

Digitalisering – utfordring og mulighet for grønn omstilling

Fredrik Østbye

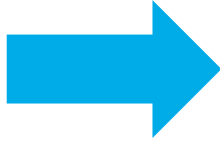
VP Internet of Things, Telenor Group, Digital Businesses





"Sustainability is not only the most important question
of our time,
but also the largest business opportunity today."

Digital is the new normal



Source: KPMG

10x
revenues

Internet of Things



IoT connected devices are
expected to surpass mobile
phones in 2018



Ericsson Mobility Report, June 2016



“*I want you to think
about data as the
**next natural
resource***”

Ginni Rometty
CEO IBM

Artificial Intelligence



Business as usual is not an option



IOT + BIG DATA + AI = MAGIC

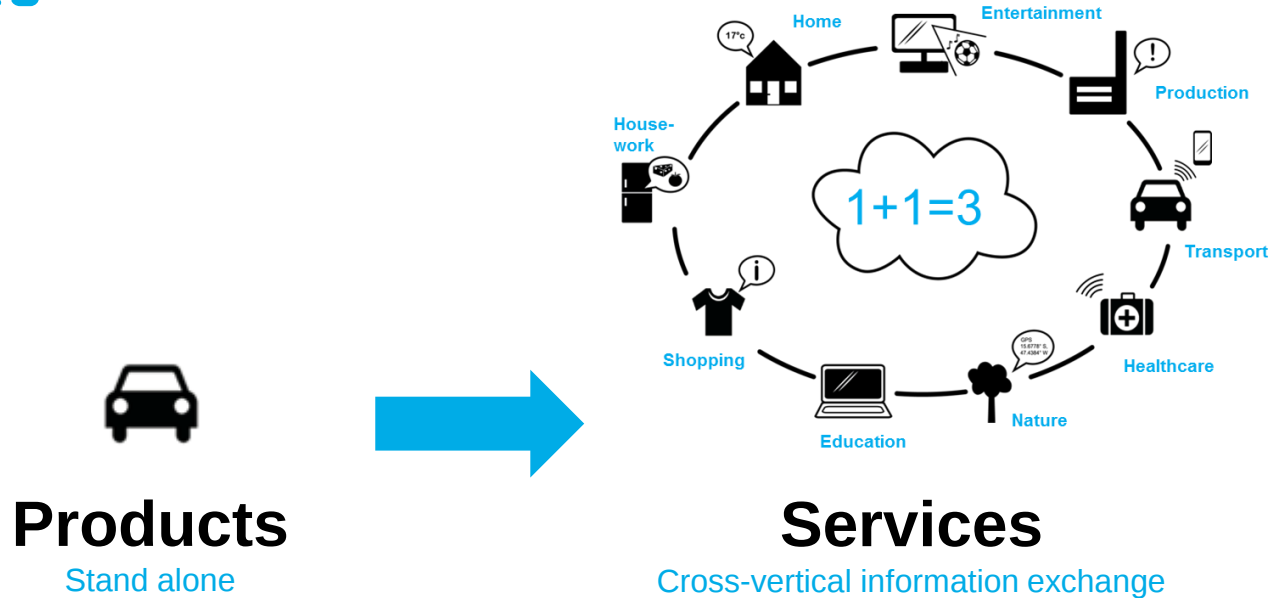
Digital disruption

“
“There are two ways
to disrupt an
industry:

- 1) Knowing
extremely much
about it
- 2) Knowing nothing
about it”
Elon Musk



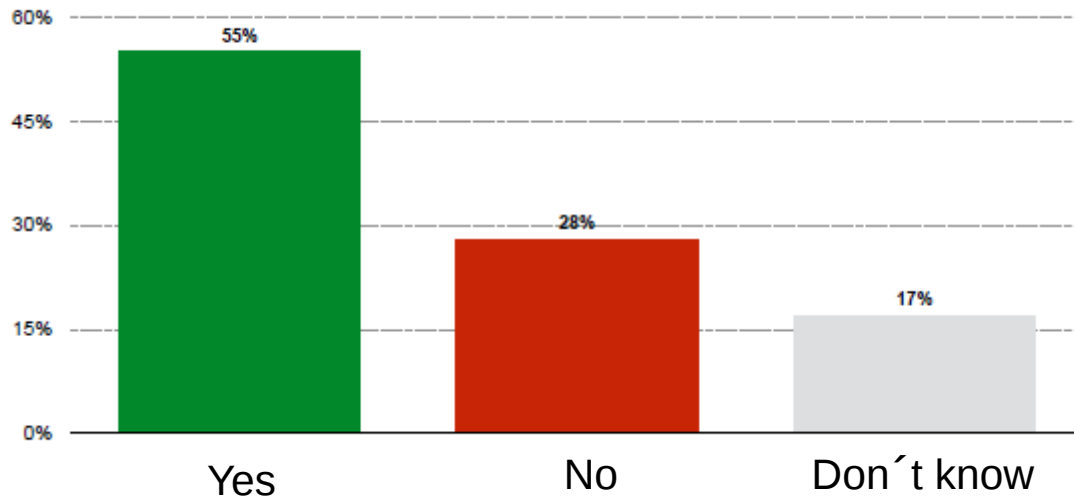
Business transformation - from products to services



**"The era of stand alone products is over.
The value is created by cross-vertical information
exchange"**

Business transformation

- Have you planned to transform from products to services?



Source: 2016 IoT Barometer

Go-to-market strategy - up for change

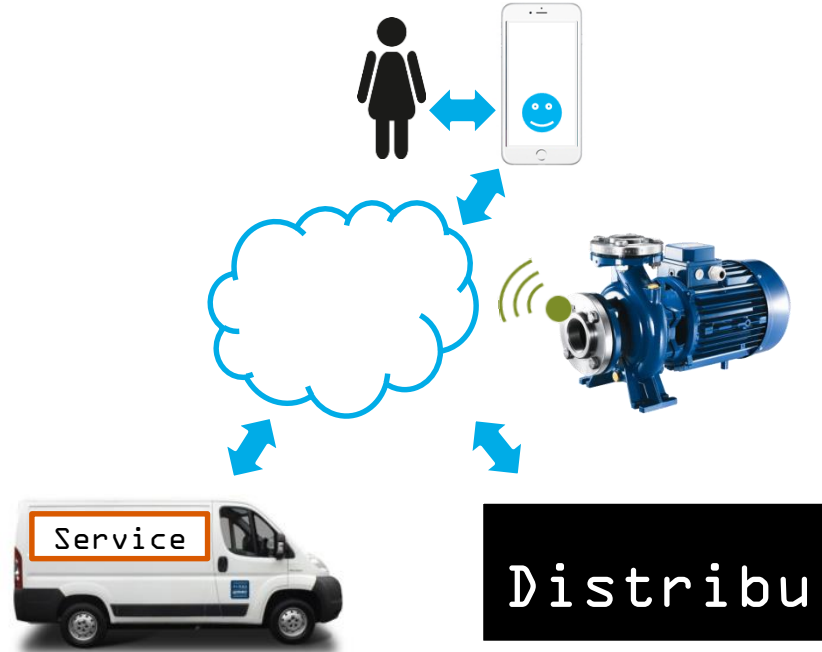


Can everyone become a winner?

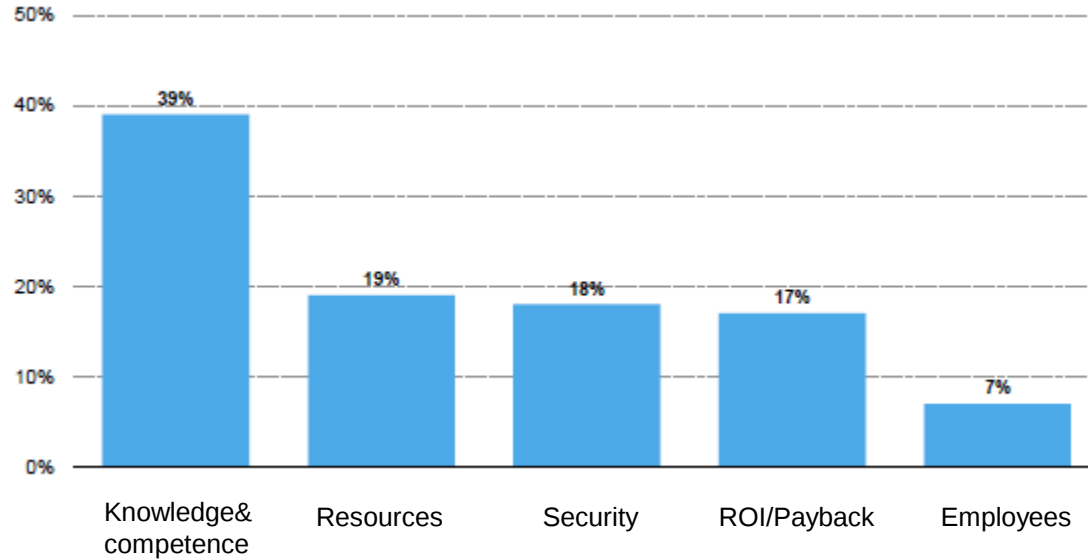
Before:



After:



Lack of competence - the biggest barrier



Source: 2016 IoT Barometer

AGRICULTURE

*70% OF GLOBAL
WATER CONSUMPTION*

BUILDINGS
*40% OF GLOBAL
ENERGY CONSUMPTION*

PARKING

*30% OF ALL CARS IN
CITY STREETS ARE
LOOKING FOR A PARKING
LOT*



Smart Transportation

"The trucks are just the foundation"

Per Hallberg, CEO Scania

**"SAVE AS
YOU DRIVE"**

ENERGY

*75% OF OUR ENERGY
PRODUCTION IS NOT
RENEWABLE*

Let's change the
world.
Together.



Thank you!

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