

# NETWORKED SOCIETY & TECHNOLOGY TRENDS



The Ericsson Seminar for Governments & Regulators  
Wednesday 24 February 2016



# NETWORKED SOCIETY & TECHNOLOGY TRENDS



Ulf Pehrsson  
VP Government and Industry Relations



# AGENDA



09:30 Morning coffee

10:00 Welcome – Ulf Pehrsson, VP Government and Industry Relations

Panel on digitization

Mehmet Kaplan, Minister for IT, Sweden

Samia Melhem, Lead Policy Officer, World Bank

Networked Society trends

Erik Kruse, Head of Networked Society Lab

Technology trends

Ulf Ewaldsson, Sr Vice President and CTO

12:00 Lunch served in this room

13:30 End of meeting

# PANEL ON DIGITIZATION



Mehmet Kaplan, Minister for IT, Sweden

Samia Melhem, Lead Policy Officer, World Bank

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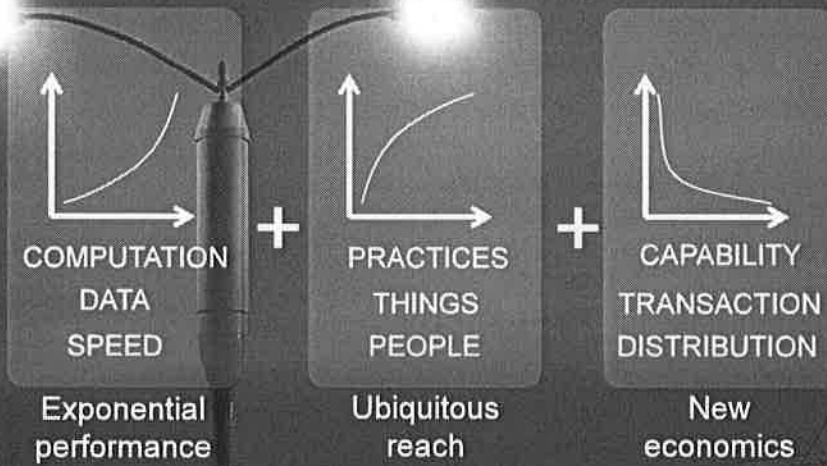


# NETWORKED SOCIETY

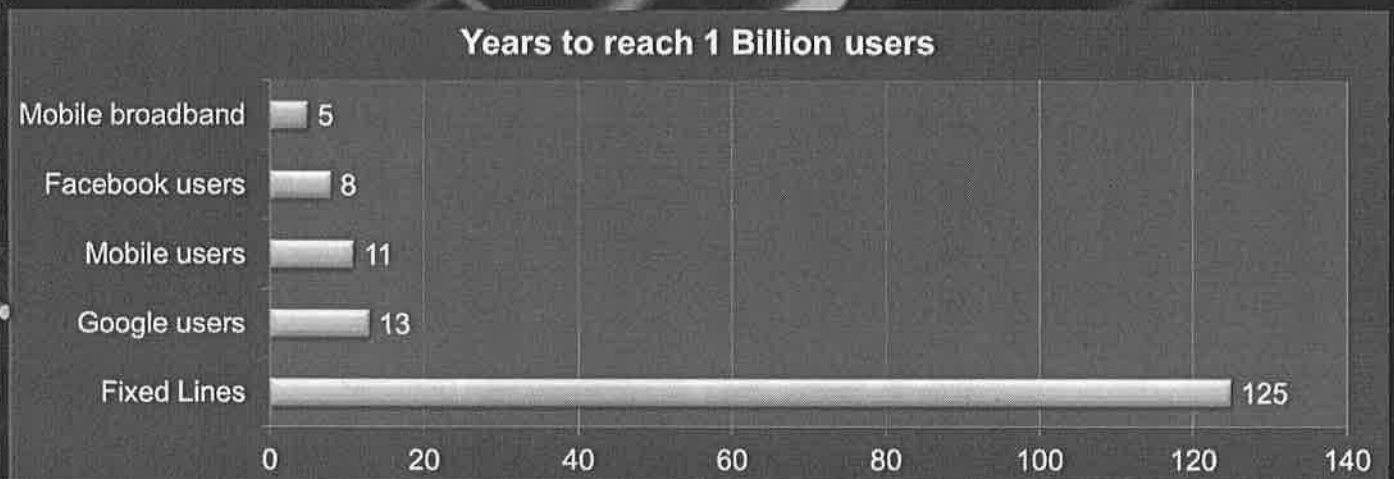
Erik Kruse

Head of Networked Society Lab

# EXPONENTIAL CHANGE



# MOBILE BROADBAND FASTEST-GROWING TECHNOLOGY IN HISTORY



Source: ITU.

# EMPOWERED LIFESTYLE



COLLABORATIVE CULTURE

PREFER SERVICES

ARE IN CONTROL

ALWAYS ON

ALWAYS INFORMED

EVERYTHING INSTANT

DIGITAL RELATIONS  
AND IDENTITY

# INNOVATION ON "NEW NEEDS"



SERVICE  
APPS



BLUE APRON &  
AMAZON FRESH



MUNCHERY &  
SPOONROCKET



GETAROUND



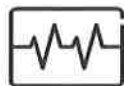
UBER AND LYFT



VALET LUXE



INSTACART



GLOW



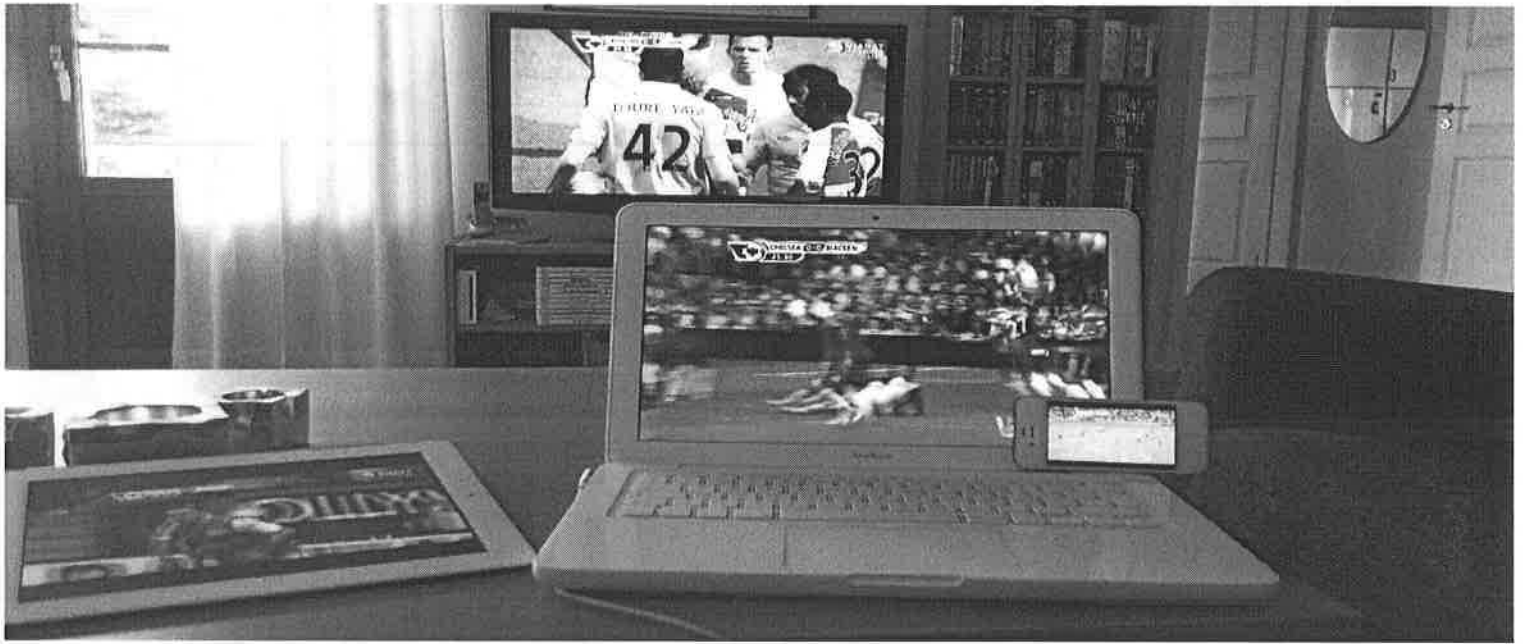
TASK RABBIT



On-demand convenience at  
your fingertips within one hour



# ACCESS EXPERIENCES



# MEDIA – A FIRST MOVER



## ICT MEDIA 50%

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



MOBILITY



BROADBAND



CLOUD

Media

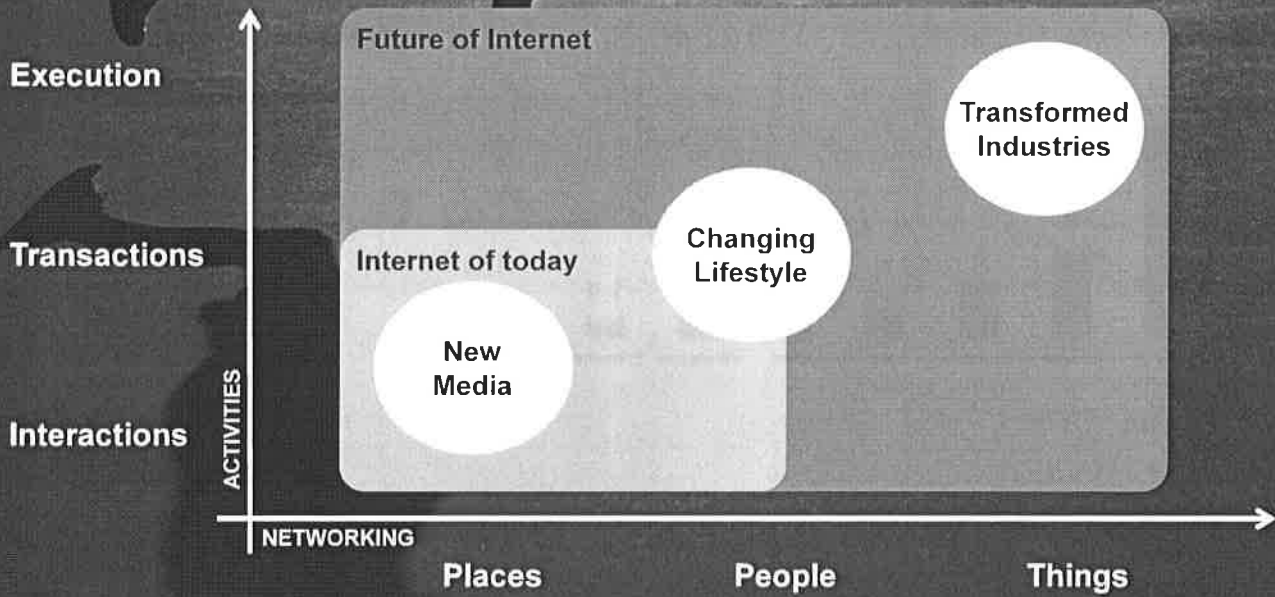
Transport

Utilities

Health

Etc.

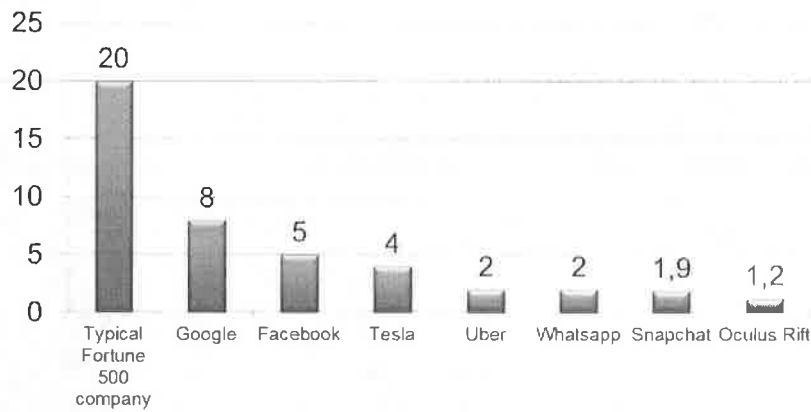
# SCOPE OF DIGITALIZATION



TRYING SOMETHING COSTS LESS  
THAN NOT TRYING ANYTHING.....



# YEARS TO REACH USD 1 BILLION MARKET CAP



Source: Yoni van Geest - Author: Exponential Organizations

DIGITAL DOESN'T RESPECT BOUNDARIES.  
REGARDLESS OF THE INDUSTRY, DIGITIZATION  
WILL UNCOVER INEFFICIENCIES AND CREATE  
VALUE.



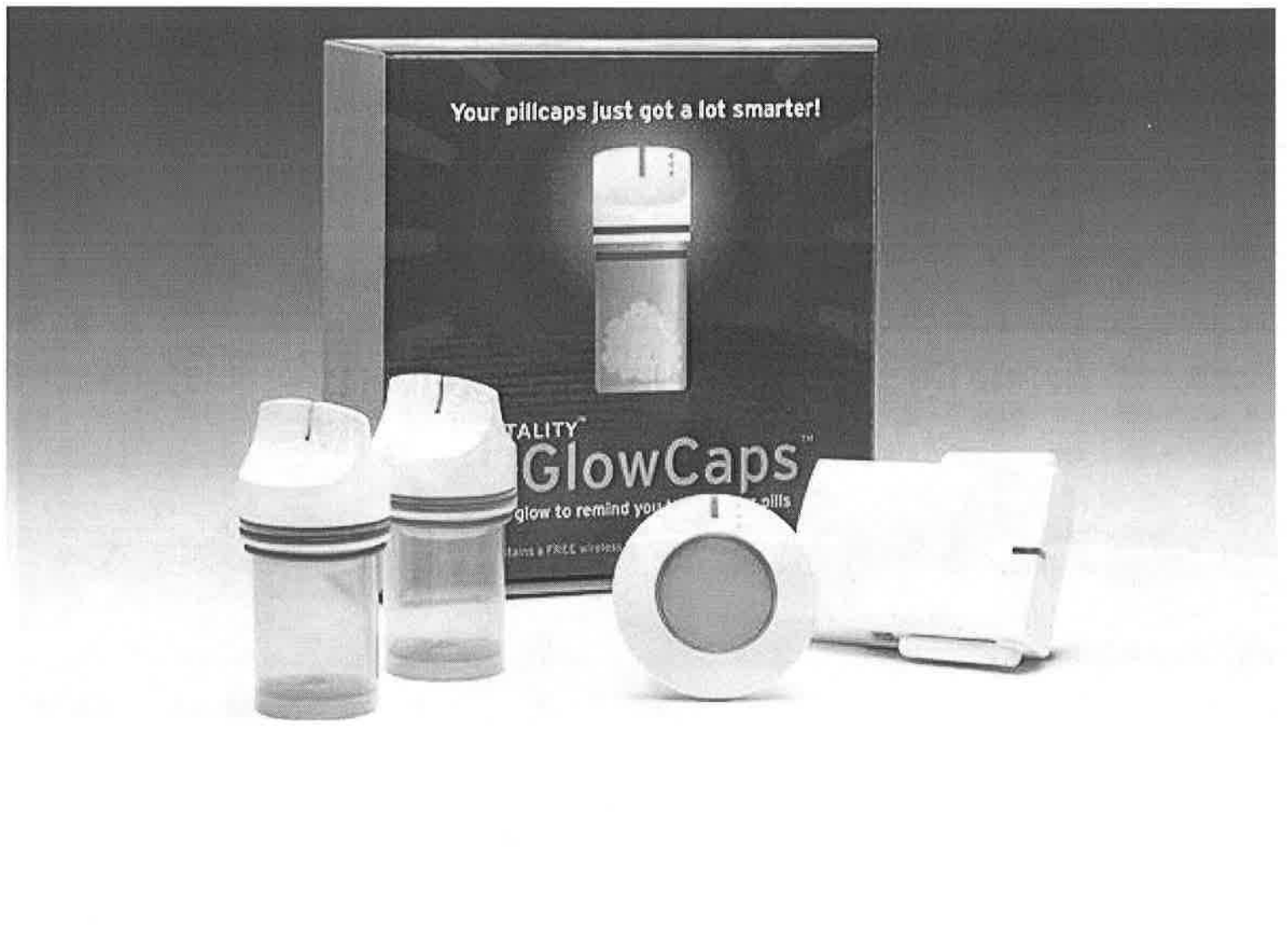


NEW LOGIC



ANY THING THAT CAN BE  
CONNECTED WILL BE CONNECTED,  
SMART AND INTERACTIVE





NEW LOGIC



ANY RESOURCE THAT CAN BE  
SHARED WILL BE SHARED,  
ENRICHED AND ABUNDANT



# LEAPFROGGING



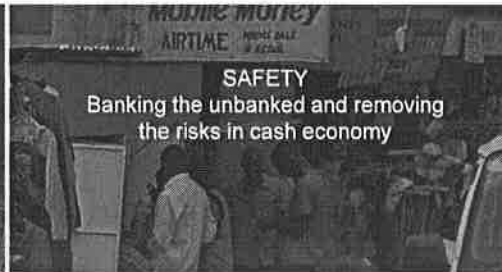
## I GOT GARBAGE



### INCLUSION

Integrate rag-pickers into waste management system by making them professional service providers

## MOBILE MONEY



### SAFETY

Banking the unbanked and removing the risks in cash economy

## GO-JEK



### INFRASTRUCTURE

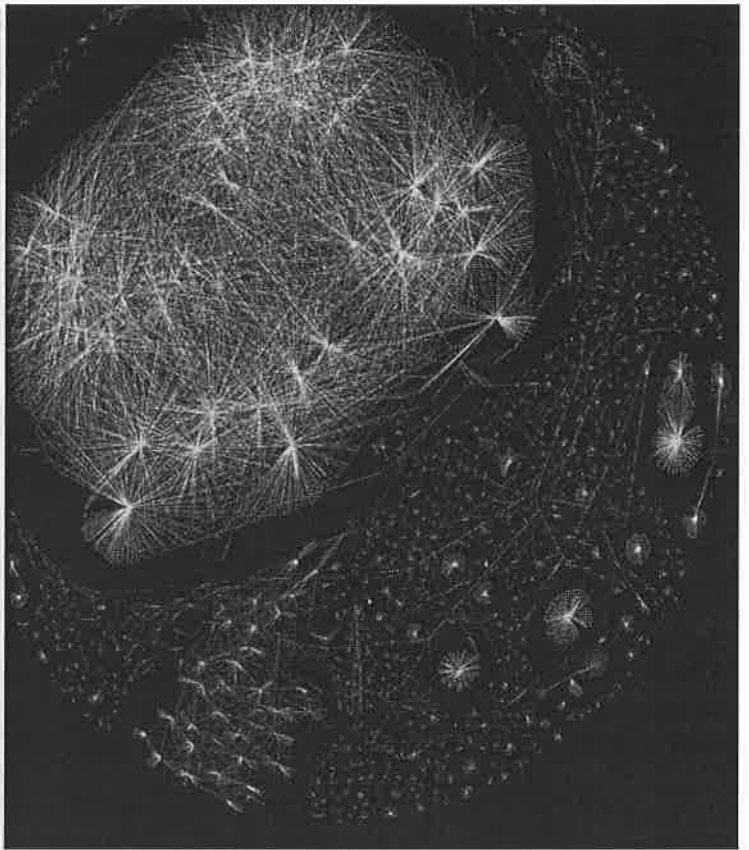
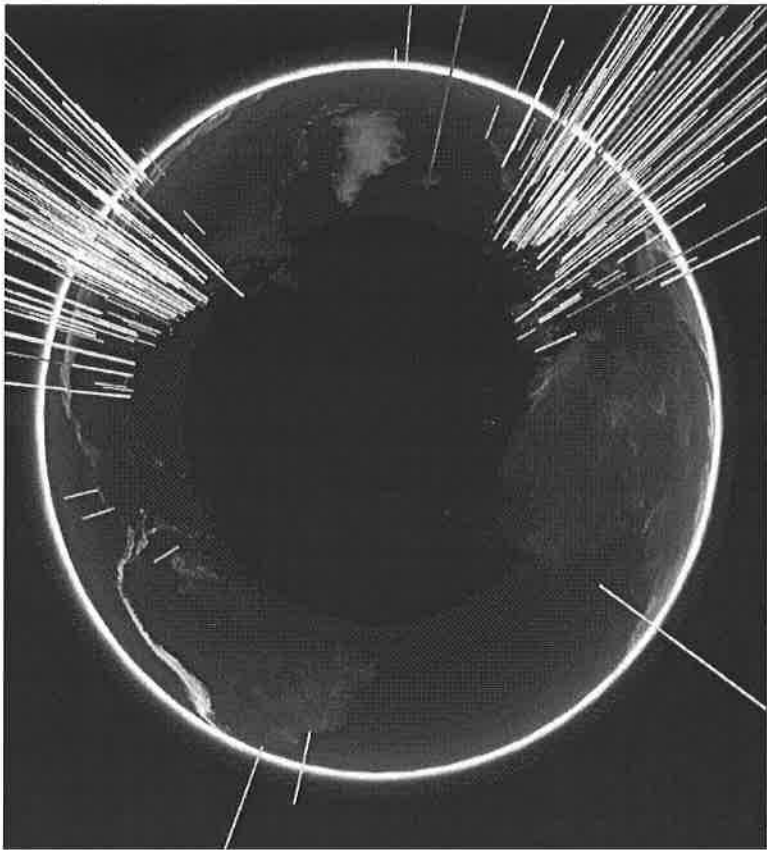
Brings together experienced and trustworthy motorcycle taxi drivers to deliver a one-stop convenience service for Jakartans

# NEW LOGIC



ANY RESHAPING IDEA THAT CAN  
BE TRIED WILL BE TRIED AND  
TRIGGER CHANGE





# PICO BREWERY



“Brew your own beer in 2 hours”

More than 50% of its needed funding for commercial production in few days on Kickstarter.

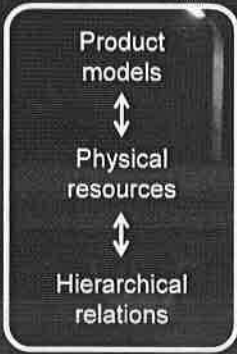
Retail price \$1.000



# NEW LOGIC



## CONSUMPTION LOGIC

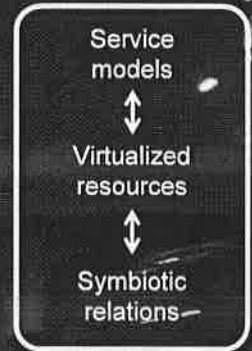


ANY THING THAT CAN BE CONNECTED WILL BE CONNECTED, SMART AND INTERACTIVE

ANY RESOURCE THAT CAN BE SHARED WILL BE SHARED, ENRICHED AND ABUNDANT

ANY RESHAPING IDEA THAT CAN BE TRIED WILL BE TRIED AND TRIGGER CHANGE

## USAGE LOGIC



# NEW ASSETS



USERS -  
PARTICIPATING  
AND ACTIVE



THINGS -  
CONNECTED AND  
INTELLIGENT

ANY THING THAT CAN BE CONNECTED WILL BE CONNECTED, SMART AND INTERACTIVE

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ANY RESHAPING IDEA THAT CAN BE TRIED WILL BE TRIED AND TRIGGER CHANGE

PLATFORMS -  
ECONOMICS AND  
SCALE



DATA - OWN,  
SHARED AND  
OPEN



# VALUE PROPOSITION



OWNERSHIP BASED  
(FUNCTION)

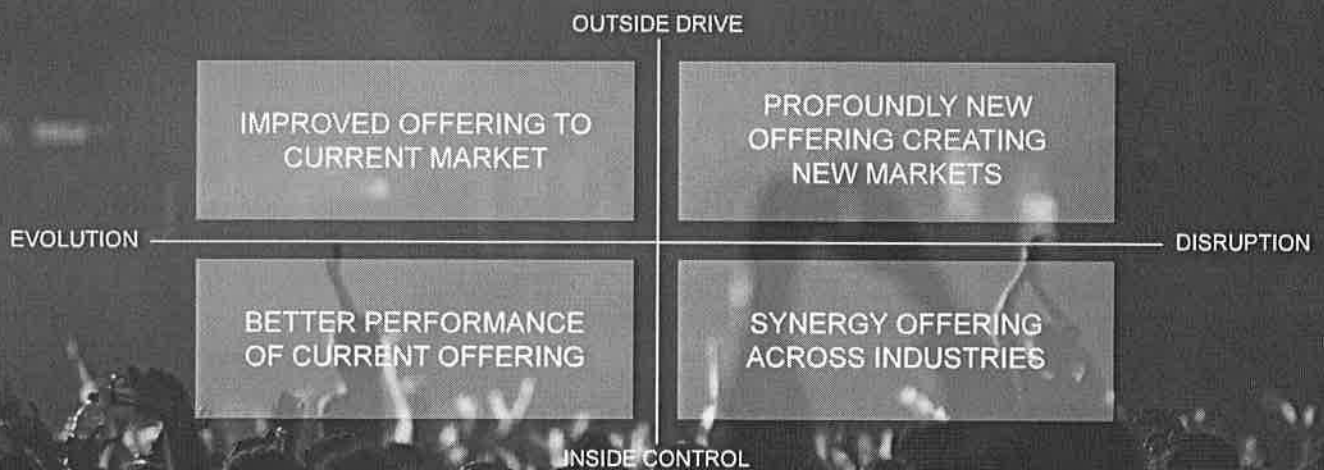


USAGE BASED  
(AVAILABILITY)

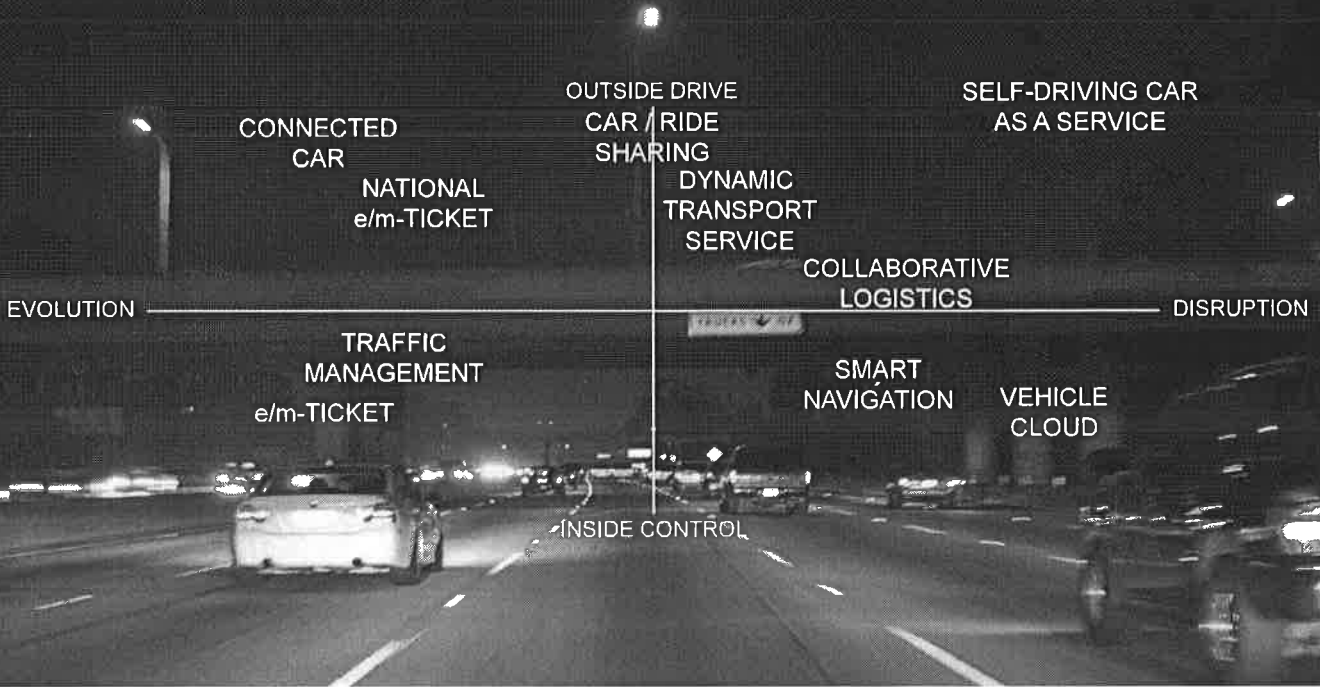


RESULT BASED  
(OUTCOME)

# RESHAPED BUSINESS



# RESHAPE URBAN MOBILITY



# STRATEGIC FOCUS





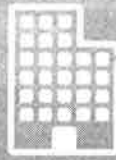
# A NEW STRATEGIC LANDSCAPE



SOCIETY  
OPPORTUNITIES



BUSINESS  
OPPORTUNITIES



PEOPLE  
OPPORTUNITIES

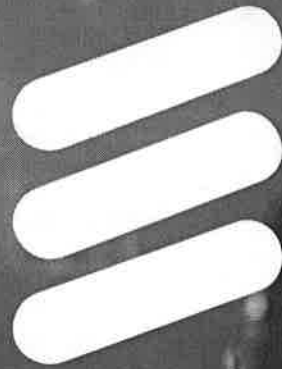


AND CHANGES THE STRATEGIC AGENDA



"A VISION IS NOT JUST A PICTURE  
OF WHAT COULD BE;  
IT IS AN APPEAL TO OUR BETTER SELVES,  
A CALL TO BECOME SOMETHING MORE."





# ERICSSON

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