



ERICSSON

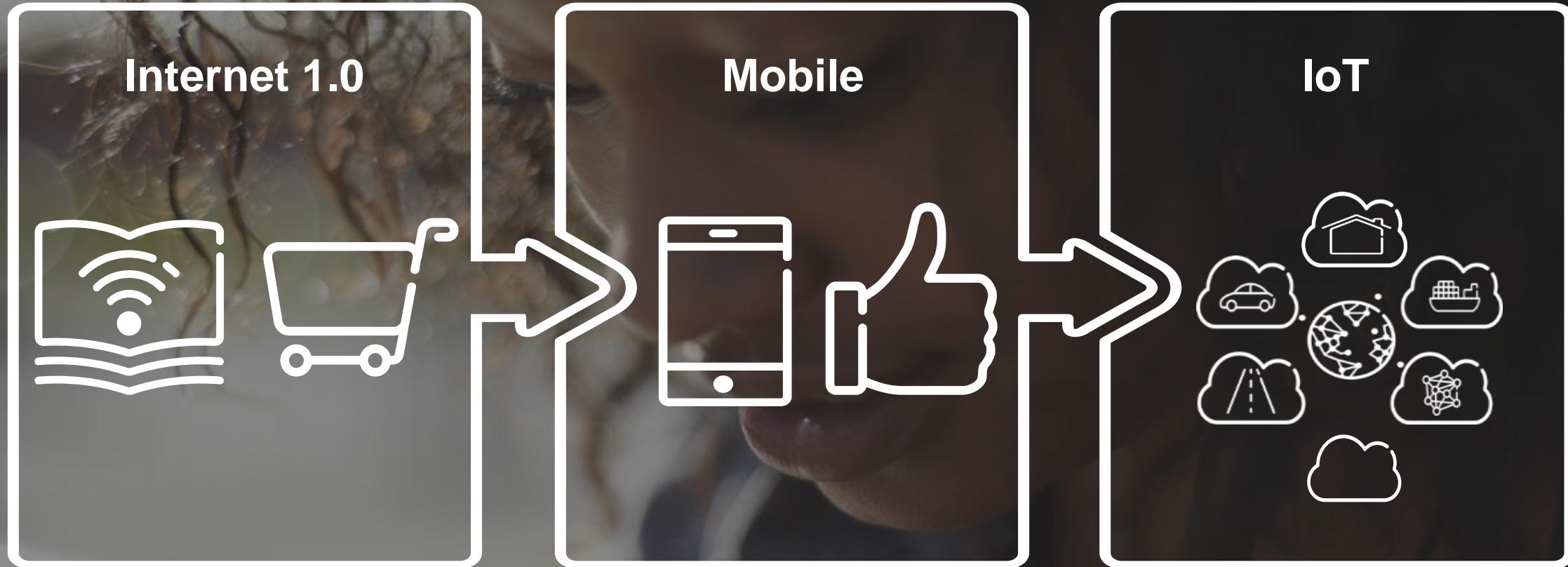
# INNOVATION OF THINGS

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Head of Marketing & Communications  
Industry and Society, Ericsson



# IGNORANCE IS NO EXCUSE IN THE 3<sup>RD</sup> INTERNET WAVE



# DISRUPT OR BE DISRUPTED



57%

“My industry is being disrupted by ICT”

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90%

“My organization is investing in ICT for efficiency gain”

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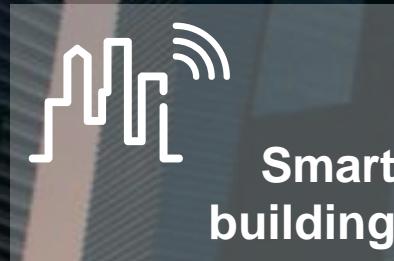
91%

“My organization is investing in ICT to improve or develop new offerings”

# DIVERSE IOT REQUIREMENTS



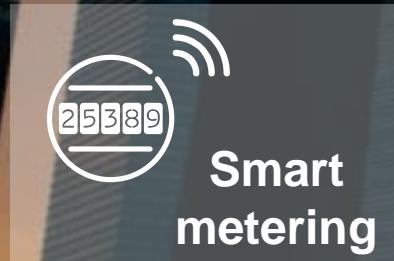
## Massive scale



Smart  
building



Logistics &  
fleets



Smart  
metering



Smart  
agriculture

## Critical processes



Emergency  
health care



Traffic  
safety



Industrial  
applications



Remote  
manufacturing

- Massive numbers
- Low cost, low energy
- Small data volumes

Different  
requirements of  
connectivity

- Smaller numbers
- Ultra reliable, high availability
- Very low latency

# SHARED PLATFORMS BRING AGILITY & SCALE FOR ALL



Every organization that connects benefits everyone else



R&D  
Scale



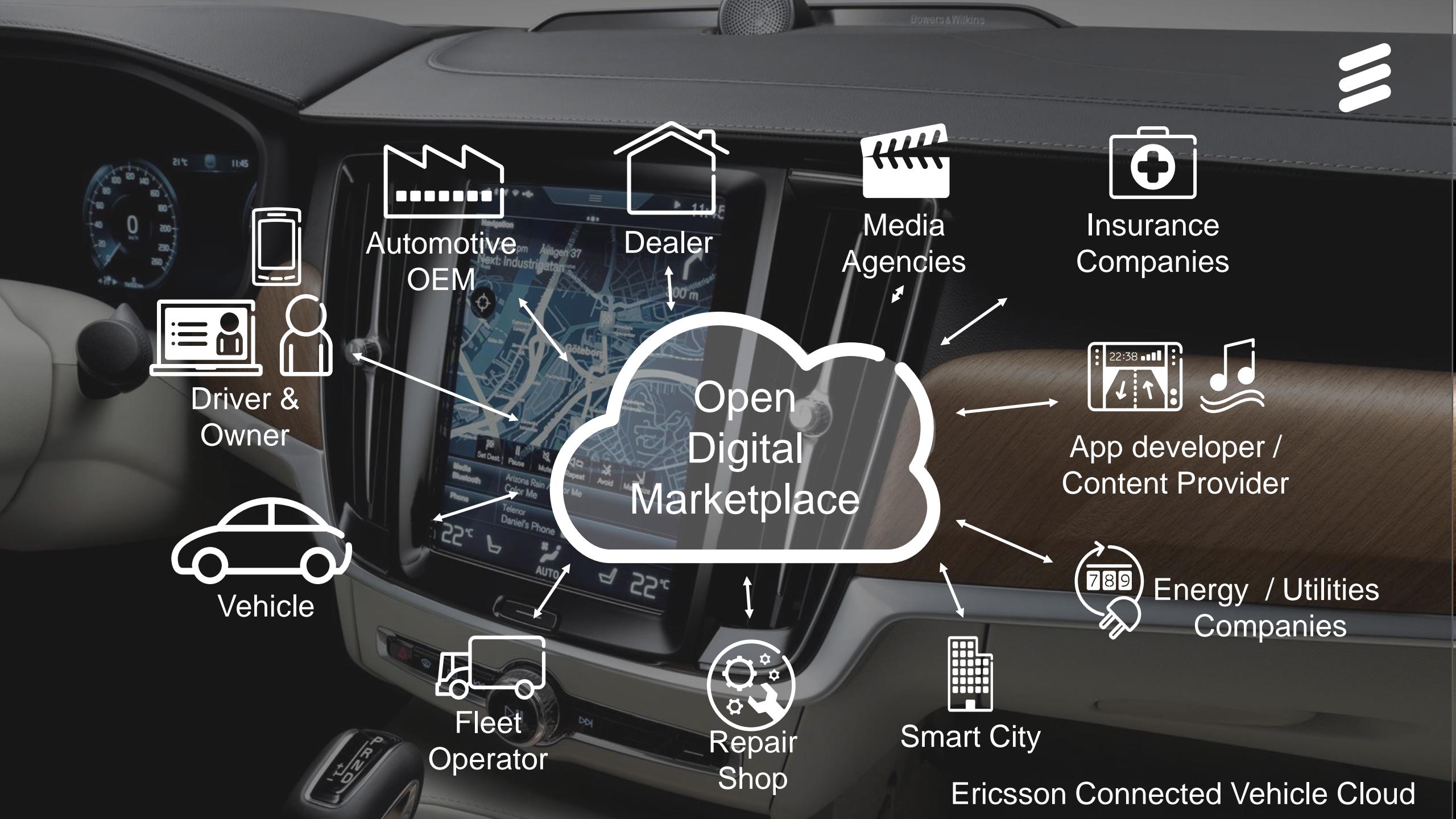
Constant  
Evolution



Rapid  
Prototyping



Global  
Scalability



“THE PACE OF CHANGE WILL  
NEVER BE THIS SLOW AGAIN”

HANS VESTBERG  
ERICSSON CEO, 2014



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