

HOW TO TURN M2M INTO A SUCCESSFUL BUSINESS TO OPERATORS

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**PLENARY
MEETING #40**

Latin America 19-21 NOV, 2013 | **LIMA-PERU** 



Hosted by:



CONNECTED LIVING SEMINAR

AGENDA



- Internal and external challenges
- Strategic decisions to be taken

OUR VISION



OUR VISION

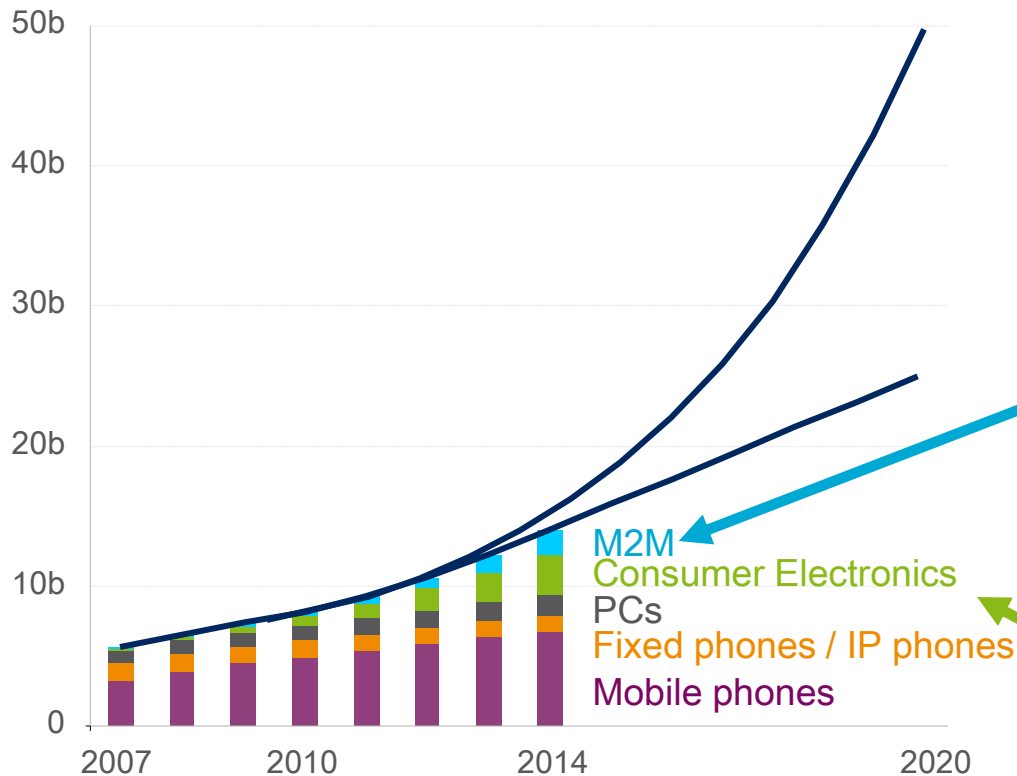


IN THE NETWORKED SOCIETY **PEOPLE, KNOWLEDGE, DEVICES, AND INFORMATION** ARE NETWORKED FOR THE GROWTH OF SOCIETY, LIFE AND BUSINESS.

NETWORKED SOCIETY BRINGS NEW BUSINESS OPPORTUNITIES



Connected Devices Worldwide



Addressing Industries

Traffic systems, Automotive
Transport and logistics
Utilities – smart grid
Security – connected buildings
Home appliances
Medical automation, Remote healthcare
ATM, Point of sale, Vending
Critical infrastructures
Monitoring and control

More devices per person

eBook readers, Music players, DVD players, Gaming devices, Cameras, Home appliances, In-vehicle entertainment etc.

New telecom cycle: 10x devices, 10x industries

Source: Ericsson

BEFORE MOVING ON THREE IMPORTANT LEARNING'S



M2M adoption is driven by value creation, not technology

Understanding the customers' need is key to value creation

We must think differently about how we engage in M2M

MAIN STRATEGIC DECISIONS TO BE TAKEN



Value chain
role



Business
models



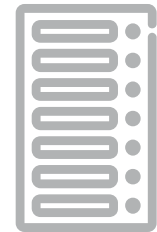
Channels
to market



Dedicated
organization



Platform



Partnership
framework



Application
program



Operator
Alliances

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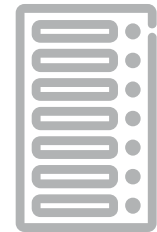
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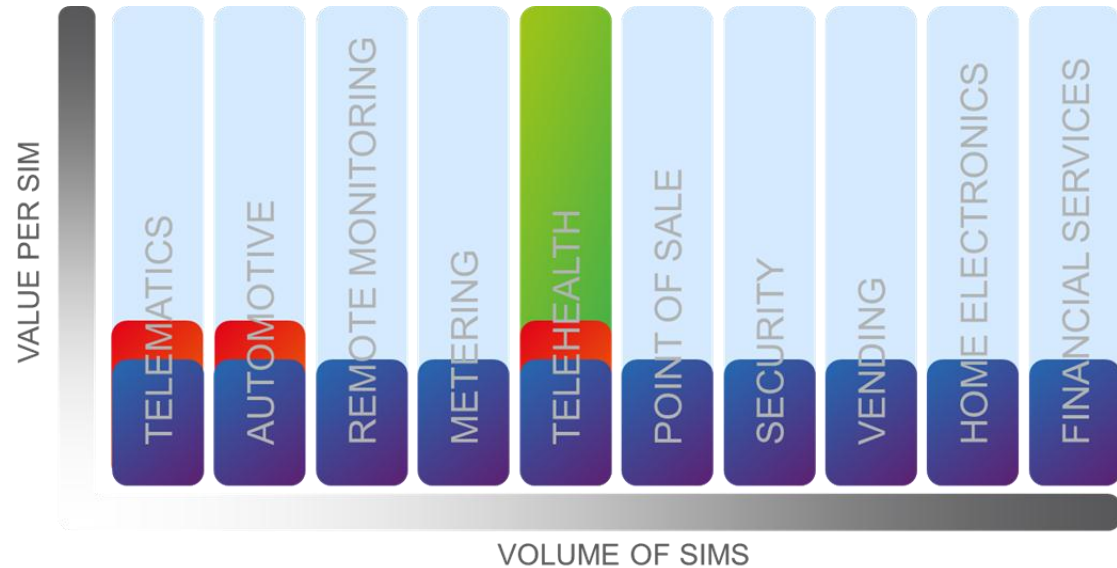
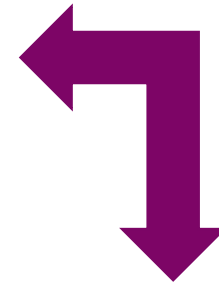
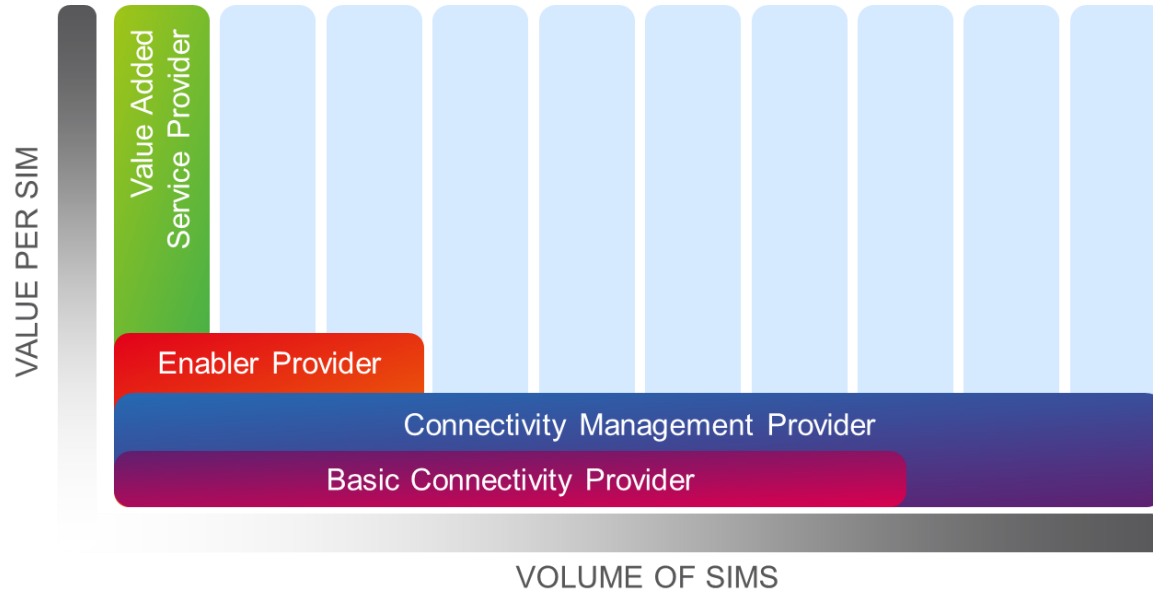


Application
program



Operator
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ROLES AND POSITIONING



MAIN STRATEGIC DECISIONS TO BE TAKEN



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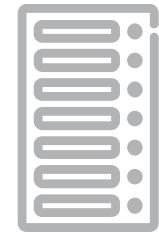
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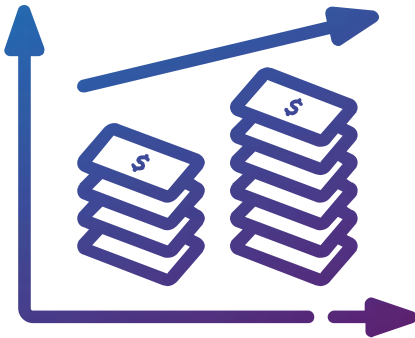


Operator
Alliances

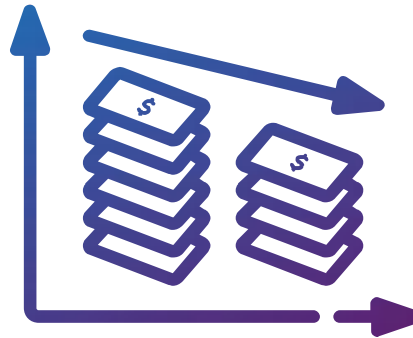
IT IS MORE THAN JUST A PLATFORM



INCREASE REVENUES



REDUCE COSTS



BUSINESS MODEL



- › Maximize revenue growth
- › Speed-up time to market
- › Right service mix

- › Processes & organization
- › Improve process efficiency
- › Operating efficiently

- › Market entry strategy
- › Value chain role
- › Build partnerships

TOUGH END-TO-END REQUIREMENTS



CONNECTIVITY



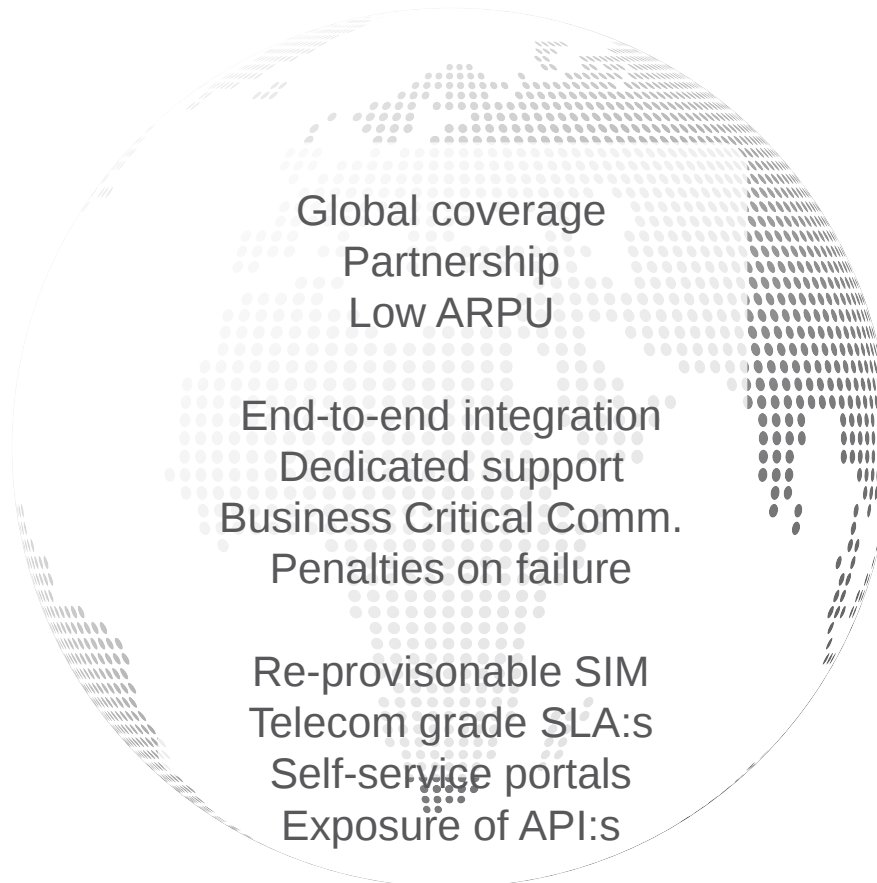
DEVICE &
APPLICATION



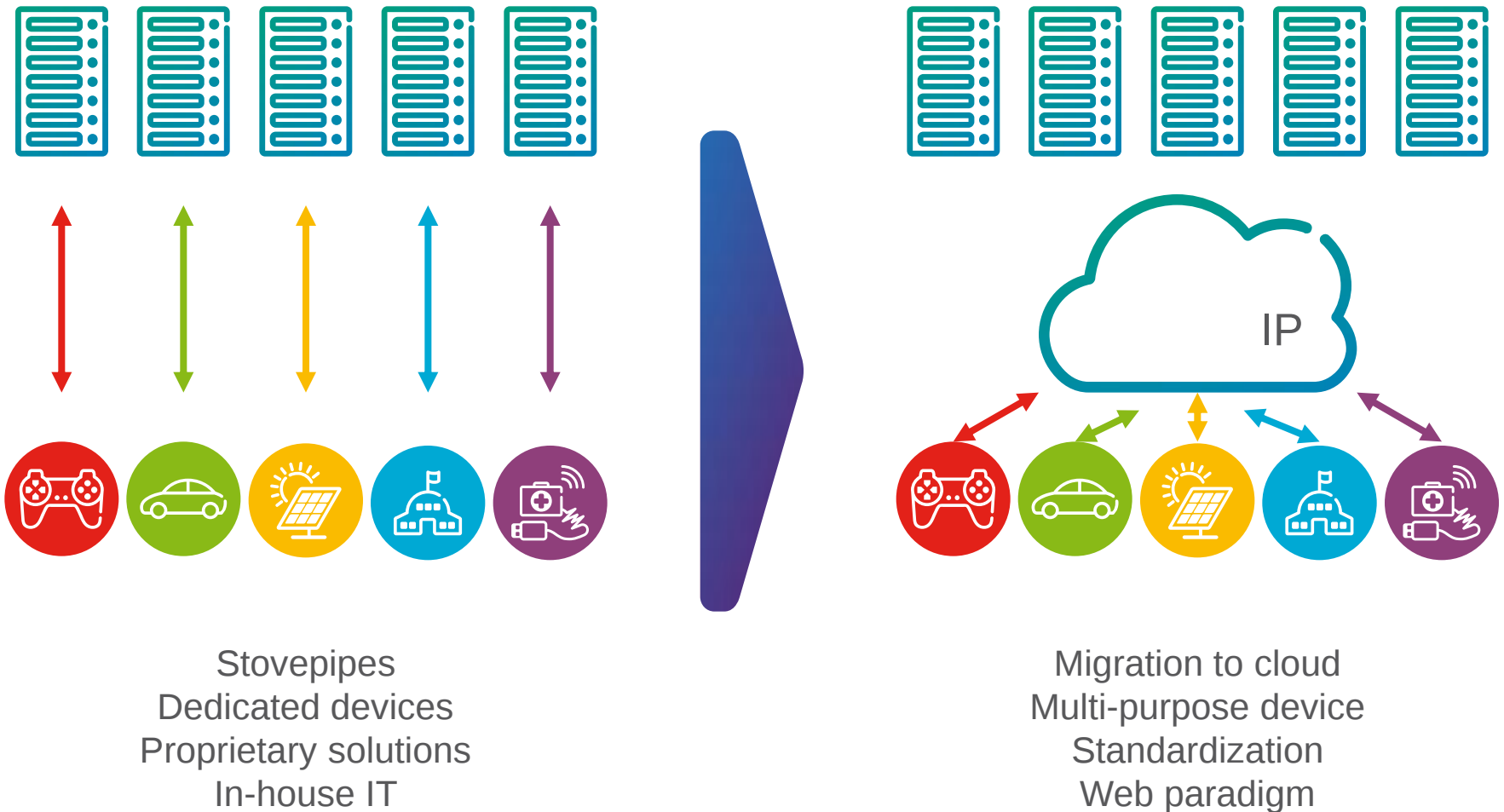
SERVICE
PROVIDER



END USER /
ENTERPRISE



ERICSSON IS SHAPING THE NETWORKED SOCIETY



JOIN THE CONVERSATION

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