In the networked society, people, knowledge, devices, and information are networked for the growth of society, life and business.

The Networked Society is when people, business and society are using connected devices to their benefit.

Be part of building the Ericsson that enables the Networked Society!

Master Thesis: Cloud Concepts and SW Packaging/ Cloud-koncept och produktpaketering

Description

Cloud is a well established buzzword, but how to put it to practical business use? Services such as Dropbox, Spotify or Flickr are common nowadays, and we see different business models emerging with inspiration from the Cloud concepts also on other markets than consumer markets. The purpose of the thesis is to explore the impact of Cloud on SW Business with focus on the supply perspective for SW products, including licenses and third party SW. We would like the thesis to cover the following areas:

• Background and framework
  - Current research within the field
  - Identify trends. What do other companies do in this area?
  - Discuss the consequences of doing service business instead of product business

• Explore, describe and propose logistic flows for different business models

• License management in Cloud scenarios. Discuss implications on for example license managers, 3PP handling, ownership, tax & trade, supplier agreements. Include a discussion on virtualized Data Centers and their impact

Read more about Cloud: http://en.wikipedia.org/wiki/Cloud_computing

Qualifications

We think that the applicants are M.Sc. students. Possible educations are Industrial Engineering, Business Administration, Logistics, Computer systems or similar. The applicants would preferably start before end of 2012, and would spend their thesis time at Ericsson’s office in Linköping.

Size

30hp. This is a thesis work for one or two students of a Master of Science program.

Time frame

The study should be started in fall 2012.

Contacts

Eva Meunier, Manager at Ericsson, +46 10 711 5053
Johan Olsson, Strategic Supply Management at Ericsson, +46 10 7132298

What do we call 2G, 3G and 4G? A good start.

Ericsson is the world’s leading provider of telecom technology and services, playing a major part in setting the standards for mobile technology and Broadband. We’re ready to take the next step. Do you want to join us?