Ziya Erdem
Vice President
Ericsson, Region Middle East
President
Ericsson Turkey
Ericsson at a glance

**NETWORKS**
Create one network for a million different needs

- 39,000 Patents
- 23,700 R&D Employees
- 32,8 B. SEK In R&D

**IT**
Achieve business agility with transformative IT

- 1 billion Subscribers managed by us
- 2.5 billion Subscribers supported by us
- 66,000 Services professionals

**MEDIA**
Delight the TV consumer every day

- 247 B. SEK Net Sales
- 180 Countries with customers
- 116,000 Employees

**INDUSTRIES**
Connect industries for business acceleration

Full year 2015 figures
First control room was set up in Dolmabahçe (1896)

Control room with 2416 subscriber capacity set up in İzmir (1925)

Turk Telekom became Ericsson customer (1994)

TURKCELL became Ericsson customer (1999)

AVEA became Ericsson customer (2001)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Vodafone became Ericsson customer (2004)

Turkcell became Ericsson customer (2004)

Ericsson became a partner to ST Ericsson (2007)

Avea became Ericsson customer (2009)

E/// acquired Bizitek (2011)

E/// became a partner to ST Ericsson (2012)

Turk Telekom became E/// customer (2004)

TURKCELL became E/// customer (2004)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Ericsson Academy opened (2011 Dec)

Ericsson Software Testing Center opened in İzmir (2012 Dec)

R&D Center opened with 194 engineers (2010 April)

Ericsson Software Testing Center opened in İzmir (2012 Dec)

Ericsson became a partner to ST Ericsson (2007)

Avea became E/// customer (2009)

Vodafone became E/// customer (2004)

Turkcell became E/// customer (2004)

Avea became E/// customer (2009)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Turk Telekom became E/// customer (2004)

1994

1999

2001

2002

2004

2007

2009

2010

2011

2012

E/// became a partner to ST Ericsson (2012)

Turkcell became E/// customer (2004)

Avea became E/// customer (2009)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Turk Telekom became E/// customer (2004)

TURKCELL became E/// customer (2004)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Ericsson Academy opened (2011 Dec)

Ericsson Software Testing Center opened in İzmir (2012 Dec)

R&D Center opened with 194 engineers (2010 April)

Ericsson became a partner to ST Ericsson (2007)

Avea became E/// customer (2009)

Vodafone became E/// customer (2004)

Turkcell became E/// customer (2004)

Avea became E/// customer (2009)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Turk Telekom became E/// customer (2004)

TURKCELL became E/// customer (2004)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Ericsson Academy opened (2011 Dec)

Ericsson Software Testing Center opened in İzmir (2012 Dec)

R&D Center opened with 194 engineers (2010 April)

Ericsson became a partner to ST Ericsson (2007)

Avea became E/// customer (2009)

Vodafone became E/// customer (2004)

Turkcell became E/// customer (2004)

Avea became E/// customer (2009)

Ericsson Reponse project is awarded with the best usage of mobile communication in case of emergency award (2002)

Turk Telekom became E/// customer (2004)

TURKCELL became E/// customer (2004)
THE NETWORKED SOCIETY has already arrived
The future is already here -
it's just not very evenly distributed

william gibson
What is the networked society?
Towards the networked society

- Everything That benefit being connected will be connected
- NEW ORGANIZATIONS need new VALUES
- Human in Focus
- Cross Collaboration
- Open Innovation
- Global Mindset
- Big data will enable ‘the without’
- Turkey can be a development engine
Everything That benefit being connected will be connected
At an inflection point

The 5th technological revolution

5G + IoT + Cloud
4x data consumption

9.8 MONTHLY CONSUMPTION IN GIGABYTES

38.2 MONTHLY CONSUMPTION IN GIGABYTES

10X mobile data traffic and 11X smartphone traffic
20x video traffic

2010–2015
50 EXABYTES

2016–2021
1000 EXABYTES
New behaviors

- 2.7 billion likes on Facebook
- $13 million crowdfunding
- $2.7 billion e-commerce
- 2 million new smartphone subscriptions per day
- 500,000 Airbnb stays per night
- 133 million hours YouTube video watched
- 3x Uber revenue over size of taxi market, in San Francisco
Industry Transformation

- Health
  - Wellness
- Education
  - Learning
- Media
  - Culture
- Banking
  - Transact
- Utility
  - Function
- Retail
  - Exchange
- Transport
  - Mobility
The ICT enablement effect

15% reduction in global GHG emissions from ICT by 2030

Source: Ericsson Mobility Report

- Smart transport
- Smart buildings
- Smart travel
- Smart work
- Smart agriculture and land use
- Smart services/smart industry
- Smart grids (incl. smart homes)
Big data will enable ‘the without’
90% of all the data in the world has been generated over the last two years.

Source: SINTEF (2013, May 22). Big Data, for better or worse: 90% of world’s data generated over last two years. ScienceDaily. Retrieved November 4
Education without schools

Take the world's best courses, online, for free.

Source: coursera.com
GitHub is the platform to share code with friends, co-workers, classmates, and complete strangers.

Over four million people use GitHub.
emergency WITHOUT POLICE

In the emergency situation, automated actions to be taken in the first 5 minutes

› City security cameras reported the fire
› The images are shared with the police, fire department and the hospital
› Smart city lights increased intensity
› The traffic is re-routed to avoid congestion around the accident area
› The optimum route is shared with the ambulance

Source: Ericsson
NEW ORGANIZATIONS need new VALUES
EXECUTIVES PERSPECTIVE —
big data will change the organizations

Executives see organizational changes on the horizon that may improve the prospects for open innovation.

<table>
<thead>
<tr>
<th>% of respondents, n = 4,261</th>
<th>Likeliest organizational changes in next 3-5 years, without constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boundaries between employees, vendors, and customers will blur</td>
<td>35</td>
</tr>
<tr>
<td>Teams will self-organize</td>
<td>32</td>
</tr>
<tr>
<td>Decisions will be based primarily on examination of data rather than on opinion and experience</td>
<td>32</td>
</tr>
<tr>
<td>Organization's formal hierarchy will become flatter or disappear altogether</td>
<td>27</td>
</tr>
<tr>
<td>Data used for decision making will be collected primarily through experiments</td>
<td>20</td>
</tr>
</tbody>
</table>

Source: McKinsey quarterly, Wiring the open-source enterprise,
Kickstarter is a new way to fund creative projects. Each project is independently created. Together, creators and backers make projects happen. The mission is to help bring creative projects to life.
Phoneblocks

960,000+ SUPPORTERS
370,000,000+ SOCIAL REACH

BUILD THE PROJECT

With all this amazing support we want to take it to the next step. We found a good partner and we are going to build an open-source online platform so you can help developing it. It is a new way of designing and making phones.

DONATE NOW

Source: Phoneblocks.com
AVICII x you
world’s largest music collaboration supported by Ericsson

Source: http://www.aviciixyou.com/
Turkey can be a development engine
Digital Natives
Turkey has a big potential towards the Networked Society vision

YOUNG POPULATION

Median Age

30

Turkey has the highest rate in young (15-24 age) population ratio amongst Europe countries

Source: tuik.gov.tr

Rapid service uptake

% of smartphone owners using the services below in daily basis:

- Social networking: 79%
- Internet/Browsing: 76%
- Upload Photos: 48%
- Email: 70%

Source: Ericsson ConsumerLab
Networked Society City Index

Triple bottom line: social, economic and environmental effects

Source: Ericsson Networked Society city index report
BRINGING PROGRESS TO MILLIONS

For every 10% increase in mobile and broadband penetration, GDP increases by 1%

x 2 connection speeds

GDP increases by 0.3%

Source: Ericsson and Arthur D. Little, 2010-2011
80 jobs

Are created for every 1000 broadband connections

Source: Ericsson, AD Little
Last word or just a beginning