

# TRANSFORMING INDUSTRIES

## WHAT IS THE INTERNET OF THINGS?

The IoT is the **INTERCONNECTION** of our physical environment with the internet.

In the Networked Society, connectivity is the starting point for entirely new ways of innovating, collaborating and socializing.

These enhanced capabilities will transform the way we live our lives.

94%

of companies believe that the IoT will impact markets and industries over the next

3 YEARS

BY 2025, THE IOT IS PREDICTED TO CREATE

USD 19 TRILLION IN ECONOMIC VALUE.

## WHAT ROLE WILL IoT PLAY IN GLOBAL MARKETS?

THE IoT IS ALL ABOUT CONNECTING INDUSTRIES AND SOCIETY.

LET'S EXAMINE THREE:

1

The **ENERGY AND UTILITIES** industry is driven by a focus on sustainability and efficiency. The IoT combines data analytics with connectivity capabilities to enable companies to utilize smart metering and smart grid applications.

THIS BRINGS:

- > Improved customer satisfaction
- > Reduced churn
- > Increased revenue

2

The **TRANSPORT AND AUTOMOTIVE** industry plays a key role in economic growth.

Through solutions such as the connected car, the IoT supports efficient and safe transport systems for road and rail.

THIS ENABLES:

- > Better customer service
- > Improved customer satisfaction
- > Reduced churn

3

In the **SAFETY AND SECURITY** industry, companies need to identify issues before they affect operations by analyzing patterns in network traffic and service usage.

IoT solutions increase safety by complementing mission-critical voice with multimedia services.

THE RESULT?

- > Faster problem resolution
- > Reduced network opex
- > Reduced churn

By taking a structured approach to the IoT and addressing all phases of the customer experience, Ericsson can help you adapt your operations and make the most from IT, business and networks.

WE HELP YOU GET THE WHOLE PICTURE