



**Invitation**  
**TeliaSonera Business Day 2013**  
**January 30th**

A Connected Society: One billion connected devices in the Nordics and the Baltics by 2020 –  
What are they, and how will we use them?

**The Stockholm School of Economics in Riga (SSE Riga), the TeliaSonera Institute at SSE Riga, and TeliaSonera cordially invite you and members of your organisation to attend the TeliaSonera Business Day event - A Connected Society: One billion connected devices in the Nordics and the Baltics by 2020 – What are they, and how will we use them? What are the business opportunities?**

Machine-to-machine (M2M) is like the Internet – it will be incorporated into everything around us. This includes work, learning, playing, and health care, and quite simply it will be part of our everyday lives. M2M is also integrated with the Internet. Just as people are communicating by using the Internet, machines and other devices are also becoming more Internet-dependent.

There are different purposes for M2M. Its application can enhance or create new processes in particular businesses and industries, for example by measuring inventory in stores and automatically placing orders. It has the potential to change entire industries by enabling new services and business models, by assessing how people drive, and by reinventing the way insurance premiums are calculated. In addition, M2M could have a direct impact on individual quality of life by providing new tools for monitoring health in real time – something that will also contribute to a more efficient healthcare system.

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## **Speakers:**

**The speakers will, in a non-technical way, present how M2M will affect our daily lives, open up new business opportunities for entrepreneurship, and provide examples as to how M2M can contribute to sustainable development.**

**Miguel Blockstrand**, Director of Product Line Device Connections, and responsible for the M2M portfolio at Business Unit Networks at Ericsson. Implementing new technologies has been a common theme throughout Blockstrand's career. He has, prior to his current role, been responsible for defining and implementing strategies for Mobile TV and IPTV. Being at the forefront of technology, he has accurately predicted the impact of video and TV clips on mobile networks. In his presentation, Blockstrand will focus on his vision for a Networked Society, including its goals and driving forces. What are the characteristics of today's M2M business and how is the business being transformed? What key challenges are the industry facing? The presentation will also provide case studies of industries which are leveraging M2M/ICT.

**Hans Dahlberg**, Head of TeliaSonera Global M2M Services, has extensive experience in this new growth area which span from applications to connectivity. As a representative of one of the infrastructure suppliers, Dahlberg can provide insight into what happens and what is needed when, over time, more and more mobile devices communicate with each other.

**Per Bergman**, M2M - Business Unit Manager at FältCom, has extensive experience from the entire telcom value chain. In his presentation, he will provide a case study on how M2M solutions affect bus operators. Through M2M a bus can be seen as an IT platform, and this case study provides insights on how new technology can be implemented and how ecosystems relate to IT-platforms.

**Richard Savage**, Director of Business Development at Qualcomm Europe, and Managing Director of the Qualcomm Sweden Branch, has a background in the telecom and IT industry that has provided him with unique knowledge of the European telecom industry, and the role of the user interface and how it related to user-friendliness. In his presentation he will provide a case study from the healthcare sector. The eHealth Business Case, in which Qualcomm Life is collaborating with Telbios, will highlight the advantages gained by using eHealth technology in today's world of a growing elderly population and concerns about rising health care costs.

**Edgars Grandans**, Director of B2B (sales, account service and solutions) at Latvijas Mobilais Telefons. Edgars holds a B.Sc degree from SSE Riga and M.Sc from the University of Latvia. Prior to joining LMT he has been a member of Strategy team at Lattelecom, a board member at If Insurance and an entrepreneur. Mr. Grandans will share the experience of Latvia's leading mobile operator (more than 60% market share in B2B) in the field of M2M communications.

**The 2013 TeliaSonera Business Day will take place on Wednesday, January 30<sup>th</sup> at SSE Riga, from 13:00 to 17:00. A light lunch will be served at 12:00, followed by a closing reception.**

Please register at: [www.sseriga.edu/TeliaSonera\\_BusinessDay2013](http://www.sseriga.edu/TeliaSonera_BusinessDay2013)

We are looking forward to seeing you at the 2013 TeliaSonera Business Day!

Anders Paalzow  
Rector, SSE Riga



SSE RIGA

**Programme**  
**TeliaSonera Business Day 2013**  
**January 30th**

A Connected Society: One billion connected devices in the Nordics and the Baltics by 2020 – What are they, and how will we use them?

- 12:00 Registration and light lunch
- 13:00 Welcome address  
**Anders Paalzow**, Rector, SSE Riga
- 13:05 Presentation of the programme  
**Karlis Kreslins**, SSE Riga
- 13:10 Networked Society and M2M  
**Miguel Blockstrand**, (Keynote speaker) Director of Product Line Device Connections, and responsible for the M2M portfolio at Business Unit Networks at Ericsson
- 13:45 M2M Today and in the Future – Where is business coming from, and how can operators meet customer needs?  
**Hans Dahlberg**, Head of TeliaSonera Global M2M Services
- 14:15 Fältcom (Business case). A bus is an IT platform is an ecosystem: A case study from Sweden. What are the challenges for bus companies today? How do modern bus companies work with new technologies? How do ecosystems relate to IT-platforms?  
**Per Bergman**, Business Unit Manager, FältCom
- 14:45 Coffee break
- 15:15 Qualcomm (Business case). Qualcomm Life is defining and connecting the wireless health network to improve lives and advance the capabilities of medical devices. The eHealth business case focuses on how device connectivity and data management empowers medical device manufacturers to deliver wireless health quickly and easily to those who need it.  
**Richard Savage**, Director of Business Development at Qualcomm Europe
- 15:45 The experience of Latvia's leading mobile operator (more than 60% market share in B2B) in the field of M2M communications.  
**Edgars Grandans**, Director of B2B at Latvijas Mobilais Telefons
- 16:00 Round table discussion featuring the presenters led by **Juris Kaza**, News Agency LETA journalist
- 17:00 Summary and closing remarks
- 17:15 Reception