

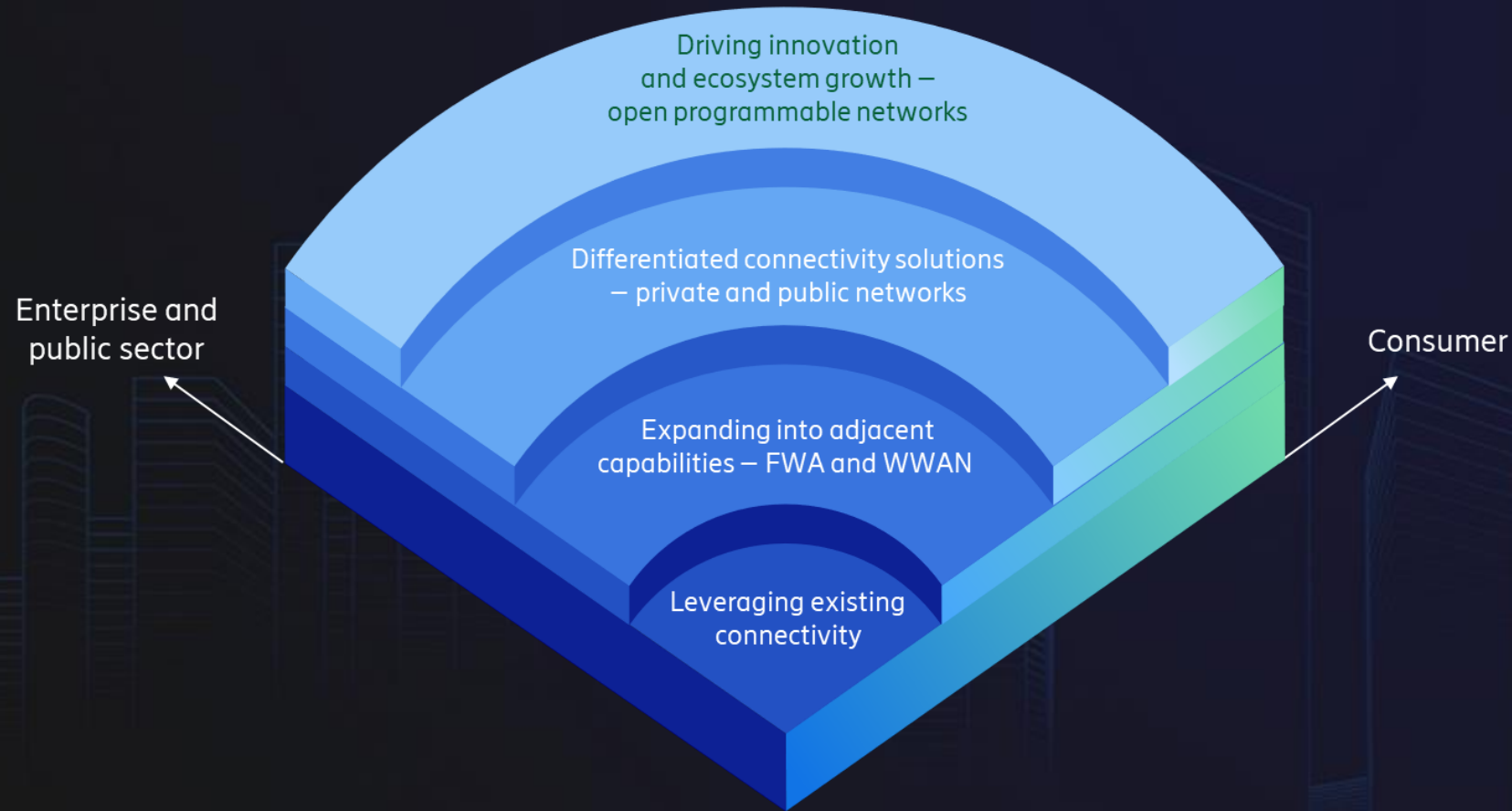


Network APIs Accelerating 5G Monetization

ERICSSON – TELEFOR BELGRADE 2024

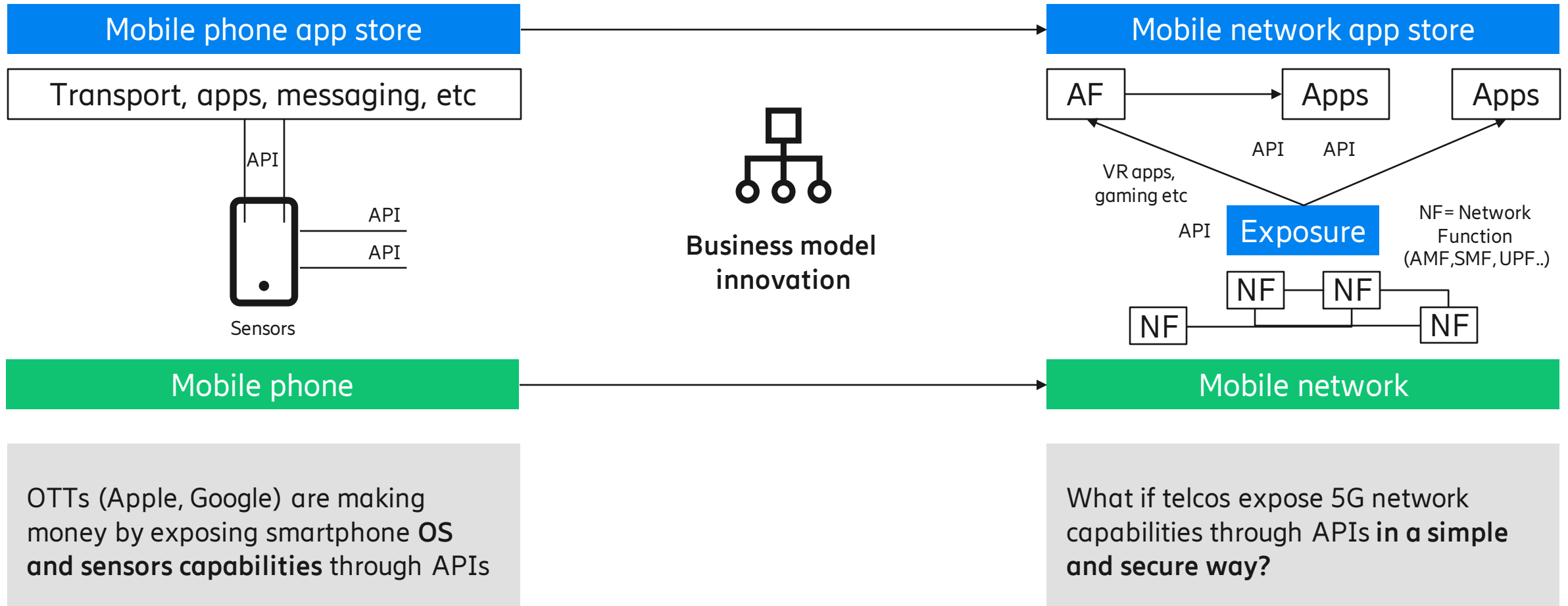
5G business horizons

New value pools to enable European Enterprises



Programmable Networks – Turning business intent into Enterprise value

The programmable network



Network Exposure: The Key to Programmable Networks and Innovation



What is "exposure" the buzz word?

Make network capabilities easily available for customers and partners to innovate on and unlock revenue



How to expose the networks?

Using APIs to hide the complexity of the network

GSMA Open GW, CAMARA and 3GPP are playing a key role



Core

OSS/BSS

Location
server

Why to expose?

Programmable
5G networks
(Differentiated
connectivity)



Creates new
revenue
streams



Enables new
business
models



What to expose?

APIs are not a new thing

Communication APIs



Messaging



Voice



Video

Network APIs



Authentication



QoS



Location

Ecosystem view: Key stakeholders



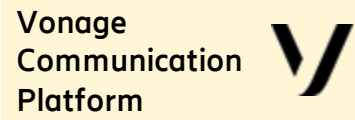
CSPs (Communication service provider)

- Operators will provide cloud-based platforms where the product content becomes available for retailers and distributors.



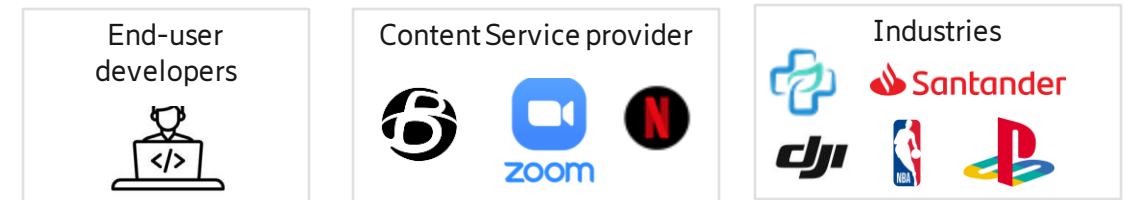
Aggregator Platforms

- Act as an intermediary through a robust platform that consolidates APIs from various operators.



API invokers

- The API invokers will be the developer's community or an enterprises which are integrating the usage of the network capabilities enabled by the APIs within their own applications.



Standardization roles

- These organizations are looking to set the standards to create a common market and requirements



Network APIs are a major opportunity for the industry and the momentum is accelerating



Example Use Cases



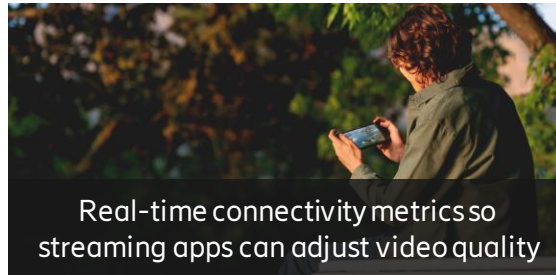
Simplified secure login



Location verification & reliability of connection for Point of Sale



Network authentication for strengthened fraud prevention



Real-time connectivity metrics so streaming apps can adjust video quality



Number Verify API



Location API



Device Status API



SIM Swap API



QoD API

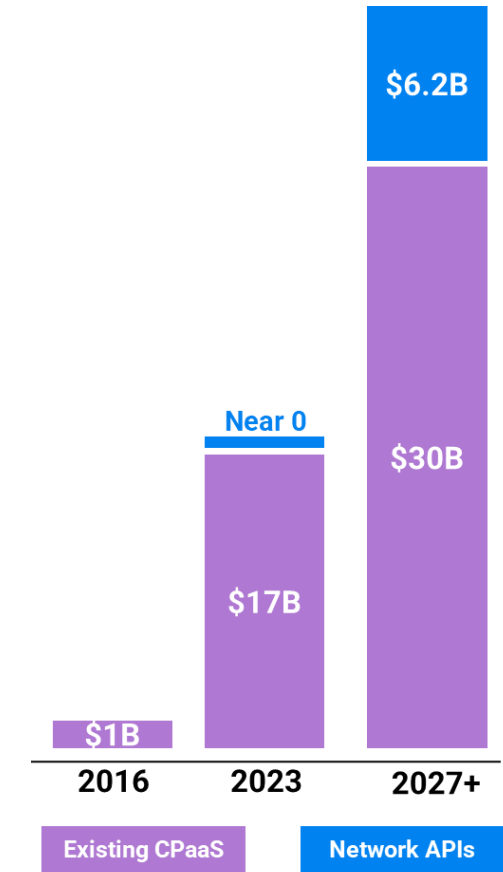
Industry Alignment

CAMARA Project – Linux Foundation

- ~ 392 active companies
- ~ 1100 participants
- ~ 30 API workgroups

Open Gateway – GSMA

- ~ 50 operator groups
- ~ 270 networks
- ~ 65% mobile connections
- ~ 30 networks launched APIs



Source IDC 2023

Market momentum for Data Boost building




AT&T turbo

Our best performance experience on the go

New performance data powers enhanced wireless connectivity for improved real-time responsiveness and smoother gameplay.

- ✓ Better reliability and stability
- ✓ Access instantly or set for a future date
- ✓ Only at AT&T

Req's compatible plan & device. May take up to 15 minutes after purchase to apply. Coverage not available everywhere. [See details](#)



Telia Norway

Data Boost

With Data Boost, you get unlimited data exactly when you need it. Choose between 1, 3 or 12 hours.

- ✓ Choose 1 hour for DKK 29, 3 hours for DKK 59, or 12 hours for DKK 99
- ✓ Can be purchased for Telia Mobil, Telia X, SMART, YOUTH and CHILD subscriptions, and Telia Bedrift, SMART Contract price and Telia Dobbelt
- ✓ Young people under the age of 29 with a Telia Mobil subscription get 2 pcs. 3-hour Data Boost per month
- ✓ 12 hours Data Boost for NOK 99 also available for Mobile Broadband*

*12 hours of Data Boost for Mobile Broadband only applies to subscriptions on sale from 18 March 2020.

This is how Data Boost works

The boost starts when you buy the package, and runs for 1, 3 or 12 hours - of course without any brake on the speed. We will send you a reminder before you are back to normal data use again.

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More power to your subscription

Would you like to try out the network's top speeds?




What is the Turbonappi service?

Turbonappi is Elisa's additional mobile subscription service that allows you to surf faster in your 4G and 5G networks when you need more speed.



What do you get with Turbonappi?




Turbo button makes remote work easier. It also allows you to make video calls to friends and binge-watch shows on Netflix without interruptions.



How do I order it?

You can order Turbonappi easily from the page without logging in. Payments can be made with a credit card or MobilePay.

Subscribe to Turbonappi easily

Turbo button 1000 M	Turbo button 600 M	Turbo button 300 M
DAY	WEEK	MONTH
Valid for 24 hours	Valid for seven days	Valid for 31 days
		
€ 1.99 /24 h	€ 9.99 /week	19.99 €/month
<small>Valid for 24 hours. Includes VAT 24%</small>	<small>Valid for 7 days. Includes VAT 24%</small>	<small>Valid for 31 days. Includes VAT 24%</small>
ORDER HERE	ORDER HERE	ORDER HERE

Identity & Fraud API cluster



Number Verify

Transform the mobile number into a verified identity credential using the secure element (SIM) in the end-user's mobile device

Sim Swap

Determines when a SIM Swap was last performed on a mobile number

Device Status

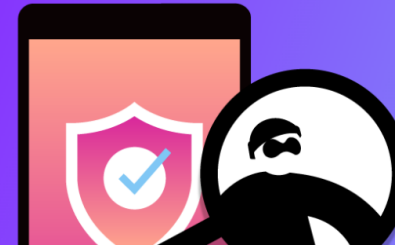
Confirms whether the device is roaming and country it is in and confirms whether the device is reachable by data or SMS.

Location verify

The API allows an application to check if a mobile device is in proximity of given location.

Vonage Fraud Protection Solution with AWS

The Vonage Fraud Protection solution is built on top of Vonage Network and Communications APIs, with support from AWS capabilities like Amazon Rekognition and Amazon Bedrock.



Fraud protection using a combination of Network APIs along with additional capabilities from AWS.

- Capabilities can be used individually or combined.
- Use cases related to Ecommerce, Point of Sale, Contracts and Commerce


Addressing developers' pain points

Different use cases require different approaches
As an industry, we must strive to solve developer pain points


Examples



Localized connected manufacturing



A gaming service looking to offer on-demand enhanced AR-based features



An international automaker looking to launch C-V2X-based use cases

Use case type

1 Operator

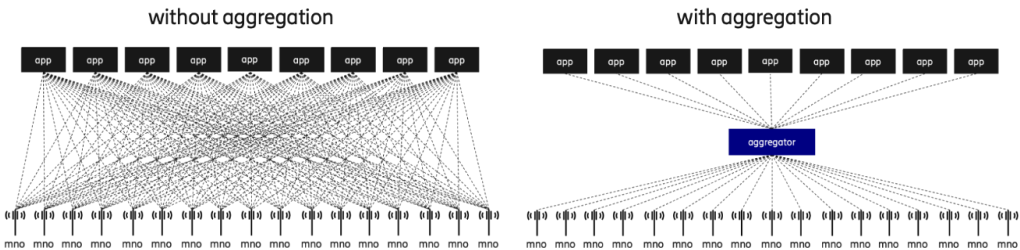
1 Country

Multi-operator

1 Country

Multi-operator

Multi-country



Developers' Multi-CSP challenges

1. Manage multiple CSP relationships and contracts
2. Offer globally uniform experience
3. Integrate and harmonize across many CSPs
4. Track and manage multiple network SLAs

Accelerate the world's ability to connect



Accelerate Network APIs adoption with a Global Network Combiner Platform

Recent Announcement Global Network API Platform



New Venture

Shareholders



Channel Partners



Combine and sell Network APIs globally for developer platforms, anywhere on any network.



Significantly simplifies access to Network APIs
Accelerating market development.



Represents a major step towards delivering network APIs at scale.



Further CSPs and channel partners are called to join this new venture as commercial partners.

Summary



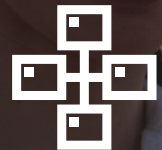
Network APIs are a great tool for CSPs to monitor network capabilities



Ericsson has partnered with like-minded CSPs to accelerate adoption of these APIs



Expansion into other geographies and channel



5G SA is a fundamental driver for differentiated, on-demand personalized services

