



ERICSSON

# THE VALUE OF THE M2M PLATFORMS OFFERED SAAS / IN CLOUD

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Product Line Device Connections

# M2M IN THE NETWORKED SOCIETY



IN THE NETWORKED SOCIETY  
PEOPLE, KNOWLEDGE,  
DEVICES AND INFORMATION  
ARE NETWORKED FOR THE GROWTH  
OF SOCIETY, LIFE AND BUSINESS





# I AM CONNECTED

BECAUSE I AM EASY TO FIND  
BY THOSE WHO WANT TO RENT ME



# I AM CONNECTED

BECAUSE I ONLY WASH WHEN  
ELECTRICITY IS CHEAP



# I AM CONNECTED

BECAUSE I OFFER VEHICLES  
A GREEN WAVE



# I AM CONNECTED

BECAUSE I GET WATERED AND FERTILIZED  
AT THE RIGHT TIME



# I AM CONNECTED

BECAUSE MY FUEL CONSUMPTION  
CAN BE OPTIMIZED



# I AM CONNECTED

BECAUSE IT SAVES  
ENERGY



# I AM CONNECTED

BECAUSE I GET ON-LINE GUIDANCE  
MOVING THROUGH FIRES



# I AM CONNECTED

BECAUSE I CAN FILM AND UPLOAD  
COOL MOVES ON THE SLOPES



# I AM CONNECTED

BECAUSE I AM EXPENSIVE AND  
WANT TO AVOID DRYING OUT



# I AM CONNECTED

BECAUSE I OFFER VEHICLES  
A GREEN WAVE



# I AM CONNECTED

BECAUSE I ONLY WASH WHEN  
ELECTRICITY IS CHEAP



# I AM CONNECTED

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# TRENDS AFFECTING INDUSTRIES



SOCIETY  
RULE-SETTERS  
INCREASINGLY  
REGARD ICT AS VITAL  
FOR PROGRESS

INDUSTRIES  
INTEGRATE ICT INTO  
CORE PROCESSES  
(E.G. M2M)



DEMATERIALIZATION  
OF INFORMATION  
TECHNOLOGY

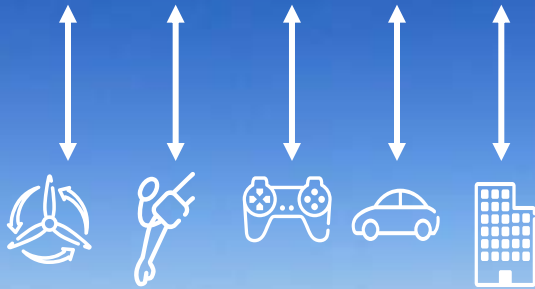
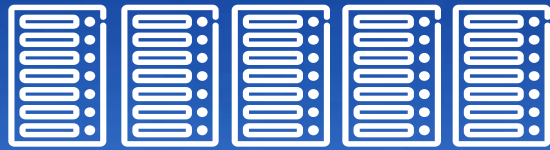


INCREASED  
TRANSPARENCY OF  
BUSINESS DATA  
ACROSS  
ENTERPRISES



USER INTERACTION  
ALL OVER BUSINESS  
PROCESSES

# M2M IS MOVING TO THE CLOUD



STOVEPIPES

ONE DEVICE PER APP

PROPRIETARY SOLUTIONS

IN-HOUSE IT

TRANSFORMATION

Multi-purpose devices

Web paradigm

Applications migrate to cloud

Standardization driven

APPLICATIONS

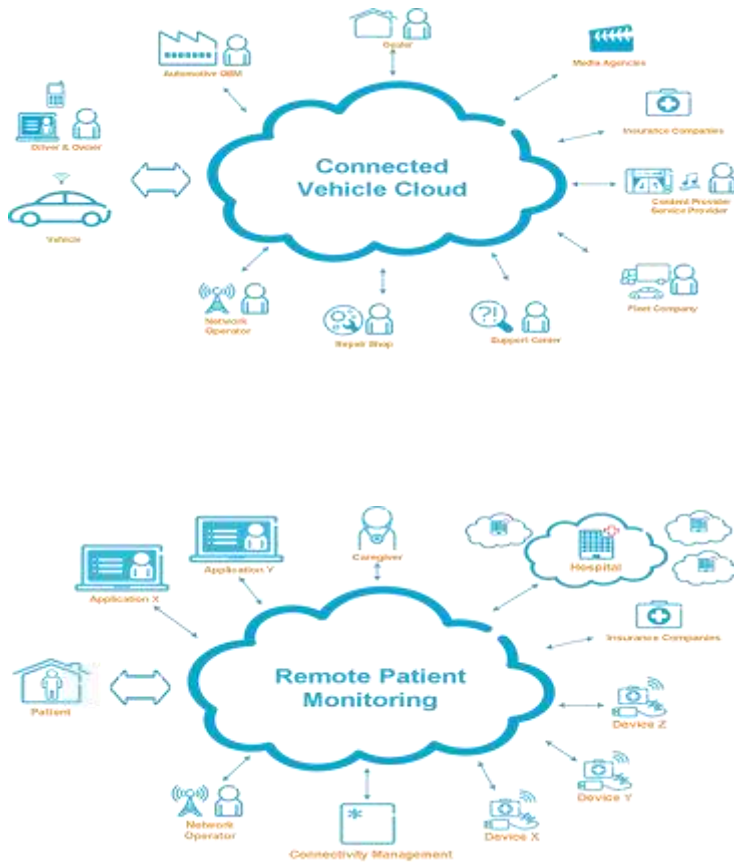
SERVICE  
ENABLEMENT

CONNECTIVITY

DEVICES



# MAKE IT HAPPEN



## APPLICATIONS

API EXPOSURE & SLA

USER EXPERIENCE

DATA MANAGEMENT

DEVICE MANAGEMENT

BUSINESS PROCESSES

SERVICE INTEGRATION

ECO-SYSTEM MANAGEMENT

SERVICE ENABLEMENT

## CONNECTIVITY

## DEVICES

# MAKE IT HAPPEN



APPLICATIONS

SERVICE ENABLEMENT

SERVICE PORTALS & APIs

RATING, BILLING AND POLICY CONTROL

SERVICE ORDER & SUBSCRIPTION MGMT

REAL-TIME INTELLIGENCE

SIM LIFECYCLE MGMT & DIAGNOSTIC

SIM AUTHENTICATION & AUTHORIZATION

BEARER SERVICES

CONNECTIVITY MANAGEMENT

DEVICES

# CONNECTED CAR

VOLVO CAR CORPORATION, GLOBAL



## THE CHALLENGE

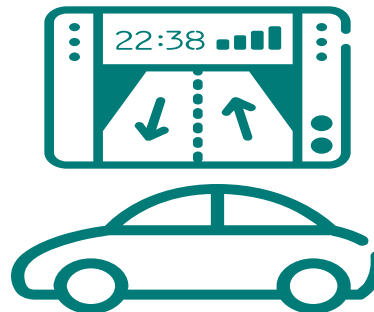
- › New regulations in aftermarket mean greater competition; OEMs must differentiate
- › Drivers consume media in a new connected way
- › Several subsystems within the vehicle need a connection



REDUCED CHURN

## THE SOLUTION

- › Connected Vehicle Cloud
- › Integrated with Volvo Car Group IS/IT environments
- › Managed Services, consulting and Systems Integration
- › Deployed on standard cloud infrastructure providers



## THE RESULT

- › Drivers and passengers will benefit from cloud-enabled services and applications
- › Ability to create new business models and revenue streams
- › A direct channel to customers, strengthening brand relations



Cars in the near future will integrate the same level of digital services that consumers today are used to having in their homes or at work.”

**LEX KERSSEMAKERS**

SVP Product Strategy and Vehicle Line Management, Volvo Car Corporation



# SLASHING TIME TO MARKET FOR M2M

## THREE WHOLESALE, UK



### THE CHALLENGE

- › To capitalize on M2M and the embedded connectivity market
- › Improve Time To Market and gain competitive advantage
- › Achieve scalability and operational efficiency



COMPETITIVENESS

### THE SOLUTION

- › M2M Device Connection Platform as a service
- › M2M platform enabling operational efficiency
- › Functionality to (for example) activate and deactivate connections, track data usage and set alerts to gain cost control



OPERATIONAL EFFICIENCY

### THE RESULT

- › Ability to quickly deliver M2M connectivity
- › Serving a range of markets, from remote CCTV cameras to automatic number plate recognition



This platform opens up the power of our network to our M2M partners' innovation. We will add new partners to our strong portfolio and expect this business to grow as more MVNOs take advantage of the capability of our network and platform."

**LYNDA BURTON**

Director of Three Wholesale

# M2M AS A CLOUD SERVICE



Cloud services enable scale of economy and short time to market for developing new services



SLAs and Self care capabilities supporting the customer business process and needs



Flexible business models, billing and rating needed to maximize monetization opportunities



Common platform enables creation of operator alliances and global connectivity solutions for the enterprise customers



Successful M2M business requires end to end capabilities





**ERICSSON**