



# Ecosystem evolution series

## Five powerful lenses to better understand the most important 5G ecosystem aspects

### Main message

Ericsson introduces five powerful lenses from which you can observe different angles of the 5G ecosystem and develop tailored strategies that meet your needs.

### Target audience

CSP ecosystem owners  
Enterprise digital transformation owners

## Talking points

### Ecosystem lenses

The diversity of the combined 5G, IT and industry-specific verticals make it difficult to provide a one-size-fits-all model, so we have focused on a multi-faceted approach:

- Different anchors for describing entry points into the ecosystem
- Enabling ecosystem stakeholders to see their own and adjacent roles clearly

### 1. Process

An ecosystem lens many use today, centered around a process or a use case:

- Starting point: a large problem to be solved, translating well across industry borders
- Characteristics: running on a horizontal platform addressing one or multiple industries
- Examples: supply chain management, asset management field service management

### 2. Thing

An ecosystem lens focusing on or around a physical thing, close to users and end-customers:

- Starting point: a device with integrated 5G cellular connectivity
- Characteristics: connectivity key for proper use and data capture and sharing
- Examples: vehicles, robots, drones and head-mounted displays

### 3. Place

An ecosystem lens that gravitates around a physical or virtual place:

- Starting point: a location where connectivity beyond universal cellular connectivity can unlock superior experiences
- Characteristics: business values unlocked in a small geographical footprint
- Examples: factories, warehouses, sports venues, hospitals and universities

### 4. Technology

Ecosystems that gravitate around a technology:

- Starting point: disruptive technologies representing a step-shift in capabilities
- Characteristics: Early stages of market development, combined with adjacent technologies
- Examples: 5G, AI, XR, IoT and edge computing

### 5. Industry

An ecosystem lens shaped by an industry or customer segment:

- Starting point: an industry going through a digital transformation
- Characteristics: a vertical ecosystem connecting with, and becoming more dependent on, IT and 5G elements
- Examples: manufacturing, energy, transportation, healthcare and agriculture