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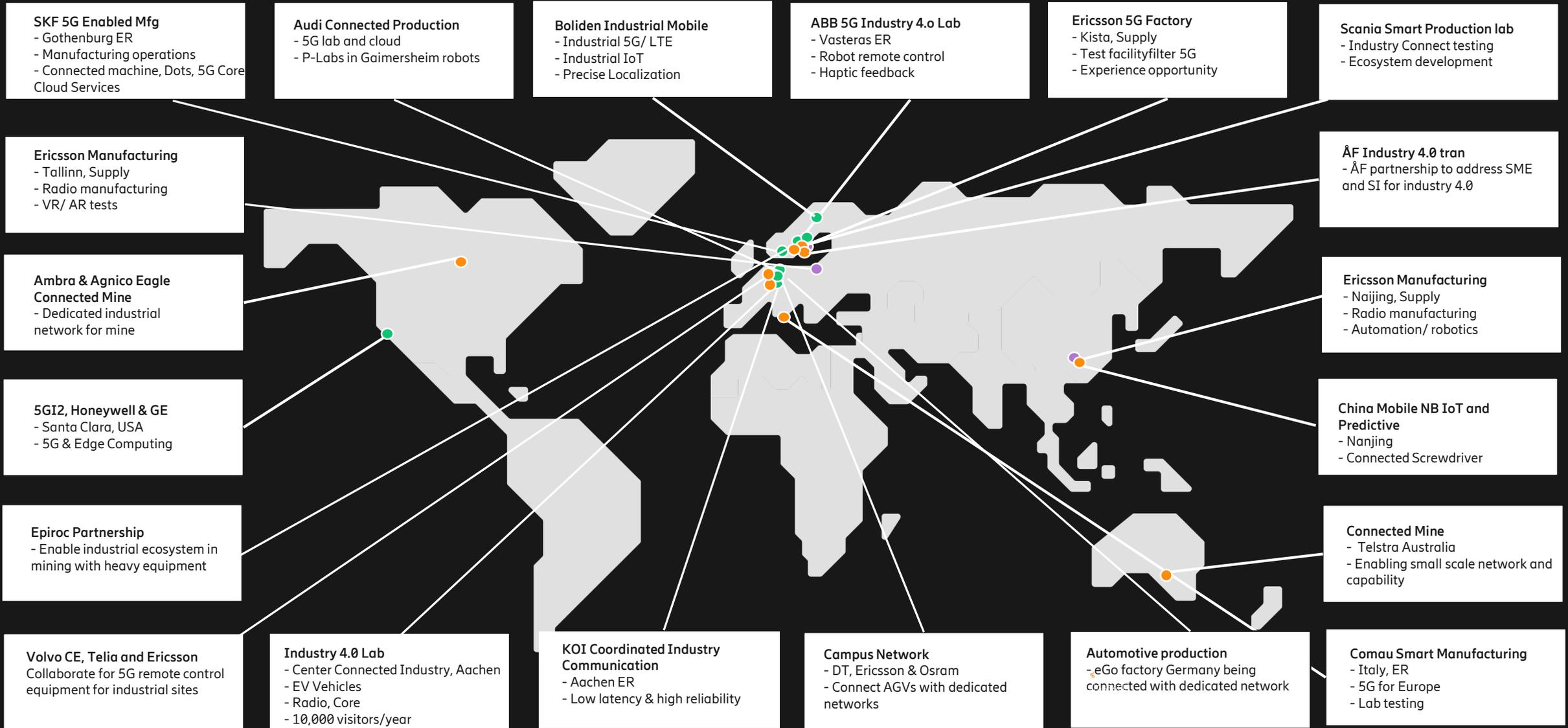
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Industry 4.0 at Ericsson

- Ericsson Research
- Ericsson Supply
- Regional or BA Initiative



Cables



Inflexible
Production



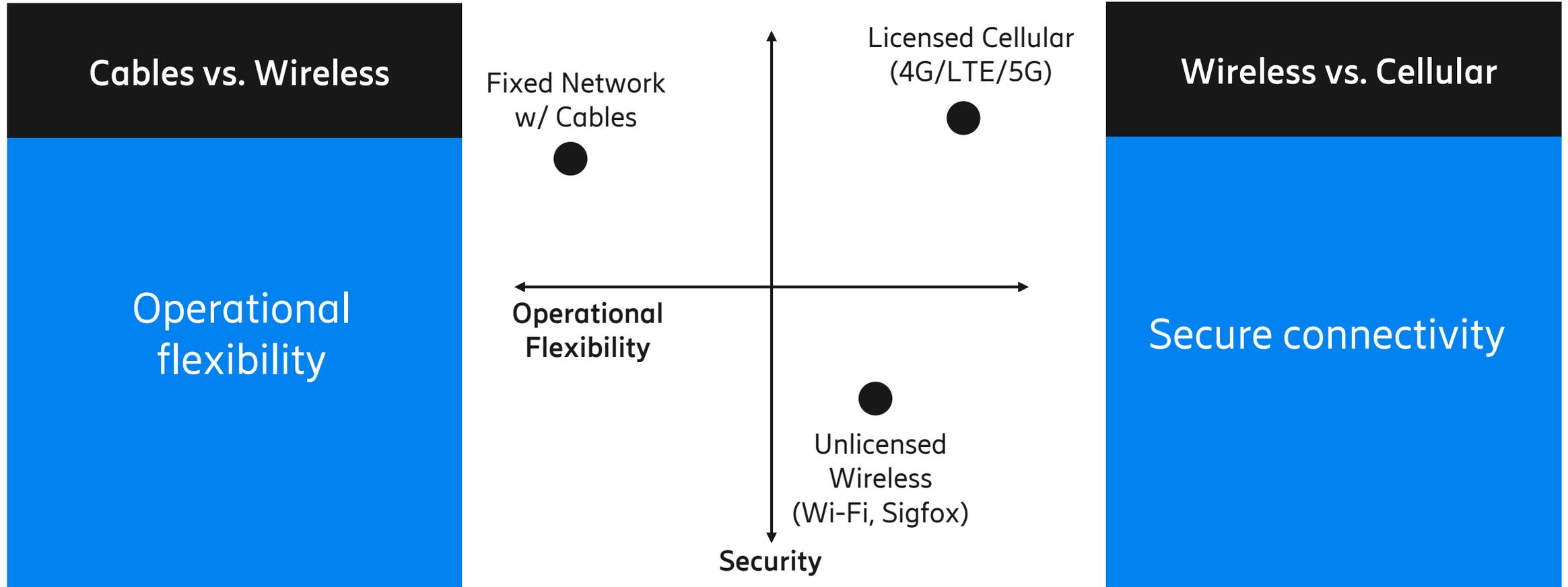
Stable
Secure
Simple

Unlicensed



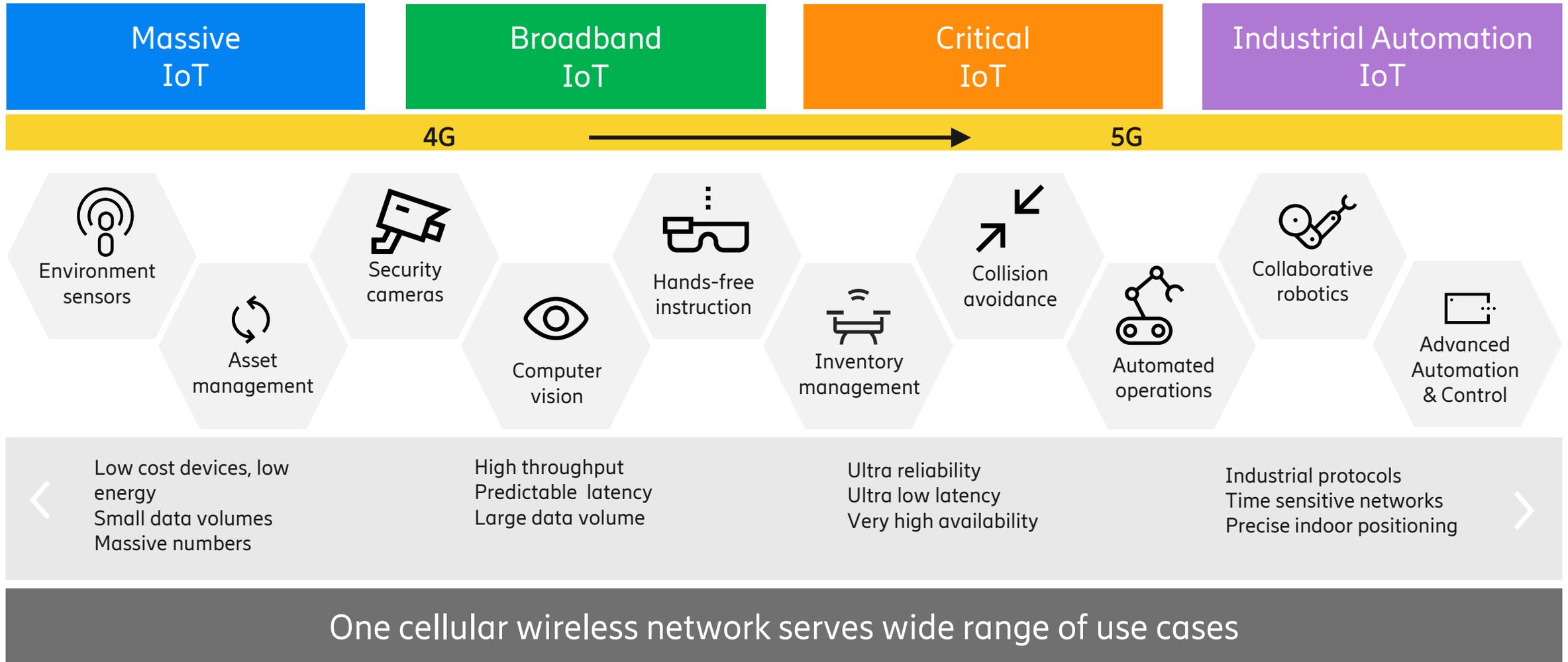
Network
Restrictions

Cellular is a superior choice to wired and Wi-Fi connectivity



Advanced industries enabled by better connectivity

: Factory and warehouse opportunities



Benefits of Cellular

Dedicated
private
cellular
network



High
reliability

Device
density

Industrial
security

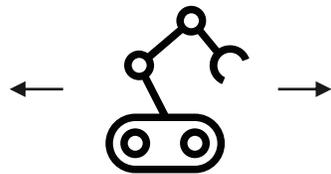
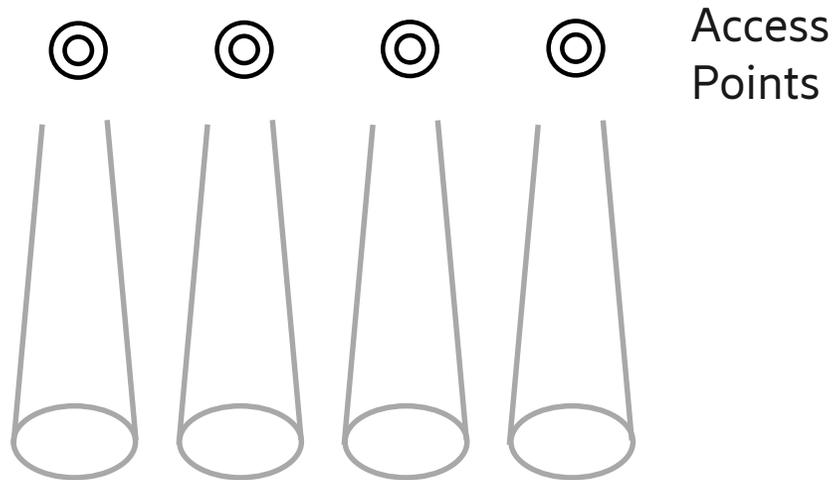
Consistent
latency

Predictable
cost

Proven
technology

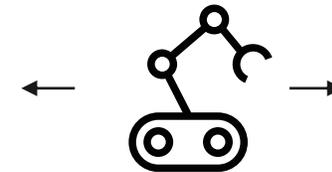
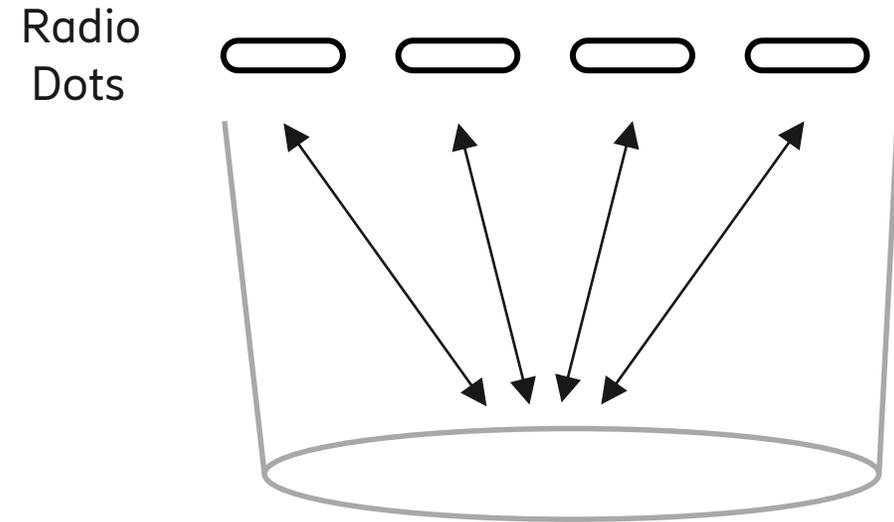
Reliability

WiFi



- Multiple access points
- Dead spots

Cellular

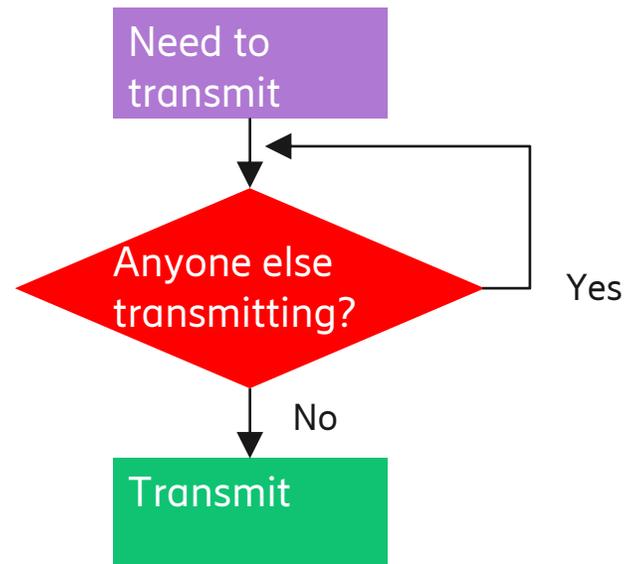


- All one cell
- No dead spots

Device density and predictable latency

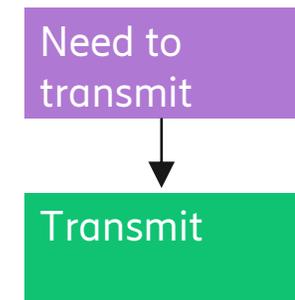
WiFi

- Unlicensed spectrum -
- Devices must listen before transmit
- Performance degrades
- Unpredictable latency

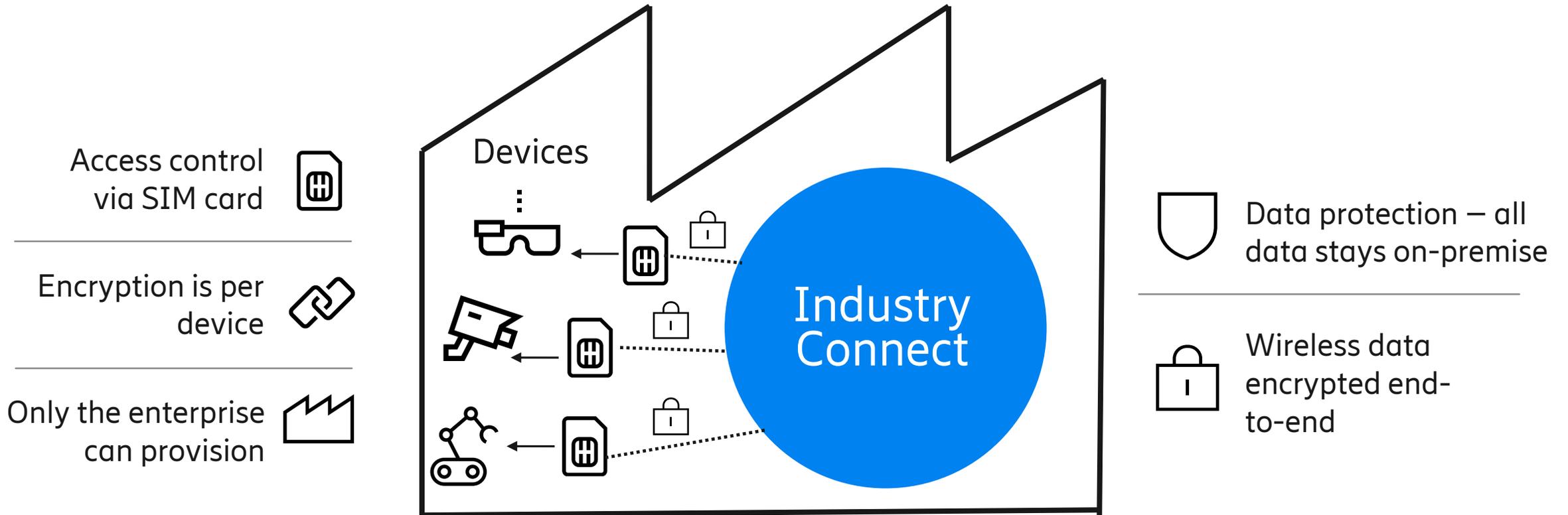


Cellular

- Licensed spectrum
- Baseband aware all devices, central coordination, fair resource allocation
- More connected devices
- Predictable latency



Security



Based on proven security architecture and protocols of cellular networks

Fast and secure wireless connectivity for Industry 4.0

Easy

Built from ground up to be easy to use and easy to sell in the IT ecosystem

Turnkey

Private cellular connectivity product, installation in less than an hour

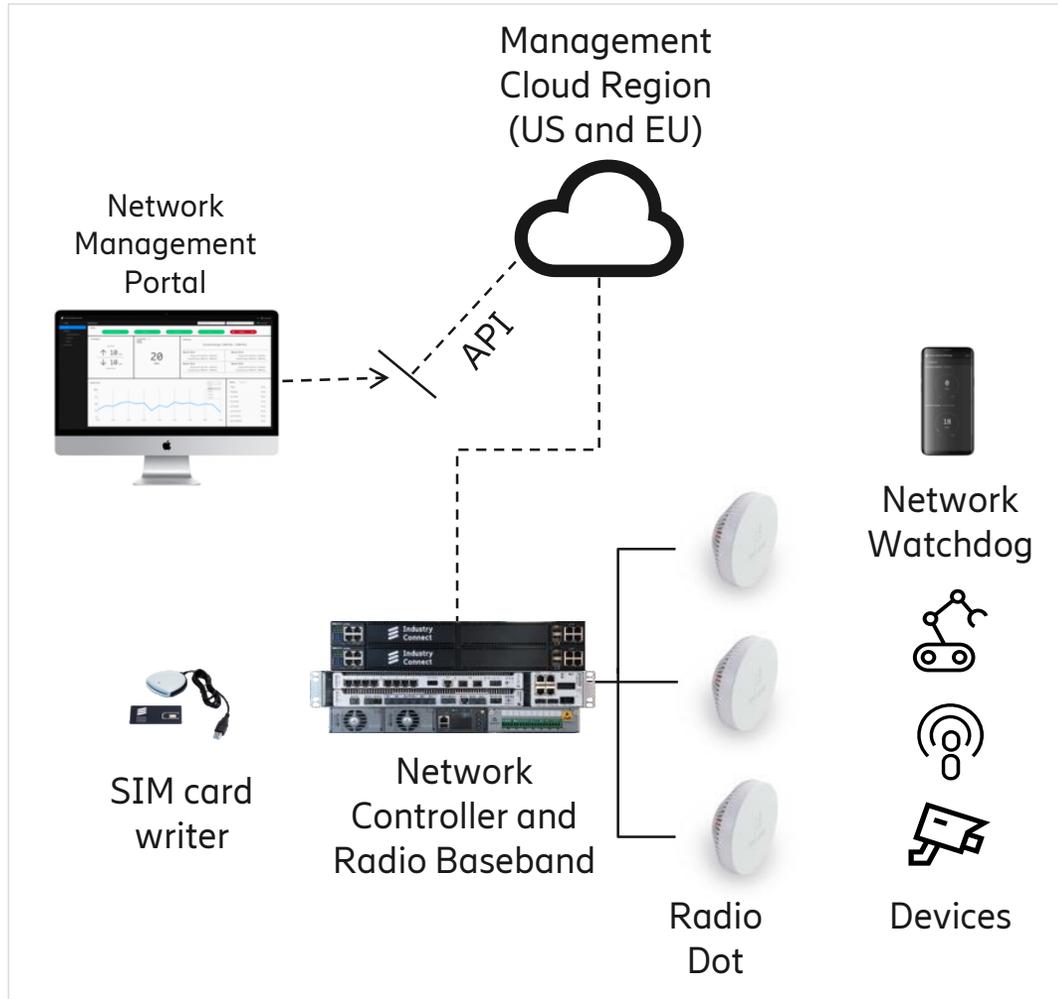
Reliable

Reliable and secure wireless connectivity, based on proven cellular technology.

Path to 5G

Start today in LTE and evolve to 5G

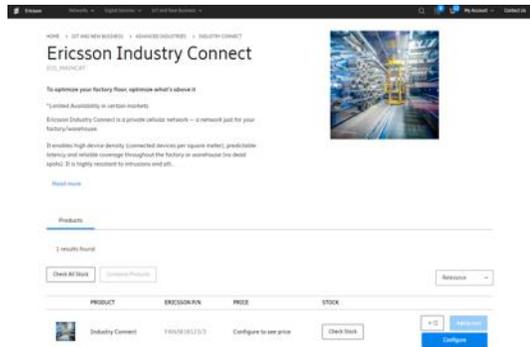
Ericsson Industry Connect overview



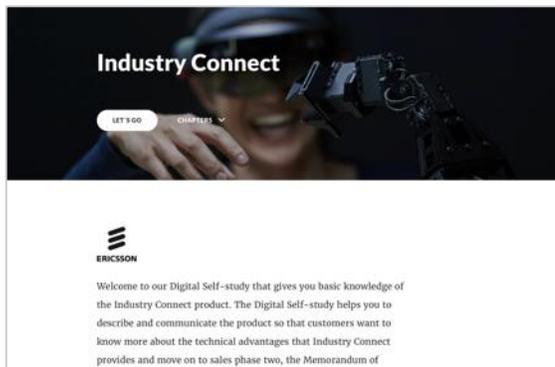
- Plug & play LTE network in box on site
- Fully self-sustained sites
- Leveraging Ericsson's proven LTE radio portfolio
- Centralized Cloud backend

Ericsson Industry Connect : our quest for easy

Easy to order



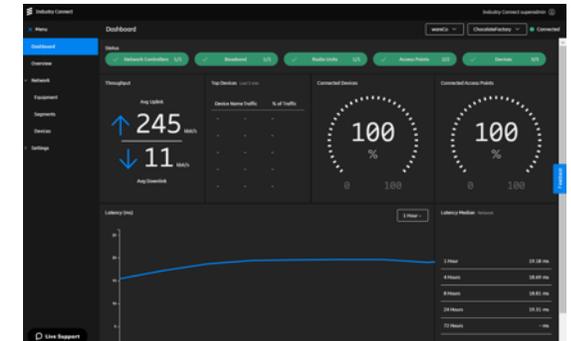
Easy to learn



Easy to use
Channel ready
IT centric

Fast, secure wireless connectivity for Industry 4.0

Easy to manage

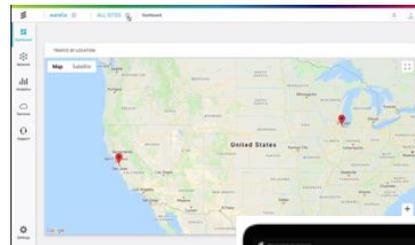


Easy to support

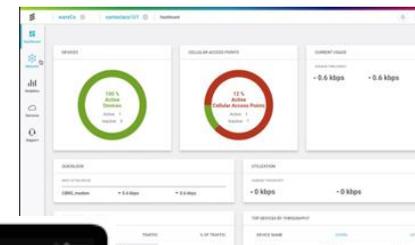


Ericsson Industry Connect : Network Management Portal

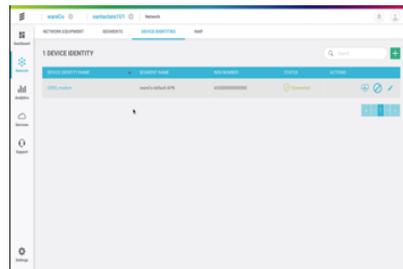
Central dashboard



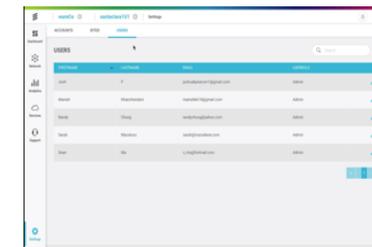
Per site analytics



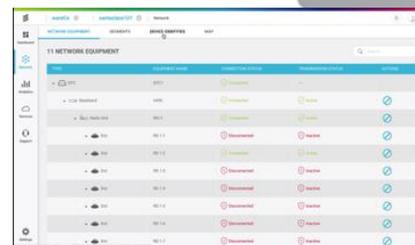
Management of all devices



Role based access



Configuration of all network equipment, self-discovery

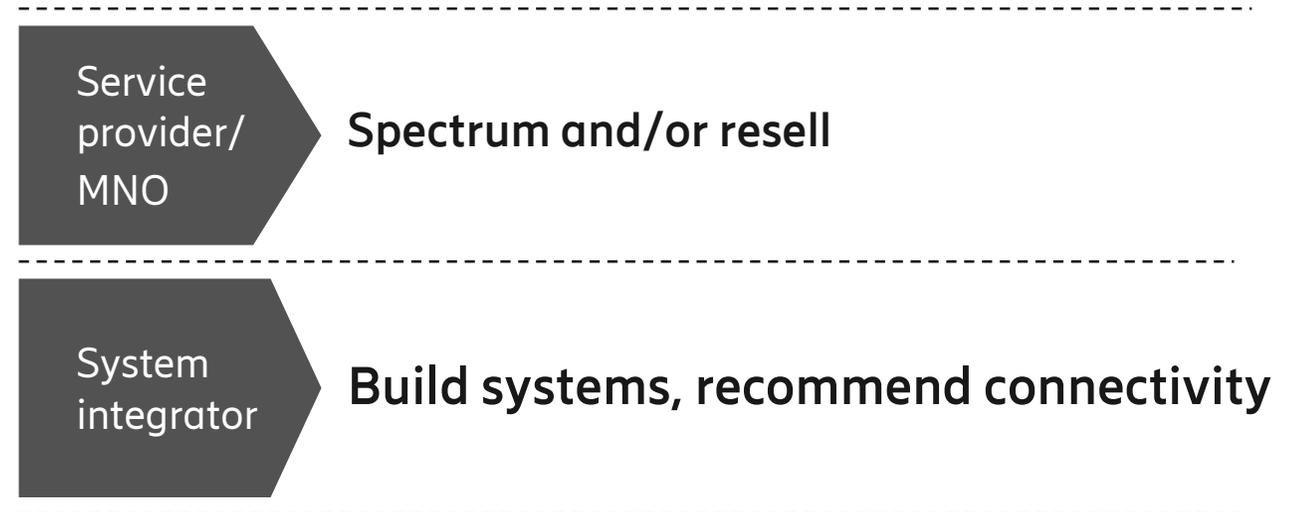
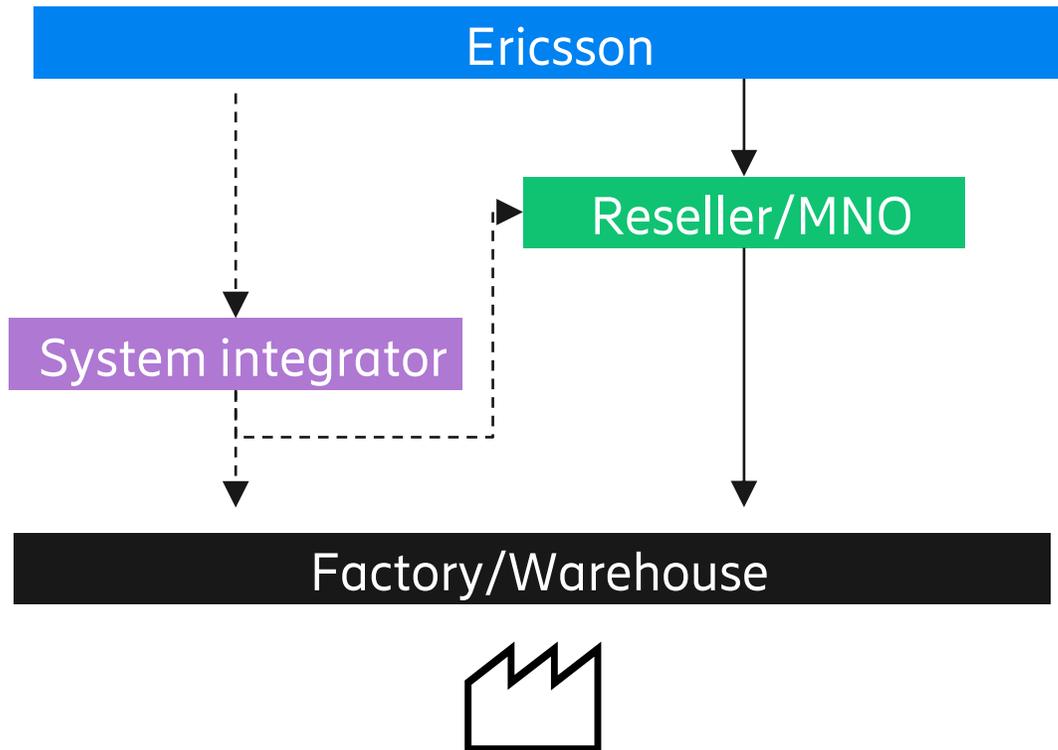


Management of network segments and traffic quotas



Intuitive UI based on user experience research, not requiring specific telco expertise

Go to market model



ROI considerations

ROI is not just
based on
hardware and
software costs



Energy savings

Cellular devices
low power consumption

Coverage-based pricing

- Pricing by coverage area, not per device
- No per device cost
- No per gigabyte data cost

Value is use case dependent



Summary

- Reliable wireless connectivity
- Dedicated cellular connectivity
- Ericsson Industry Connect
 - Easy to order, install and manage
 - Turnkey private network
 - Reliable and secure
 - Path to 5G, start with 4G/LTE today

