

# From Ego systems to Eco systems

A business model approach to digitalization

# Digital is creating a new playing field

Old disruption



10X  
the innovators



1/10<sup>th</sup>  
the cost



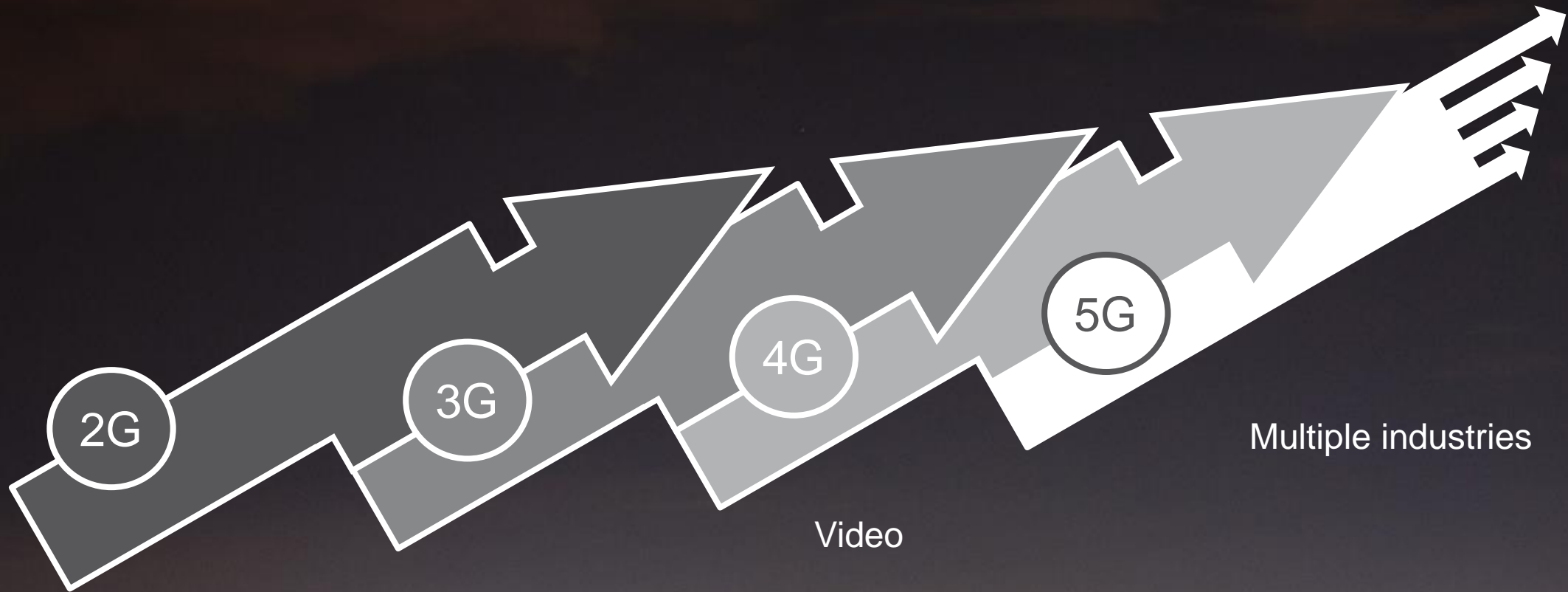
100 times  
the impact

Digital disruption





# 5G – enabling digitalization and transformation



Multiple industries

Video

Browsing

Voice





# 5G FOR INDUSTRIES

## Collaborations



### 5G<sup>I</sup><sup>2</sup>

Ericsson, Intel Corporation, GE and Honeywell have teamed up to launch the 5G Innovators Initiative (5G<sup>I</sup><sup>2</sup>), described as 'an open industry initiative designed to create transformative experiences that change lives, businesses and society'.

### 5G for Europe

Delivering research, innovation and industrial pilots enabled by 5G including transport and automotive, IoT, utilities, public safety, public infrastructure and retail – Zuchetti, Weiss Robotics, and more.

### 5G for Sweden

5G program with industry and academic partners, including Volvo, Boliden, SICS, Scania, Saab, SKF. We apply ICT in industrial processes, products & services





**40%**

think digital will change their business model completely or have massive impact

**67%**

ranks IoT in top 3 of technologies impacting their business the next coming 3 years

**71%**

sees digital change the industrial structure and change in profit pools in their markets

**68%**

think digital will change the organizational structures the next coming 3 years



because....



digital now changes everything...



how we do things





what we produce



changes business models



transforms industrial structures





changes laws and regulations



how we organize



how we compete





how we collaborate



how we innovate



alone ≠ strong





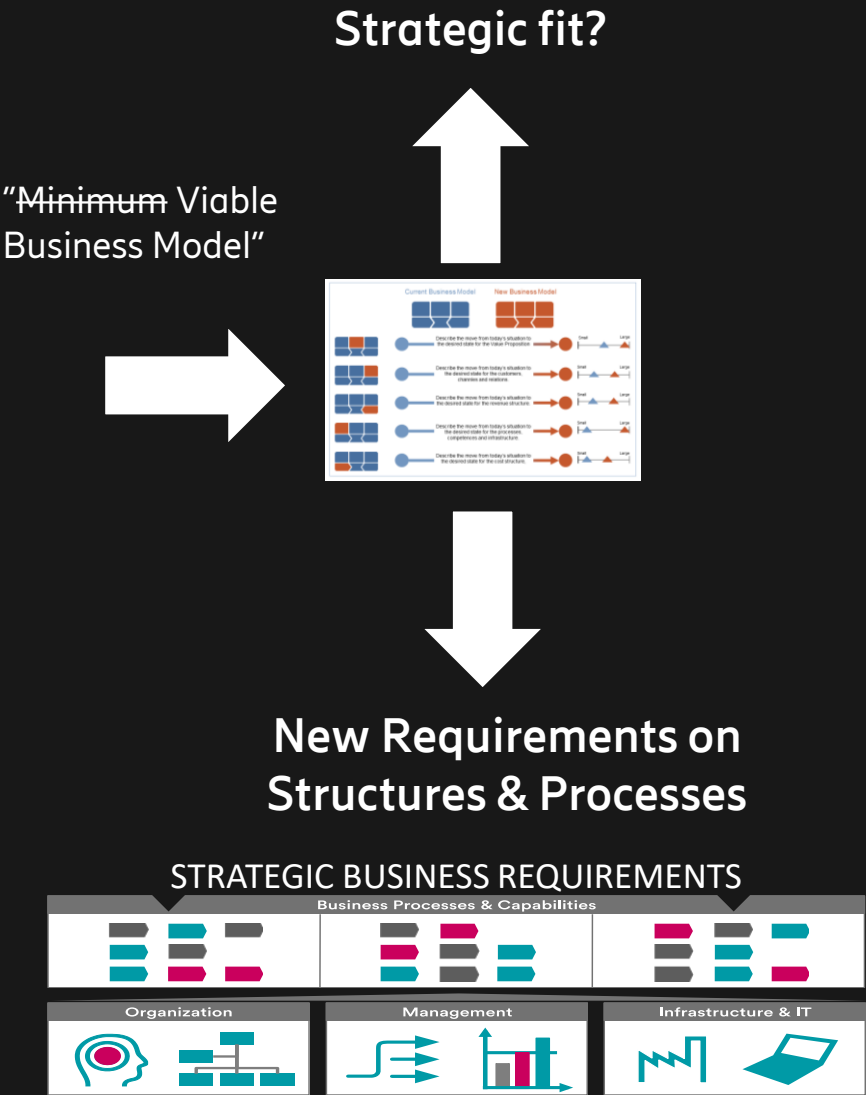
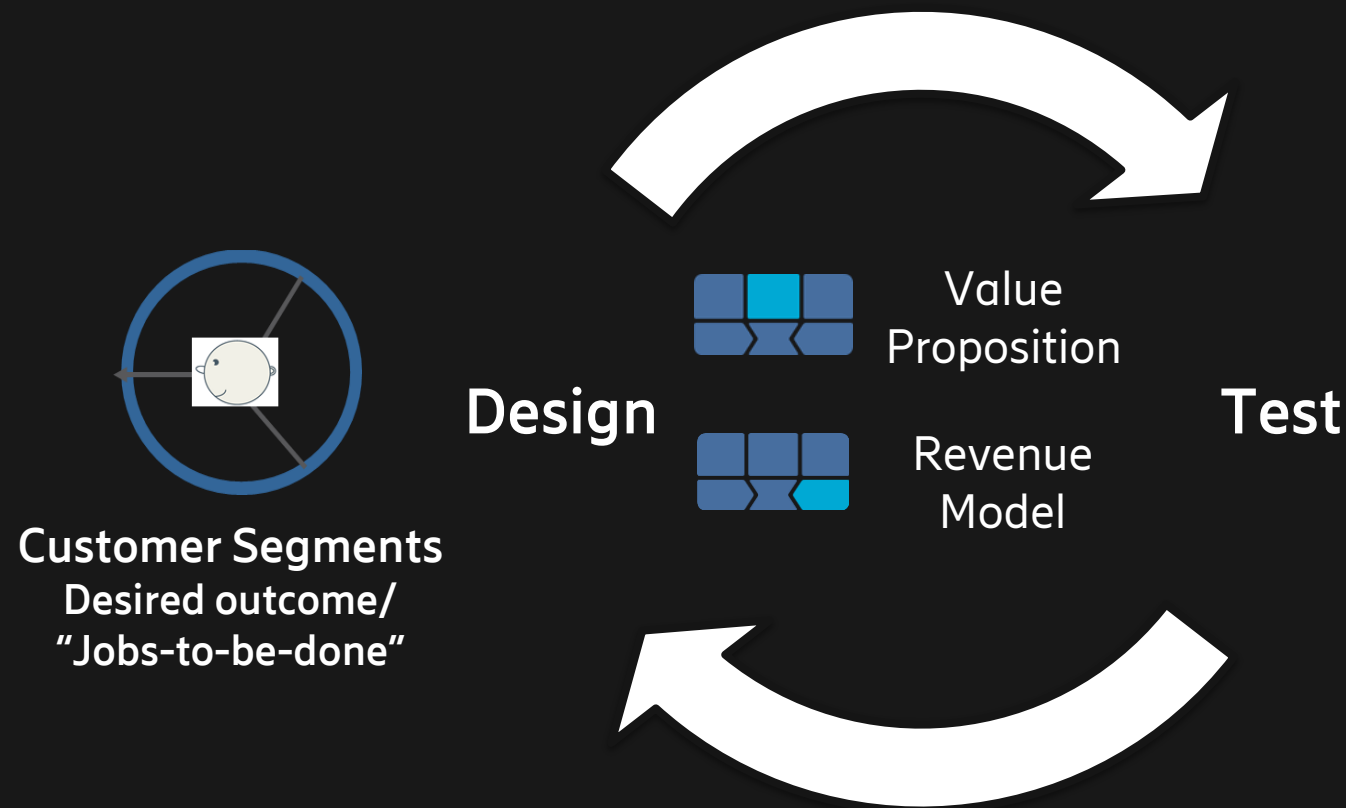
It requires looking at the industry with fresh eyes and understanding how digital can help to build a better and more strong business than the traditional.

This is a hard lesson for many established companies to learn. It involves going against much of what has made them successful in the past.



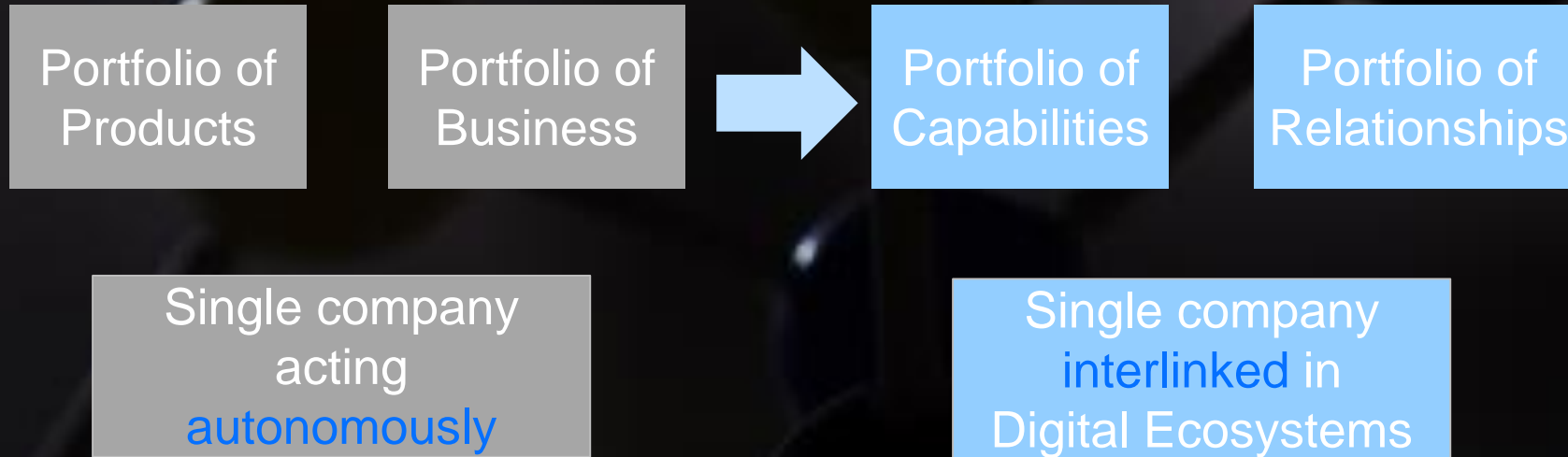
**Business Models  
are often  
[HardCoded]**

# Minimum Viable Business Model



# From Ego systems to Eco systems

- shifting framework and strategic conversation



# Findings and learnings

