ONE NETWORK FOR A MILLION NEEDS

Leandro Baghdadi
Head of Marketing & Communications, Central America & Caribbean
Sustainable development goals

End extreme poverty
Fight inequality and injustice
Halt climate change
Stockholm royal seaport

Ericsson is the key partner in this major project to develop a sustainable, climate-positive district and an attractive living and working environment. Stockholm Royal Seaport points to the future of smart urbanization and connected cities.
CURITIBA 3G BUSES

› One of the first machine-to-machine (M2M) examples using 3G connectivity for buses fleet management worldwide.
› The city’s bus fleet serves 2.4 million passengers daily
› Connected through a high-speed mobile broadband network
› Efficient, improve quality and safety to attract more commuters, but also to reduce carbon emissions

Why Ericsson?

Flexible and interoperable solution

Fully compliant and secure with control

Services & Operations skills
Sao Jose Dos Campos

- Homicide rate reduced by 18%
- Coordinating multiple agencies towards common goal
- 5 year managed services commitment for support of real-time observation, dispatch and information sharing
- Responders equipped with right information and support

Why Ericsson?

- Trusted to handle complex & critical infrastructure
- Shared platforms / future proof scale
- Holistic ecosystem view
DATA TRAFFIC GREW 70% BETWEEN Q1 2016 – Q1 2017
NEW SMARTPHONE SUBSCRIPTIONS PER DAY

1,6 MILLION
2.7 BILLION
LIKES ON FACEBOOK

$13 MILLION
CROWDFUNDING

$2.7 MILLION
E-COMMERCE

13 MILLION
HOURS YOUTUBE VIDEO WATCHED

500,000
AIRBNB STAYS PER NIGHT

24H

3 TIMES
UBER REVENUE OVER SIZE OF TAXI MARKET, IN SAN FRANCISCO
BEST PERFORMING NETWORKS

INDOOR COVERAGE  APP COVERAGE  VIRTUALIZATION  5G  USER EXPERIENCE  INTERNET OF THINGS
WE ARE AT THE BEGINNING OF SOMETHING BIG

CONNECTIVITY

$1.9 TRILLION

Predicted value-add of IoT across sectors in 2020
FOR EVERY 1000 BROADBAND CONNECTIONS

80 NEW JOBS ARE CREATED