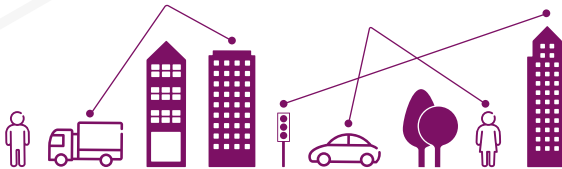


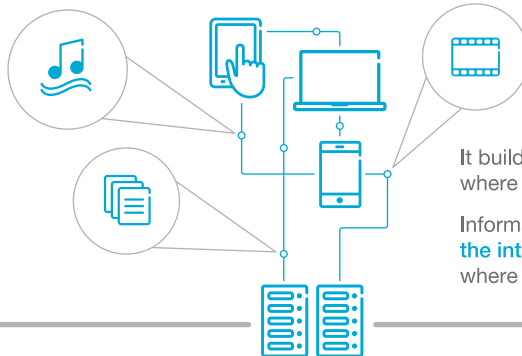
INTERNET OF THINGS (IOT)

ICT HAS TRANSFORMED OUR LIVES



In the Networked Society, even more **places, people** and **things** will be connected.

This is driven by the IoT.



It builds on **machine-to-machine (M2M)** where objects communicate vertically.

Information is transported **through the internet** from devices to servers, where it is **analyzed**.

WHAT IS THE INTERNET OF THINGS?

A development of the internet in which everyday objects have network connectivity.

WHAT CHANGES WILL THIS BRING?

Car manufacturers are carrying out pilots for **self-driving cars** using IoT. This could revolutionize the transport industry.



Social media enables users to communicate with companies, facilitating **collaboration**.

IoT has an estimated market value of **USD 1.9 TRILLION** by 2020.

BIG DATA ANALYSIS

By combining M2M and IoT information in a big data environment, it can be analyzed alongside other data.

By looking at the full picture, we can convert **data** into **intelligence**, and intelligence into **insight**.



DATA



INSIGHT



INTELLIGENCE

In this way, we can understand the impact of **connectivity**.

WHY WORK WITH ERICSSON?

At Ericsson Global Services, we bring together:



IT



BUSINESS



NETWORKS

We identify new business opportunities for customers.

Our ability to connect these areas is what **helps our customers stay ahead**.