OPENING KEYNOTE ADDRESS

CASE STUDY: ERICSSON FLEET CONNECTIVITY PROGRAM

EXPLORING THE IMPACT OF VEHICLE CONNECTIVITY ON GLOBAL FLEET MANAGEMENT

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Connected Fleets

Global Fleet Conference
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Our vision

A Networked Society where every person and every industry is empowered to reach their full potential.
PACE OF CHANGE

- 1 billion connected places
- 5 billion connected people
- 50 billion connected things
Ericsson's direction

- Excel in core business
- Establish leadership in targeted areas
- Expand business in new areas

Future/Emerging

Present/Large

- Radio, Core & Transmission
- Telecom Services
- OSS&BSS
- IP Networks
- Cloud
- TV & Media
- Industry & Society
Expanding our horizons

OPERATORS
- Optimus
- Vimpelcom
- T-Mobile
- China Mobile
- 3
- AT&T
- Softbank
- Bharti
- Vodafone
- Wind
- SingTel
- Telefonica
- MTN
- TeliaSonera
- Verizon
- Orange
- China Telecom

TV & MEDIA
- mediakabel
- FOX
- NRK
- BBC
- Twitter
- Turner
- OTE
- NBC
- Universal TV4

UTILITIES
- Hydro Quebec
- AGL
- e-on
- Endesa
- Southern Electric

PUBLIC SAFETY
- Government
- Fire
- Police

TRANSPORT
- Maersk
- Volvo
- BMW
- Volkswagen

Note: selection of customers
WHY CONNECTING CARS

90% OF CARS ARE EXPECTED TO BE CONNECTED BY 2020
ENORMOUS OPPORTUNITIES FOR THE AUTOMOTIVE SECTOR BY 2020

BUILD CUSTOMER RELATIONSHIP
CAPTURE AFTERMARKET SALES
QUALITY CONTROL, REDUCED COST
ADD NEW REVENUE FROM THIRD PARTIES
Connected Car

50 % of all drivers surveyed worldwide would switch brands to a comparable brand to get Connected Car services.

72 % of drivers would delay a car purchase by one year to buy a car with connected Car services from their preferred brand.

65 % of drivers surveyed after learning about Connected Car services consider them an important feature in their next car.

United States, Germany, Brazil, Japan and China and the survey was conducted by Ipsos in July/August 2014.

http://about.att.com/story/Aatt_drive_studio_and_ericsson_release_global_study_on_connected_car_buyers.html
Aftermarket delivery models

- Incremental charging
- In-Car media
- Fleet & Asset Management Services
- Vehicle Relationship Management (vehicle wellness)
- Driver Feedback and Claims
- Geo-fencing services
- Driver Assistance (eCall/bCall)
- Navigation and Traffic
///E Working Solution
Connecting Potential

Integrated Data

Rich Driver Interfaces

Advanced Metrics

Autonomous Vehicles
Are you Ready