DIGITALIZATION AS ENABLER FOR TRANSPORT SECTOR TRANSFORMATION

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TOMORROW STARTS NOW

CONNECTED

Connecting all assets of the transport system

COOPERATING

Enabling new multi-modal mobility services

AUTOMATED

Operating automated, shared and sustainable mobility services
DIGITIZATION
A DIGITAL REPRESENTATION OF THE REAL WORLD

temp noise air quality occupancy energy water
temperature traffic intensity surface condition noise level
route_to_work

energy water waste CO2 emission machine_tear production

heart_rate skin_conductance calories gesture mood
position movement

irrigation luminosity nutrition moisture pesticides
DIGITIZED ASSETS ENABLES TRANSFORMATION IN LOGISTICS
The impact of digitization on Ericsson's supply chain is significant. Previously, 21 documents were sent 40 times in 20 steps, involving complex processes such as Invoice, Packing list, PO, Invoice, Packing list, and AWB Manifest. However, with digitization, the same documents can now be sent once only in 12 steps, streamlining the process.

The volume of transport paper shipped by Ericsson each year fills a 747 freighter.
WE ARE AT THE BEGINNING OF SOMETHING BIG ...

$1.9 TRILLION
Predicted value-add of IoT across sectors in 2020

Source: Gartner Group
# Digitalization Cross Industries

From Silos to an Ecosystem of Ecosystems

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<th>Customer experience</th>
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<td>Devices &amp; Sensors</td>
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<td>Assets: People, Things, Info:</td>
<td>Shared assets</td>
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## Digitalization Components

- **Customer Experience Management**
- **Business Model Innovation**
- **IoT**
- **4G/5G**

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**Assets:**
- People
- Things
- Info

**Shared assets**

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**Digitalization Dimensions:**

- **Customer Experience**
- **Business Models & Processes**
- **Applications & Services**
- **Transactions & Analytics**
- **Cloud & Connectivity**
- **Devices & Sensors**
- **Assets:** People, Things, Info

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**Technology Overlay:**

- IoT
- 4G/5G
DIGITALIZATION CROSS INDUSTRIES
FROM SILOS TO AN ECOSYSTEM OF ECOSYSTEMS

Customer experience
Business models & processes
Applications & Services
Transactions & Analytics
Cloud & Connectivity
Devices & Sensors

Customer Experience Management
Business Model Innovation

IoT
4G/5G

Assets:
People, Things, Info:

Shared assets
NEED: MULTI STAKEHOLDER GROUPS
TO DEFINE AND DEVELOP THE MARKET
TRANSPORT RELATED EXAMPLES WHERE WE ENGAGE

› **Industrial centric:**
  - IIC (Industrial Internet Consortium)
  - Industrie 4.0
  - IPSO Alliance

› **Vehicle centric:**
  - 5GAA (5G Automotive Association)
  - EATA (European Automotive Telecom Alliance)
  - AECC (Automotive Edge Computing Consortium)

› **Mobility centric:**
  - MaaS Alliance (ERTICO)
  - C-ITS Platform, DTLF (EC)
  - Drive Sweden (Strategic Innovation Program)
  - New City Foundation
  - SCOR (Supply Chain Operations Ref.model)
  - TCF (Trade and Cargo Facilitation association)
SHARING MADE EASY

21 documents sent 40 times in 20 steps

21 documents sent once only in 12 steps

Source: IATA, TCF & Ericsson

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WANTED: DISTRIBUTED, OPEN EXCHANGE CONNECTING ALL PLAYERS ACROSS THE FULL SUPPLY CHAIN

Use-case area: INTERCONTINENTAL FREIGHT

Use-case area: LAST-MILE/URBAN LOGISTICS

Use-case area: HUB OPERATION

Use-case area: REVERSED LOGISTICS
THE FOUNDATIONS ARE LAIED NOW

CONNECTED
Collect data from Infrastructure, vehicles and goods/travelers

COOPERATING
Combine, predict and share data

AUTOMATED
Turn insights into actions

Which are the control points and who manages them?...