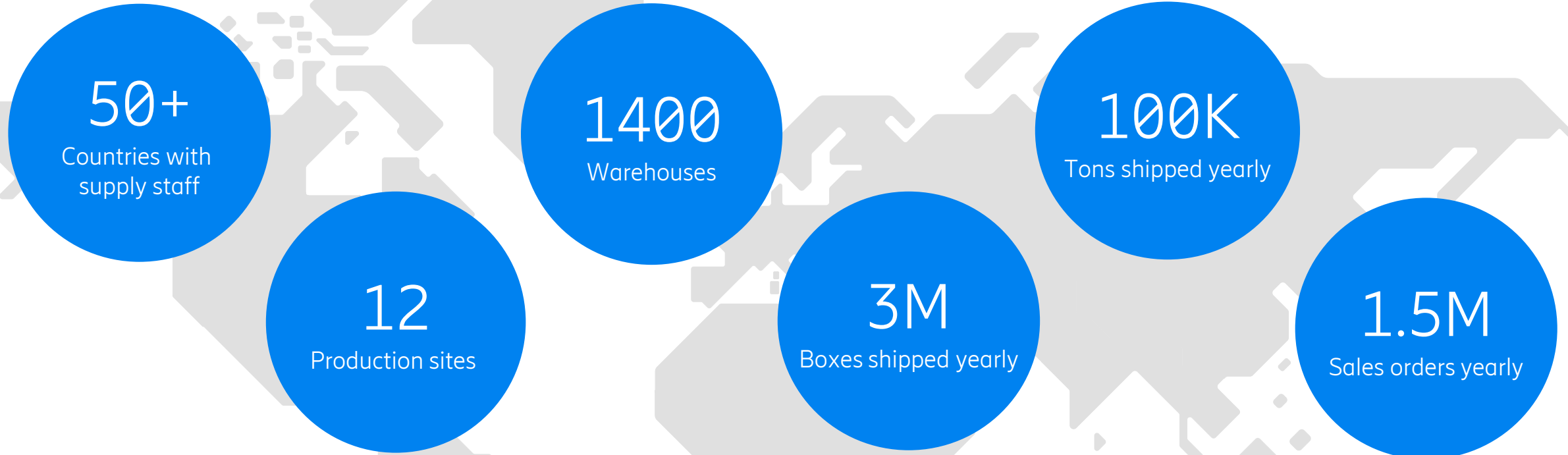




# The benefits of data sharing from the industry perspective

# Ericsson – A global shipper



## Service partners in logistics

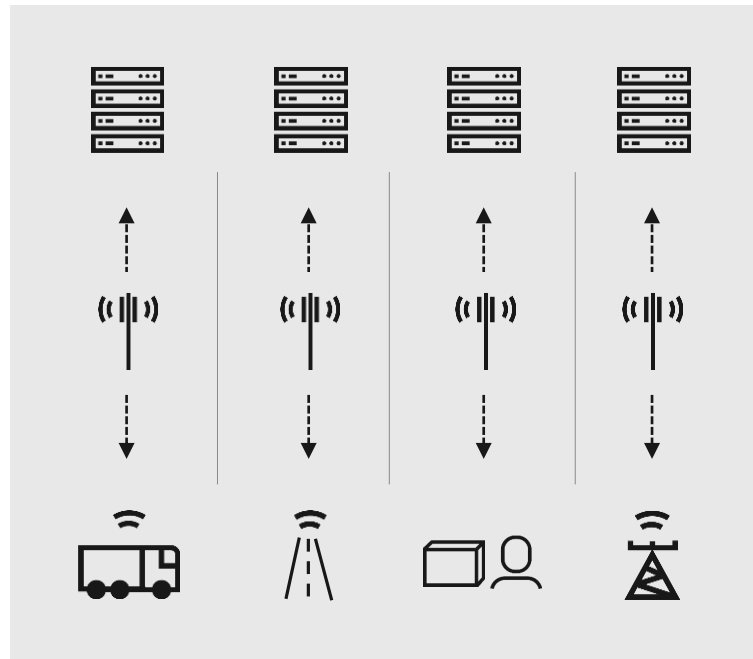
DBS Schenker	DHL	UPS	TNT	Panalpina	Kuehene + Nagel	FedEX
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1 Radio Base Station unit every 15 second

# Transforming transportation through digitalization and supporting UN Sustainable Development Goals

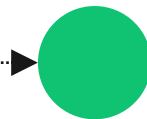
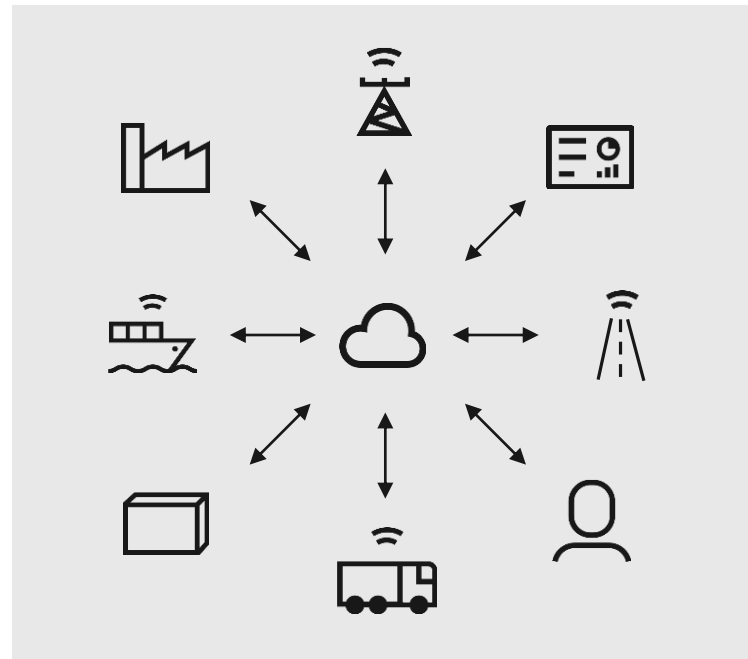


## Connected



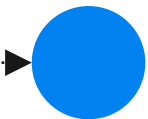
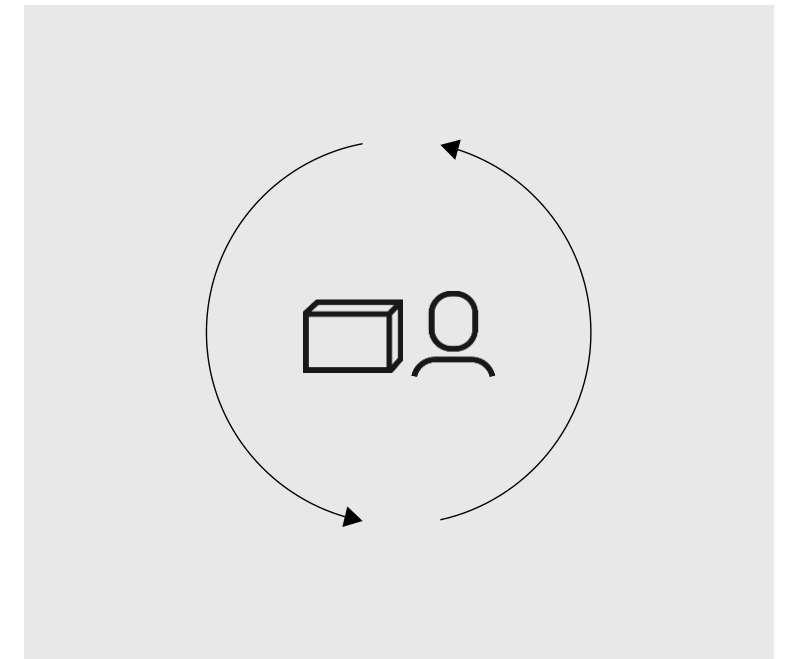
Connecting all assets of the transport system

## Cooperating



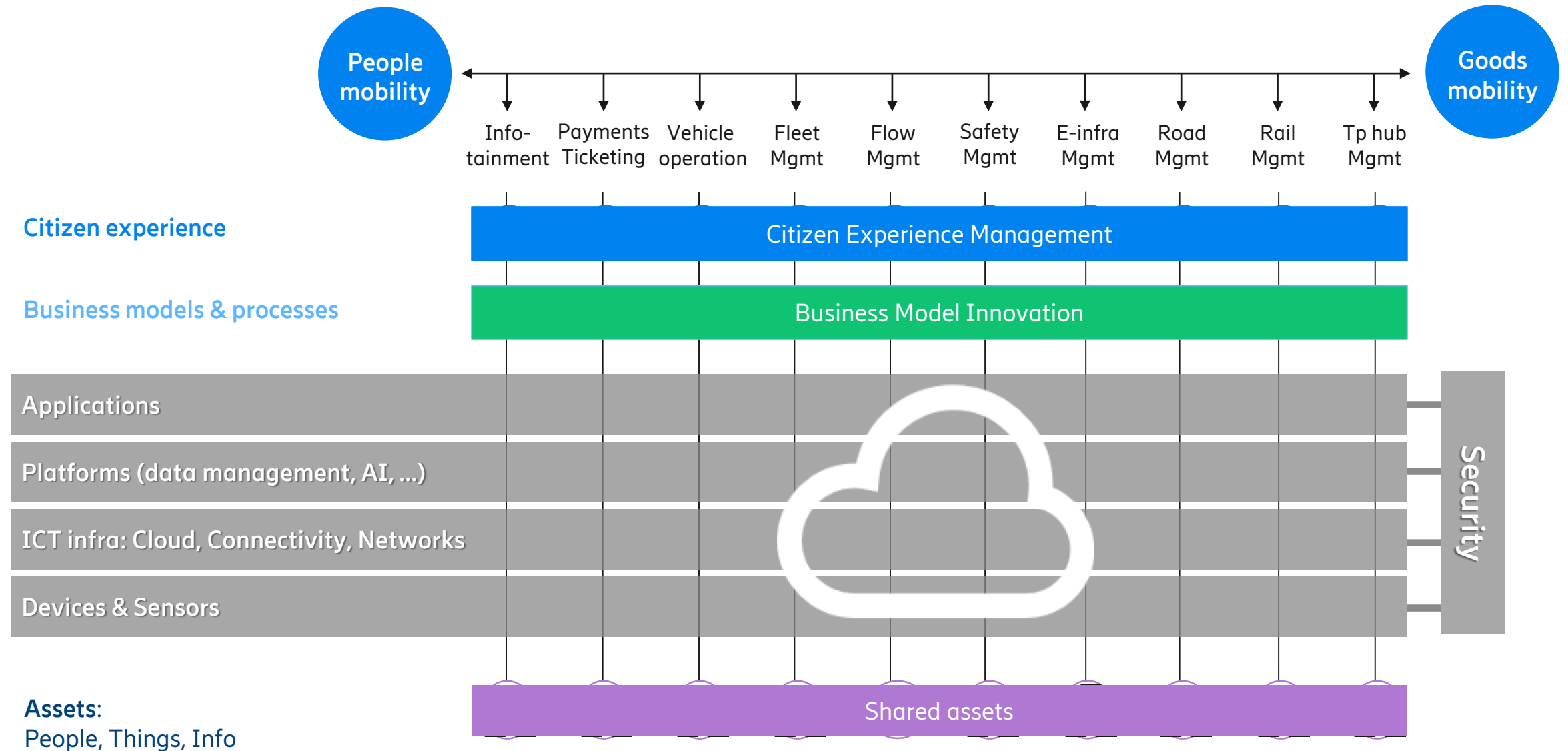
Enabling new multi-modal mobility services

## Automated



Operating automated, shared and sustainable mobility services

# Digitalization cross transport systems



# Digitization

## A Digital Representation of the real world



temp  
noise  
air\_quality  
occupancy  
energy  
water



vibration  
temperature  
traffic\_intensity  
surface\_condition  
noise\_level  
route\_to\_work



energy  
water  
waste  
CO2\_emission  
machine\_tear  
production



heart\_rate  
skin\_conductance  
calories  
gesture  
mood  
position  
movement



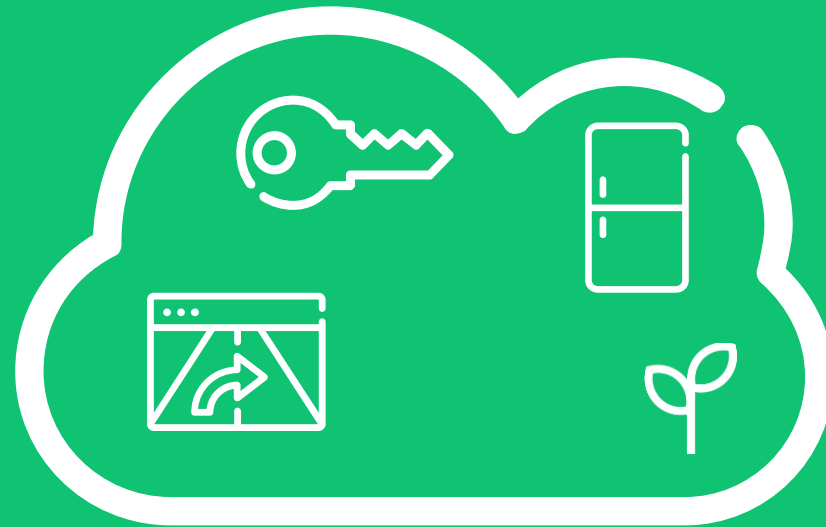
location  
occupancy  
fuel  
emissions  
speed



irrigation  
luminosity  
nutrition  
moisture  
pesticides



# Digitized assets enables transformation in logistics



# Connected Logistics Chain

You decide to share what, when and to whom



**Everything is a URL:**  
Access data at its source  
by linking to it



**Publish & Subscribe:**  
Each actor is in control  
of their own data



**Semantics & Ontology:**  
Dictionary bridging dialects,  
enabling everyone to talk to  
everyone

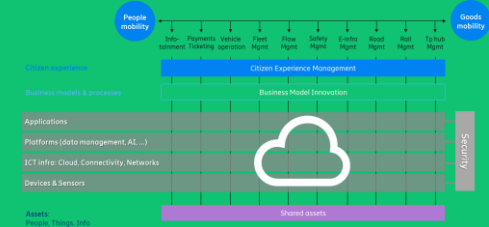
# Need multi stakeholder groups to define and develop the market through standardization



## > **Mobility centric:**

- SCOR (Supply Chain Operations Ref.model)
- DCF (Digital Cargo Forum)
- CCEM Platform, DTLF (EC)
- Drive Sweden (Strategic Innovation Program)

- Technology
- Operational models
- KPIs



3GPP

## > **Industrial centric:**

- IIC (Industrial Internet Consortium)
- Industrie 4.0
- IPSO Alliance

## > **Vehicle centric:**

- 5GAA (5G Automotive Association)
- EATA (European Automotive Telecom Alliance)
- AECC (Automotive Edge Computing Consortium)



