

# WELCOME

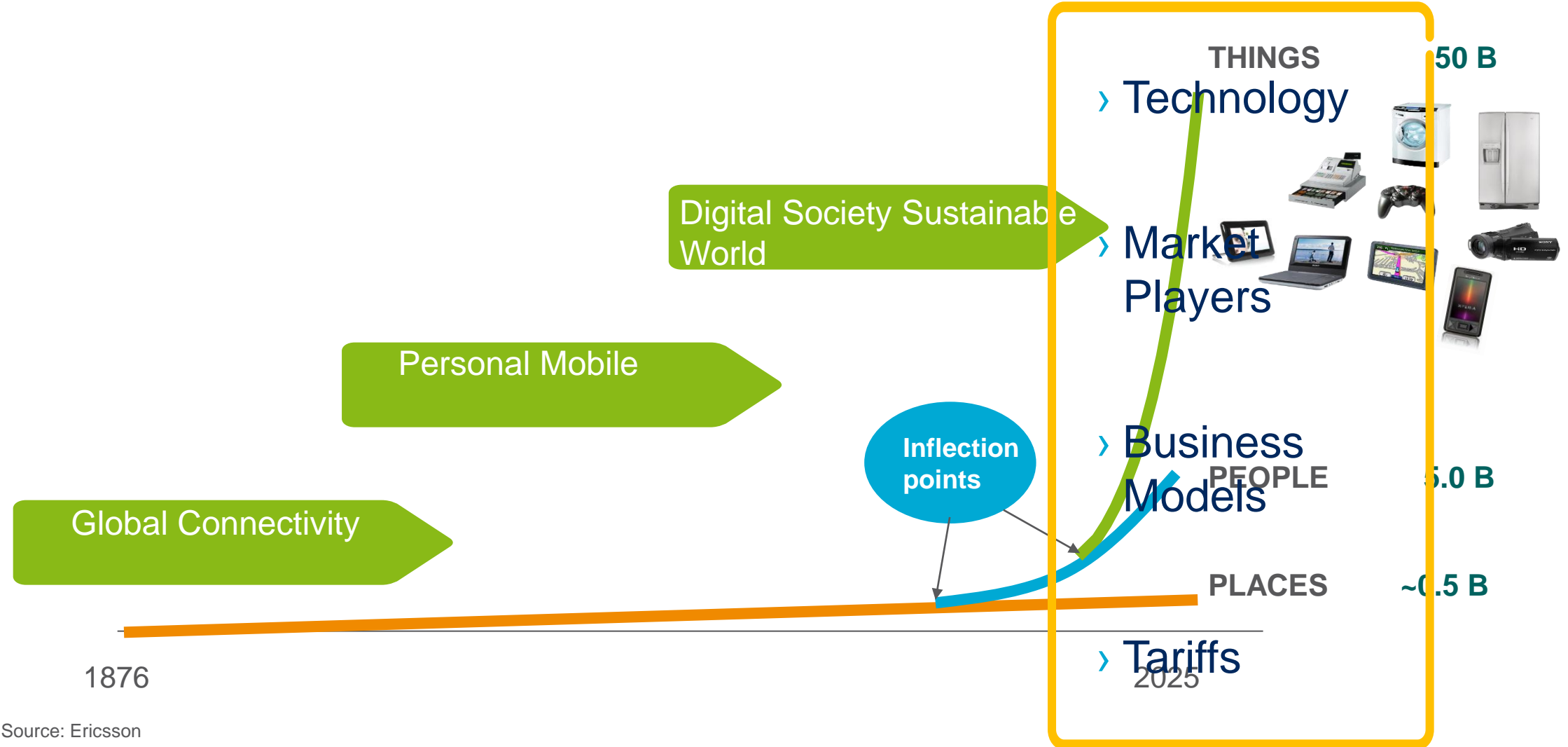
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## SHAPING THE NETWORKED SOCIETY

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# ANYTHING THAT BENEFITS FROM NETWORK CONNECTION WILL BE CONNECTED



Source: Ericsson

# IDEAS TO REALITY CHALLENGES AND OPPORTUNITIES

Growth with profitability

Devices x 10

\$ x 1/10


**Profitability** from low average revenue devices

Extended connectivity business

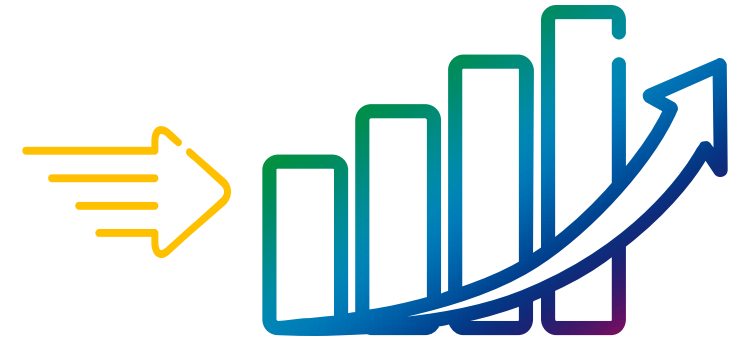


**Wholesale** of connectivity to a wide spectrum of devices & needs

Expanded eco-system



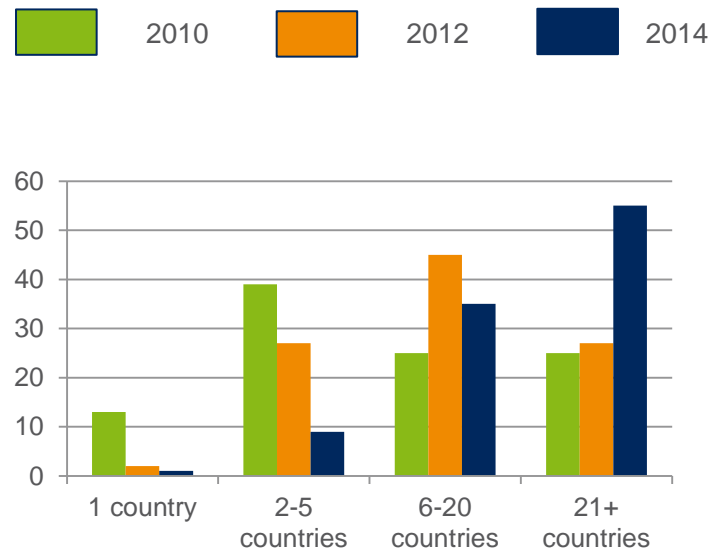
Enable growth of applications in an expanded **eco-system**



# M2M NEEDS

## MULTI COUNTRY COVERAGE

REQUIRED NW COVERAGE  
IN NUMBER OF COUNTRIES



By 2014 more than 50% of m2m enterprises will need connectivity in more than 21 countries

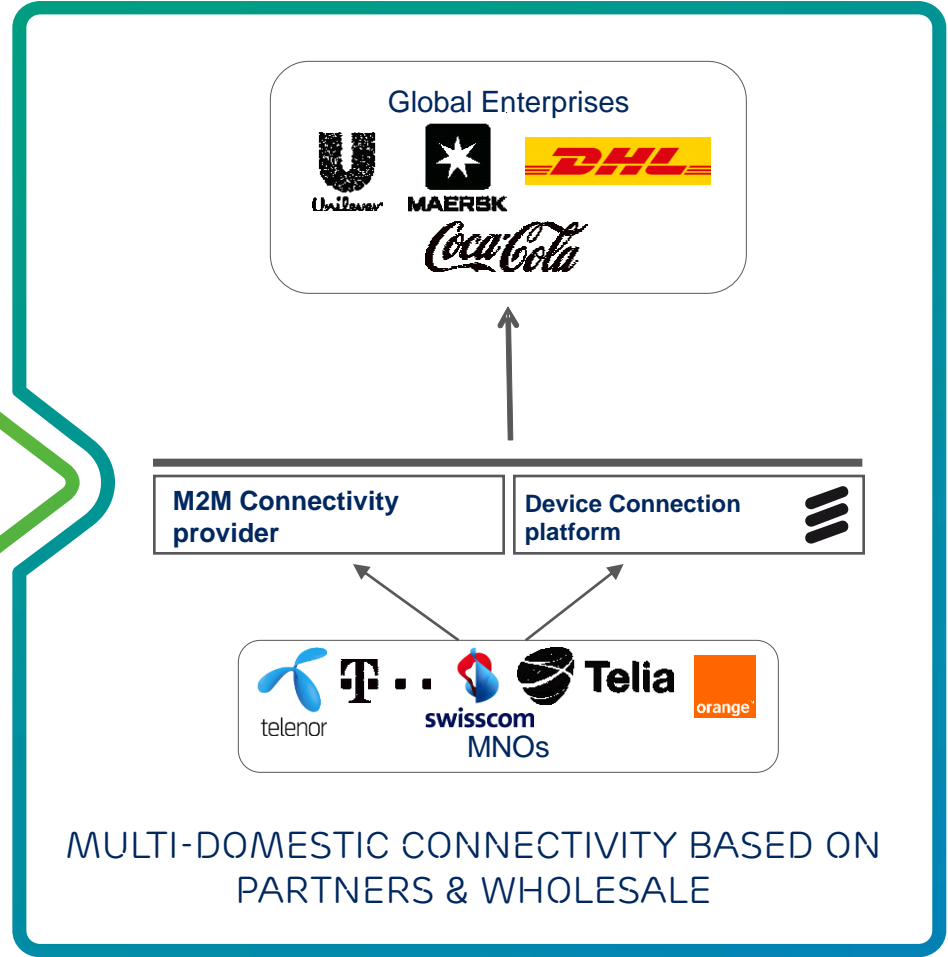
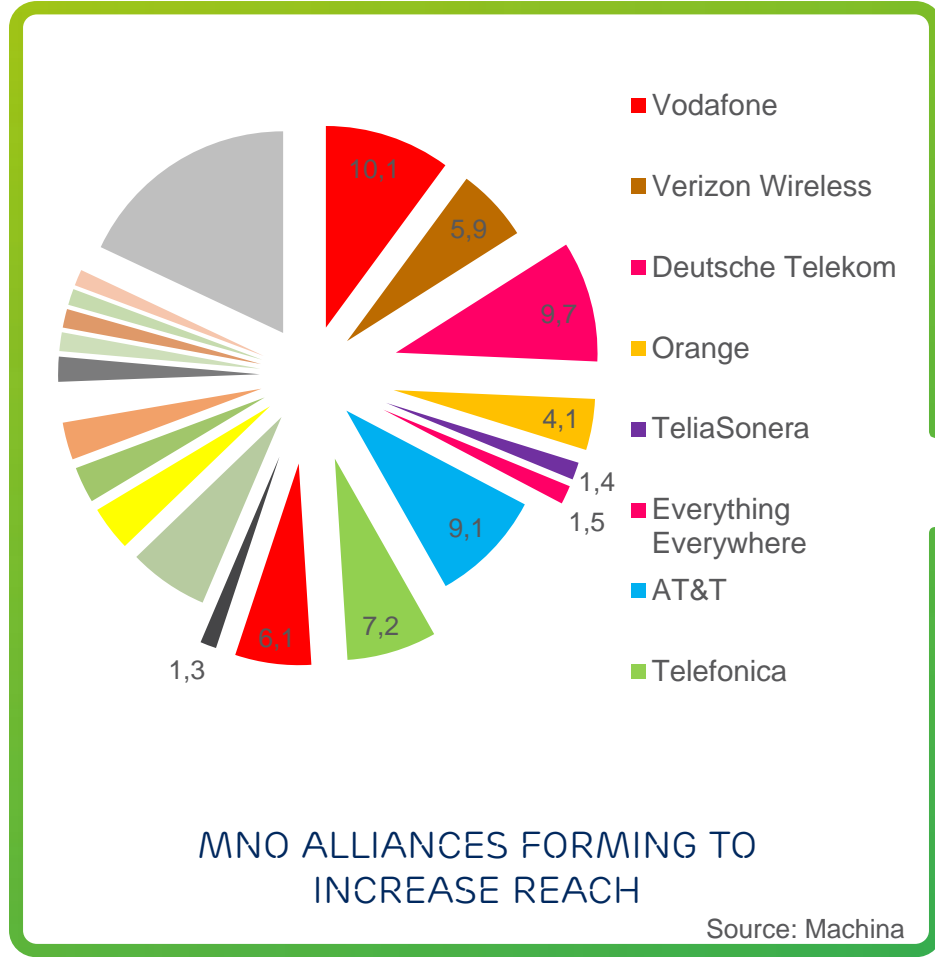
Source: Beecham

GLOBAL ENTERPRISE NEEDS

- › One WoW globally
- › One Business Process
  - Connectivity management
  - Subscription management
  - OSS/BSS Charging, Billing
  - Customer relation management
  - Fraud detection
  - SLAs
  - QoS
  - Local support in every country.

# M2M NEEDS

## A GLOBAL PLATFORM FOR GLOBAL OPERATIONS



# END-TO-END VALUE CHAIN

## Enterprise M2M offering

- › Enterprise processes and operations
- › Regulatory tasks i.e. MNC, IMSI, MSISDN
  - › Potential re-use of MNO IMSI, MSISDN

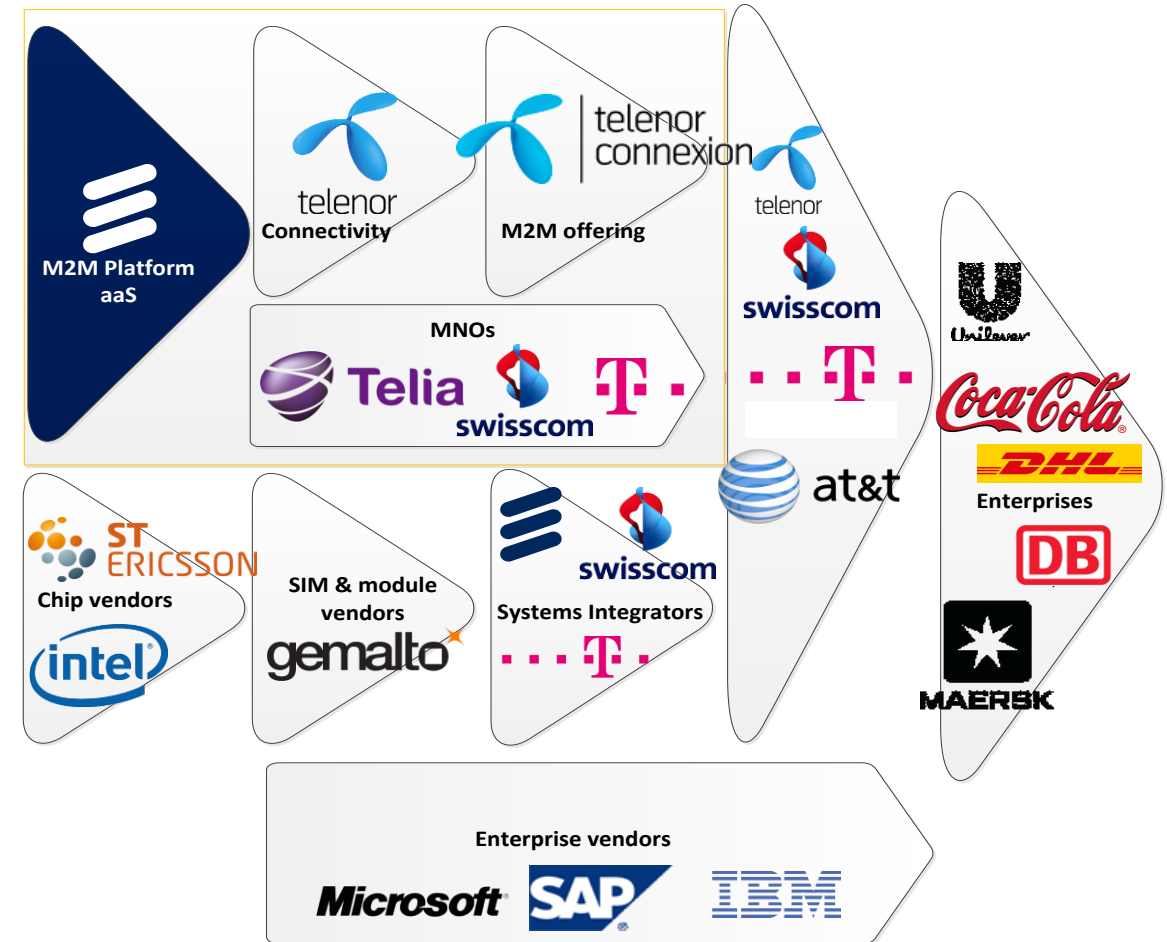
## Connectivity

- › Commercial agreements with a number of MNOs to resell wholesale connectivity
- › Roaming agreements & local wholesale

## Platform aaS

- › M2M platform functionality as-a-Service
  - › Connectivity management
  - › M2M device/resource management

## EXAMPLE VALUE CHAIN





**ERICSSON**

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# PLATFORM TRENDS AGILITY IN THE VALUE CHAIN

