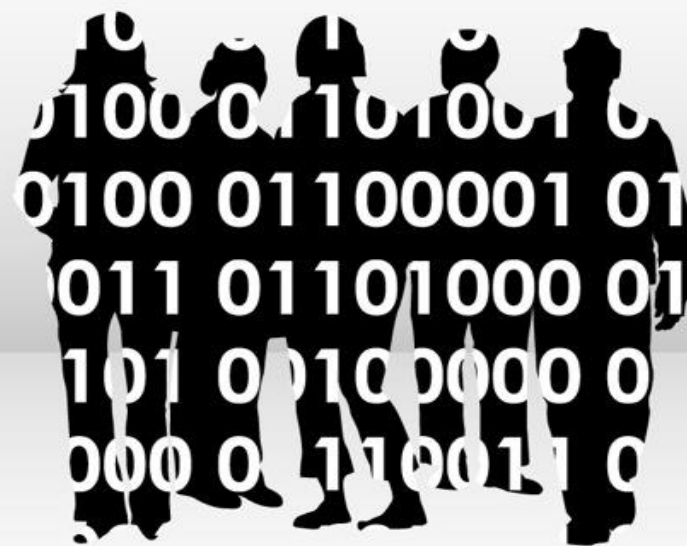


Saskia Van Uffelen  
CEO Ericsson BELUX  
Digital Champion België





2005



Luca Bruno / AP

2013



Michael Sohn / AP

# MORE CONNECTIONS

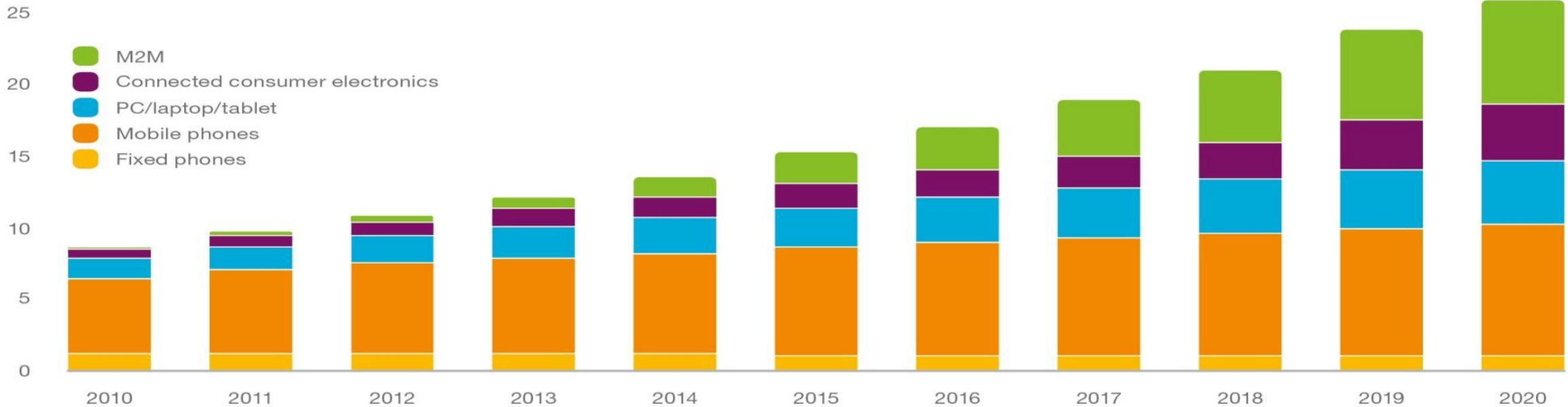


# MOBILITY STATISTICS



- › Growth in the number of connected devices is accelerating, driven by growing range of applications and business models, supported by falling modem costs
- › 13.5 billion connected devices in 2014
- › 26 billion connected devices by 2020. confirming we are well on the way to reaching our vision of 50 billion connected devices

Connected devices (billions)

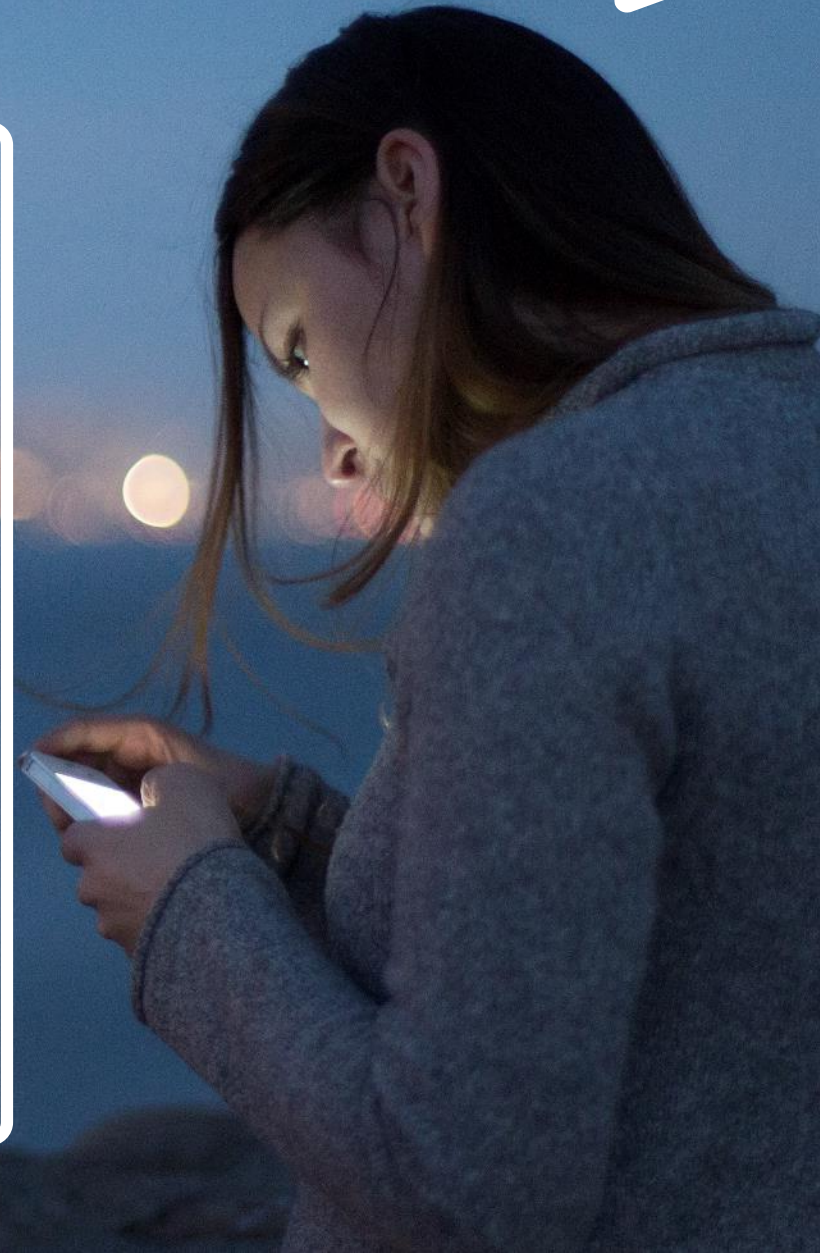
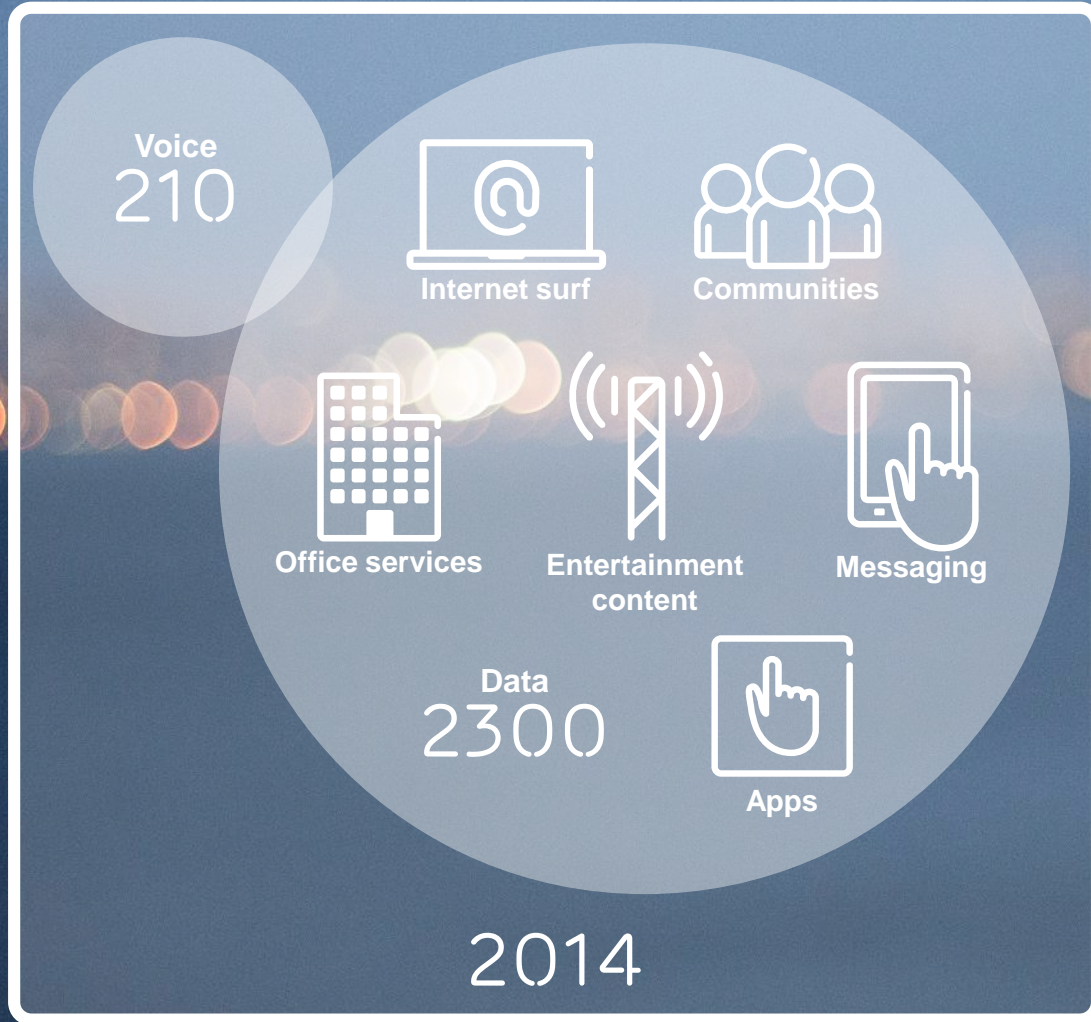
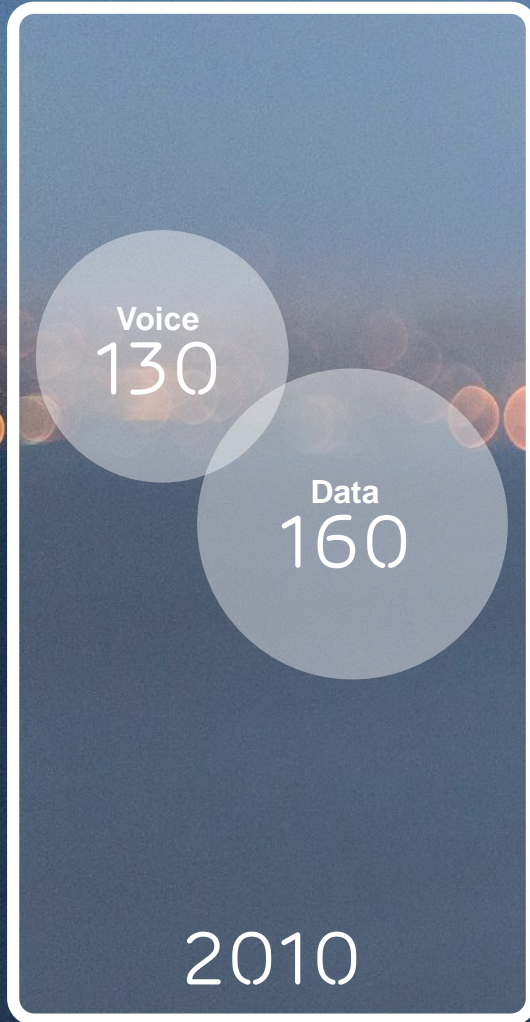


Examples of M2M: connected cars, machines and utility meters

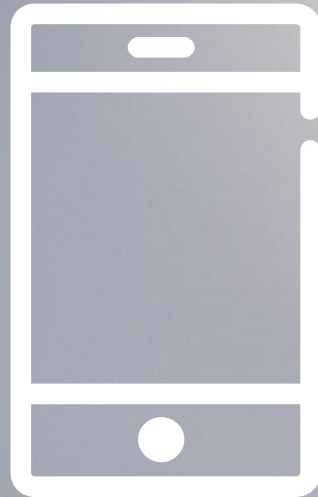
Examples of consumer electronic (CE) devices networked TVs, digital media boxes, Blu-ray players, etc

Not included: passive sensors and RFID tags

# MORE COMMUNICATION



# MORE FUNCTION



1991: Total Cost \$3054.82  
2015: Smartphone \$299.00



# NEW BEHAVIORS



700,000  
new internet users



\$13 million  
crowdfunding



\$2,7 billion  
e-commerce



2.7 billion likes  
on Facebook



133 million hours  
YouTube video  
watched



328 million  
app downloads



2.7 billion  
photos posted





# EXPONENTIAL INNOVATION



# POWER BASED INNOVATION

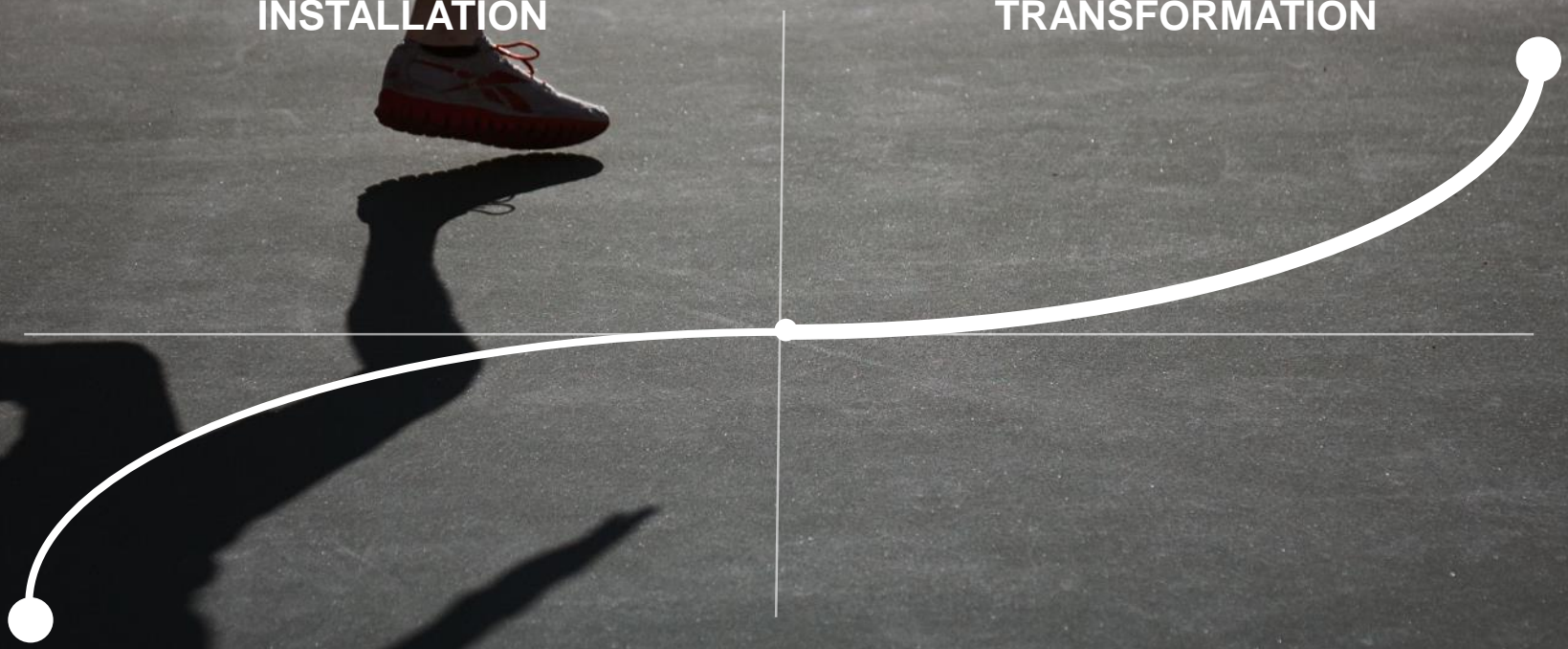


# ICT BEYOND THE INFLECTION POINT



INSTALLATION

TRANSFORMATION



# THE AGE OF EMPOWERMENT



# 1 THE STREAMED FUTURE

Three quarters of us regularly watch  
**STREAMED VIDEO**

And in 2015 more people will watch streamed on-demand video on a weekly basis than broadcast TV.

Around half of smartphone owners

would like home sensors that alert them to water and electricity issues, or when family members come and go.

# 2 HELPFUL HOMES

# 3 MIND SHARING

**40%**

of smartphone owners would like to use a wearable device to communicate with others directly through thoughts.



More than two thirds believe this will be mainstream by 2020.

**>70%** of smartphone owners believe that

ENERGY USE COMPARISON APPS

TRAFFIC VOLUME MAPS

WATER QUALITY CHECKERS

will be mainstream by 2020.

# 4 SMART CITIZENS

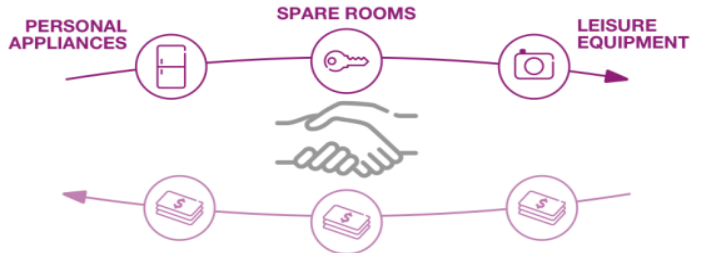
# 10 CHILDREN CONNECT EVERYTHING

46 percent of smartphone owners say that children will expect all objects to be connected when they are older.



# 5 THE SHARING ECONOMY

Half of all smartphone owners are open to the idea of renting out their



as it is convenient and saves money.

# 9 DOMESTIC ROBOTS

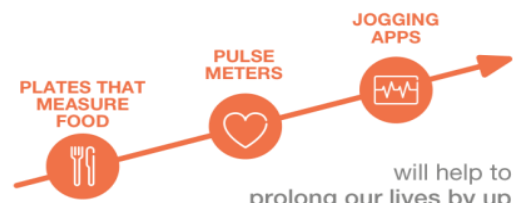
**64%**

of consumers think a range of domestic robots that could help with everyday chores will be common in households by 2020.



# 8 LONGER LIFE

Consumers believe services such as



# 7 MY INFORMATION

**56%** of smartphone owners

would like communication to be **ΕΠΣΥΛ'ΡΤΣΔ**



# 6 THE DIGITAL PURSE

48 percent of smartphone owners would prefer to use their phone to pay for goods and services.



**80%**

believe that the smartphone will replace their entire purse by 2020.



# NETWORKED SOCIETY

A connected world is just the beginning

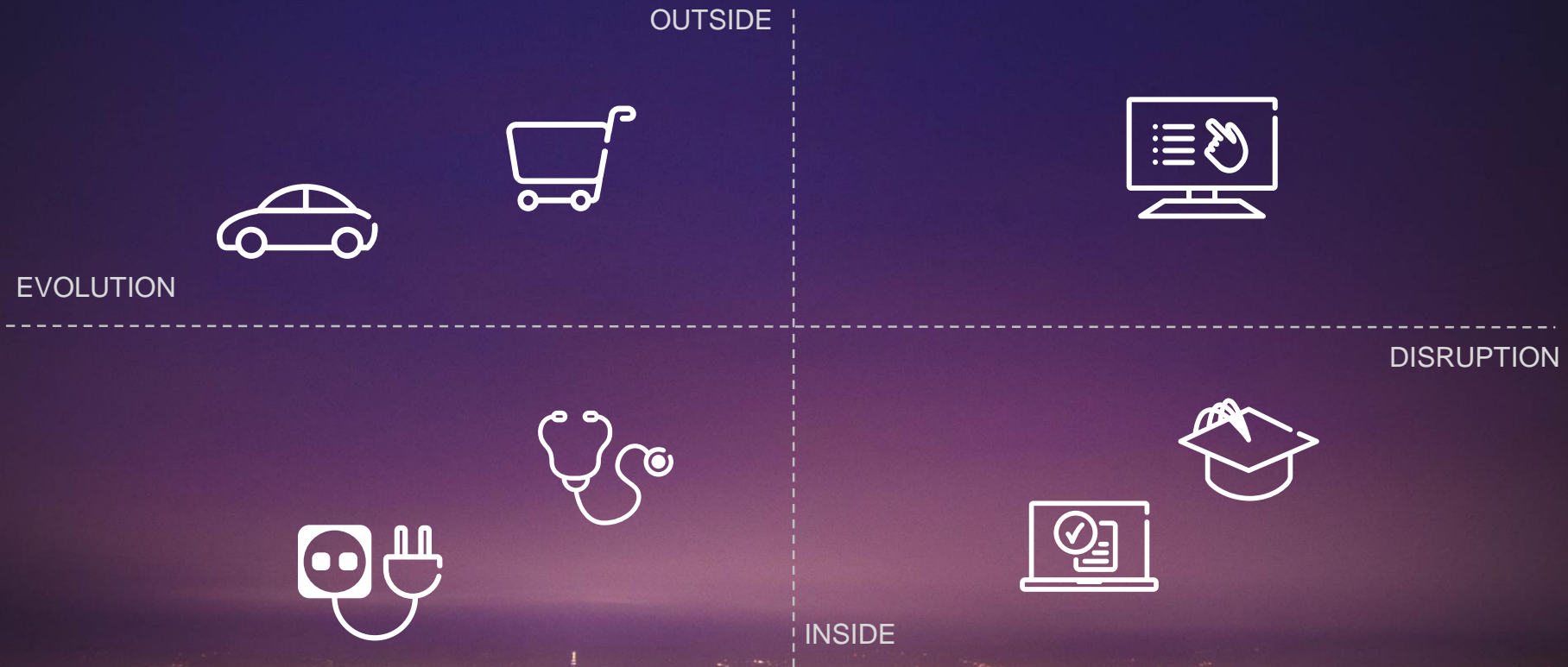
**disrupt**



# ICT-LED TRANSFORMATION



# INDUSTRIES IN TRANSFORMATION



# FROM TRANSPORTATION TO MOBILITY



“I always get a suggestion for a train where I can be sure to get a seat “



“I always share my car travel with others”



“I prefer taxis with drivers recommended by my community”

# FROM RETAIL TO EXCHANGE



**A better way to cook**  
Fresh ingredients, great recipes delivered weekly to your home

**Join Now** \$9.99 per person per week  
Click here to get started today

“I save time and money by subscribing to my grocery supply”



to stay  
24,000 cities and 192 countries

neighborhood Guides  
I sure where to stay? We've created neighborhood guides for cities all around the world.

New York London Paris  
San Francisco Sydney

“When traveling I usually stay at a home away from home”



Free Stuff from People Like You

Free kitchenware, electronics, camping gear and more — straight to your inbox.

**Get Started**

“In my neighborhood we share lots of stuff that’s good to have but seldom used”

# FROM EDUCATION TO LEARNING



**coursera**

“Learning has become a lifelong experience”

**KNEWTON**

“My education and pedagogic method was totally personalized”

**UNIVERSITIES**

“I got my Masters degree on-line”



# A NEW LOGIC

# NEW PRACTICES NEEDED



1. Digitalize business resources
2. Make sense from data
3. Establish networked practices
4. Encourage user co-creation
5. Develop new platforms
6. Innovate in the service business



# IN 2030...



Millions of people have a life expectancy of 150 years or more

Food is grown in skyscrapers

3D printing and drone delivery provides close to real time supply

New buildings generate more energy than they consume



Learning a second language is no longer necessary

You don't need to drive your car unless you want to

Actors are out of work, replaced by animated artists

Cash is all digital and virtual currencies capture a large share of GDP



# A NEW GOLDEN AGE



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



YOU HAVE BEEN  
HACKED !



## **'Cyber Security Coalitie' wil computermisdaad in België bestrijden**

20/10/2014 om 12

Zo'n vijftig overheids- en privébedrijven en academici - waaronder  
CERT.BE en Proximus - willen de computermisdaad die ons land jaarlijks  
3,5 miljard euro kost bestrijden.



**Ethics**  
Ethics in business  
**moral principles**  
rules and regulation  
of right conduct rec  
values that guide t

