



# Ecosystem evolution series

## Thing-centric ecosystems: the smart truck

### Main message

CSPs should act now by closing existing coverage gaps on roads while growing capacity and engage early with key players in the road transportation ecosystem.

### Target audience

CSP ecosystem owners  
CSP B2B marketing & sales

## Talking points

### Characteristics of a thing ecosystem

- Centered around a smart physical device, for example a truck.
- Software and continuous updates conserve the value of smart connected things.
- Attractive for CSPs when connectivity is at the heart of the physical object and its business model, as opposed to just a small value add-on.

### The road transportation context

- High regulatory demands on CO2 emission reduction targets.
- Increasing fuel costs and operational cost pressure.
- Need to fulfill continuous growing demand for rapid delivery from e-commerce.
- Driver shortages, especially for long-haul trucking.
- [80 percent of commercial vehicles](#) will be connected by 2030 globally.
- Up to 1,000 sensors are already fitted into a single truck during manufacturing today.
- Connecting different parts of the road transportation value chain and enabling real time data to flow between actors is more critical than ever to address the challenges

### Smart connected truck

- Connectivity to trucks is the critical enabler of advanced digital use cases to increase operational efficiency. CSPs providing reliable and highly available connectivity are key to enable value-added services.
- More built-in sensors, more data being transmitted and received plus data analytics increase the relevance of ICT players in the smart connected truck ecosystem.
- In addition to providing connectivity, CSPs can also offer other services on top, for example advanced telematics (real-time information supporting enterprise fleet planning or the driver).

### Remote driving and supervision

- The remote driving and supervision ecosystem on public roads is currently at low maturity and still developing.
- Remote driving (tele-operated driving) requires permanent and direct control over the vehicle. It requires a tele-driver to be able to obtain real-time awareness of the vehicle's surroundings, which is likely a temporary solution.
- Remote supervision of autonomous driving (AD) vehicles only involves human oversight and intervention when requested by the vehicle. The remote operator can supervise the operations of several vehicles at a time.

### How should CSPs capture this opportunity?

- Approach the ecosystem with an open, co-design mindset. Engage in pilots with truck OEMs and carriers to gain a better understanding of industry-specific demands.
- Leverage existing network infrastructure, close coverage gaps, increase capacity over time and enhance critical capabilities to offer premium connectivity with realistic requirements on latency and throughput for faster and easier market introduction.
- With better understanding of the ecosystem needs, cloud services enriched with exposed network data (via network APIs) can create extra value for the road transportation ecosystem.