INTERNET OF THINGS
GET THE WHOLE PICTURE

ERICSSON

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Workshop FIESP “A EVOLUÇÃO DA INTERNET DAS COISAS NO BRASIL”
São Paulo, 29 de julho de 2015

1991 vs now

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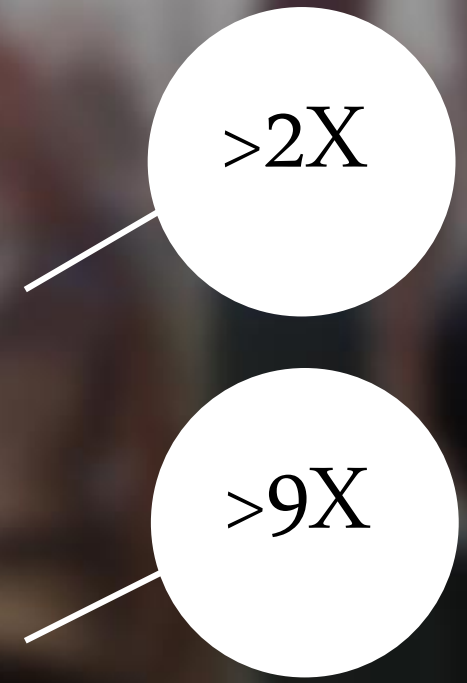
You'd have spent $ 3055 in 1991 to buy all the stuff in this ad that you can now do with your phone.

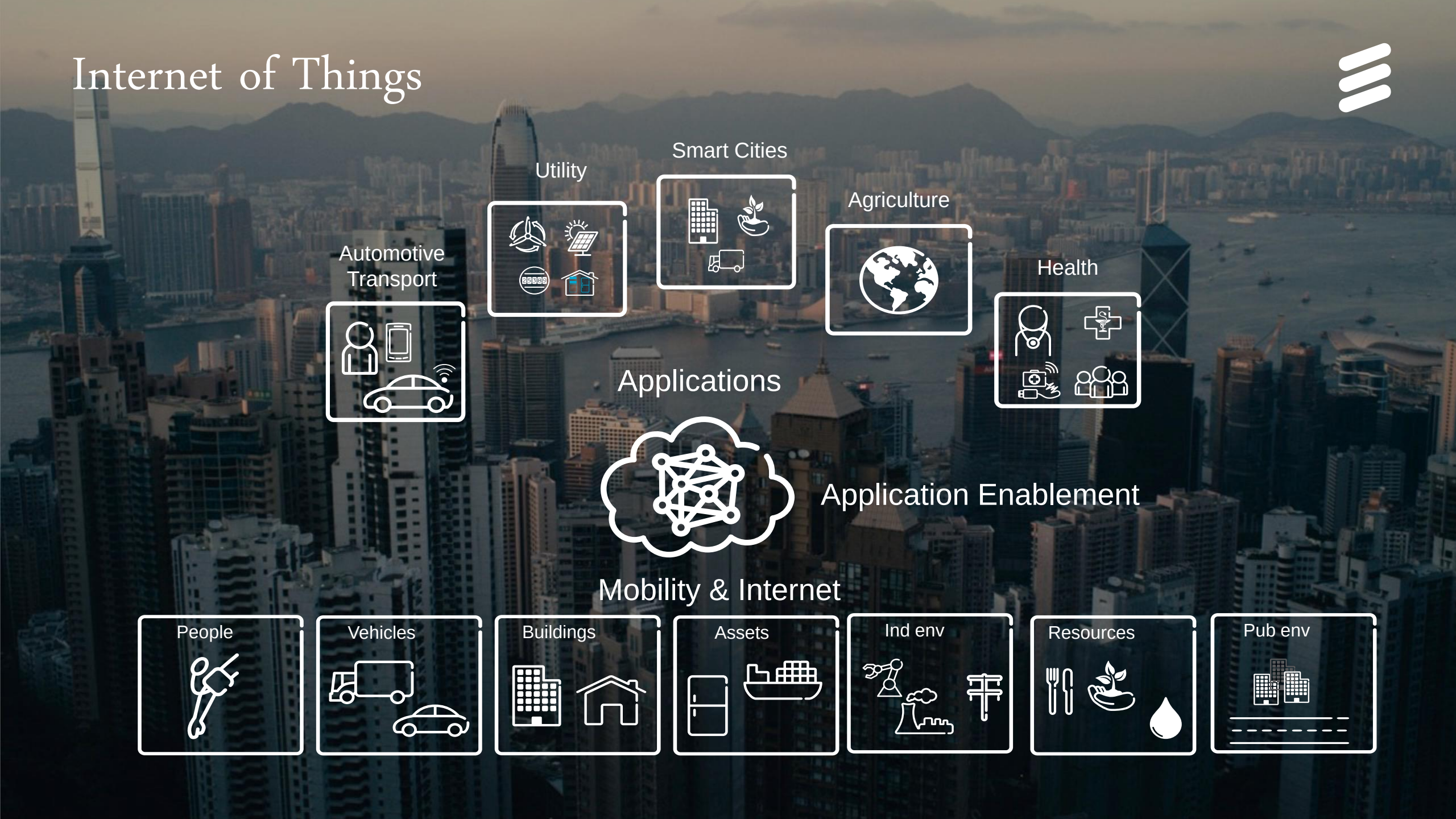
Outlook 2020

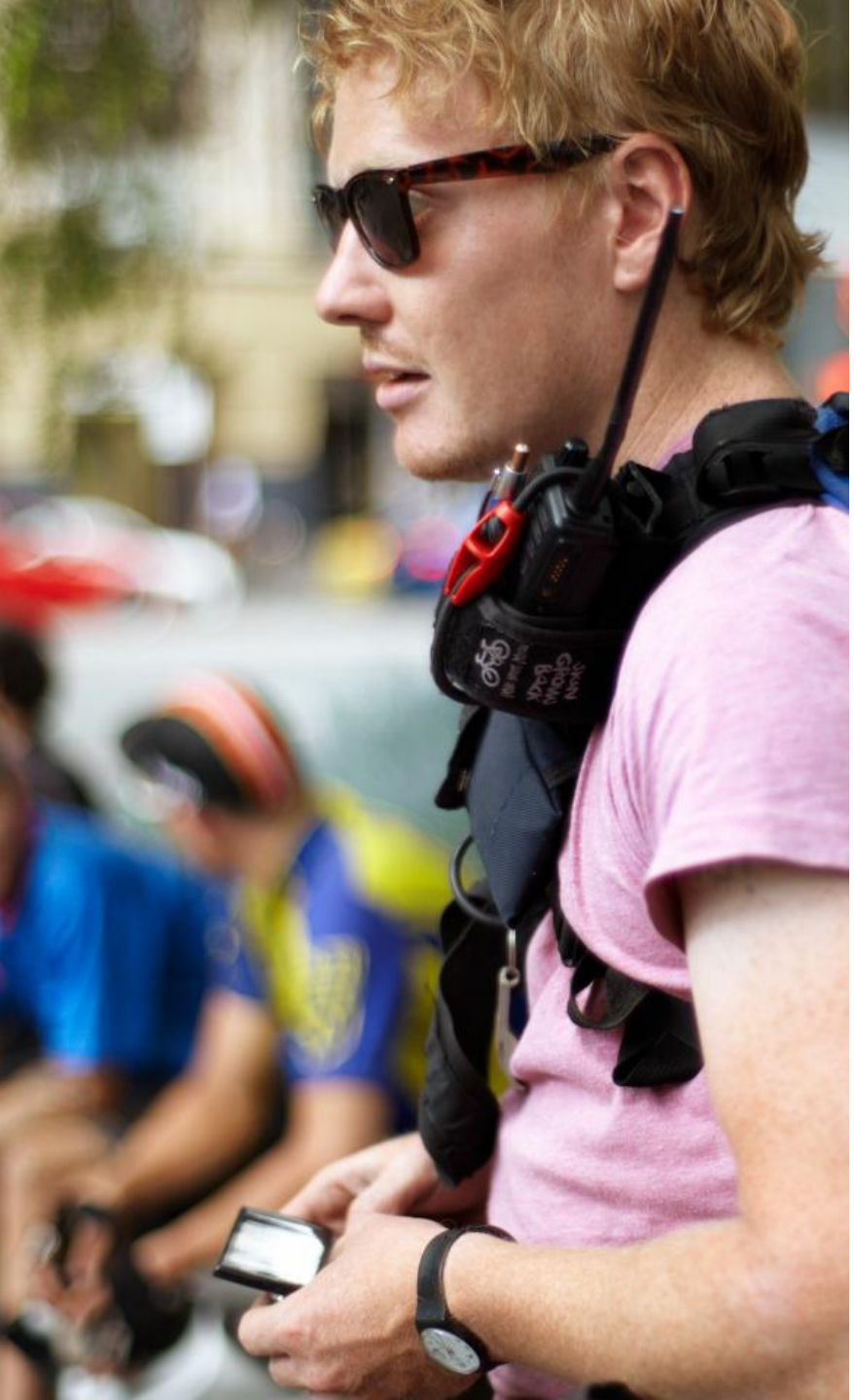
Mobile Subscriptions	9.2 Bn
MBB Subscriptions	7.7 Bn
Smartphone Subscriptions	6.1 Bn
Mobile Data Traffic (EB/Mo)	30.5
Video Traffic	60%
Population Coverage	90% WCDMA, 70% LTE



Source: Ericsson Mobility Report July 2015

Internet of Things





$1.9

trillion

Predicted value-add
across sectors in 2020
(Gartner)

Mastering the digital transformation process

DEVELOPING KEY SUCCESS FACTORS:

- Leadership and institutional capabilities
- Enabling policies and regulation
- A high-quality Broadband & IT infrastructure

MOBILITY - BROADBAND - CLOUD

INDUSTRIES LEADING THE WAY

AUTOMOTIVE

2013 14 M
2018 138 M

INDUSTRIAL

2013 33 M
2018 109 M

TRANSPORT

2013 29 M
2018 67 M

UTILITIES

2013 31 M
2018 56 M

HEALTHCARE

2013 17 M
2018 42 M

SECURITY

2013 16 M
2018 29 M

Source: Berg Insight, October 2013

CURITIBA 3G BUSES

Curitiba's 3.2 million citizens in southern Brazil and its Public Transport Operators are benefiting from an electronic ticketing and fleet management system. The city's bus fleet serves 2.4 million passengers daily and is connected through a high-speed mobile broadband network that provides up-to-the-second information on a range of services.

Curitiba's smart transport solution has been recognized at UNFCCC 2011 as one of 10 inspiring examples.

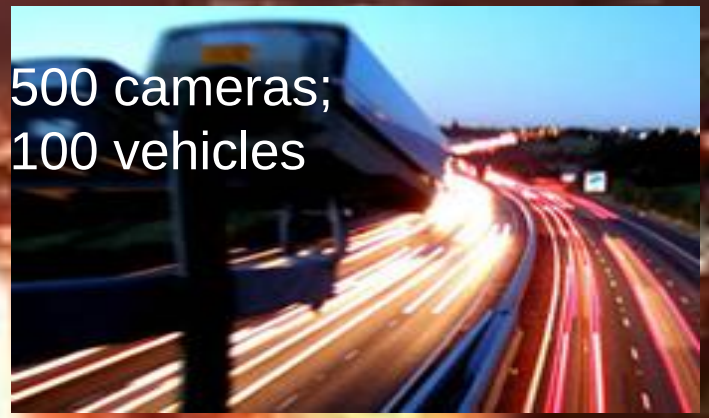
UNFCCC: United Nations Framework Convention on Climate Change

São jose dos campos,

Traffic management System and public safety

São José dos Campos (0,6M pop.), São Paulo, Brazil, integrated its Traffic Management System and Public Safety System

In the area monitored by a camera the number of criminal incidents (like car stolen, pick-pocketing on bus stops) were reduced by 70%



Real-time incidents tracking, analysis and dispatch. Information shared among Police, Traffic Department, Civil Defense Communications Centers, vehicles and field agents.

Summary

OEM / IoT Service Provider needs

- Connectivity
- Integration to business process
- Matching business model
- Global coverage with local flavor
- Support for monetization of services

Operator needs

- New revenue streams
- New ways to monetize network investment
- Ability to serve OEM / IoT SP with low TCO
- Ability to co-operate with other operators for global coverage

Opportunities

- New revenue streams beyond traditional network sales
- Transition to new business models for long term recurring revenue
- Grow relevance with Operators and Enterprises in Networked Society

BRAZIL M2M BENEFITS' REGULATION

- Background:
  - In last Aug, Ministry of Communications and regulator Anatel established regulation for M2M cuts benefits retroactive to May 5th.

- Benefits:
  - 78% Fistel (Fund for Telecom Services´ Control) taxes reduction for chips used for M2M connections.
  - Fistel consists of two taxes: TFI, at the amount of BRL 26.83 (USD 8.94), due upon the activation of each chip, and TFF, amounting to BRL 8.94 (USD 2.98), due on a yearly basis on each chip. The benefits are: TFI reduction to BRL 5.68 (USD 1.89), and TFF reduction to BRL 1.89 (USD 0.63).

- Definition:
  - According to the regulation, M2M connections which will be the object of the benefit are those **"...which, with no human intervention, make use of telecommunications networks to transmit data to remote applications with the purpose of monitoring, measuring and controlling the relevant device, its surrounding environment or data systems connected to the device through such telecommunications networks."**

  - Smart metering and connected cars solutions fit into the definition of M2M connection to be the object of benefits.

	2009	2010	2011	2012	2013	2014	May/15
M2M Connections (000)	2.400	3.000	3.900	6.767	8.297	9.971	10.843

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