INNOVATION AND THE DIGITAL ECONOMY
OECD WORKSHOP

Harald Edquist, Ericsson Research
MOBILE DATA TRAFFIC IN THE WORLD (PETA BYTES PER MONTH)

Source: Ericsson mobility report (2017)
A CHANGING BUSINESS

COMPETITION
Illustrative only

TELECOM
ICT

BUSINESS MIX

73% HARDWARE
27% SW & SERVICES
66% SW & SERVICES

1999 2016
1999 2016
ICT AT THE INFLECTION POINT

5G + IoT + CLOUD

The 5th technological revolution
INDUSTRY TRANSFORMATION
From silos to an ecosystem of ecosystems

M2M

Vertical Silos
Technology Focus
Single-Purpose

Business Models
Processes
Infrastructure

IoT

Cross-Industry
Business Focus
Multi-Purpose
DIVERSE IOT USE CASES CALLING FOR 5G

MASSIVE IOT

- SMART BUILDING
- LOGISTICS, TRACKING AND FLEET MANAGEMENT
- SMART METER
- SMART AGRICULTURE
- CAPILLARY NETWORKS

LOW COST, LOW ENERGY
SMALL DATA VOLUMES
MASSIVE NUMBERS

CRITICAL IOT

- AUTONOMOUS CAR
- TRAFFIC SAFETY & CONTROL
- INDUSTRIAL APPLICATION & CONTROL
- REMOTE MANUFACTURING, TRAINING, SURGERY

ULTRA RELIABLE
VERY LOW LATENCY
VERY HIGH AVAILABILITY

5G
A SHIFT OF FOCUS

- Devices
- Connectivity

- Data
- Analytics
- Automation
CONNECTIVITY WILL BECOME COMMODITY

› Alphabet, Amazon, Apple, Facebook and Microsoft are the five most valuable listed firms in the world

› Data is changing competition

› Is it important to own data or will access to data be enough?
WHAT'S NEXT

Industry Transformation and Sustainable Development of Society