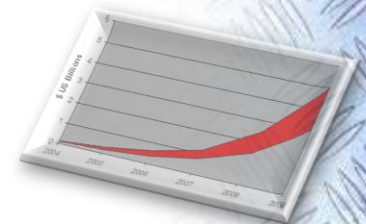


# Emerging IT Trends for Volvo

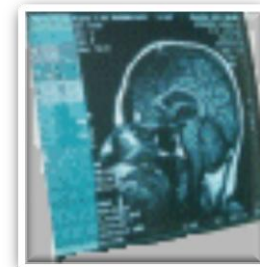
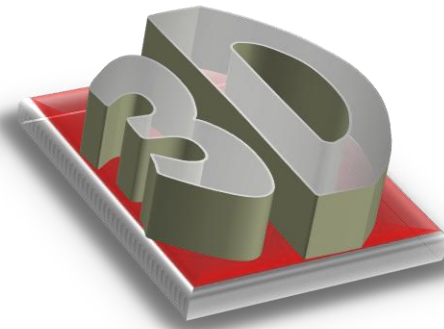
LET'S MAKE SURE



~5 years perspective



Virtual Life



Web 2.0



Micropayments

# Emerging trends for Volvo

## Background

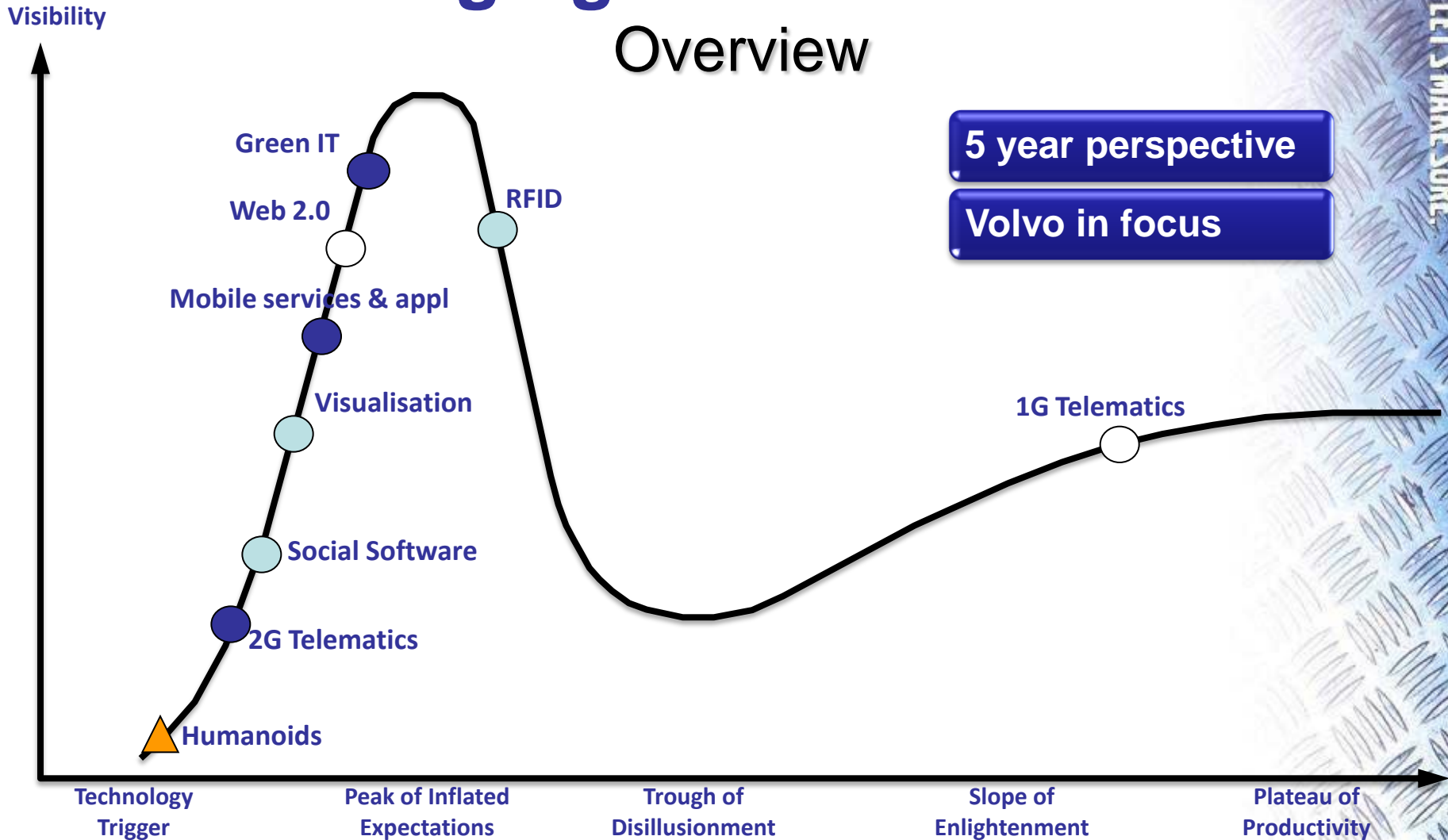
Technology Watch & Business Innovation did a 10 years perspective Outlook in 2003

Now we continuously updates the 5 year perspective

Use us for dialogues and actions in order to explore the *right usage* with the *right timing*

# Emerging trends for Volvo

## Overview



Visualised with the "Gartner Hypecurve" graph

# Emerging trends for Volvo Telematics

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**2G Telematics  
(2nd Generation)  
what we plan to  
do and future  
possibilities**

- Predictions for better service intervals
- Remote diagnostics
- Micropayments for improved business models
- Vehicle-to-vehicle communication
- Insurances based on usage
- Consumer telematics
- and more...

1G (1st Generation) is what we have today and not really an emerging trend.



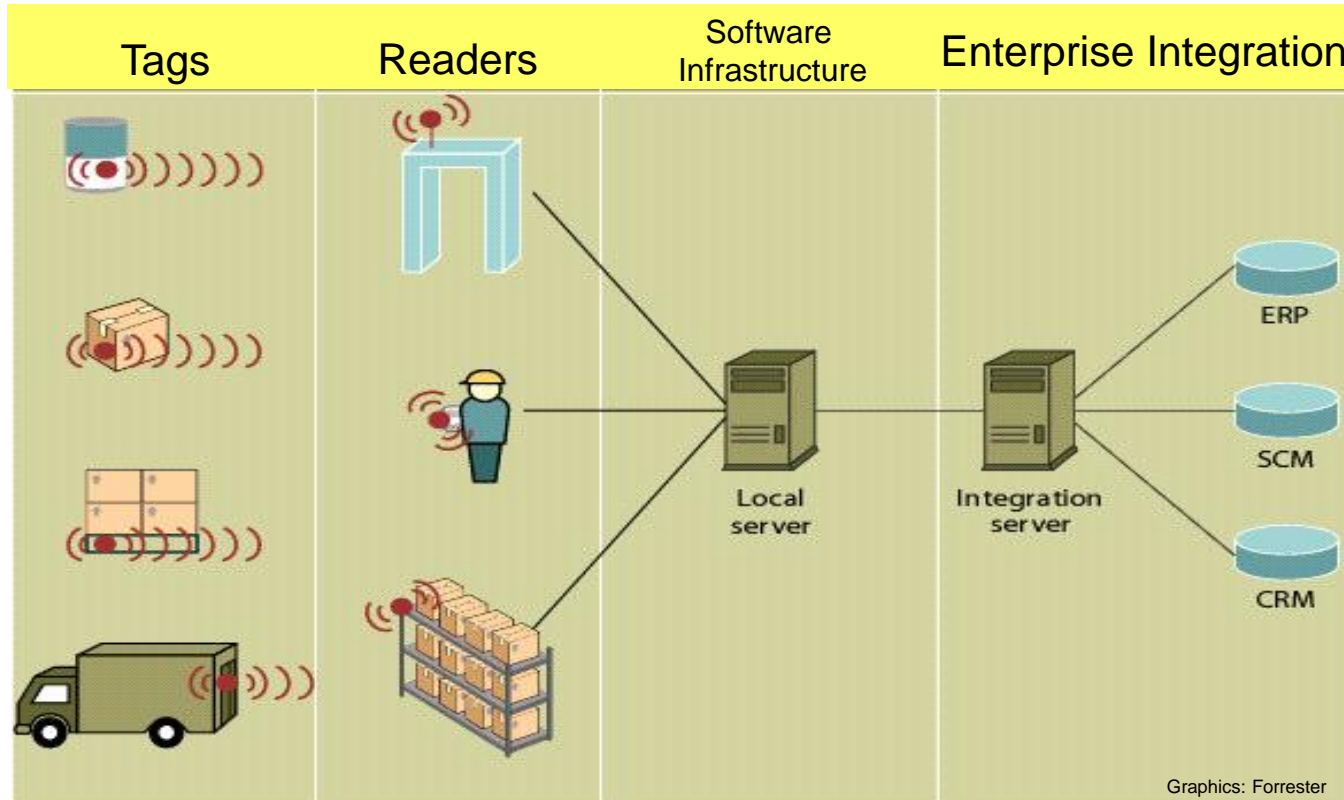
by digitalMe4u

# Emerging trends for Volvo

## RFID

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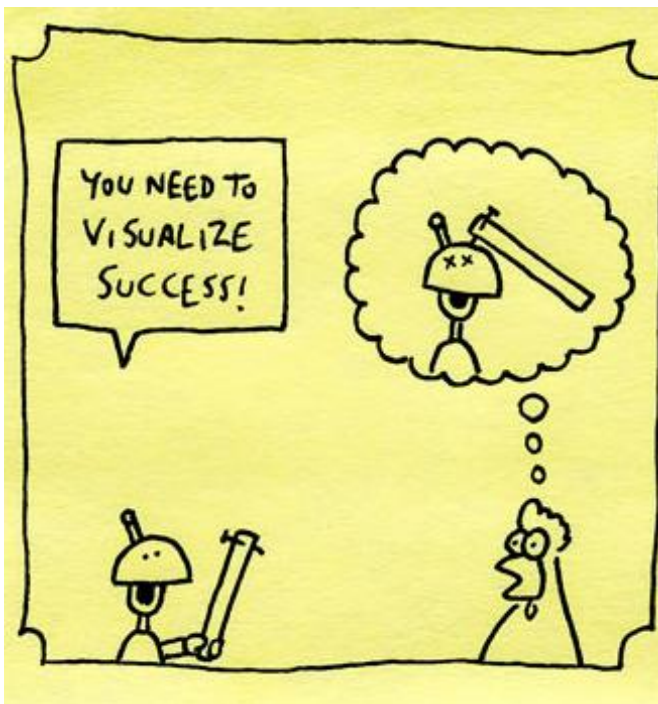
RFID is reaching the level of becoming a base integration service for Volvo's internal processes, while usage in collaboration with customers and suppliers must address each case to secure business value.

# Emerging trends for Volvo

## Visualisation

Visualisation techniques offer a better user experience by visual, graphical and other representations. Some examples:

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Reuse of CAD-data outside the PD process

3D interfaces

Virtual Manufacturing

Serious Games

Virtual & Augmented reality

2nd Life & Virtual worlds

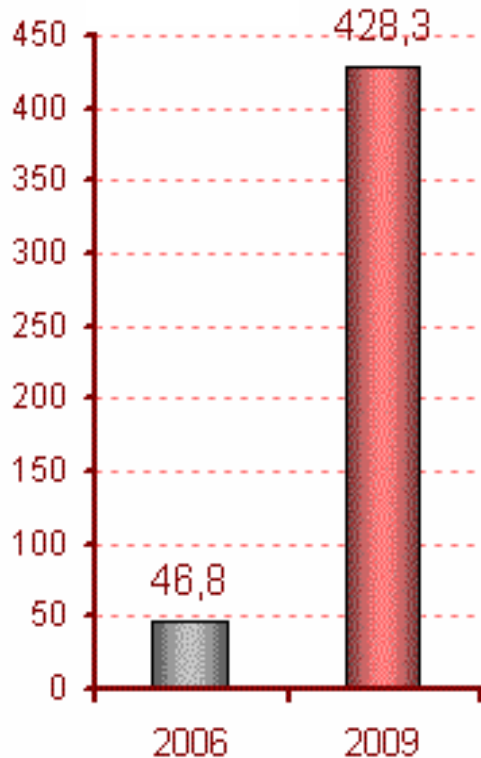
Much more....



# Emerging trends for Volvo

## Social Software

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The market for social networks. Million USD

**Social Software** makes it easy to create working groups, interact, share ideas and knowledge. Enterprise usage will increase during a 5 year period.

### 3 segments

**Collaboration** applications to interact with customers and partners

**Self service** applications used by groups

**Branding** applications attracting and keeping customers

# Emerging trends for Volvo

## Mobile solutions and applications



The Mobile, PDA and laptop will basically run the same applications. Number of devices will yearly increase with ~44% during 5 years.

Email in mobiles will world wide increase from 13 to 350 millions in 2 years. This is the driver for even more applications and will change the way we are working

Wireless broadband is an enabler for more applications

# Emerging trends for Volvo Green IT

LET'S MAKE SURE

Having reached heat densities far beyond historical high-water marks, customers and governments are setting demands on enterprises. This is a business opportunity.

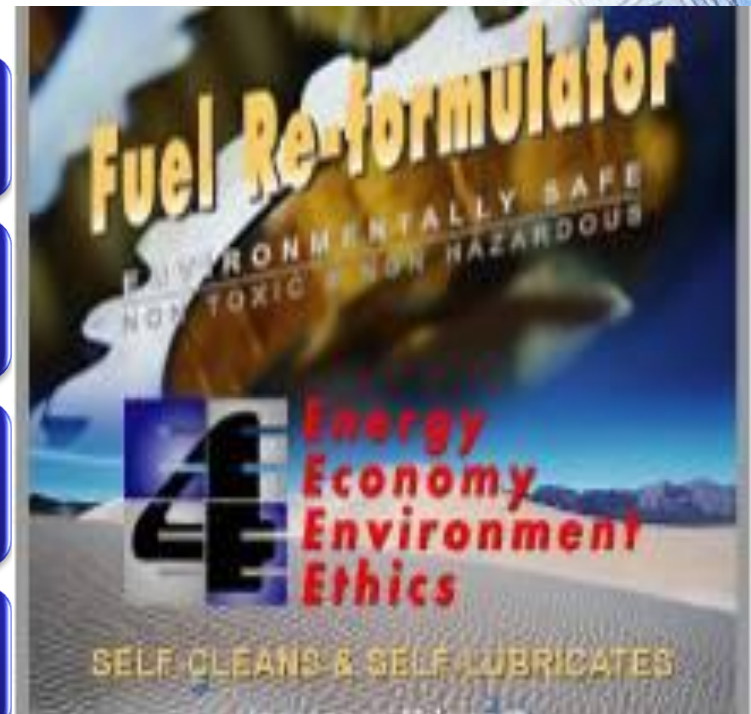
Environment concerns IT:

**Regulations** on the IT industry are multiplied

**Operational excellence** and environmental care is two sides of the same coin

Green IT in **Transport solutions** will help our customers in their environmental efforts

Scientific models relies heavily on IT for **simulating** future scenarios



# Emerging trends for Volvo

## Humanoids

### Questions for Volvo

**Why is Honda Investing > 20 years of development in Asimo? More than 2 billion dollars.**

**Why did Toyota start a few years ago with “Partner”?**

**Why did also Mitsubishi and Nissan recently start?**

**Will humanoids unload goods in trucks?**



LET'S MAKE SURE

**The automotive Industry have the engineering , IT and manufacturing skill and also the distribution and service capacity to meet this future market that eventually will exceed cars in sales volumes.**

# Emerging trends for Volvo

## Summing up

Grouped by 3 megatrends where IT is developing

### Human Computer Interactions

- Web 2.0, Social Software, Visualisation, Humanoids

### Wireless

- Mobility, RFID, Telematics

### Hardware

- Mobility, Telematics, Humanoids

Green IT is spanning over a different dimension

Tech Watch & Business Innovation is open for dialogues and actions in order to explore the *right usage with the right timing*