

THE NEW TELCO ROLE IN AUTOMOTIVE INDUSTRY



Date: 14th Feb. 2017

Name: Oscar Falkman

TELE2
Makes IoT happen

TELE2 IoT

The orchestrator of a smarter world

400+
operators

100+
experts

300+
customers

100+
partners

Devices
in 160+
countries

TELE2

Makes IoT happen

Classical telco experience (unfortunately)



Cost of Managing Multiple
Connectivity Suppliers



Operator
Lock-in



Long Term
Deployment



Connectivity Cost
Optimization over Time

Multi-sourced connectivity challenges

TELE2



Telefonica



Difficult to monitor quality and uptime



Optimizing and controlling costs is challenging



Multiple policy controls compromises security

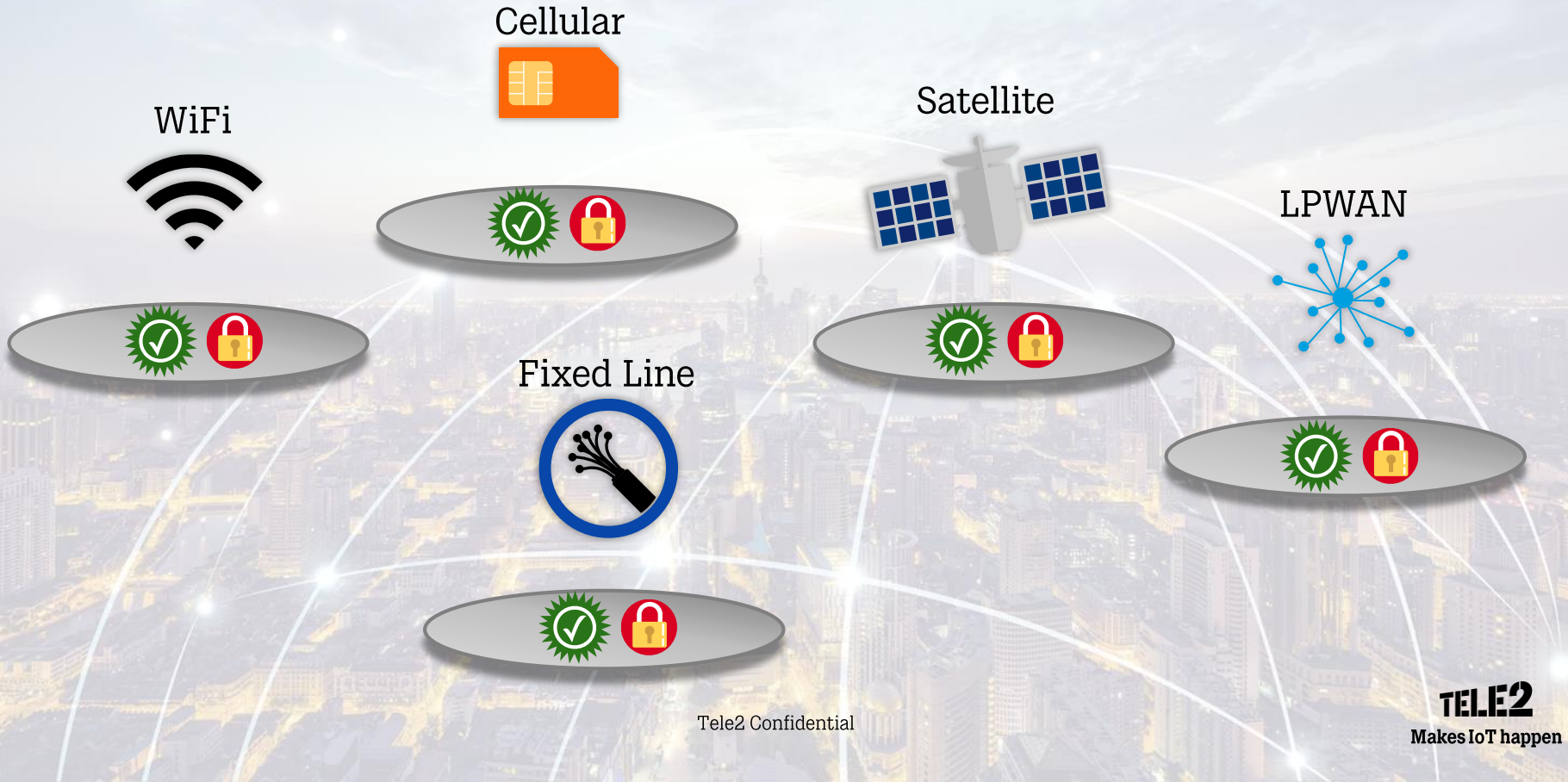


Managing platforms, stocks and logistics is complex



Multi-sourcing is a necessity for coverage, regulation, cost and leverage - but it imposes a large and complex management burden

Mixed Technologies challenges



But what should be a new telco role in the automotive industry?

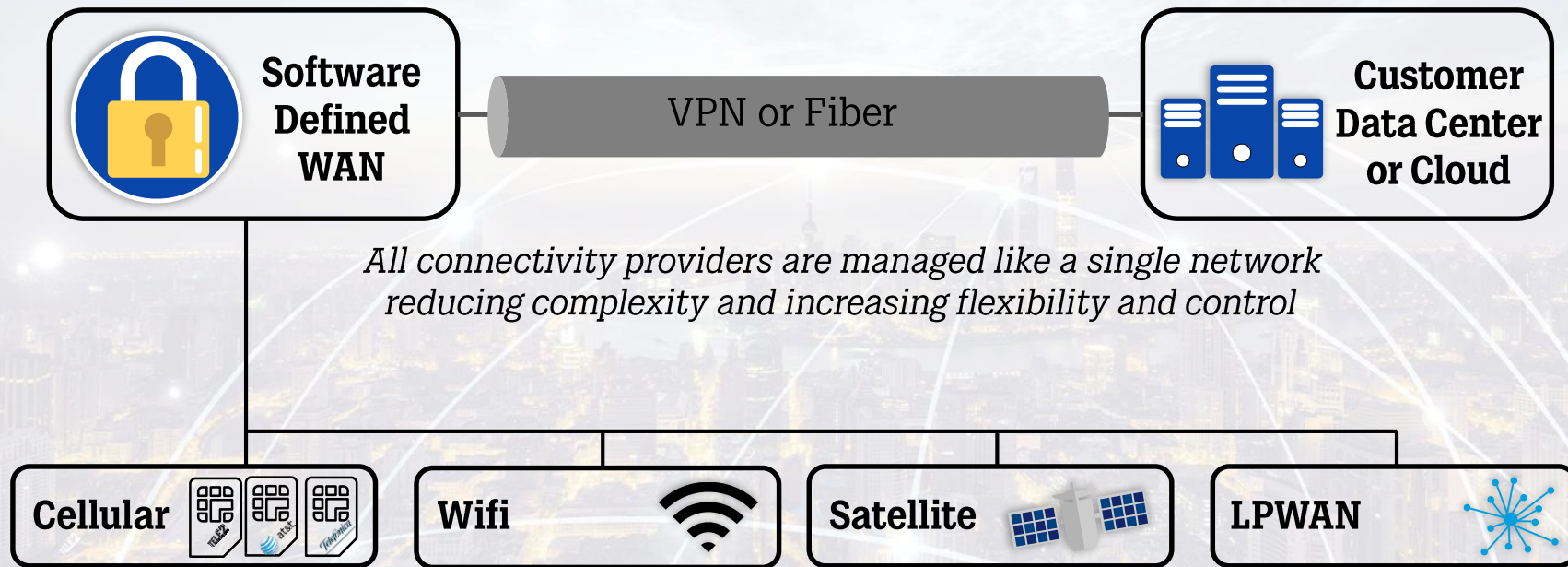


We created the mess, we see the complexity



The new way is to unify and make it smarter

Unified connectivity



Smarter connectivity



Analyze across operators & platforms

- Manage entire deployment
- View by operator and end customer



Control and optimize costs across operators

- Manage cost
- Identify & create savings

Smarter
connectivity



⚡ Platform APIs ⚡

Connected Device Platform
(Jasper, Ericsson)*

* - Vodafone GDSP, Verizon, Telefonica Smart M2M etc. coming soon



Manage ordering and deployment from a single view

- Deployment and activations trends
- Business growth and churn analysis



Monitor quality of service across your deployment

- Abnormal device behavior
- End customer experience

Connectivity - Unified and Smarter Summary



**Business and
Connectivity
Analytics**



**Software
Defined WAN**



One view of
customer experience



Single view of
growth and churn
risk



Manage everything as
one network and
security policy



Follow-up and
optimize all costs



Manage entire
deployment



One portal with a
complete connected
view

⚡ *Platform APIs* ⚡

Connected Device Platform
(Jasper, Ericsson)*

* - Vodafone GDSP, Verizon, Telefonica Smart M2M etc. coming soon

Cellular



Wifi



Satellite



LPWAN



TELE2

Makes IoT happen

To summarize



Stop further locking



Unify your connectivity



Make it smarter

MAKES IoT HAPPEN



Tele2 IoT



Tele2IoT



Tele2.com/iot

TELE2