WHAT IS THE NETWORKED SOCIETY?

Our world is experiencing a shift that rivals the magnitude of our journey into the industrial society. We are moving from the information society to the Networked Society, where the primary concern is not having access to information, but what benefit you get out of it.

It took 100 years to connect one billion places and 25 years to connect five billion people. The next step is connecting things. Ericsson envisions 50 billion connected devices as a starting point for new ways of innovating, collaborating, and socializing. The result will be automated and simplified processes, higher productivity, real-time information allowing quicker, more informed decision-making or problem solving when relevant, and monitoring.

This will unlock value in society that we cannot yet imagine. The Networked Society changes the logic of how society works. It is our job to take the lead in enabling this, and we are shaping our decisions around that. The Information and Communications Technology (ICT) industry can help address our world’s major concerns in climate change, health care, education, and more.

Other industries are discovering ways of delivering services over broadband. New business models are enabled and finding success. A bookseller from the United States has now become one of the world’s most trusted online retailers for all goods and cloud providers. The country of Estonia has re-written its constitution to include the right to digital services for citizens from their government and committed to rolling out fiber to the home of every Estonian by 2020.

On a concrete level, Ericsson has a Networked Society Lab. Research by the Lab has ranked 25 cities according to ICT maturity and development. The “Networked Society City Index” places Singapore at the top for benefiting from extensive ICT investments to tackle issues such as environmental management, infrastructure, public security, healthcare quality and education.

Ericsson and Arthur D. Little have looked at the benefits of broadband and connectivity and found that for every 1,000 broadband connections, we create 80 new net jobs. The second is that for every 10 percent of mobile broadband penetration, we add 1 percent sustainable GDP.

Ericsson invests 30 billion SEK every year in research to drive our technology leadership toward the Networked Society. Ericsson’s overall business addresses the needs of the Networked Society: Our networks are designed to be smart, scaleable and of superior performance. Our Services professionals already manage networks that serve more than 800 million subscribers worldwide, which means there is a lot of valuable experience to be shared. We are the world’s fifth largest software company, and we effectively meet the needs of a converged ICT industry including large-scale IT-transformation projects and complex multi-vendor, multi-technology networks.

As a global corporation, we aim to participate in discussions with key stakeholders in the realm of business, government, and social influencers to encourage the empowerment of people, business and society.
Ericsson is the world’s leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company’s portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the “prime driver in an all-communicating world” through innovation, technology, and sustainable business solutions. Working in 180 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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FOR FURTHER INFORMATION, PLEASE CONTACT
Ericsson Corporate Public & Media Relations
Phone: +46 10 719 69 92
E-mail: media.relations@ericsson.com