

Ericsson unlocks IoT Ecosystem with IoT Accelerator Marketplace

- Enabling massive adoption of Massive IoT is a stepping stone to making 5G a reality
- IoT Accelerator Marketplace boosts the potential for players in the Cellular IoT ecosystem to deliver value
- Easy onboarding of partners and customer applications for service providers advancing to enterprise IoT. Application developers and application partners can easily and efficiently join the ecosystem and scale their business in a cost-efficient way

Ericsson (NASDAQ: ERIC) is launching the IoT Accelerator Marketplace to help address the need for collaboration within the digital ecosystem community and benefit developers and service providers alike.

For service providers, it is a catalog to find IoT apps from the global ecosystem to offer enterprise customers and provides shorter time to market for new offerings to their enterprise customers.

For application developers and application partners it is a window to an IoT ecosystem to connect with service providers through one single platform, exposing global cellular connectivity APIs. It also includes monetization and settlement capabilities to facilitate monetization and billing across the ecosystem.

Carrie MacGillivray, Group Vice President, Internet of Things & Mobility at Market Intelligence firm IDC, says: "Communications service providers are racing to scale and differentiate in the fast moving IoT market. It's necessary for these service providers to have a robust developer ecosystem that helps them compete. For developers working across multiple service provider networks and platforms, the challenges of fragmentation are addressed by utilizing APIs that apply globally and are consistent across all mobile networks."

Jeff Travers, Head of IoT, Ericsson, says: "The launch of IoT Accelerator Marketplace will unlock the potential for different players in the value chain to deliver value. It is another stepping stone to make 5G a reality by enabling massive adoption of massive IoT. This supports service providers as they seek to expose network connectivity IoT APIs and monetize these assets."

Application developers can benefit from a new go-to-market exposing their offering globally through Ericsson. This will enable app developers to scale their business and at the same time develop applications based on cellular connectivity APIs with added value for enterprises, such as fast and automated device and subscription onboarding, higher security, ubiquitous cellular coverage around the world improved for indoor utilization, and superior handling of battery life.

PRESS RELEASE
February 22, 2018



Service providers and application developers can request access to the IoT Accelerator Marketplace here: [IoT Accelerator Marketplace](#)

IoT Accelerator Marketplace is being demonstrated by Ericsson at MWC 2018. Ericsson's [IoT Accelerator](#) is a cloud-based horizontal offering comprising of platform services and professional services, for service providers. It provides continuous incremental functionality offered as a Service to enable agile creation and deployment of solutions for the Internet of Things.

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ERICSSON AT MWC

The do zone at Mobile World Congress 2018 is where Ericsson is showcasing the powerful engagement, value and growth that comes with innovation in 5G, IoT and digital operations. With our live technology demonstrations and customer collaborations, we're rolling up our sleeves and digging in. We're showing, not just saying, why emerging technologies are essential to maximize business potential. Join us live and online at www.ericsson.com/mwc