


CLOUD, A BUSINESS ENABLER FOR TRANSFORMATION




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Today, software is the primary way
you engage customers

Your business
is your software

... and every company is
now in the data business

A long-exposure photograph of a city at night. The foreground shows a multi-lane highway with vibrant red and orange light trails from cars moving away from the viewer. In the background, a dense urban skyline is visible under a dark blue sky, with several skyscrapers illuminated. To the right, a harbor area is visible with numerous sailboats docked and a few cranes. Streetlights and traffic lights are visible, casting a warm glow. In the top right corner, there is a white icon consisting of three horizontal bars.

Globally enterprises want
to move to cloud computing...

...to deliver the speed and *immediacy* that their
customers demand, while realizing the new
economics of cloud computing

THE WORLD'S LARGEST ENTERPRISES HAVE NOT FULLY EMBRACED CLOUD

17%

operate a
hybrid cloud

16%

ERP workloads
on cloud

27%


digital
commercial apps
on cloud



CONCERNS ABOUT
GOVERNANCE ARE HOLDING
BACK THE WORLD'S LARGEST
ENTERPRISES FROM EMBRACING
CLOUD COMPUTING

74%

of enterprises concerned about cloud security/governance

A high-speed train, possibly a Shinkansen, is stopped at a station platform. The train is white with red and purple accents. The platform has a wooden bench and a metal railing. The background shows the station structure with many vertical supports. The text is overlaid on the image in white.

Today, executives are being forced
to choose between *speed* and *risk*

Leverage cloud to deliver software at a
faster pace, and expose the company
to higher levels of risk... OR

Mitigate risk by burdening IT
with policies that slow down
development efforts in the cloud

IMAGINE AN INDUSTRIAL-GRADE CLOUD...



YOU CAN TRUST



WITH KNOWN PERFORMANCE



WITH KNOWN ECONOMICS



WHERE NEEDS OF THE BUSINESS DRIVE BEHAVIOR



THAT'S ALWAYS AVAILABLE



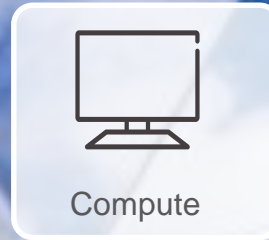
THAT DOESN'T BREAK THE LAW

The background features a dark blue, starry space-like environment. In the foreground, there are several glowing, 3D-rendered circuit-like structures. These structures consist of thick, white lines that form various shapes, including circles and rectangular paths. One prominent structure on the right side is illuminated with a bright blue and purple glow. The overall aesthetic is high-tech and digital.

IT'S NOT ABOUT A
"CLOUD" STRATEGY,

IT'S ABOUT A
DIGITAL
INDUSTRIALIZATION
STRATEGY

CLOUD AS A UTILITY MODEL



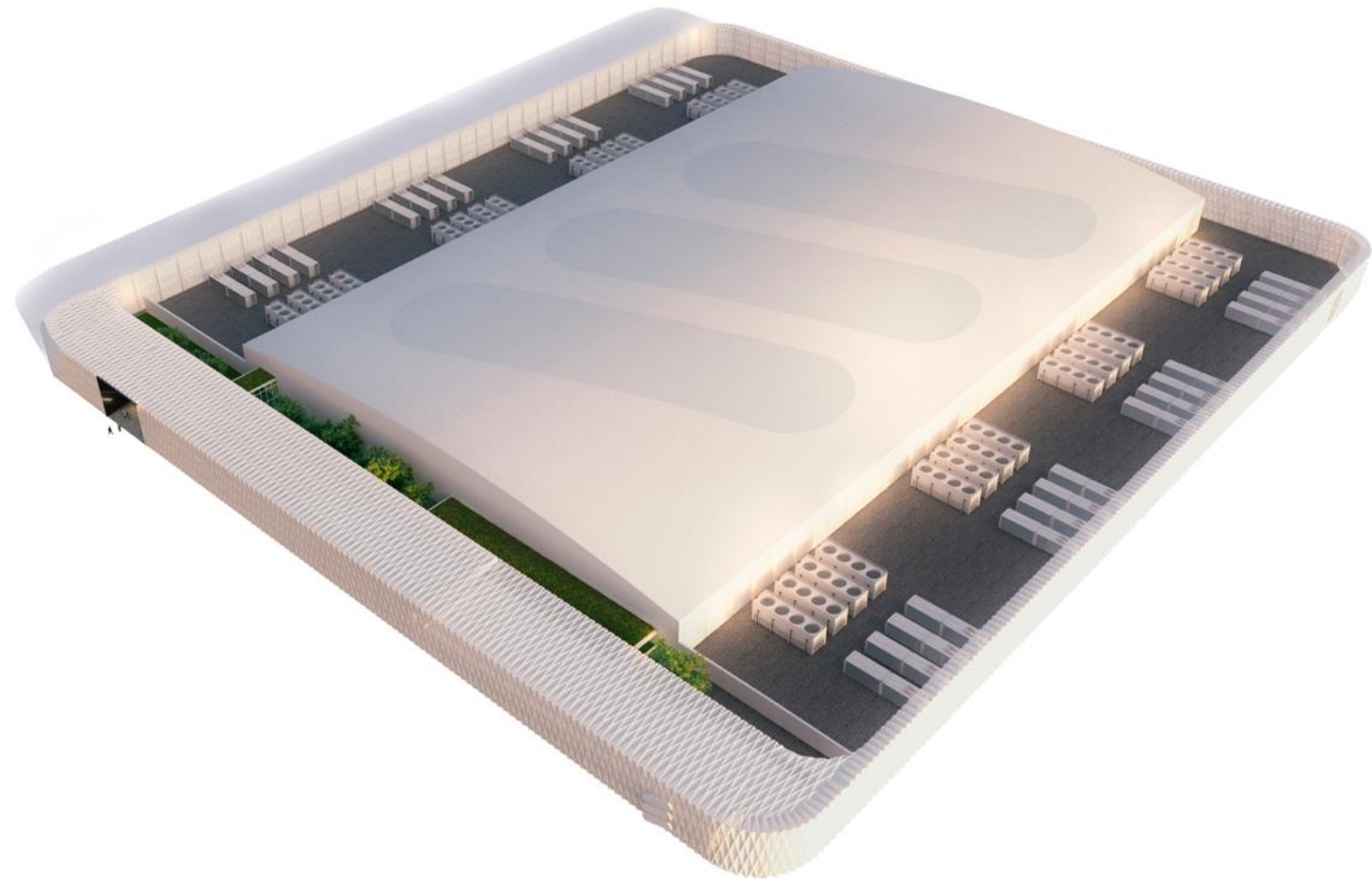
The cloud is the utility model for
Information Technology

Workloads move from private data centers to
service providers offering public cloud services

IN THE 21ST CENTURY, DATACENTERS ARE THE NEW FACTORIES



For most they are designed and treated as “just a building with a lot of IT equipment.”



ONE NETWORK – MULTIPLE INDUSTRIES



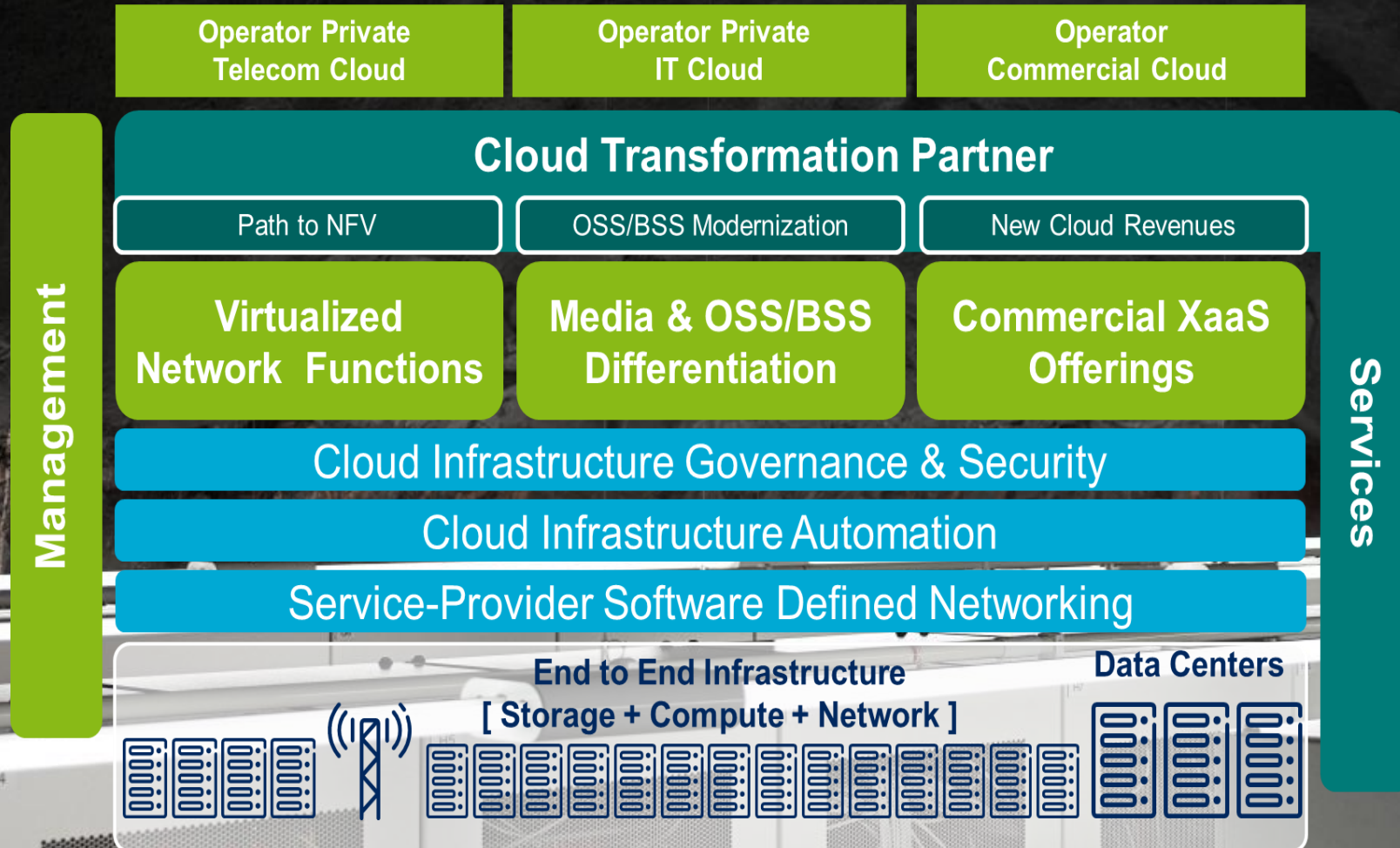
From Vertical to Horizontal Networks

NFV & SDN an enabler for Network Slices



A common network platform with Dynamic and Secure Network Slices

ONE SOLUTION – ALL WORKLOADS – ALL INDUSTRIES



Cleversafe™

sentilla

openstack

guardtime

OPEN DAYLIGHT

FORGEROCK

OPNFV

APCERA®

CANONICAL

MIRANTIS

intel

PLURIBUS NETWORKS

CLOUD FOUNDRY COMMUNITY

ETSI World Class Standards

IETF

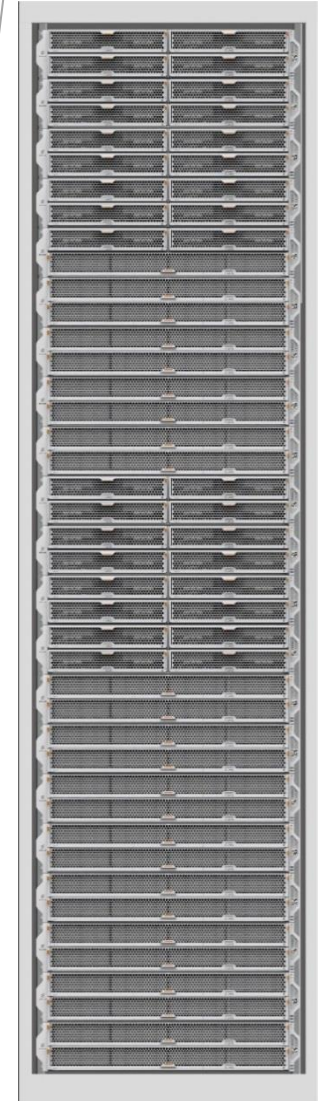
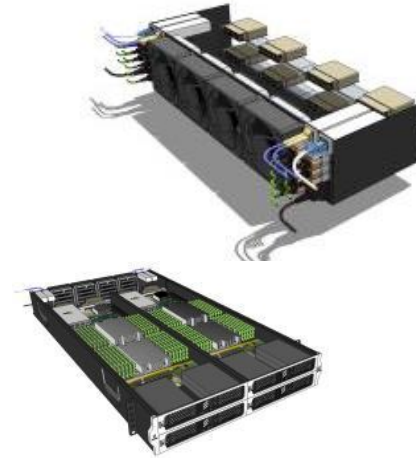
tmforum

ERICSSON HDS 8000

BASED ON INTEL® RACK SCALE ARCHITECTURE



- › **Worlds first** commercial disaggregated datacenter solution using Intel Rackscale Architecture and fully optical server backplane.
- › Ericsson's next generation data center infrastructure platform.
- › Next-gen hardware life-cycling and workload optimization capabilities
- › HDS Command Center for hyperscale DC management
- › One platform for all workloads



CONNECTING OCEANS

Case: Maersk, Industries, Shipping



Connecting the Maersk fleet with state of the art satellite-based communications system in order to improve fleet management and efficiency.

Key challenges:

- › Oceanic white spot
- › Reliance on point to point
- › Security and precision



**Global connectivity
& service capability**



**Shared platforms
& future proof
scale**



**Managed
services 24/7**

CONNECTED VEHICLE CLOUD

CUSTOMER CASE - VOLVO



ERICSSON CLOUD COMMITMENT



Capability Investment

- 1000+** Cloud Developers
- 600+** Principal Solution Architects
- 500+** Experts in Research, Stds & Tech Strat.
- \$1B** Investment in 3 ICT Centers
- New Business Unit Cloud & IP**

Acquisitions, Investments & Partners

...more

Complete Service Provider Cloud offerings

Cloud Transformation Partner

- NFV
- Operator IT Private Cloud
- Operator Public Cloud

Industry Ecosystem

Active in all NFV working groups - editors of Portability & Replicability and Availability Framework, responsible for PoC Framework

IETF Chairman & actively contributing on SDN working groups: L2VPN, L3VPN, NVO3, I2RS

Platinum Board Member

Gold Level Sponsor

Gold Level Board Member

Actively contributing to Neutron (Quantum) WAN support

Co-editor of OVF 2.0 whitepaper

OPEN NETWORKING FOUNDATION

A GLOBAL INITIATIVE



ERICSSON