



ERICSSON

# 5G AND THE TRANSFORMATION OF THE AUTOMOTIVE ECOSYSTEM

WWRF 39 Special Session on 5G Connected Car

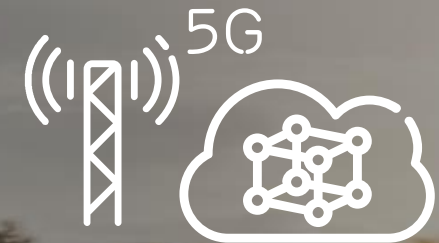
# CONNECTED CAR CUSTOMER EXPERIENCE



- EXPONENTIAL GROWTH IN VEHICLE CONNECTIVITY
- SOFTWARE DEFINED VEHICLES ARE HERE



- NEW CONNECTED SERVICES REVENUES
- SOFTWARE RELATED RECALLS INCREASING



- ADAS, AUTONOMOUS V2V, V2X AND C-ITS
- SOFTWARE DEFINED NETWORKS



# CAR CONNECTIVITY, FOR BETTER CARS

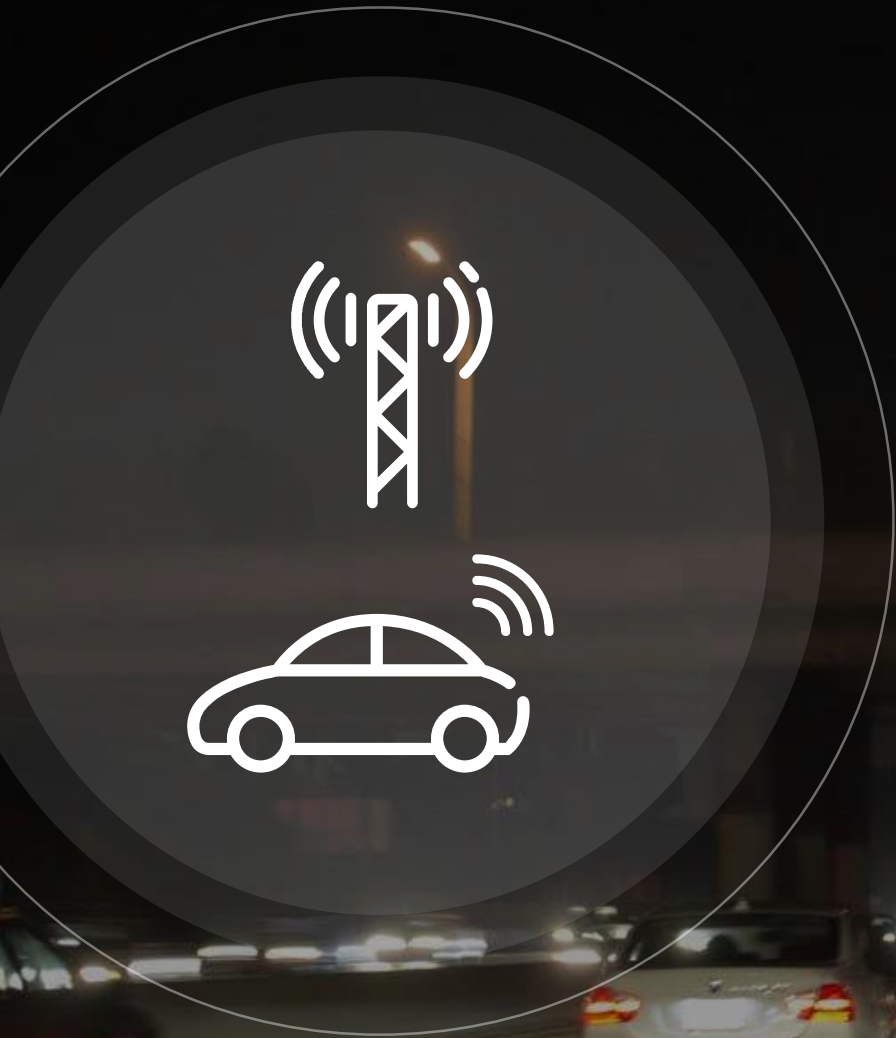


OTA  
Over the Air Updates

Enhanced end user  
experience



# VALUE CHAIN BENEFITS



DRIVER &  
OWNER

- › SEAMLESS DIGITAL EXPERIENCE
- › FLAWLESS IN CAR EXPERIENCE
- › SAVE TIME AND MONEY



OEM

- › INCREASE CUSTOMER SATISFACTION & LOYALTY
- › SAVE COSTS – ELIMINATE RECALLS
- › INCREASE WARRANTY HANDLING CAPACITY
- › OPTIMIZE PRODUCTION – TIME TO MARKET/ROAD
- › UNDERSTAND AREAS OF IMPROVEMENT



NETWORK  
OPERATOR

- › REACH NEW MARKETS, NEW REVENUE STREAMS
- › INCREASE CUSTOMER SATISFACTION & LOYALTY
- › IMPROVE OPERATIONAL EFFICIENCY
- › REDUCE CUSTOMER CARE CALLS

# DISCUSSION IN 5GCAR



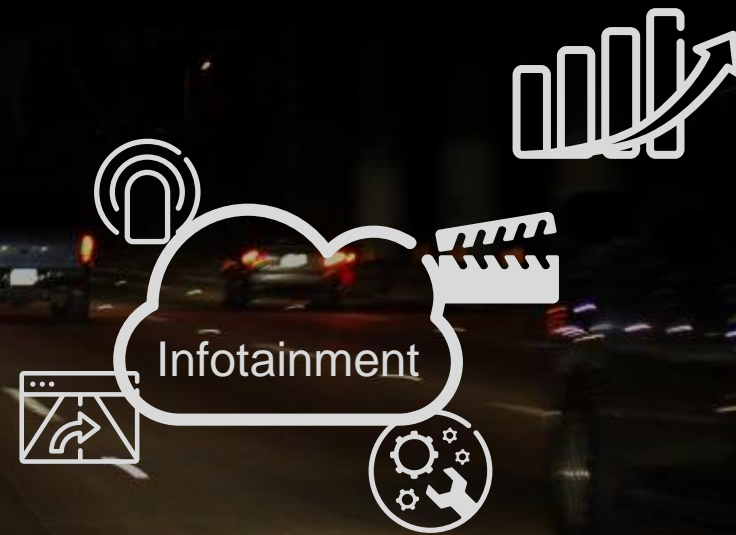
Devices and mobile applications enable connectivity in existing cars

Revenue streams coming from infotainment

- Data Monetization, Aftermarket Services, extend services for home/office
- Research and ideation needed for business models in safety and security

Who is the customer for security and safety features?

How can 5G enable this new ecosystem?



# THE EMERGING ECOSYSTEM



## VALUE CHAIN

### Telecom sector



Connectivity  
Infrastructure  
Suppliers

Connectivity  
Provisioning

### Automotive sector



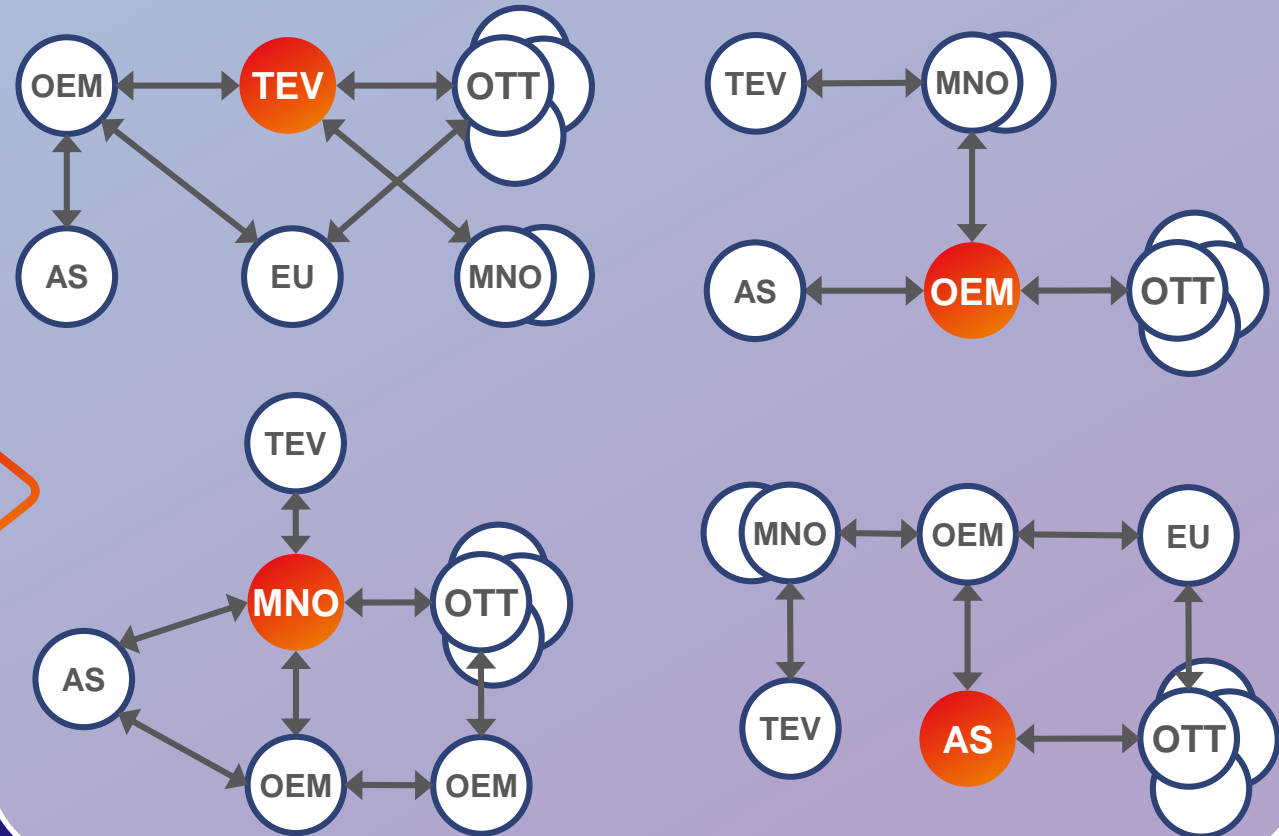
Vehicle  
Component  
Suppliers

Vehicle  
Makers/Sellers

TRANSITION



## ECOSYSTEMS



AS: Automotive Supplier  
OEM: Original Equipment Manufacturer  
TEV: Telecom Equipment Vendor

MNO: Mobile Network Operator  
OTT: Over-The-Top Service Providers  
EU: End User

# FINAL REMARKS



- › Scalable and global solutions built on top of common technology will develop the sector
- › An ecosystem view is fundamental to define 5G technology and feasible business models
- › For safety, sustainable business models involving private and public sector need to be found



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