



ERICSSON

# MARITIME ICT CLOUD & TRANSFORMATION IN THE SHIPPING INDUSTRY

DIGITAL SHIP - NORWAY

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# ERICSSON INTRODUCTION



MOBILE IT INFRASTRUCTURE  
OSS&BSS  
SERVICES  
MEDIA DELIVERY & IPTV  
INDUSTRY & SOCIETY (Maritime)

**37,000**

Patents 2014

**Top 5**

Largest software company

**1 billion**

Subscribers managed by us

**2.5 billion**

Subscribers supported by us

**118 000**

Employees

**180**

Countries with presence

**25,700**

Employees in R&D 2014

**USD 4,5 B.**

In R&D in 2014

**50%**

LTE Smartphone traffic through our networks in 2014

**65,000**

Services professionals

**Result 2014**

NS 34 BUSD, Operating Margin 7,4 %

# WHAT IS DRIVING INDUSTRIES TO TRANSFORM?



Regulations  
Policy

Future readiness  
Innovation

Global Scale

Cost, Growth  
Efficiency

Customer  
Market  
Impact

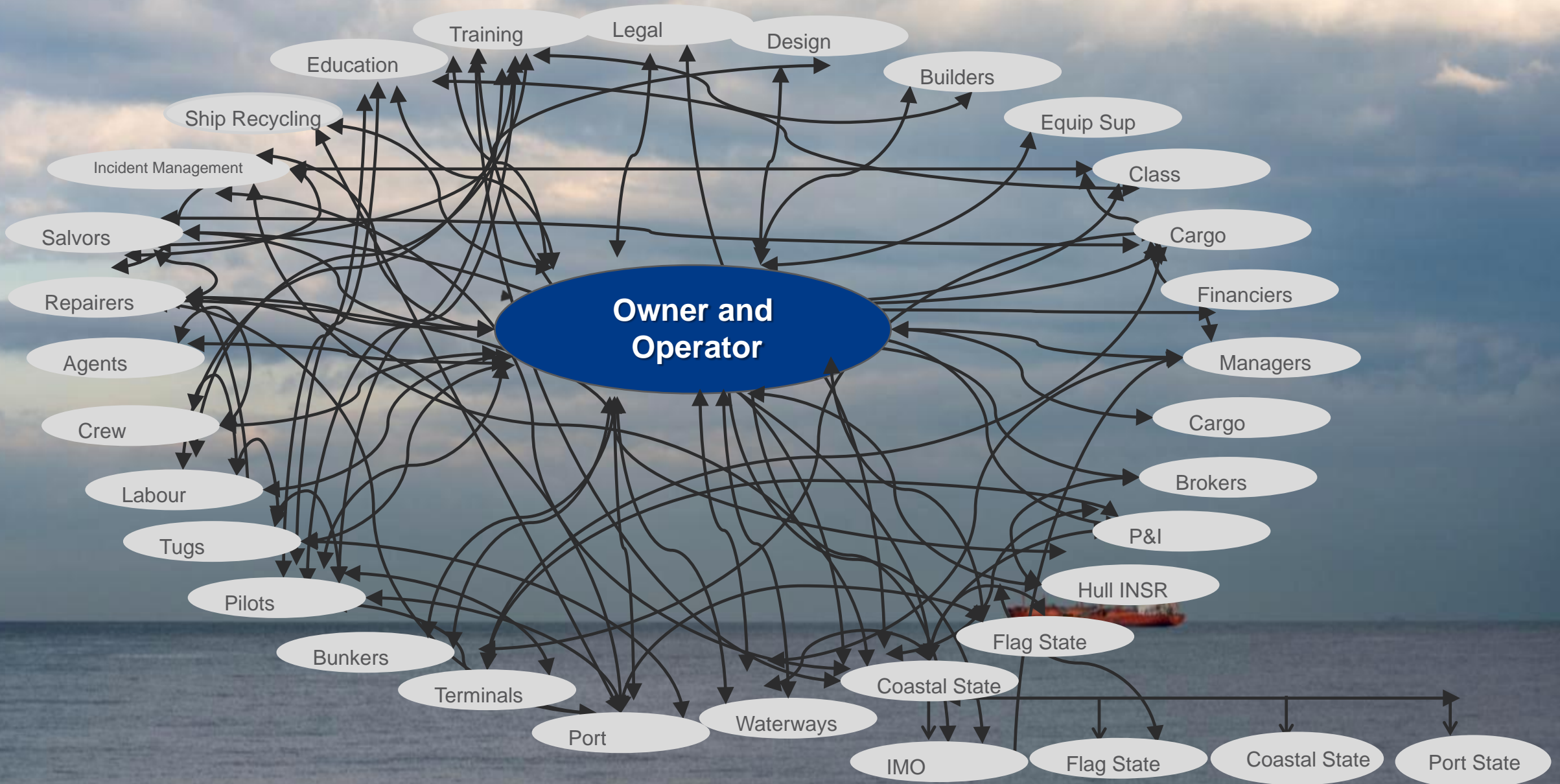
Partnering



BUSINESS  
DRIVERS



# TRANSFORMATION AND BIG DATA



# COMMON OFFERING BUILDING BLOCKS



## User Experience Management

Utilities  
business processes

Transport  
business processes

Public Safety  
business processes

Other Industries  
business processes

## Service and Information Management

## Asset & Device Management

## Connectivity Management

## ICT infrastructure Management



Connected cars



Connected roads



Connected goods



Connected surveillance



Connected grids



Connected homes



Connected cities

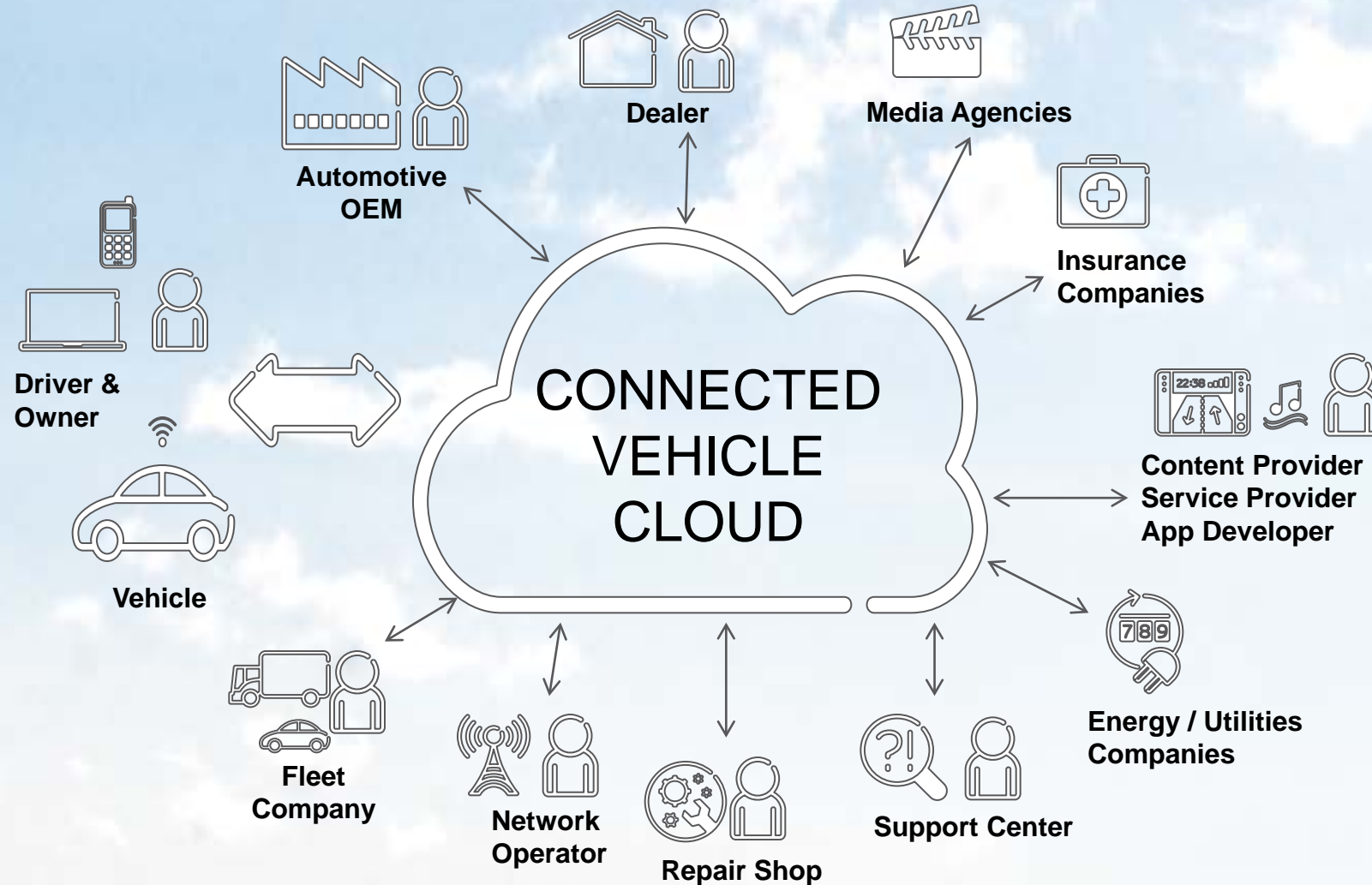


Connected workforce

**Physical infrastructure & assets**

**People**

# THE CONNECTED ECO SYSTEM



# MARITIME ICT CLOUD SOLUTION



# ENGAGEMENT MODEL



**Getting the engagement model right is critical to defining a successful Transformations Plan Strategy**





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