Transformative Power of ICT

Roland Jakab

Managing Director
Ericsson Hungary

More connections

ACCELERATING THE NETWORKED SOCIETY

Growth

Agility

Innovation

Efficiency

Ecosystem

5G, Internet of Things and Cloud accelerate the Networked Society

Industry Transformation Underway

Vertical Silos

ICT

M2M

BUSINESS MODELS

Innovation

Digitalization

PLATFORMS

Analytics

Security

OSS/BSS

INFRASTRUCTURE

Mobility

Broadband

Cloud

Cross-industry Collaboration

Enterprise & Line of Business

IoT

Connected Devices in 2021

28 BILLION

Source: Ericsson Mobility Report, Nov 2015

13 billion
MOBILE PHONES, PC'S, LAPTOPS, TABLETS

15 billion
IoT DEVICES

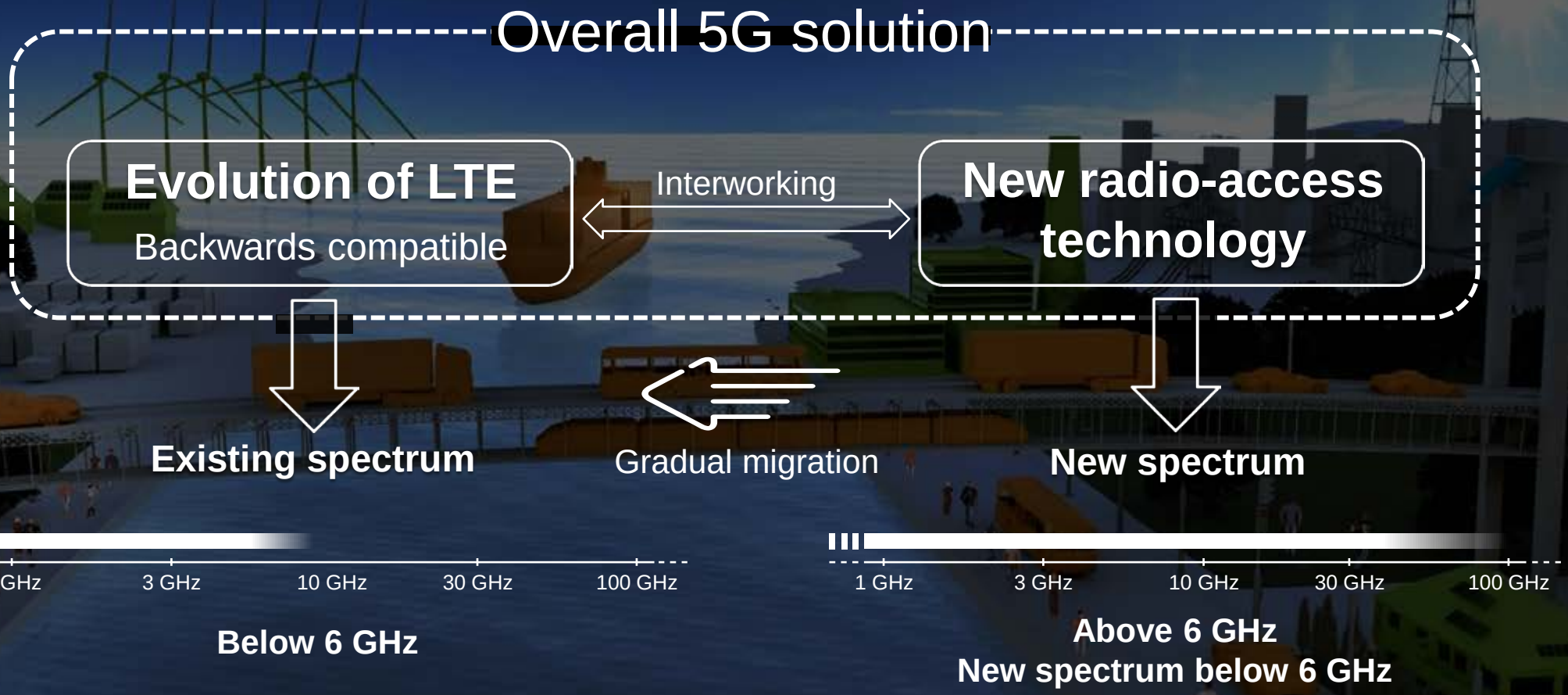
5g USE CASES

What will happen in the next five years?

Industries will be transformed by new capabilities brought on by 5G. Examples of these capabilities include:

1. The ability to download a full-length HD movie in seconds.
2. The quick reaction time (low latency) to enable remote real-time tactile control.
3. The ability to spin up virtual networks on-demand with network slicing.
4. Battery lifetimes beyond 10 years for remote cellular devices.

5G Radio Access

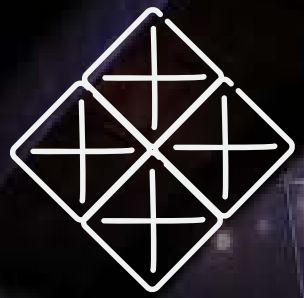


5G examples: A real game changer

Full-length HD movie in seconds

Stop a self-driving car faster

Fixed wireless broadband



Drone control & communication

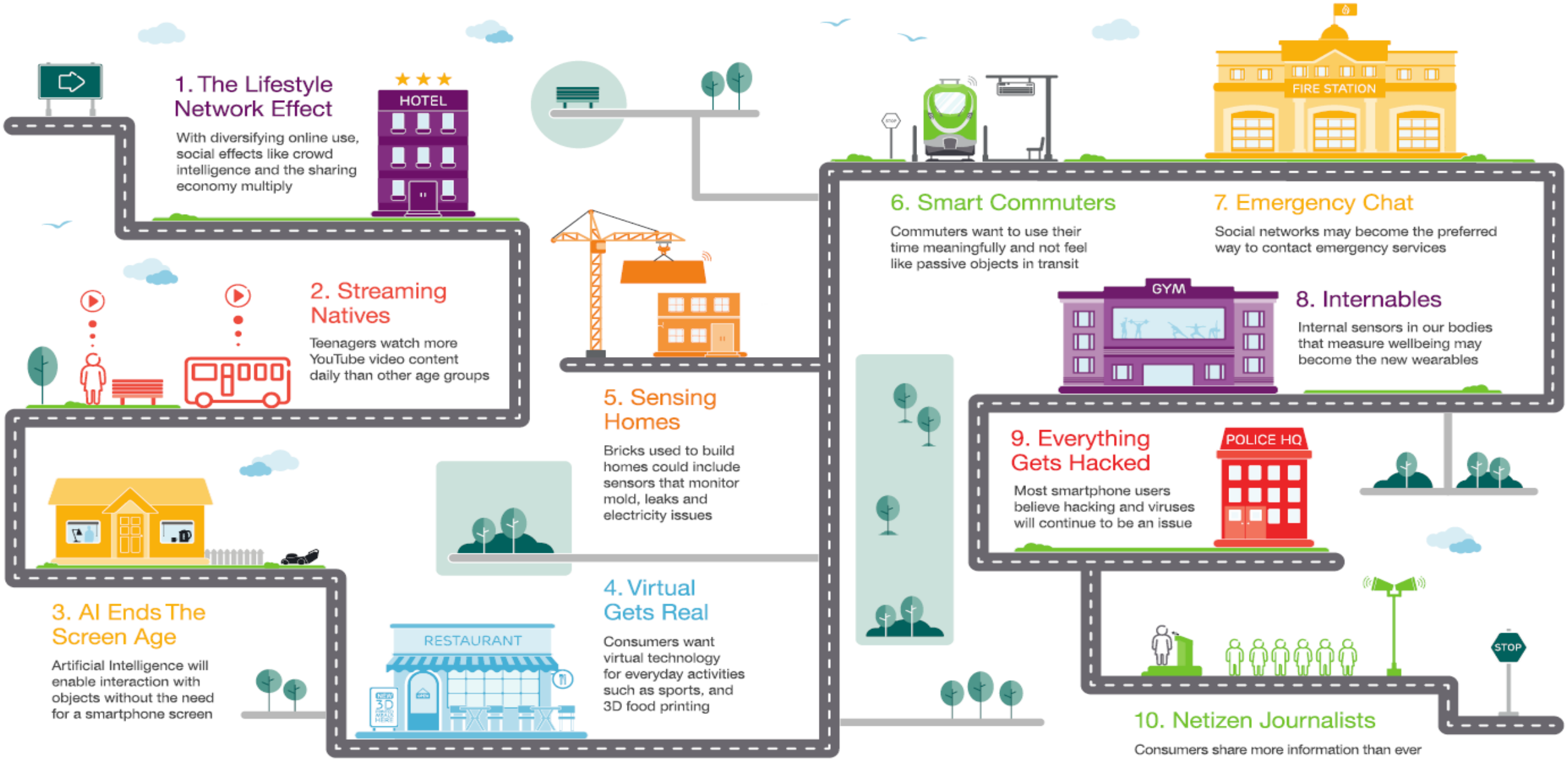
10 year battery life for remote sensors

Virtual Reality / hologram

Remotely operate robots

ONE network with dynamic and secure Network Slices

10 hot trend 2016



Biggest risk?

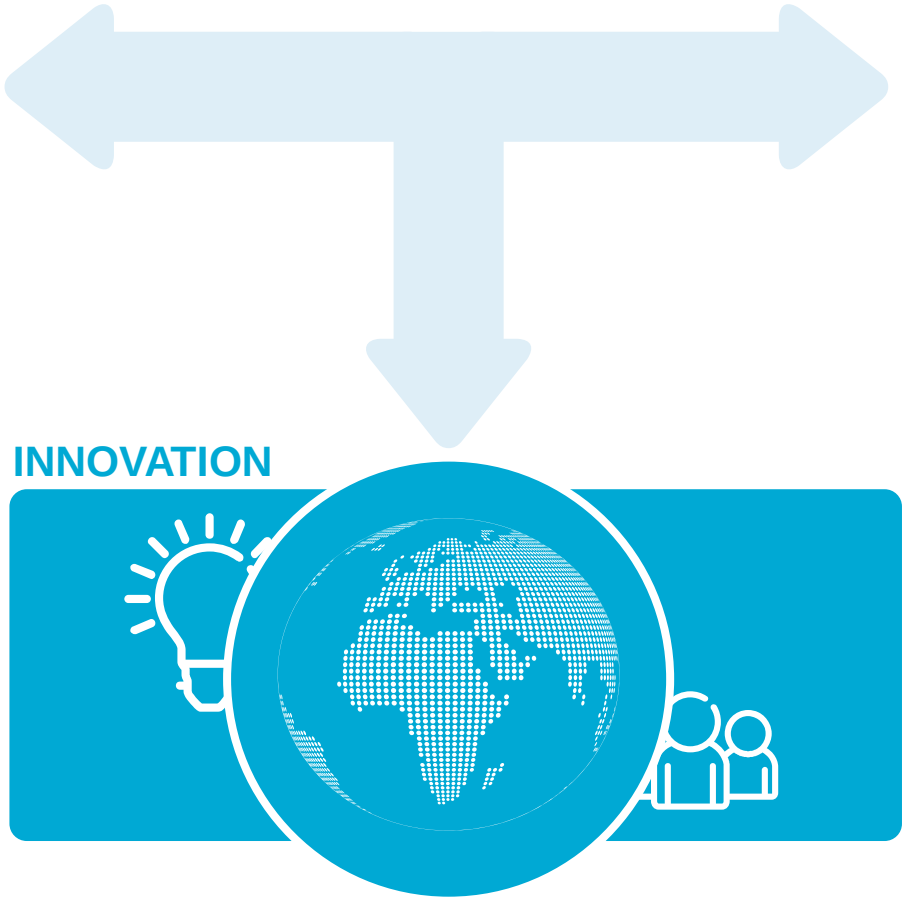
ROI

Risk of ignorance

Win 3

ERICSSON

TECHNOLOGY LEADERSHIP



UNIVERSITAS BUDAPESTINENSIS DE ROLANDO EÖTVÖS NOMINATA

MŰEGYETEM 1782

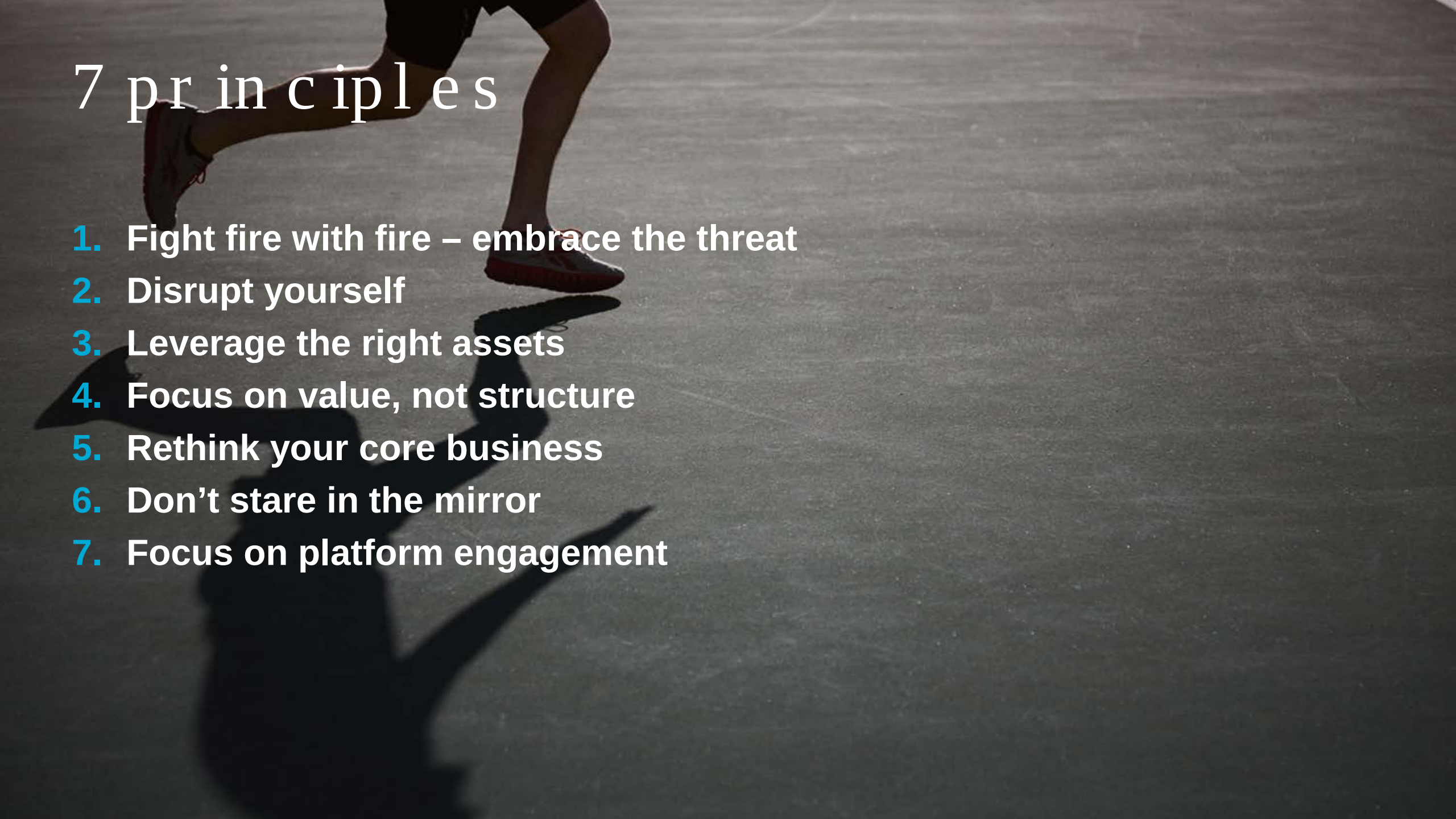
INDUSTRIAL PROJECTS

STRATEGIC THINKING


ERICSSON

University Partnerships

- Launching and supervising University projects
- Ind. Internship for undergraduate and PhD students
- Cooperation on EU projects
- Participation in University Education
- Launching and supervising PhD thesis
- Strong relationship between universities and R&D dept.



7 principles

1. Fight fire with fire – embrace the threat
2. Disrupt yourself
3. Leverage the right assets
4. Focus on value, not structure
5. Rethink your core business
6. Don’t stare in the mirror
7. Focus on platform engagement

ERICSSON

Digital transformation changing industry logics

Industrial age logics:

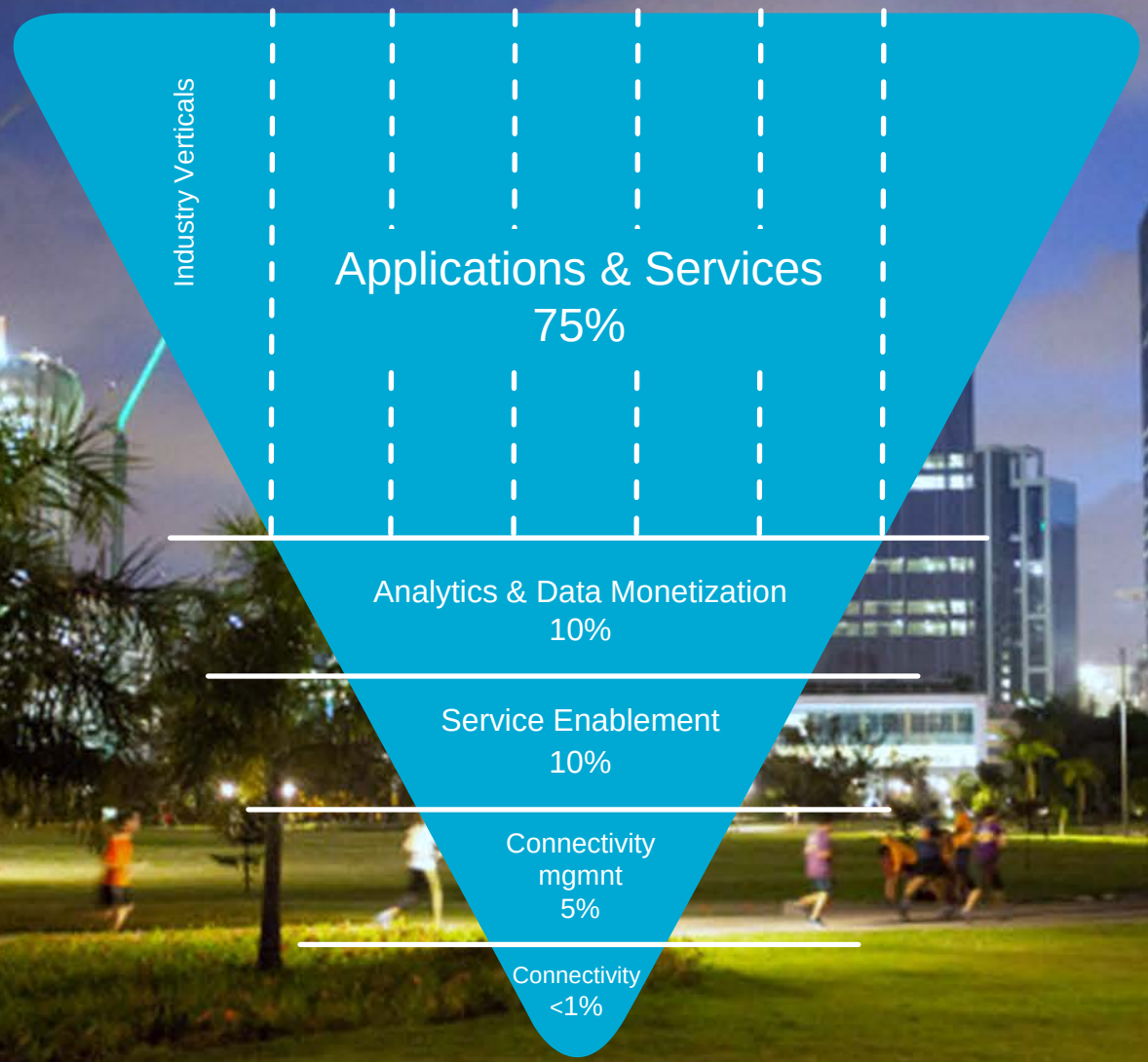
- Value-chains
- Products & services
- In-house innovation
- Customer solutions
- Scale with assets
- Transactional partnerships

Networked Society logics:

- Value- & ecosystems
- SW & platforms
- Collaborative innovation
- Customer value-(co)creation
- Scale with scope and speed
- Strategic partnerships

Performance diversification on the road to 5g

Where is the Money?



Source: Ericsson report and Machina Research 2016

evolution of Our r&d and our university labs

1991	Ericsson Hungary launches R&D	>>>	**1992**	High Speed Networks Lab (BME VIK) launched
1996	Traffic Lab at Ericsson Hungary	>>>	**2000**	Comm. Networks Lab (ELTE TTK) launched
2005	Hardware development at Ericsson Hungary	>>>	**2006**	<100 Ericsson PhD at universities
2007	Ericsson Hungary development dept. expanding again	>>>	**2008**	Complex Hardware Lab (BME VIK) launched
2011	Software Technology Research starts at Ericsson Hungary	>>>	**2011**	Software Technology Lab (ELTE IK) launched
2012	Innovation Org. founded	>>>	**2014** **2015**	Joined EIT ICT Labs Ericsson Garage launched
2013	Budapest receives Cloud product development responsibilities, strong gain	>>>	**2014**	Cloud partnership with BME and SZE
2015	Growing strong at Analytics	>>>	**2015**	SZTAKI Partnership at Analytics

From Idea to product