ERICSSON: GOLD SPONSOR OF EWSDN 2014

András Császár
ERICSSON AT A GLANCE

#1

MOBILE INFRASTRUCTURE
OPERATIONS & BUSINESS SUPPORT SOLUTIONS
SERVICES
TV & MEDIA DELIVERY

35,000 Patents
25,000 R&D Employees
32B SEK In R&D

1 BILLION Subscribers managed by us
2.5 BILLION Subscribers supported by us
64,000 Services professionals

227B SEK Net Sales 2013
50% LTE smartphone traffic handled by our networks
180 Countries with customers
114,000 Employees
CUSTOMERS

- TELECOM OPERATORS
- TV & MEDIA
- TRANSPORT
- PUBLIC SAFETY
- UTILITIES
- HANDSET & DEVICES

Strengthen
Market Leadership

Explore
Emerging Opportunities
Simplicity + Automation for complex networks

Throughput to customer experience

Fully enabled mobile enterprise

Nodes & Domains to E2E systems

Telecom, Datacom & Mediacom

Spectrum is the most valuable resource

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INDUSTRY TRENDS RELATED TO VIRTUALISATION, SOFTWARE NETWORKS AND CLOUD

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RE-THINKING TELECOM OPERATORS’ ROLE

Applications and services

Systems and platforms

Connectivity and communication

Network developer
Service enabler
Service creator
Operators Expect SDN To...

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Critical</th>
<th>Important</th>
<th>Marginal</th>
<th>Not Important At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower network operational costs through automation and other efficiencies</td>
<td>41%</td>
<td>43%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Faster time-to-market with new services and applications</td>
<td>38%</td>
<td>36%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>More elastic and scalable services with user control</td>
<td>35%</td>
<td>37%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Greater service and application differentiation</td>
<td>29%</td>
<td>50%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Greater network agility</td>
<td>24%</td>
<td>64%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Enable dynamic service-driven virtual networks capable of supporting everything-as-a-service</td>
<td>19%</td>
<td>52%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>Lower network capital costs by using as much COTS hardware as possible</td>
<td>16%</td>
<td>61%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>Extract and utilize business intelligence</td>
<td>10%</td>
<td>43%</td>
<td>36%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: Heavy Reading – SDN&NFV: A Revolution in the Making, 2013 July
PERFORMANCE VS. FLEXIBILITY

Technology Evolution

Optimize for performance

Optimize for flexibility

Inflection point

today

Time

Inspired by Vinod Khosla @ ONS2014
THE NETWORKED SOCIETY

USAGE AND USER-DRIVEN LANDSCAPE

REDEFINING NETWORK AND CONNECTED DEVICES

HIGH PERFORMANCE NETWORK DRIVES NEW VALUE
The Ed Networked Society

Usage and User-driven Landscape

Redefining Network and Connected Devices

High Performance Network Drives New Value

Check Out: www.fp7-unify.eu