



Opportunities through Digitalisation

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futurice

WE BUILD DIGITAL COMPANIES

- We design and deliver digital services
 - We create new digital propositions and business models
 - We build on-house digital capabilities and digital innovation cultures
-

350+ people across Europe

>25%+ year-on-year growth for 15 years

2016: 38M€ revenue

Awarded Best Place to Work in Europe
2012 & 2013



Wärtsilä Innovation Culture





Hamster karte

Pilot a new kind of fuel stock service

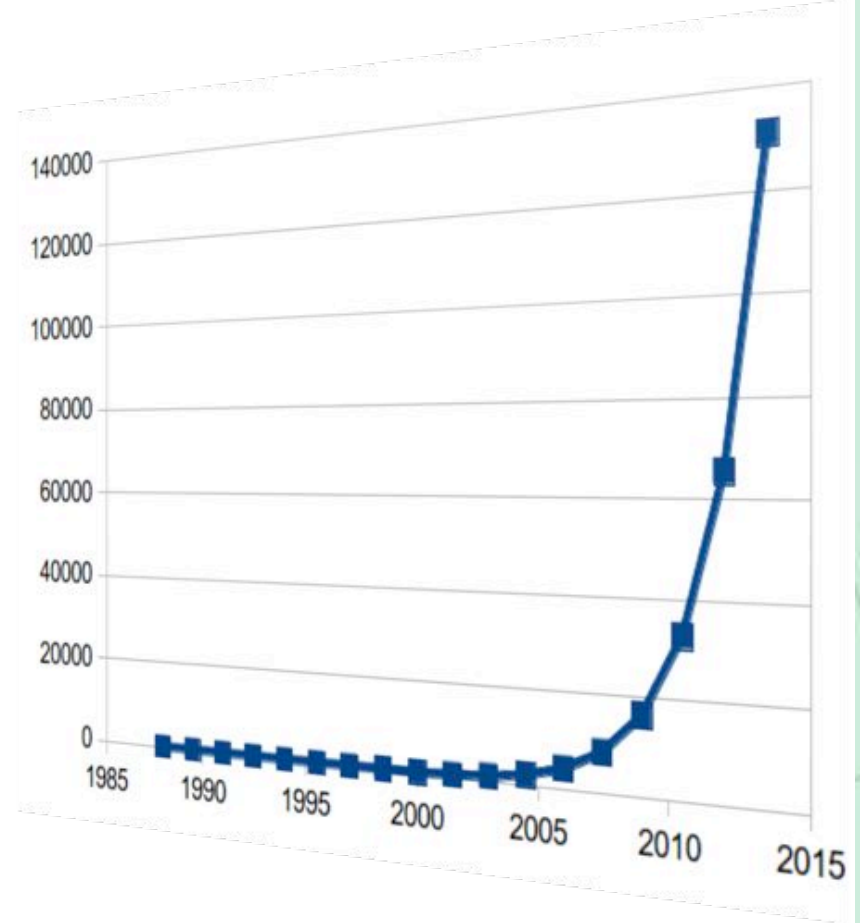
The Volkswagen Financial Services AG and the Business Innovation Team of Volkswagen created a service vision of a new kind of fuel stock service.



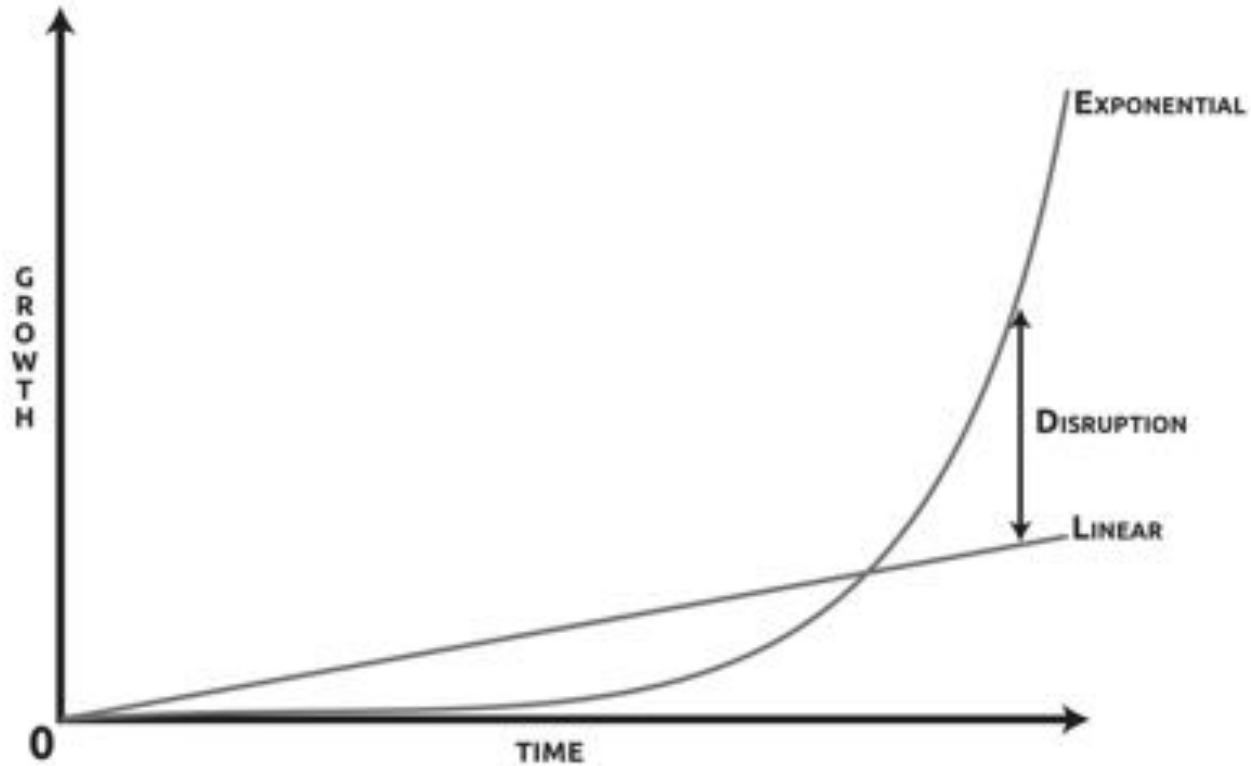
Digitalisation –some background

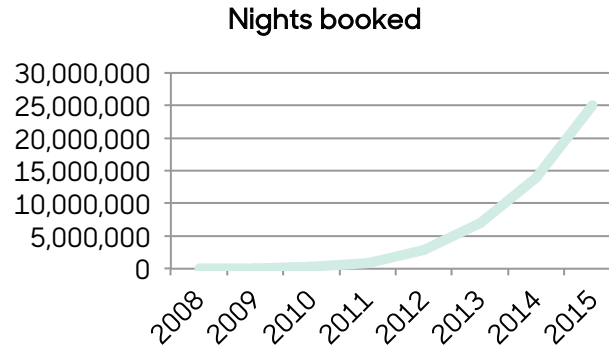
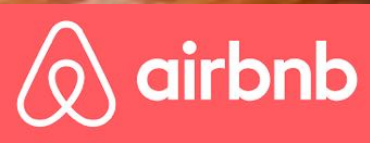
Moore's Law

The performance of computation will double about every 18 months.



LINEAR VS. EXPONENTIAL





- Founded in 2008
 - 1.324 employees
 - 500.000 listings in 33.000 cities
 - Owns **no physical assets**
 - Worth 10 billion
 - AirBnB will be the biggest hotelier by late 2015
-
- Hyatt hotels with 45.000 employees and 549 properties

WHAT MAKES SHIFT INTERESTING?

IMPACT



ENABLER





"It's not the strongest of the species that survives, nor the most intelligent, but the one most responsive to *change*"

Charles Darwin, 1809

An abstract, high-contrast image featuring a vibrant green ink splash or liquid cloud against a stark white background. The splash is dense and textured, with various folds and ripples, resembling a large, billowing cloud or a splash of paint. The green is a rich, slightly dark shade, and the overall shape is irregular and organic.

How to start?

Now every company is a software company

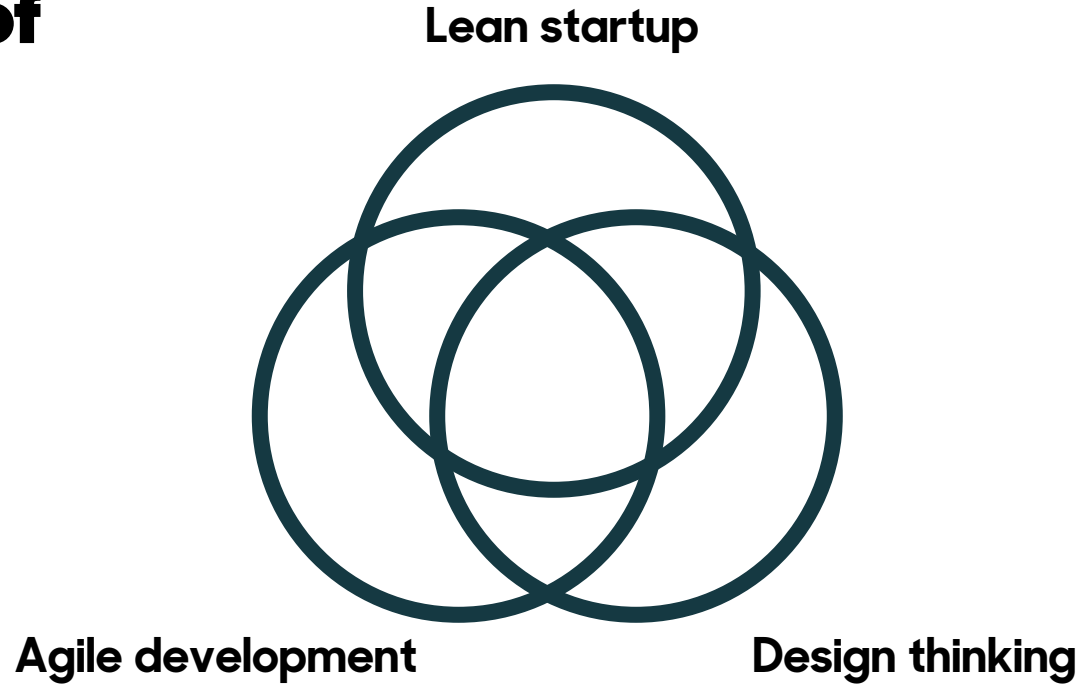
"The era of separating traditional industries and technology industries is over—and those who fail to adapt right now will soon find themselves obsolete." – Forbes.com

<http://www.forbes.com/sites/teconomy/2011/11/30/now-every-company-is-a-software-company/>

How to get from...

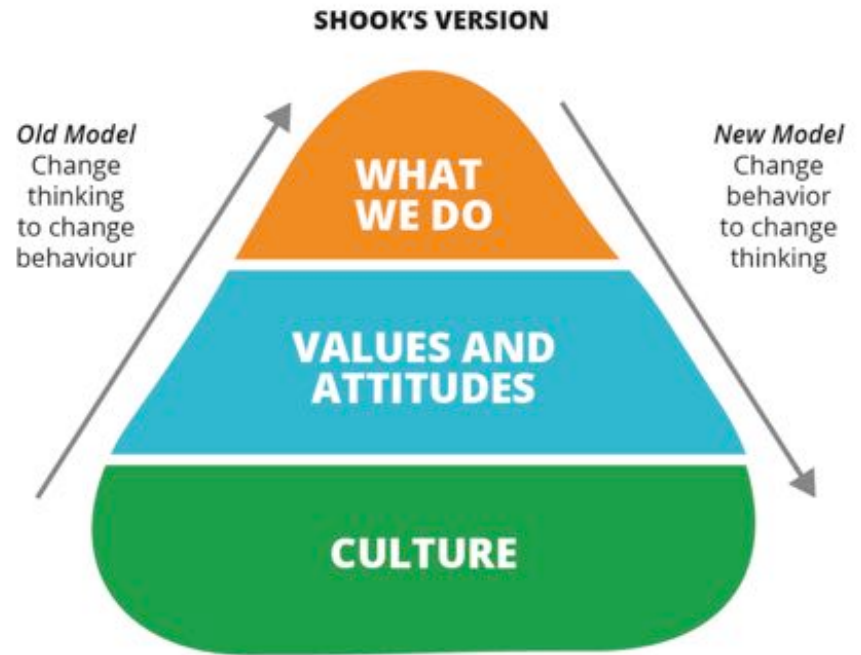
- ...tech centric to **user** centric?
- ...Internal politics to **getting things done**?
- ...assuming to **knowing**?
- ...planning to **testing** and **iterating**?
- ...meetings to **action**?
- ...silos to **cross competence** teams?

Best practices from 3 schools of thought





Learning by doing.



User Panels



KPI workshops



Benchmark analysis

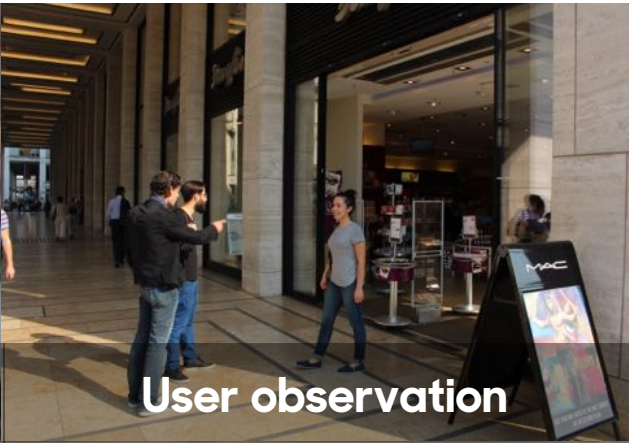


Typical tools for Goals & insights

Contextual interviews



User observation



Data analytics



Paper prototypes



Wizard of Oz

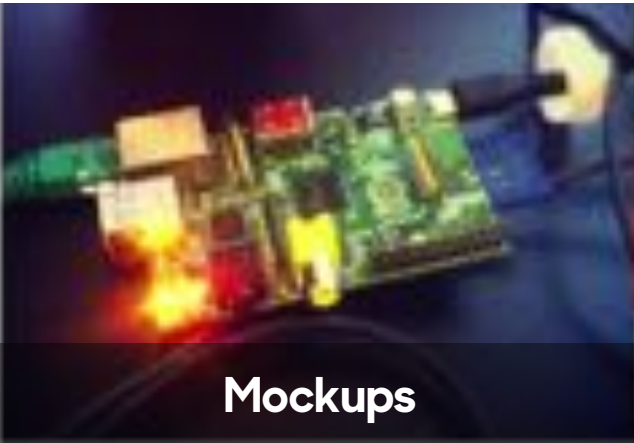


Clickable prototypes



Typical tools for Prototyping **Build Measure Learn**

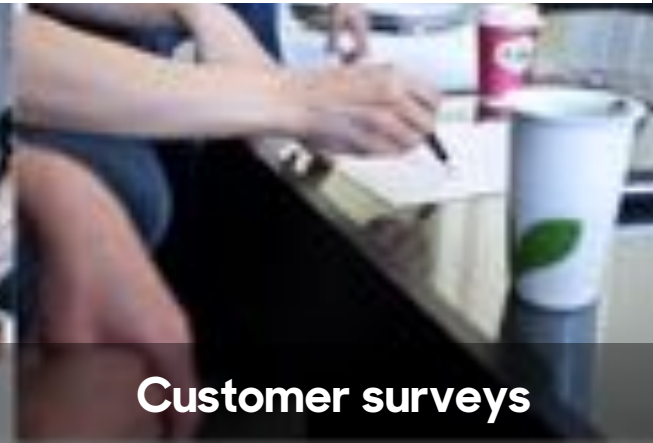
Mockups



Agile development



Customer surveys



Examples





Solar as a service

The Suvilahti Solar Power Plant provides consumers with access to the energy markets by allowing them to buy the output of their personal panel for a monthly fee. All the panels sold in 48 hours!

It's an opportunity for people in Helsinki to use locally produced energy and gives people who don't have an opportunity or resources to install solar panels on their property access to solar power.

An aerial photograph of the SuviLahti Solar Power Plant. The foreground is dominated by a vast field of solar panels arranged in neat, parallel rows. In the background, there are several industrial buildings, including a large white building with a central arched entrance and two tall, dark smokestacks. To the right, a large, cylindrical industrial tank is visible, surrounded by scaffolding and other structures. The entire scene is captured from a high angle, providing a comprehensive view of the solar farm and its surrounding industrial environment.

The SuviLahti Solar Power Plant



Smooth Travelling

New look for the award-winning airport application



Target groups for harbour



Passenger
Traffic



Cargo Traffic



Ships



Summary.

- Digitization disrupts traditional industries, brings new market entrants, customer requirements are changing
- Change and a new way of working is required to survive in the digital economy
- Start small and learn as you go on.