

# INFRASTRUCTURE 2.0

## THE INFRASTRUCTURE GAME

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*..or who is going to store, transform and distribute information in the future?*

# DON'T DEFINE THE BUSINESS YOU ARE IN BY WHAT YOU ARE CURRENTLY SELLING....

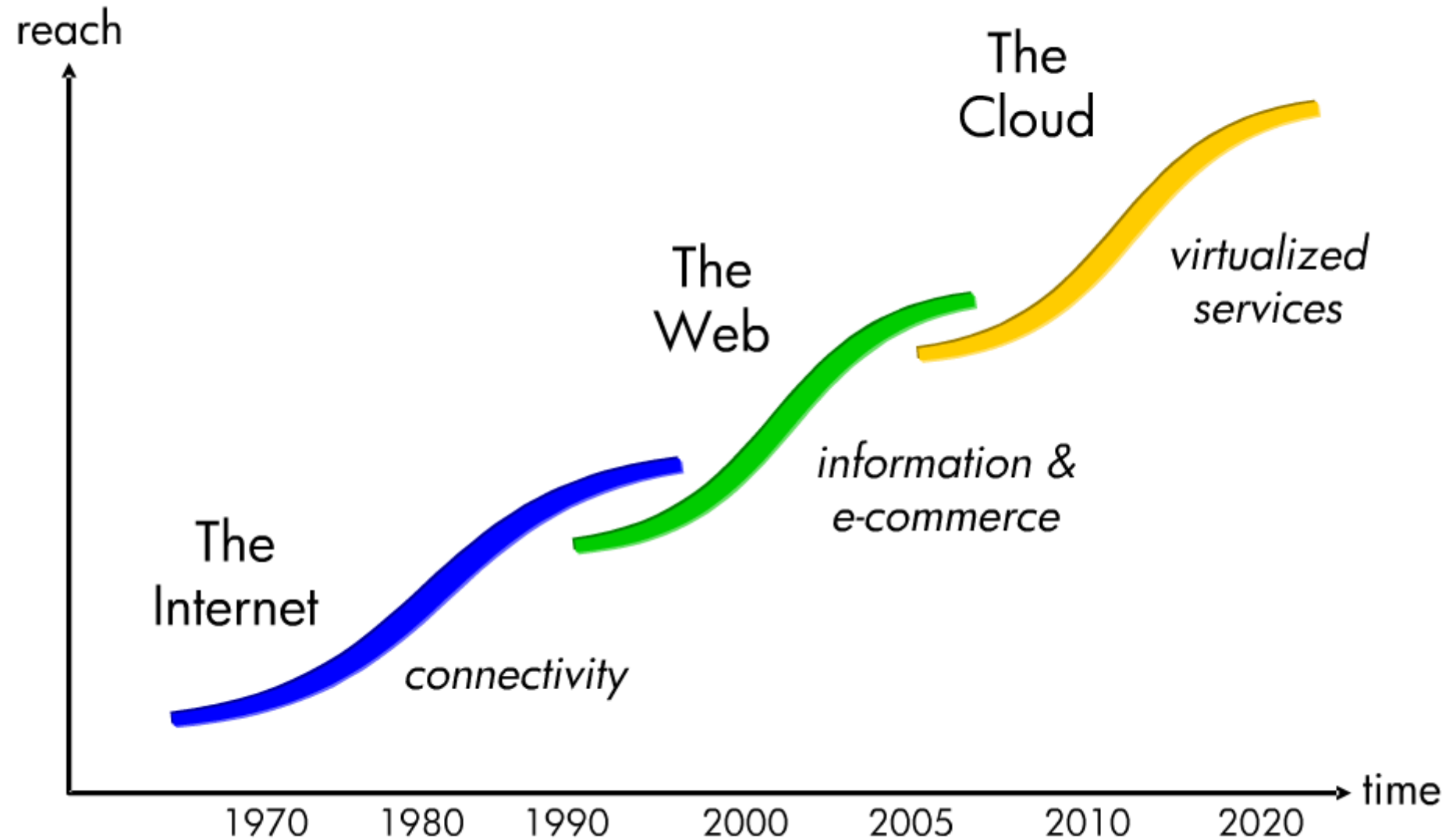
Telephony

Communications

Information logistics

*...by accident you can actually be succeeding in a market you don't think you're in*

# THE THIRD GENERATION



# INFRASTRUCTURE 2.0

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## Communication beyond bit-pipe

- Unbundling of services and distribution will create an infrastructure market for distributing, transformation and storing of information
  - *A data logistics business*

## Internet scalable platforms

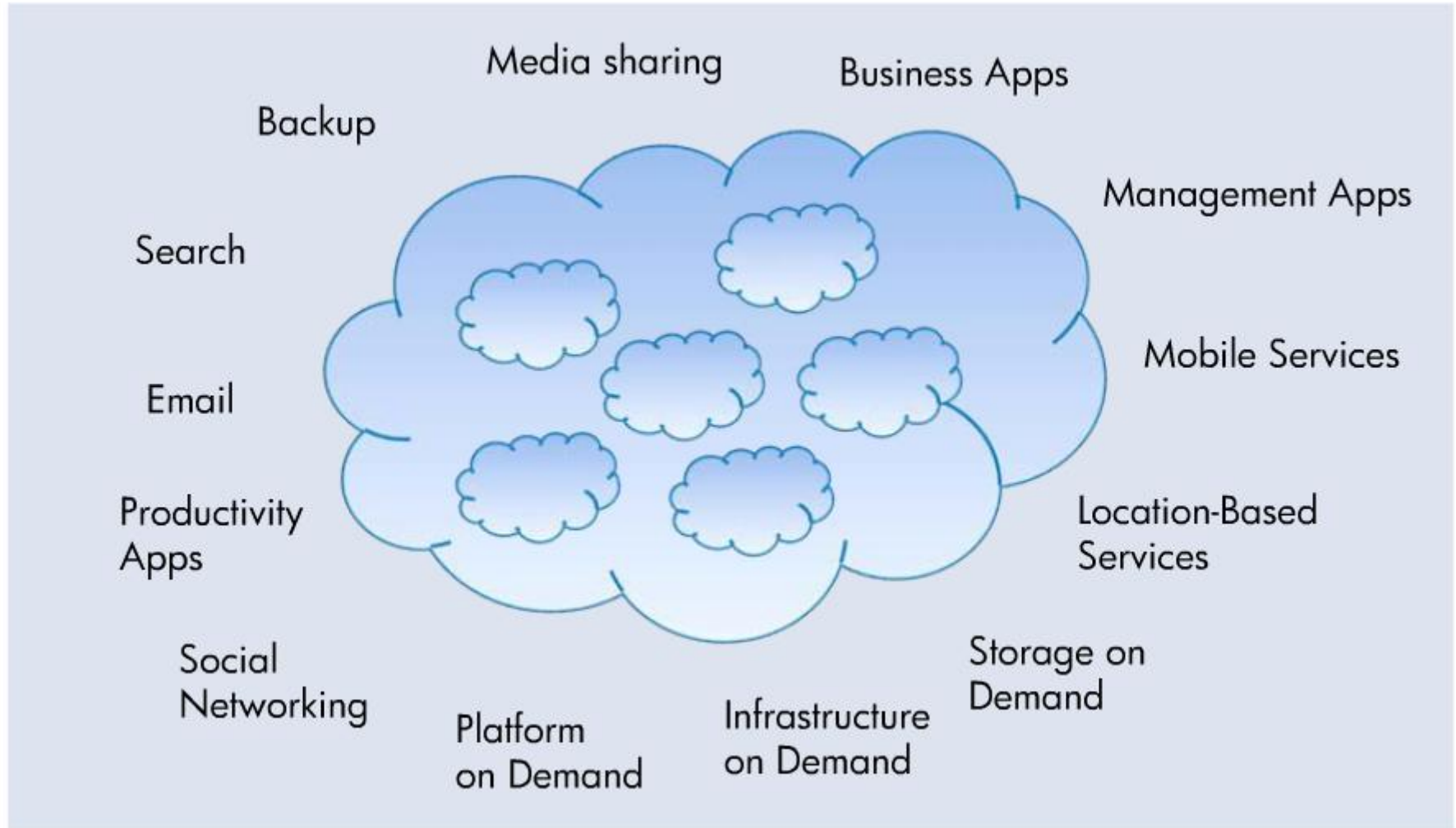
A (hosted) service delivery platform will emerge and take the complexity out of service delivery / doing business on the internet

## Brokering Services

Middle man roles will appear to hide complexity of different telco network out of the "cloud"

**End-game: Running services above the level of any single network...**

# IT AS A SERVICE – FROM THE CLOUD



# ERICSSON TO ENABLE BROKERED CAPABILITIES

## Mobile Networked Enterprise

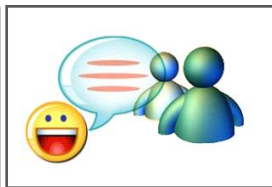
Capabilities



Identity



Location



Presence



Payment



Messaging

Services  
Access & Core

Ericsson IPX™

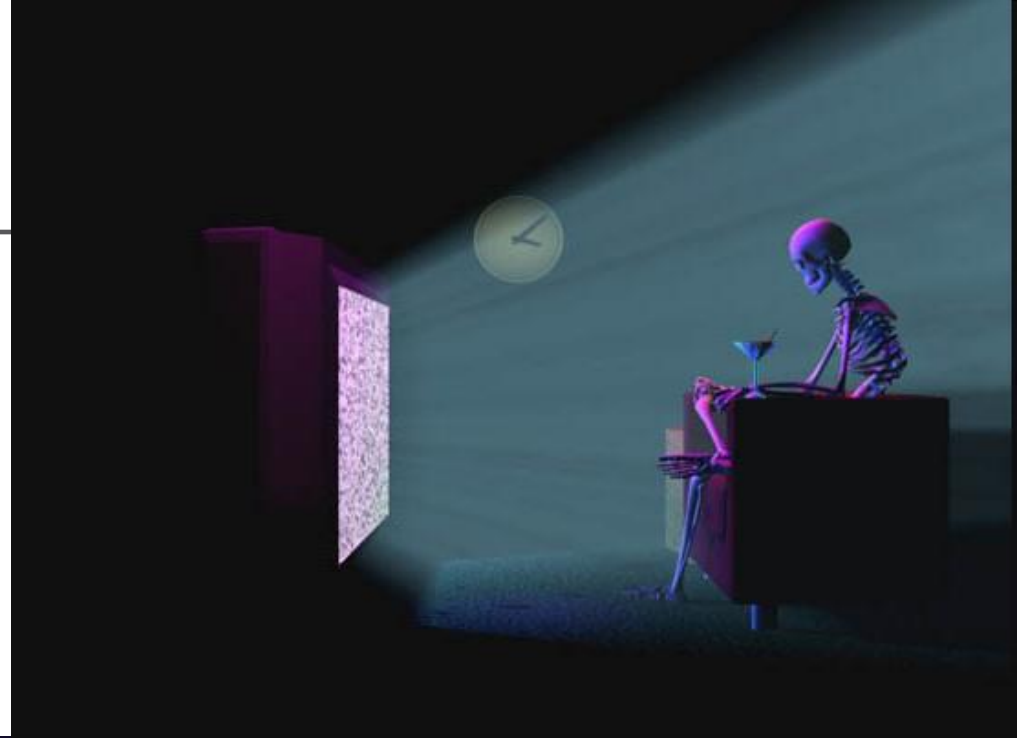
Network virtualization

Networked enterprise's customer base



# MANAGED TV

*... evolving at telecom "speed"...*



# "CLOUD TV"

*...over-the-top, evolving at Internet speed*





**ERICSSON**