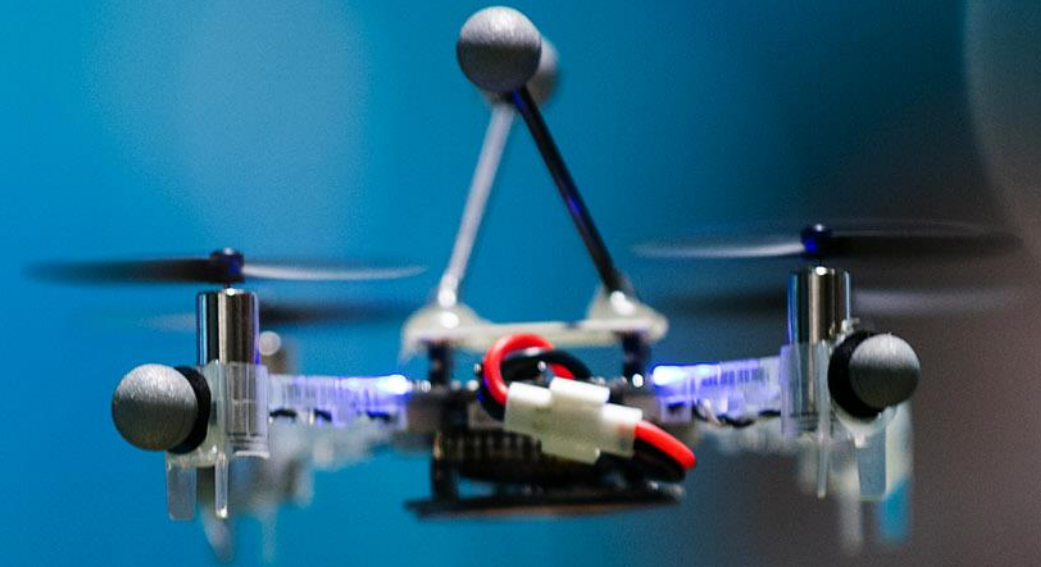


# ERICSSON IOT MARKET PERSPECTIVES



GENEVA IOT WEEK, JUNE 9<sup>th</sup> 2017

JORGE RODRIGUES, SALES DIRECTOR INDUSTRY & SOCIETY





ERICSSON

**\$1.9 TRILLION**  
 PREDICTED VALUE-ADD  
 OF IOT ACROSS  
 SECTORS IN 2020

~30%

**SERVICES**

~25%

**APPLICATIONS**

~25%

**PLATFORMS  
ENABLEMENT & APPLICATION**

~10%

**CONNECTIVITY  
NETWORKS & MANAGEMENT**

~10%

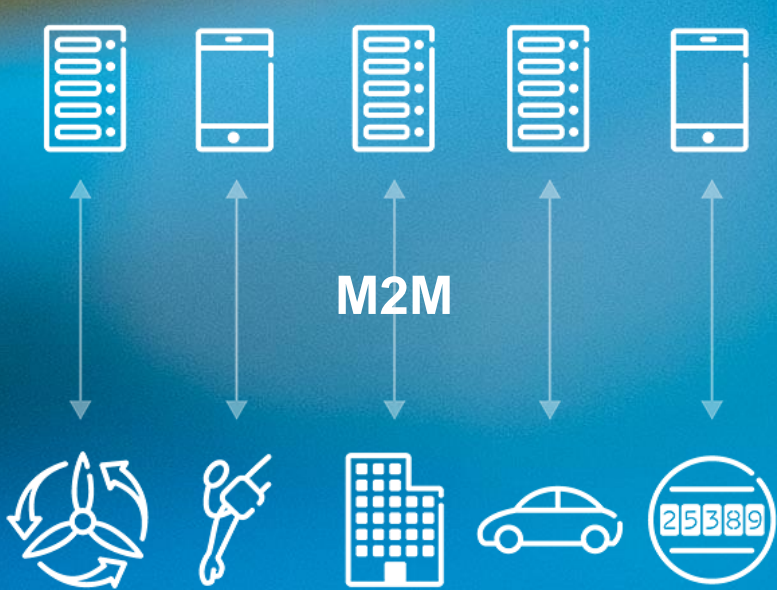
**DEVICES  
INC CHIPSETS & SENSORS**

ESTIMATED TECHNOLOGY  
SPENDING SPLIT (2025)\*

\*Source: Gartner Group

**WE ARE AT THE BEGINNING  
OF SOMETHING BIG ...**





VERTICAL SILOS

TECHNOLOGY FOCUS

SINGLE-PURPOSE

BUSINESS MODELS

PROCESSES

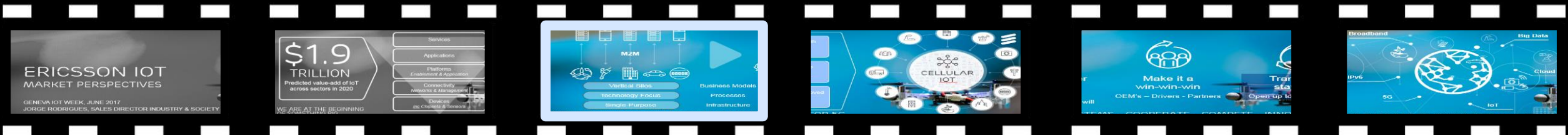
INFRASTRUCTURE

CROSS-INDUSTRY

BUSINESS FOCUS

MULTI-PURPOSE

# INDUSTRY TRANSFORMATION ALREADY STARTED



IoT on LTE

NB-IoT

Low-bitrate applications with extreme coverage and low cost devices

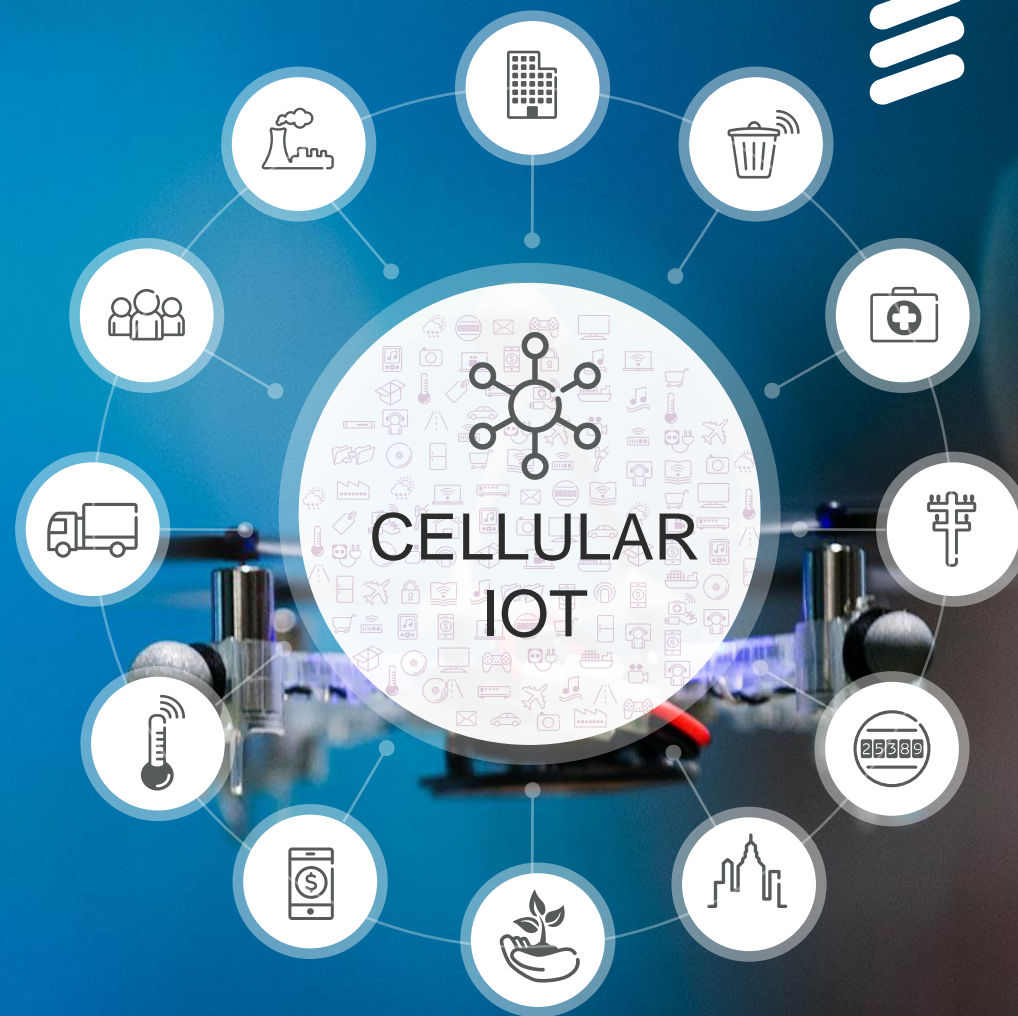
CAT-M1

Wider range of applications with low-medium bitrate, mobility and voice support

IoT on GSM

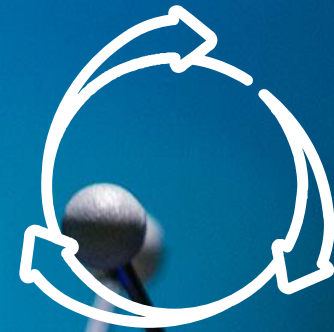
EC-GSM-IoT

GSM as fallback with improved battery life or extended coverage for the last mile



# CELLULAR FOR IOT – GET READY FOR 5G





CAPTURE THE  
POWER  
OF INNOVATION

IF YOU DON'T ENABLE THE  
ECOSYSTEM, SOMEONE  
ELSE WILL

MAKE IT A  
WIN-WIN-WIN  
OEM'S – DRIVERS -  
PARTNERS

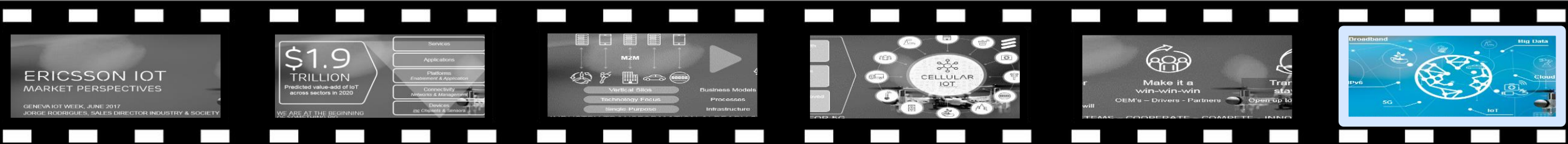
TRANSFORM TO  
STAY AHEAD  
OPEN UP TO DRIVE THE  
CHANGE

CONNECTED ECOSYSTEMS  
COOPERATE – COMPETE - INNOVATE

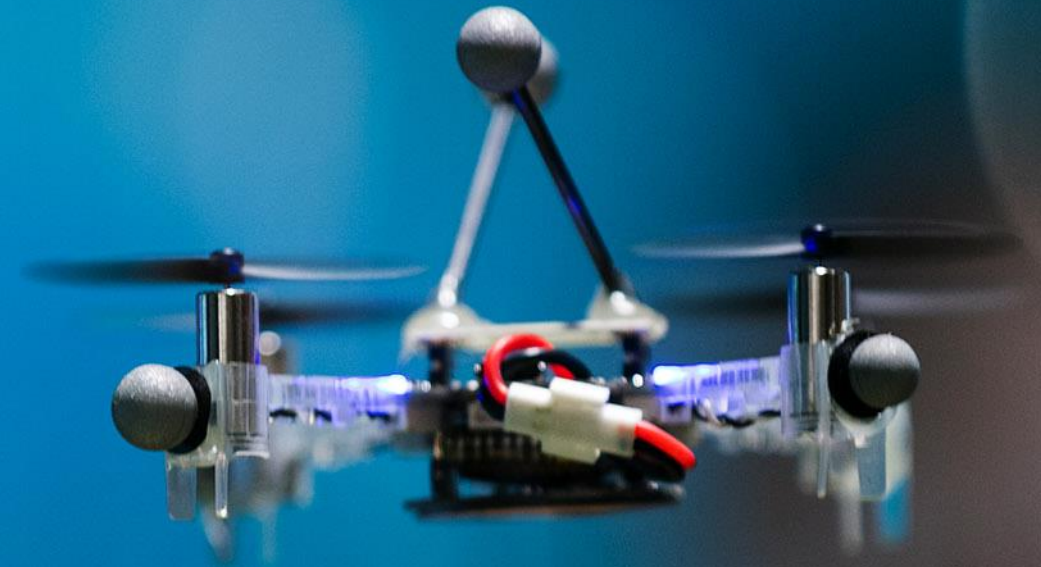




EVERYTHING THAT CAN BE CONNECTED  
WILL BE CONNECTED



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