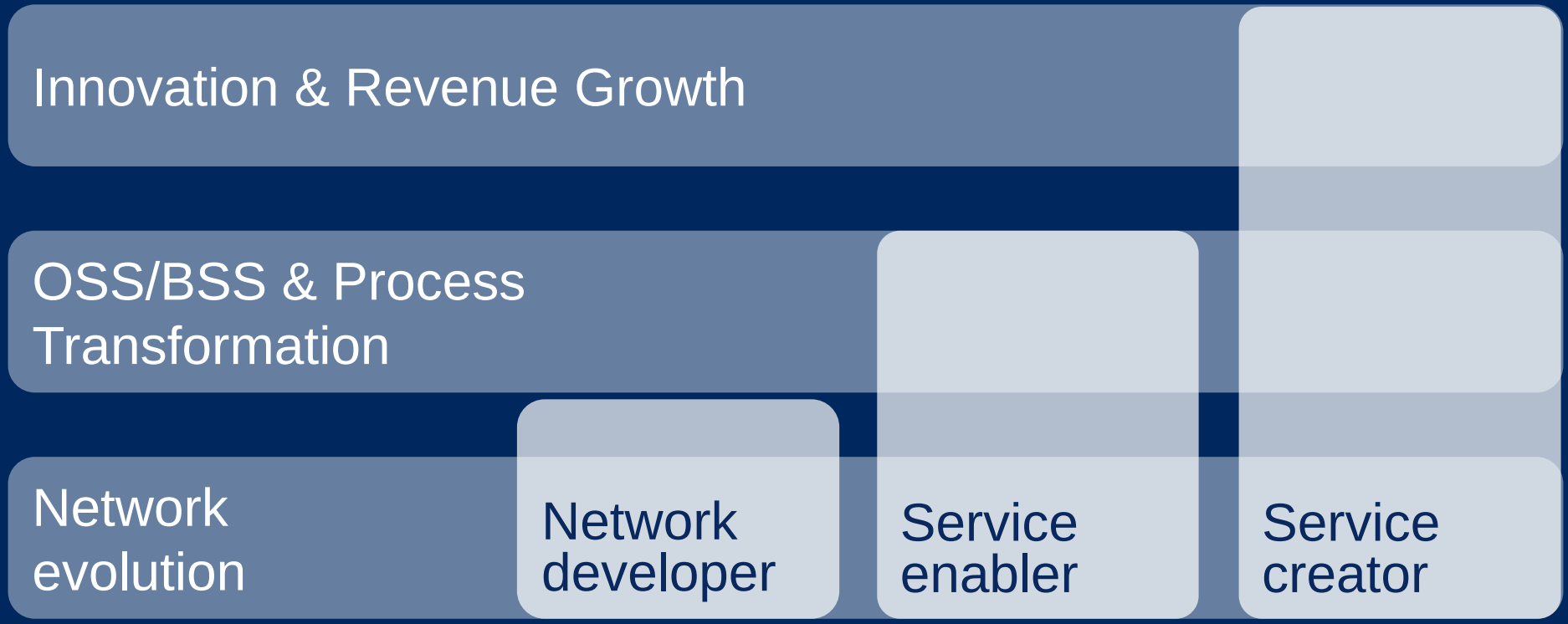
Relative impact between each driver and loyalty to operator brand


YESTERDAY, PERFORMANCE WAS
ABOUT HANDLING MORE DATA
TODAY, PERFORMANCE IS
ABOUT SERVING MORE NEEDS

RE-THINKING ROLES



WHAT ERICSSON BRINGS



SOCIAL MEDIA CHANNELS RLAM

GET TO KNOW ERICSSON RLAM SOCIAL MEDIA PRESENCE.

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