



ERICSSON

# NETWORKED SOCIETY



# 1991 VS NOW



**Radio Shack**  
AMERICA'S TECHNOLOGY STORE

**PRESIDENTS' BIRTHDAY SALE!**

**3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!**

**0% INTEREST!**  
NO PAYMENTS UNTIL MAY!  
NO DOWN PAYMENT!

**HURRY! OFFER ENDS TUESDAY FEBRUARY 19**

**COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!**

<b>All-Weather Stereo</b> Cut 34% <b>1188</b> Reg. 17.95 Realistic STEREO-MATE™ AM/FM personal receiver shrugs off back-seat, radio, and microwave waves. See Item 1-1291	<b>AM/FM Clock Radio</b> 30% Off! <b>1388</b> Reg. 19.95 Chronomatic™-261 clock radio's compact size cuts right-handed clutter. See Item 1-1292	<b>In-Ear Stereo Phones</b> HALF PRICE! <b>788</b> Reg. 15.95 Realistic™ in-ear phones weigh just 0.6 ounces! With carry pouch. #10-977 See Item 1-1293	<b>Micro-Thin™ Calculator</b> 39% Off! <b>488</b> Reg. 7.95 Radio Shack EC-413 is almost the size of a credit card! Solar powered. #10-993 See Item 1-1294
<b>Mobile Cellular Telephone</b> Save \$100 <b>\$199</b> Reg. 299.00 Low As \$19 Per Month #17-1076	<b>Deluxe Portable CD Player</b> Save \$40 <b>159.95</b> Reg. 199.95 Low As \$19 Per Month Realistic CD-350 has 16-selection memory. Head-phones extra. #42-001		
<b>Tiny Dual-Superhet Radar Detector</b> Save \$60 <b>79.95</b> Reg. 139.95 Low As \$19 Per Month Road Patrol XK™ detector lets you drive with confidence. Separate X and K-band tones. #27-1027	<b>Compact 10-Channel Desktop Scanner</b> Save \$30 <b>99.95</b> Reg. 129.95 Low As \$19 Per Month Realistic PRO-57 lets you catch the news and 8 "happenings": Hear police, fire, rail, military, lots more. #01-102		
<b>Mobile CB With Channel Controls on Mike</b> HALF PRICE! <b>49.95</b> Reg. 99.95 Realistic TRC-430 lets you get highway info or help—you'll never have to drive "alone". #10-1014	<b>Our Easiest-to-Use Phone Answerer</b> Cut 17% <b>49.95</b> Reg. 59.95 DUAL-CALL™ 120-241 answerer is ready to use—just plug it in. Has built-in announcement. #10-101		
<b>3-Way Speaker With Massive 15" Woofer</b> Save \$110 <b>149.95</b> Reg. 259.95 Low As \$19 Per Month Optimus Mach Two™ system punches out bass you can feel. Use 4" horn tweeter, 5" midrange. #10-1017	<b>Handheld Voice-Activated Cassette Tape Recorder</b> 40% Off <b>29.95</b> Reg. 49.95 Realistic CTR-85 makes an excellent "companion" for students, secretaries, or executives. #10-1018		
<b>20-Memory Speed-Dial Phone</b> Cut 33% <b>29.95</b> Reg. 44.95 Low As \$19 Per Month Radio Shack ER-292 "Dial-Flex" is vital to home or office. Transcouples phone #10-1019, #10-1020			

Check Your Phone Book for the Radio Shack Store or Dealer Nearest You

Most Major Credit Cards Welcome

=



You'd have spent \$ 3055 in 1991 to buy all the stuff in this ad that you can now do with your phone.

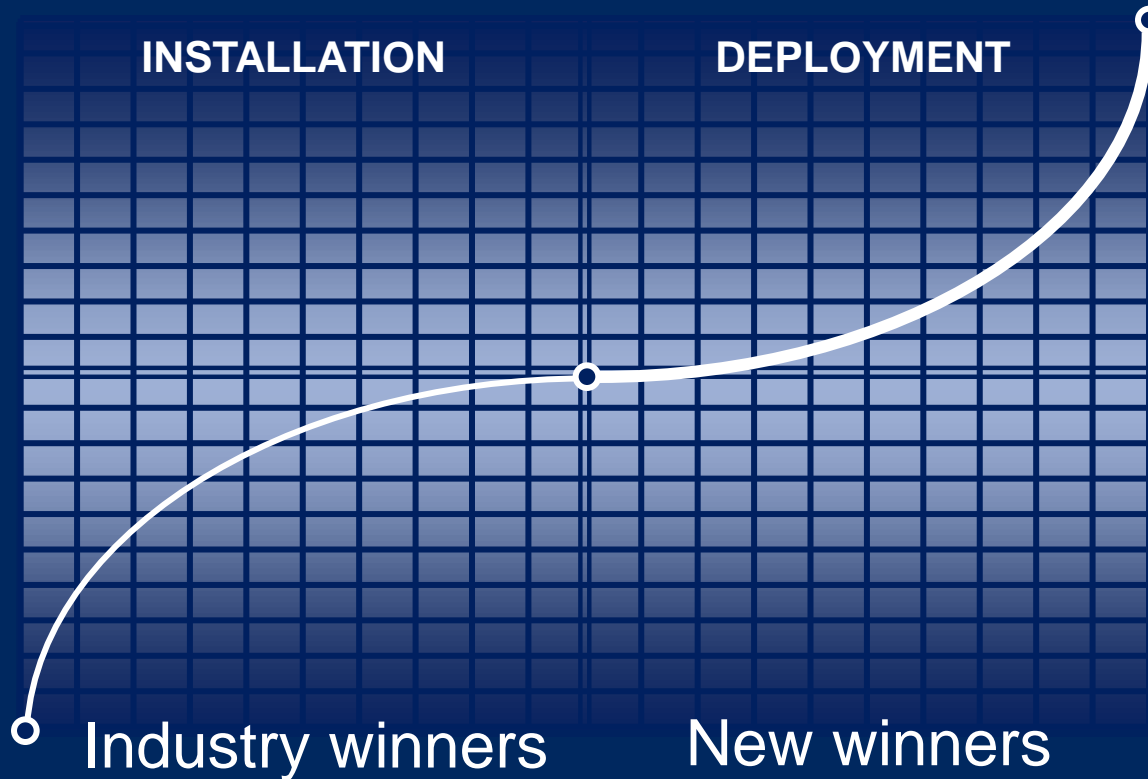
# THE NETWORKED SOCIETY



Efficiency  
focused

Vertical  
industry  
logic

Narrow  
impact



Innovation  
focused

Across  
business &  
society

Extensive  
impact

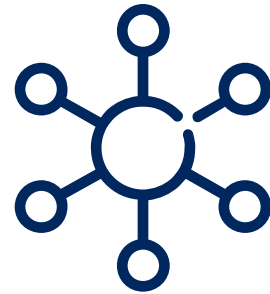


MOBILITY - BROADBAND - CLOUD

# PROGRESSIVE INNOVATION



Accelerating



Active



Accessible

SMART MATERIALS

ANALYTICS

INDUSTRIAL  
BIO-TECHNOLOGY

BIG DATA

SENSORS

AUGUMENTED  
BODY

INTERNET OF THINGS

SMART ENERGY

VIRTUALIZATION

WEARABLES

NANO

ROBOTICS

3D PRINTING


CROWD


VISUALIZATION


MOBILITY - BROADBAND - CLOUD


# VALUE OF "NETWORKED"




THINGS 

MEDIA 

TRANSACTIONS 

RELATIONS 

INFORMATION 

Interaction

Innovation

??

Constant  
Access

Monetizing  
models

Netflix, Spotify

Best deal

Market  
expansion

Amazon, Alibaba

Lasting  
Mingling


Community  
building


Facebook, QQ


Find


Reach consumers


Google, Bing

THINGS 

MEDIA 

TRANSACTIONS 

RELATIONS 

INFORMATION 

USER NEED

BUSINESS NEED

VALUE CAPTURE

## SOCIETY DRIVERS



Productivity  
development

Inclusion and  
diversity

Sustainable  
paradigm

## BUSINESS DRIVERS



Efficiency  
advancements

Experience  
interactions

Market  
innovations

## PEOPLE DRIVERS

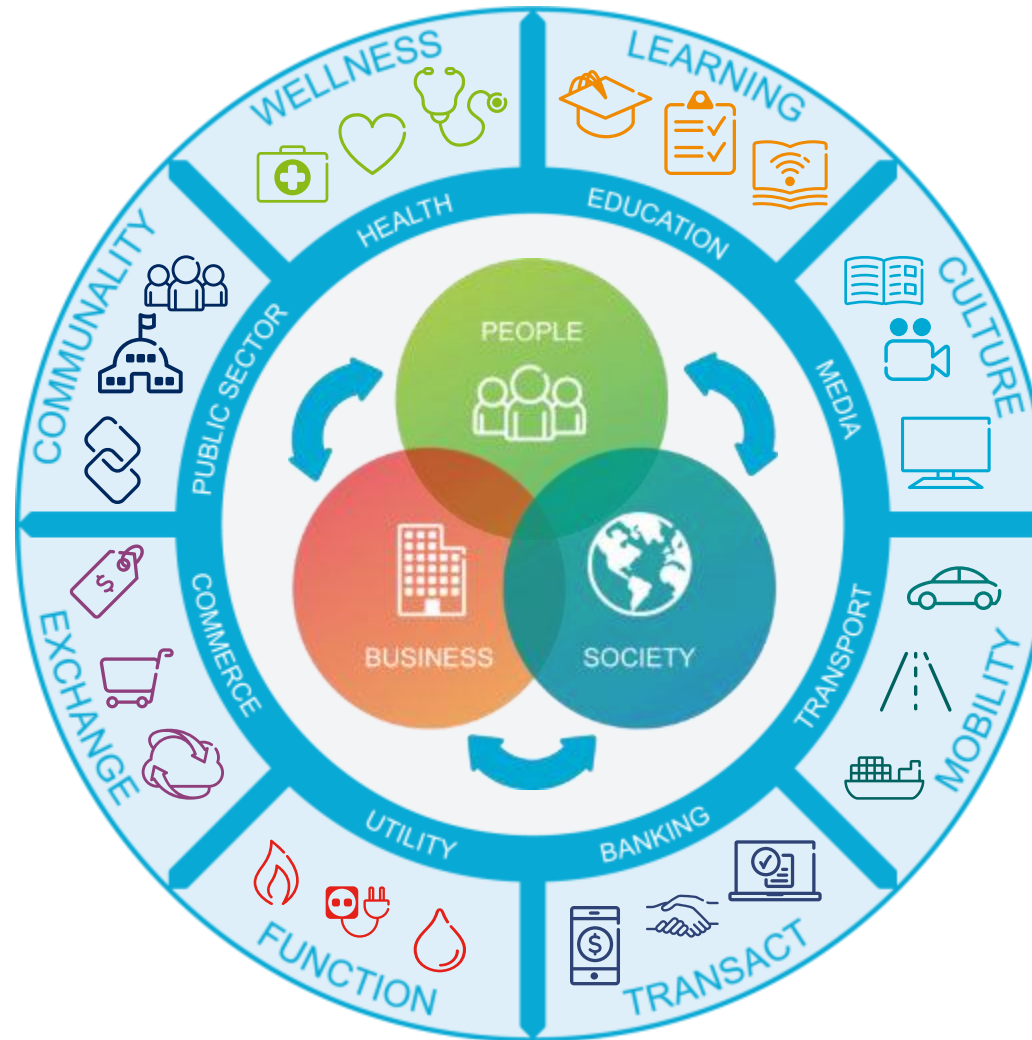


Convenience of  
services

Engaging  
culture

People  
empowerment

# NETWORKED SOCIETY LOGIC



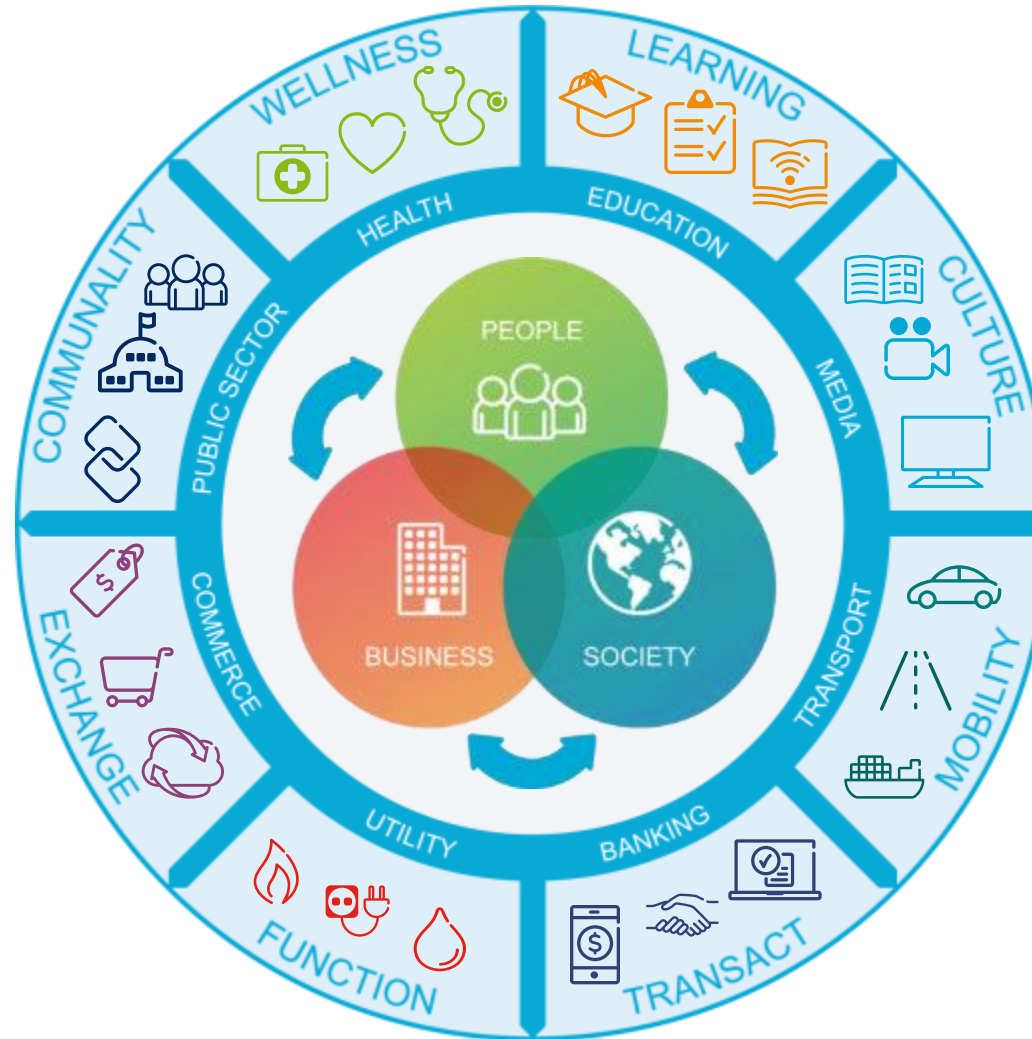
# REDEFINED ASSETS



USERS – PARTICIPATING AND ACTIVE

THINGS – CONNECTED AND INTELLIGENT

DATA – OWN, SHARED AND OPEN



CAPABILITIES – AVAILABLE AND ON-DEMAND

DIGITIZATION – EXPONENTIAL AND UBIQUITOUS

PLATFORMS – ECONOMICS AND SCALE



# MOBILITY EXPERIENCE



Tranquillen



## BETTER INFORMED

“I always get a suggestion for a train where I can be sure to get a seat “

BlaBla Car



## COLLABORATING

“I always share my car travel with others”

Uber



## SERVICIFICATION

“I often choose taxis that are driverless”

# EXCHANGE EXPERIENCE



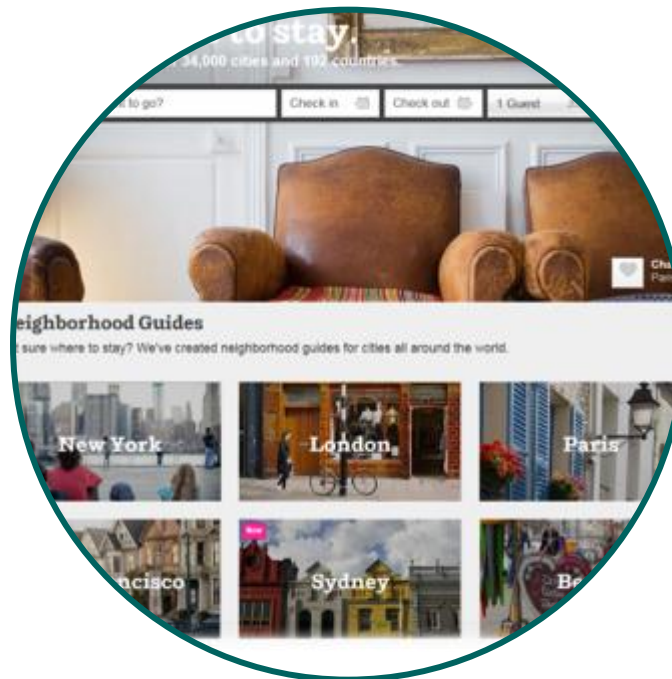
Blue Apron



## SERVICIFICATION

“I save time and money by subscribing to my grocery supply”

Airbnb



## IN CONTROL

“When traveling I usually stay at a home away from home”

Yerdle



## COLLABORATING

“In my neighborhood we share lots of stuff that’s good to have but seldom used”

# TRANSFORMING BUSINESS



## EVOLUTION

- › Expand from established position
- › Reinforce existing value systems
- › Improve offering to current market
- › Focus on efficiencies

## DISRUPTION

- Establish new position ‹
- Replace current value logic ‹
- Build value from alternative assets ‹
- Create radically new market ‹

# DETERMINING FORCES



## EVOLUTION

- › Expand from established position
- › Reinforce existing value systems
- › Improve offering to current market
- › Focus on efficiencies

### “OUTSIDE DRIVE”

- › New consumer behavior
- › Changed regulatory rules
- › Disruptive technology
- › Redefined competition



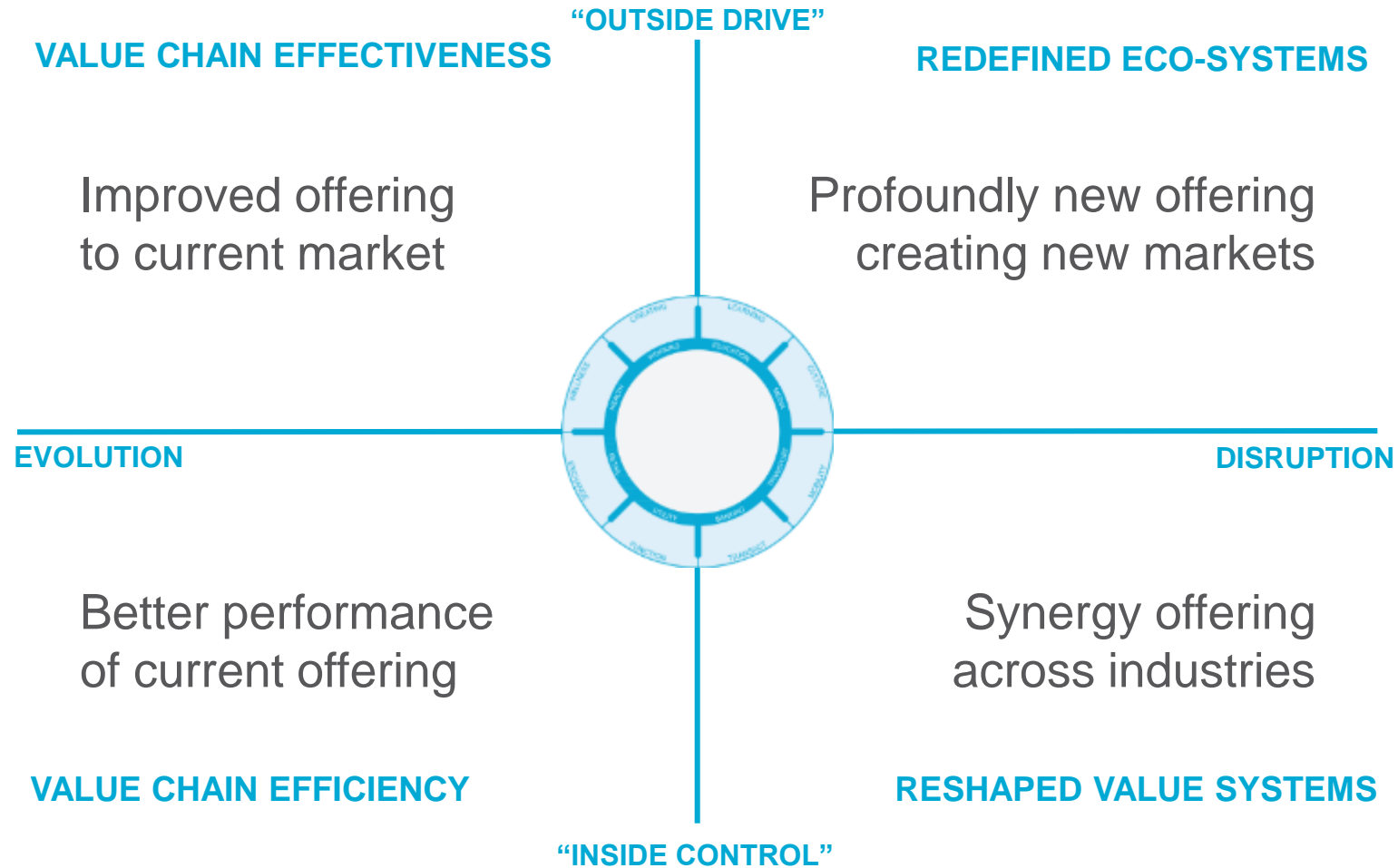
- › Definition of core business
- › Scale gain opportunities
- › Maturing technology
- › Consolidation

### “INSIDE CONTROL”

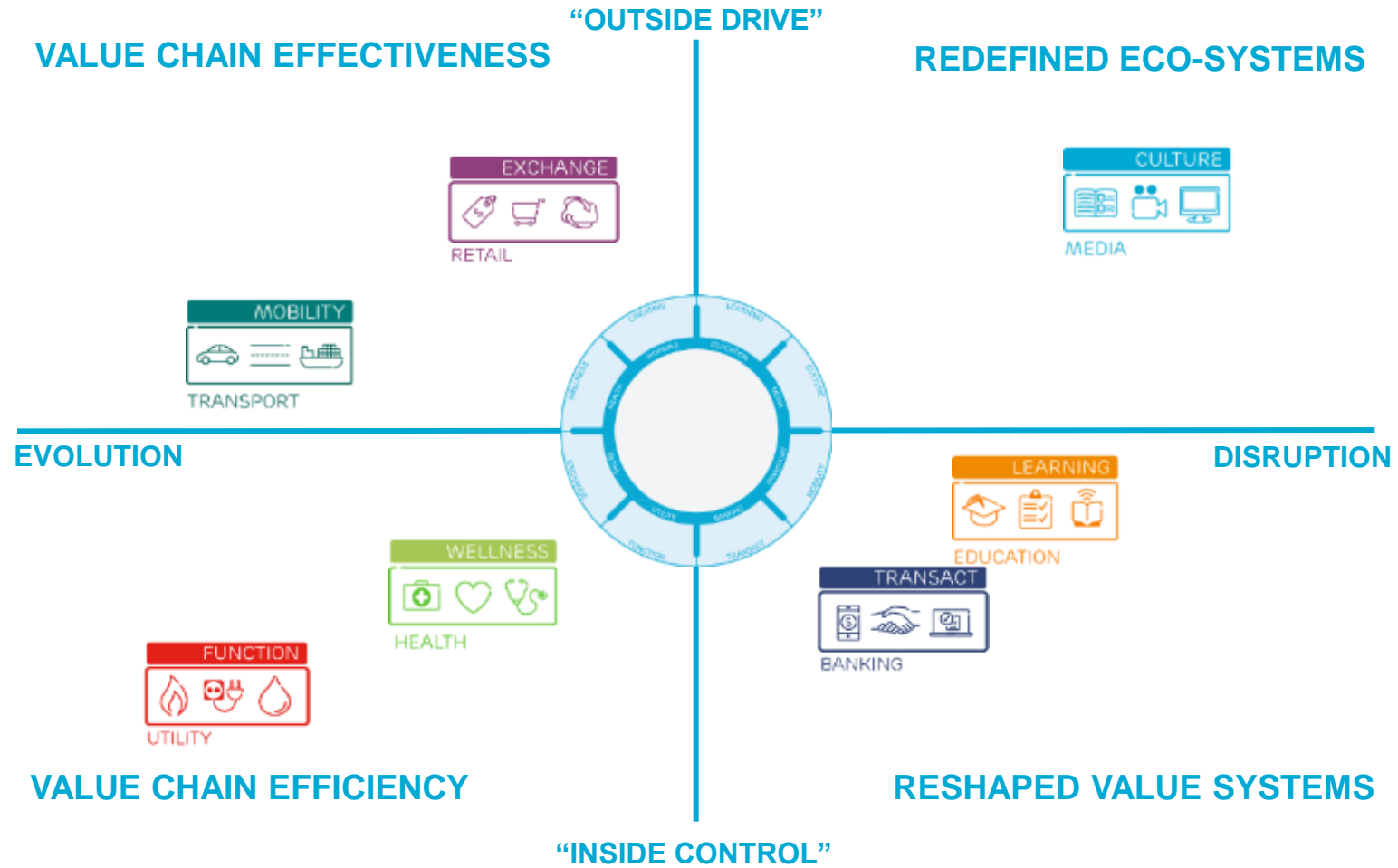
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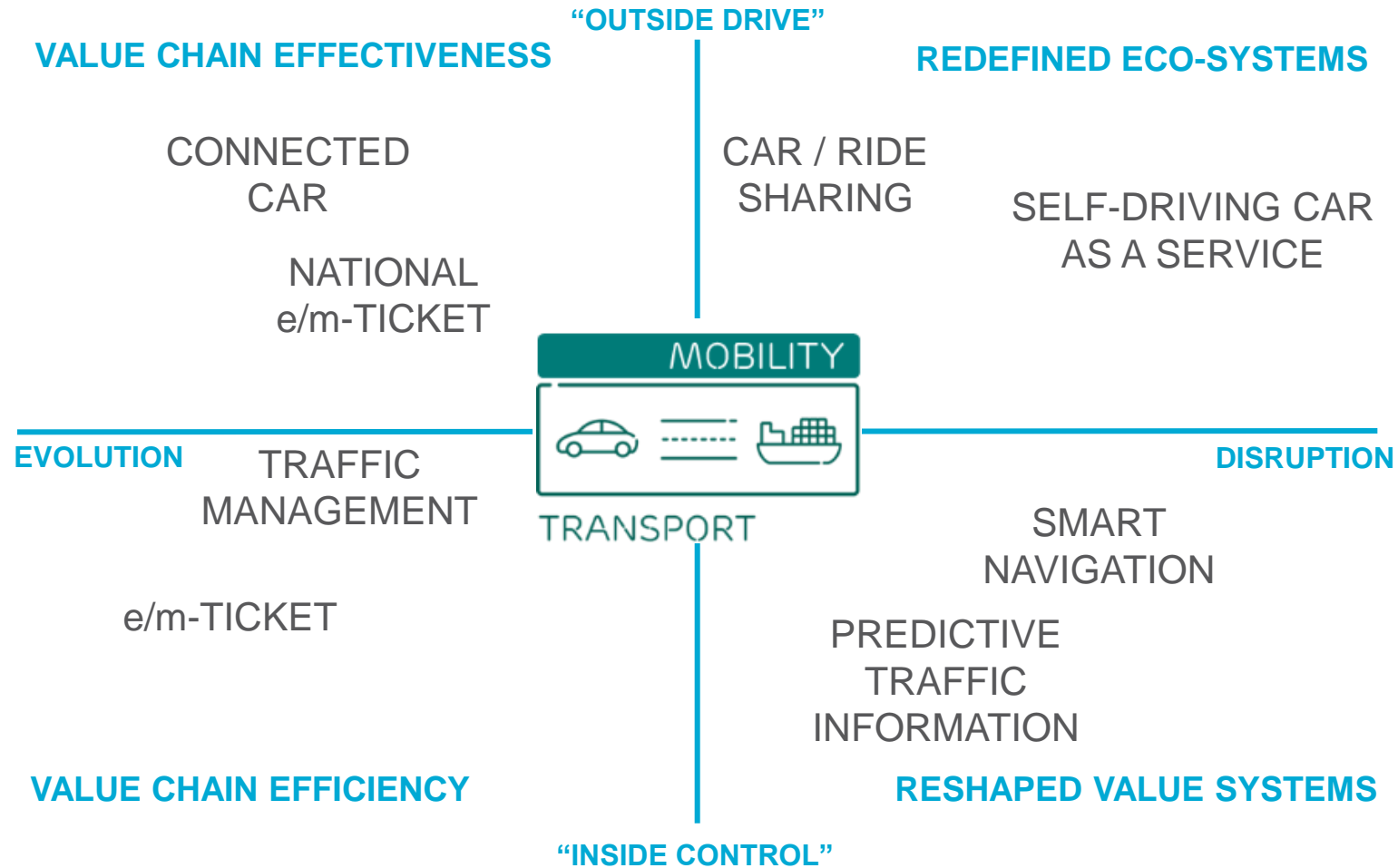
# RESHAPED BUSINESS



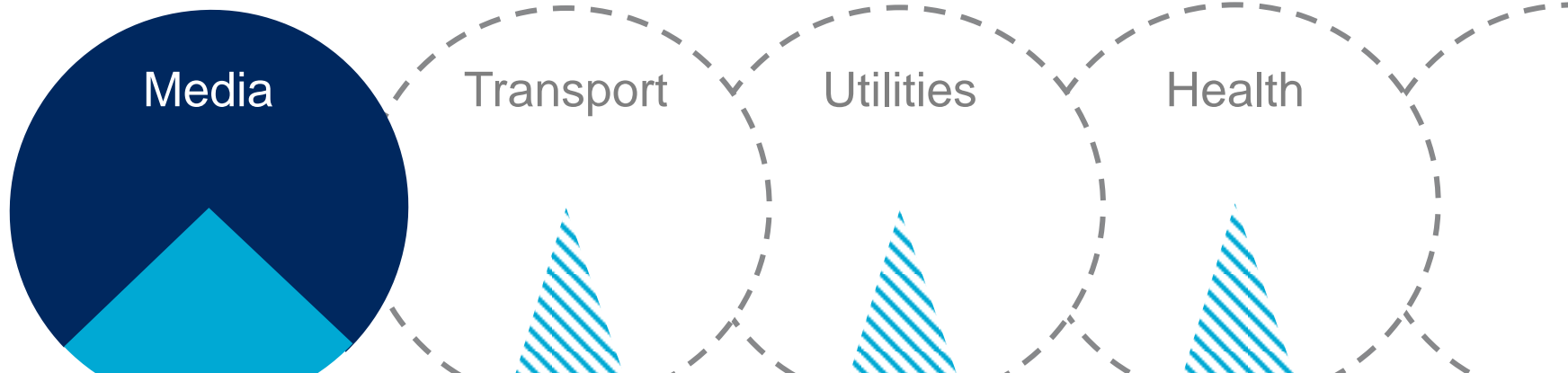
# RESHAPED BUSINESS



# RESHAPED BUSINESS



# MEDIA – A FIRST MOVER



## ICT MEDIA

Streaming music, on-line games, web & IP TV, web news, media apps

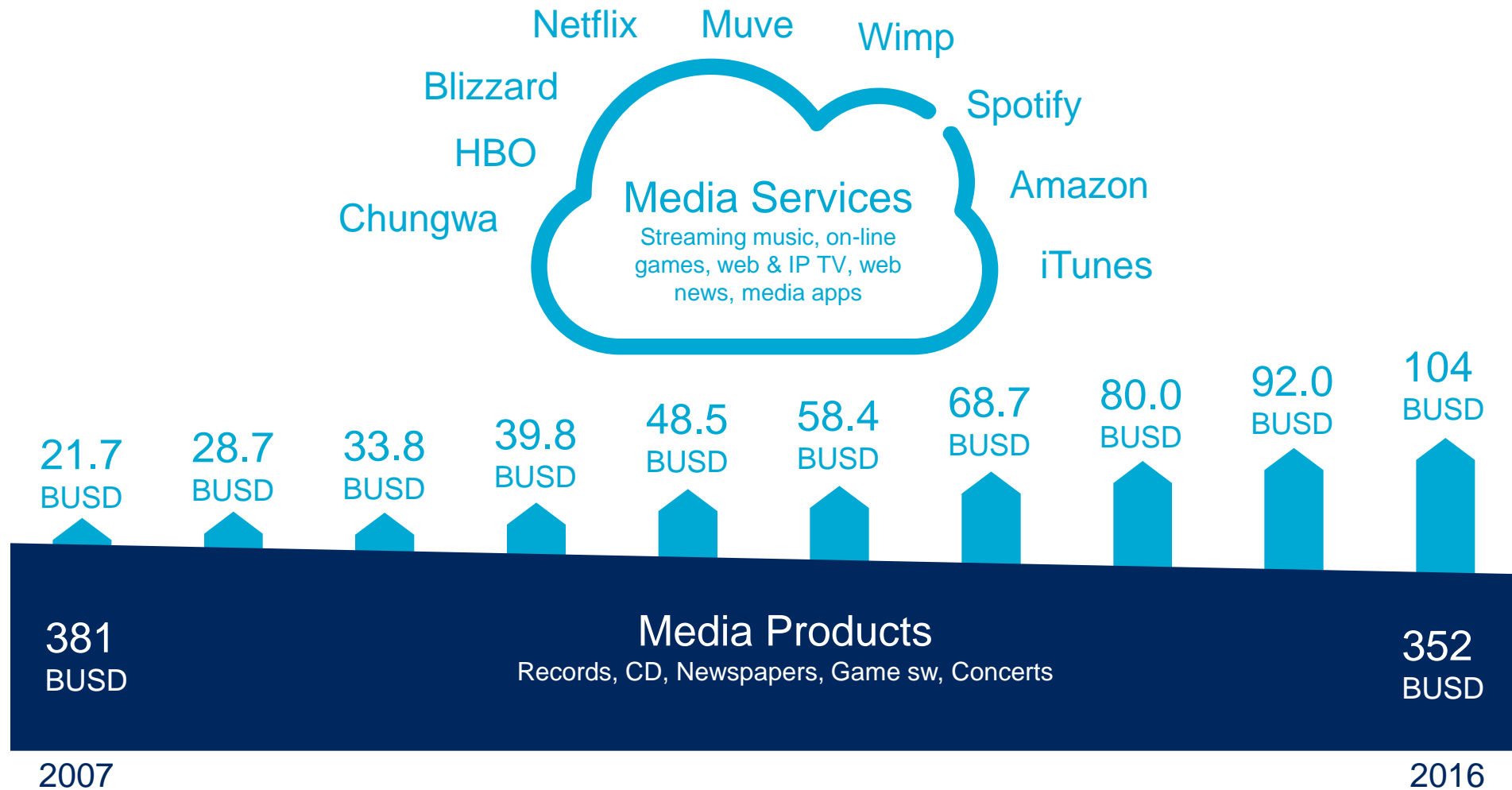
## ICT GENERAL PURPOSE TECHNOLOGY



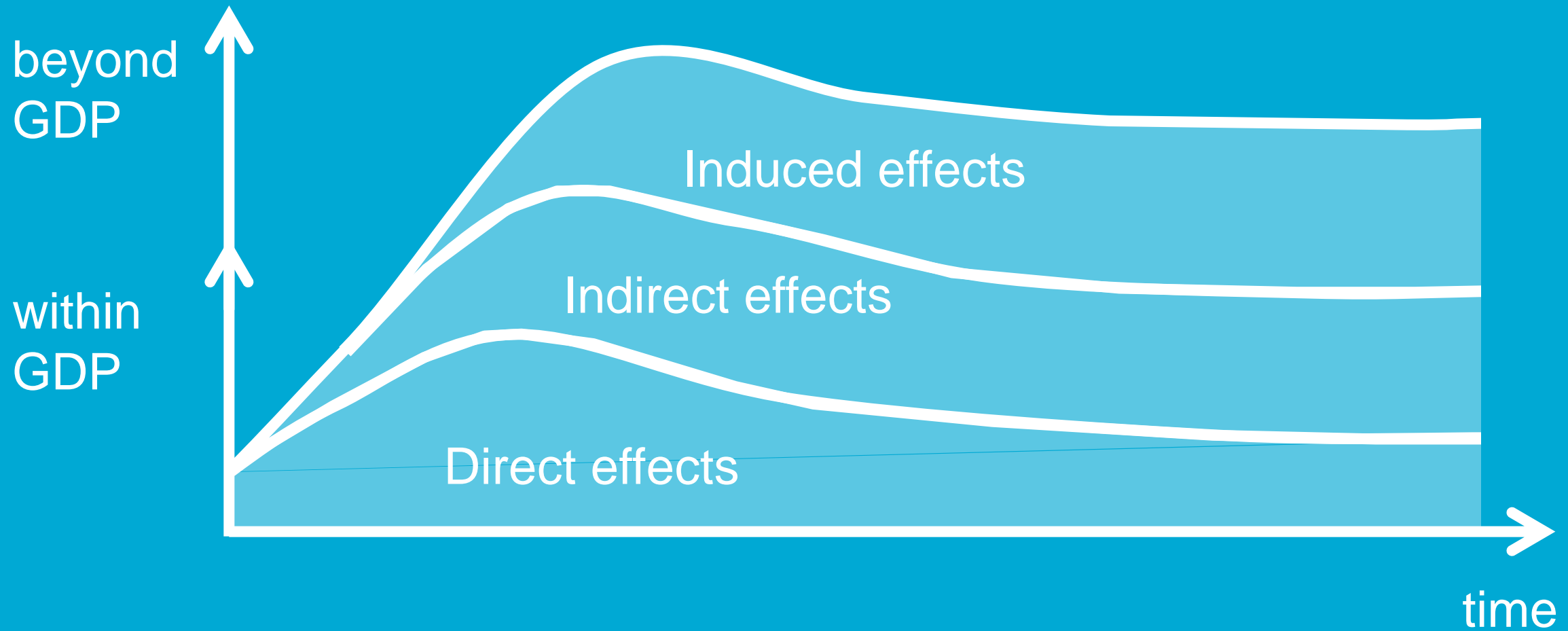
MOBILITY - BROADBAND - CLOUD



# NEW MEDIA ROLES



# VALUE HORIZONS



# IMPROVED UNDERSTANDING



## › Foundation for :

- Potential of benefits beyond current structure
- Policy at local and national levels
- Which data sets should be opened up
- What data sets need to be gathered
- Realistic interventions that can have real-world impact on local, regional and national economies

# ANALYZING THE HIDDEN VALUE



## ICT CAPABILITIES

*Automation*  
*Analytics*  
*IoT*  
*Mobile work-force*  
*Digitalization*  
*Networked information*  
*Mobile consumption*  
*Decentralization*



HEALTH



TRANSPORT

## IMPACT

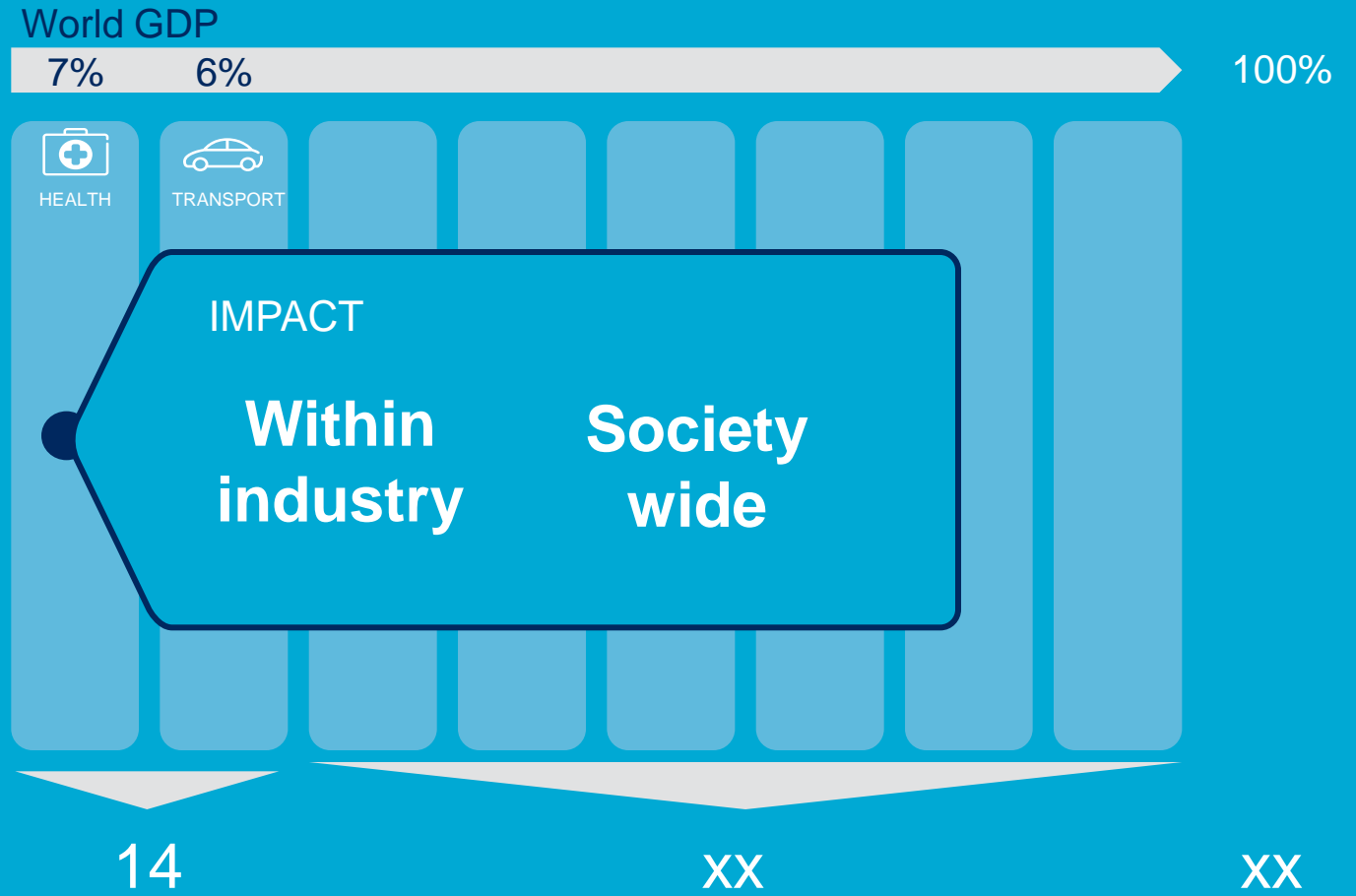
**Within  
industry**

**Society  
wide**

# ANALYZING THE HIDDEN VALUE



- ICT capabilities**
- Automation
  - Analytics
  - IoT
  - Mobile work-force
  - Digitalization
  - Networked information
  - Mobile consumption
  - Decentralization





**ERICSSON**

# ERICSSON POINT OF VIEW

- › “Networked Society” bring substantial benefits to society. However, the majority of the value results in impact not captured in economically measured terms nor at company, industry or society level.
- › By applying “commonly” used conversion models the quantitative effect can be estimated to be in the range of XX TBUSD.
- › To stimulate a progressive development where this impact is realized reformed economic models and improved measurements needs to be developed.
- › What's measured gets done.

# WHAT OTHERS SAY



## Player

## Value statement

## Rational

› General Electric

› 10-15 TUSD to GDP

› Drive sector growth and productivity

› Cisco

› 19 TUSD to GDP

› Drive sector growth and productivity

› BCG

› 10 TUSD

› ICT investments & consumer surplus

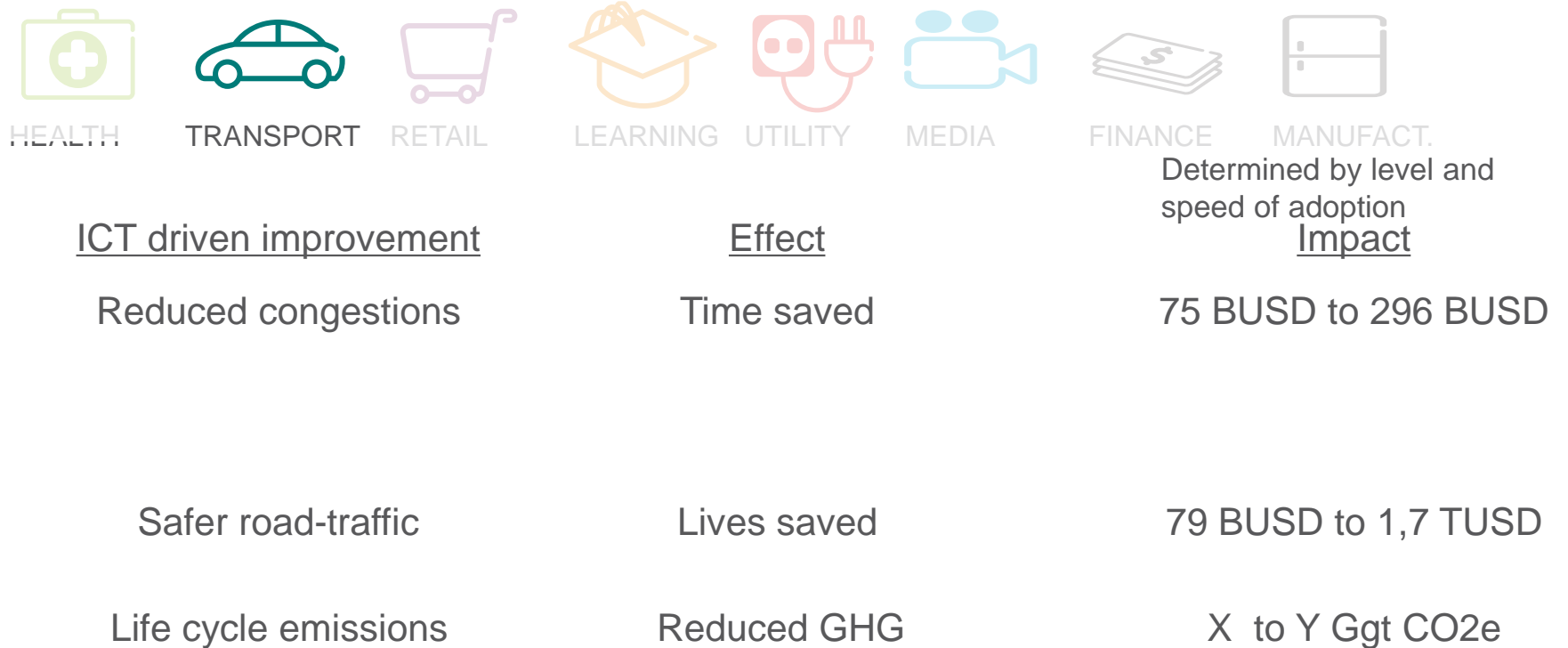


# THE HIDDEN ICT VALUE



Hidden value close to three times bigger than the 7 TUSD global health care spending

# THE HIDDEN ICT VALUE



Hidden value is 500 BUSD greater than the annual transport infrastructure spending

# CONNECTED CAR



# CONNECTED VESSEL



Monitor and manage vessels & connected devices onboard

# CONNECTED SMART METER



The low-carbon society is driving real-time technology, big data & new services towards the end-users



# CONNECTED HOUSE

STOCKHOLM ROYAL SEAPORT

