



ERICSSON

CHANGE WILL NEVER BE  
AS SLOW AS IT IS TODAY

May 17<sup>th</sup> 2016



THIS IS ERICSSON

Video incl.





# SHAPING NETWORKED SOCIETY



## Networks

Create one network for a million different needs

39,000

Patents

25,700

R&D  
Employees

\$5 billion

In R&D

## IT

Achieve business agility with transformative IT

1 billion

Subscribers managed by us

2.5 billion

Subscribers supported by us

65,000

Services professionals

## Media

Delight the TV consumer every day

\$33 billion

Net Sales

180

Countries with customers

118,000

Employees

## Industries

Connect industries for business acceleration





## OUR VISION

A NETWORKED SOCIETY WHERE EVERY PERSON AND INDUSTRY  
IS EMPOWERED TO REACH THEIR FULL POTENTIAL



Pixie smart dippers



K-Farmers app



# DIVERSITY OF CHALLENGES



URBAN PLANNING



JOBS



TRANSPORTATION



ENERGY



WASTE



EDUCATION



PUBLIC SAFETY



POLLUTION



HEALTH



WATER



GREEN ASPECTS



FOOD &  
AGRICULTURE



URBAN DIVIDES

## HOW TO COPE?

# ICT SOLUTIONS



MOBILITY



BROADBAND



CLOUD



# DRIVERS FOR GROWTH



11X

smartphone traffic

MORE  
USAGE

9.1B

mobile subscriptions

MORE  
PEOPLE

1.5B

cellular IoT devices

MORE  
THINGS

# SOFTWARE DEFINED ECONOMY



## SERVITIZATION

PARADIGM SHIFT ON SERVICE EXPERIENCE

## DIGITAL REVOLUTION

NEW SERVICES AND BUSINESS MODELS  
GAIN EFFICIENCY AND IMPROVE PROCESSES

## INTERNET OF THINGS

EVERYTHING CAN BE CONNECTED IT WILL BE  
THE FOURTH INDUSTRY REVOLUTION

## BROADBAND EVERYWHERE

FROM ANY LOCATION, FROM ANY DEVICE

EVERYTHING  
AS A CLOUD SERVICE

SERVICE ECOSYSTEM

DIGITALIZE & MOBILIZE

INDUSTRIAL IOT  
SMART FACTORIES

CONSUMER IOT  
SERVICES

DEMAND FOR THE  
FASTEST 4G-LTE  
MOBILE BROADBAND  
IS GROWING



New  
Market

Sharing Economy

Servitization

Market  
Enablement

Digitalization

Internet of Things

Connectivity  
Platform



MOBILITY



BROADBAND



CLOUD



# INDUSTRY TRANSFORMATION



HEALTH



WELLNESS

EDUCATION



LEARNING

MEDIA



CULTURE

TRANSPORT



MOBILITY

BANKING



TRANSACT

UTILITY



FUNCTION

RETAIL



EXCHANGE



# ... AND INTERACTIONS INCREASINGLY BEING DIGITALIZED



## PHYSICAL INTERACTIONS



POINTS OF USAGE

CALL CENTRES



IN-STORE SHOPPING



MASS MARKET



TWO-WAY COMMS



ON-PREMISE SOLUTIONS

## DIGITAL ENGAGEMENT

OMNI-CHANNEL ACCESS

SELF-SERVICE

E-COMMERCE

PERSONALIZATION

COLLABORATIVE/ SOCIAL

AS-A-SERVICE







BY 2020, ICT COULD  
YIELD USD

1.9  
TRILLION IN SAVINGS



# TRANSFORMING SOCIETY



BY 2020, ICT COULD REDUCE  
OIL CONSUMPTION BY

21.6

BILLION BARRELS





Adidas Smart ball



E-Motiv

# BEYOND SMARTPHONES



# 5G



APP COVERAGE, BROADBAND  
EXPERIENCE ANYTIME, ANYWHERE



MEDIA  
EVERYWHERE



SMART VEHICLES,  
TRANSPORT & INFRASTRUCTURE



CRITICAL CONTROL  
OF REMOTE DEVICES



INTERACTION  
HUMAN-IOT

# 5G

FOR  
INDUSTRIES



AUTOMOTIVE AND TRANSPORT



MANUFACTURING



PROCESS INDUSTRY



SAFETY/SECURITY



AGRICULTURE



ENERGY AND UTILITIES







BY 2020, ICT COULD  
CREATE

29.5

MILLION JOBS

# INCREASING DEMAND FOR 'STEM' SKILLS



## A view from the US

- 7 of the 10 of fastest-growing occupations over the next ten years are in STEM fields
- STEM occupations have grown 8% in 2000-2010; expected to grow twice as fast (17%) in the next ten years
- 16 of the 25 highest-paying jobs require STEM preparation and STEM workers earn 26% more than their non-STEM peers



## A view from the EU

- STEM professionals expected to grow by ~8% to 2025, much higher than the average 3% forecast for all occupations
- ...although masks big differences: computing by 8%, vs. zero growth in pharmaceuticals
- STEM skills are no longer sufficient though: Creativity, team work, communication and problem solving are critical



# DEFINE YOUR PATH

Whatever area you're interested in,  
build from today your career on a global scale.



TECHNOLOGY



PROJECT  
MANAGEMENT



CLIENT  
INTERACTION





# YOU:

- Embody qualities of professionalism, respect and perseverance
- Have a global perspective, be ready to expand and use it
- Adaptable, collaborative and self-driven
- Enrich your technical\* or business degree along with extracurricular activities and work experience

\*Primary Technical Degrees: Computer Science and Engineering ( including Computer; Telecommunications; Electrical/Electronic; Mechatronic; Network; Communication; Computer Systems)

# INNOVATION : KEY DRIVER OF ECONOMIC GROWTH



45

Greece ranking  
2015 Global Innovation Index

0,64

Greece, Gross expenditure on R&D  
(% of GDP)

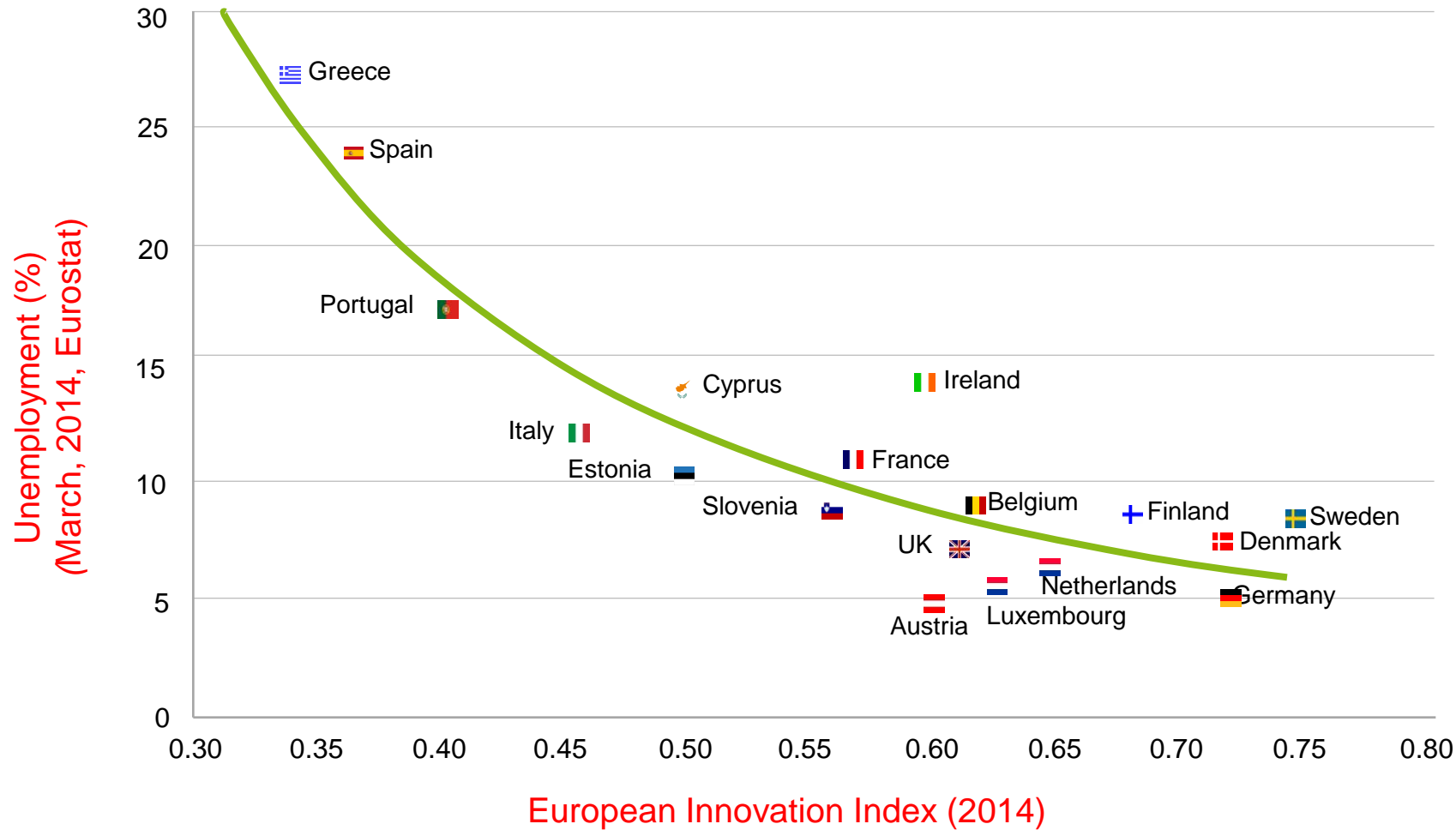
98

Greece ranking,  
2015 Global Innovation efficiency ratio

2,486

Greece, FTE Researchers  
(per million population)

















# CORRELATION BETWEEN INNOVATION AND EMPLOYMENT





# WE STILL LACK AN ICT UNICORN 'MADE IN GREECE'



	Country	Valuation (\$ billion)	# of unicorns		Examples
	USA	309,3	85	▶	Uber, AirBnB, Palantir, Pinterest, Dropbox, Cloudera ...
	China	113,8	21	▶	Xiaomi, Didi Kuaidi, ...
	India	25,4	7	▶	Flipkart, Snapdeal, ...
	United Kingdom	6,7	5	▶	Shazam, ...
	Germany	8,2	4	▶	Delivery Hero
	Canada	2,0	2	▶	Hootsuite
	Sweden	10,8	2	▶	Spotify
	South Korea	6,0	2	▶	Coupang
	Singapore	2,5	2	▶	Grab Taxi
	Israel	2,7	2	▶	
	Luxembourg	3,4	1	▶	
	Thailand	1,3	1	▶	
	Brazil	1,0	1	▶	
	Russia	1,8	1	▶	
	Australia	3,3	1	▶	
	France	1,6	1	▶	BlablaCar
		<b>\$503 bn</b>	<b>140</b>		

Source: CB Insights, Fortune Jan 2016 > Unicorns: private companies valued at \$1 billion or more; today they're everywhere, backed by a bull market and disruptive technologies.

# ACTIVATE YOURSELF





# Ancient Greek Sandals

2 designers conquer the world with exports





## Casey Games

Youngest developer in EU, Irish,  
started at 13 his own company in a garage

**LM** LOCAL MOTORS™

**STRATI**

Main Components

Front Carbon Fiber support for headlamp, mirrors, windshield, electric parts \*

Windshield

Aluminium Rollbar

Removable Seats

Rear support (carbon fiber) for Light and electric parts \*

Aesthetical Aluminium Frame (Suspension stiffener) \*

Main 3D Printed Body  
One single ABS block

**Printed in 44 hours**

Strati 3D car

Front Frame mechanical parts support

\* Optional





# Dosed

Mobile Diabetes' monitoring  
scales up











**\$30.000.000**

D'Aloisio, 17 years old sells  
his app idea to Yahoo



# JOIN THE CONVERSATION



-  Ericsson on LinkedIn
-  EricssonCareers on Facebook
-  EricssonCareers on Twitter
-  Ericsson on YouTube
-  Ericsson Careers Boards on Pinterest
-  Ericsson-Worldwide on Glassdoor
-  EricssonCareers on Instagram
-  EricssonCareers on Google+



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