



# Opportunities through Digitalisation

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# WE BUILD DIGITAL COMPANIES

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

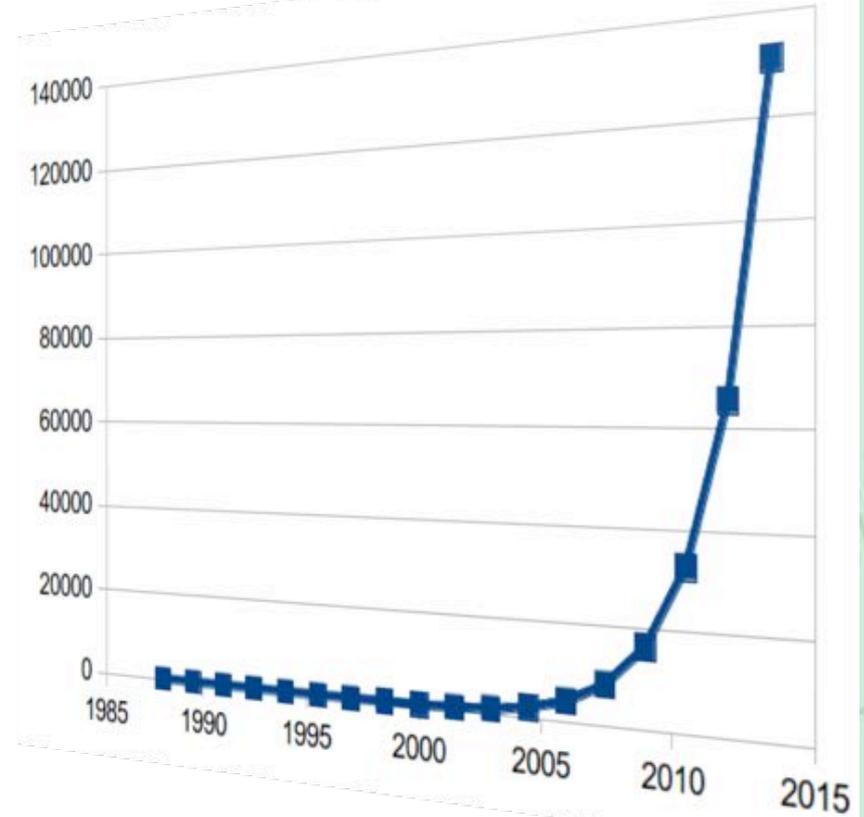


# Digitalisation -some background



# Moore's Law

The performance of computation will double about every 18 months.



## AI and Data



## 3D printing



## IoT



## Trends around us



## AR/VR

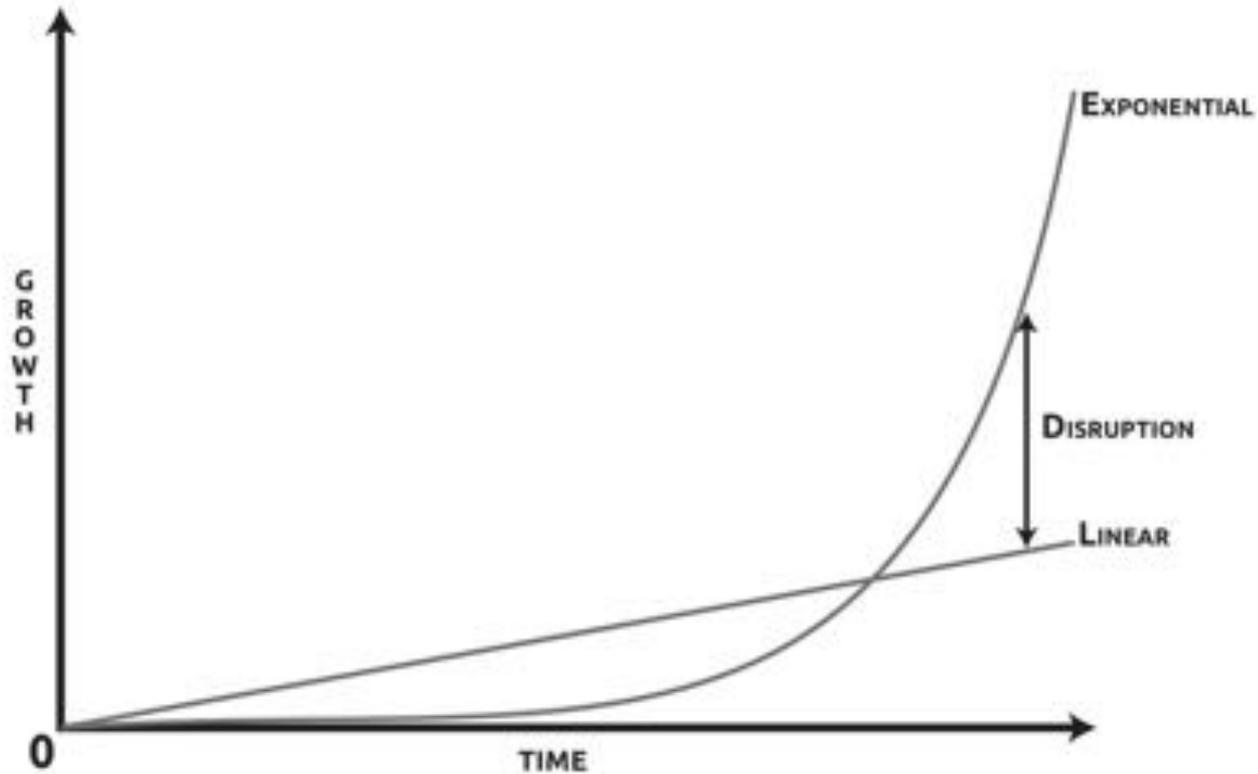


## Start-ups and platforms



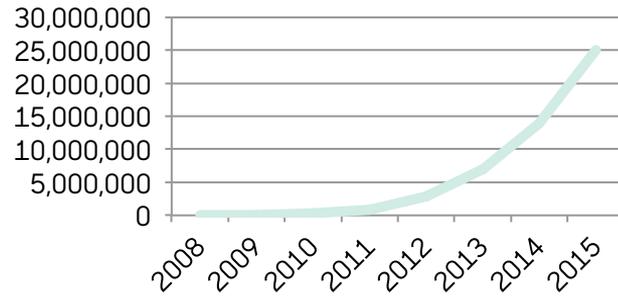
## Autonomous driving

# LINEAR VS. EXPONENTIAL





Nights booked



- 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

# 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**?

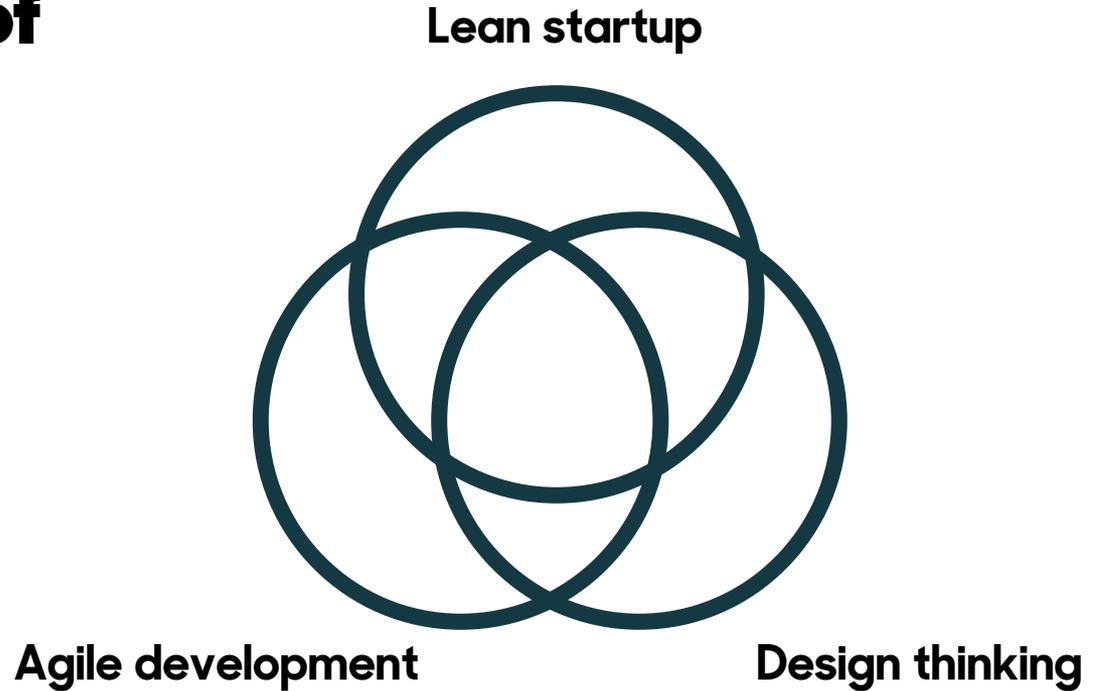
...assuming to **knowing**?

...planning to **testing** and **iterating**?

...meetings to **action**?

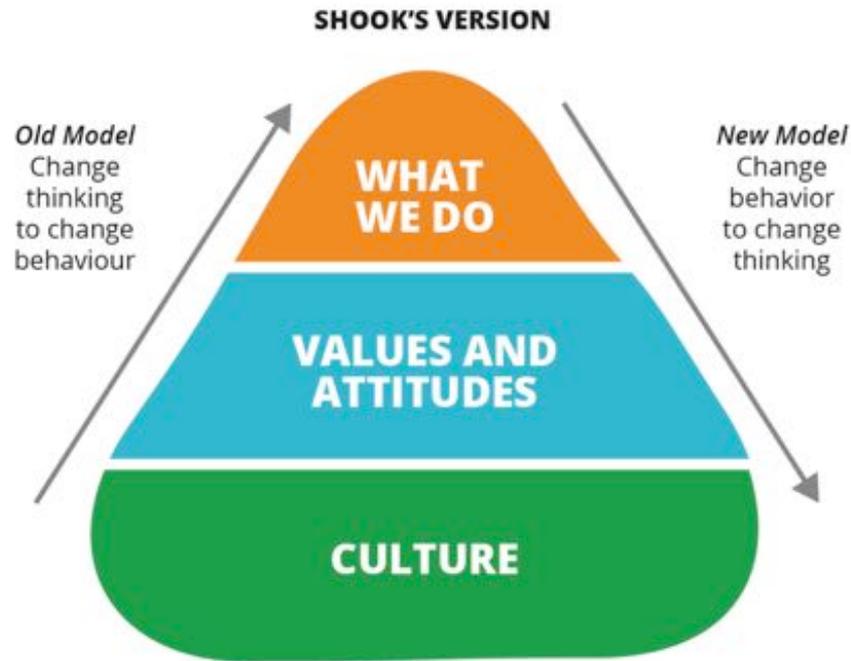
...silos to **cross competence** teams?

# Best practices from 3 schools of thought





**Learning by doing.**



**User Panels**



**KPI workshops**



**Benchmark analysis**

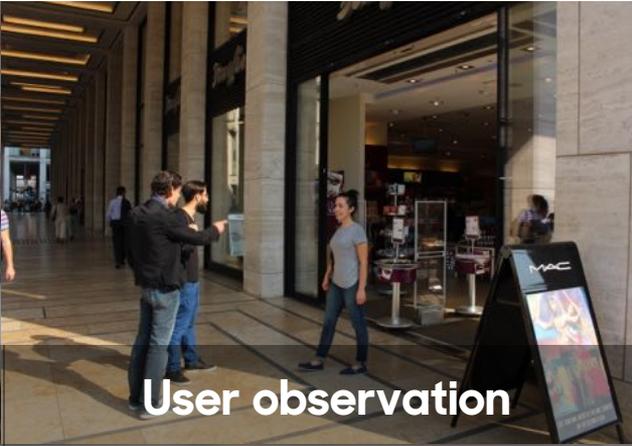


## Typical tools for **Goals & insights**

**Contextual interviews**



**User observation**



**Data analytics**



**Paper prototypes**



**Wizard of Oz**

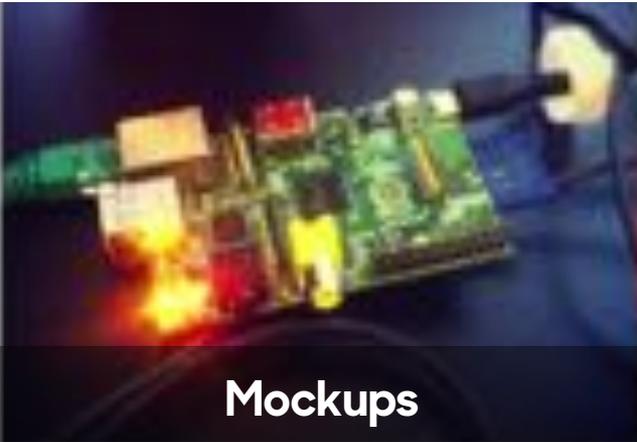


**Clickable prototypes**



## Typical tools for Prototyping **Build Measure Learn**

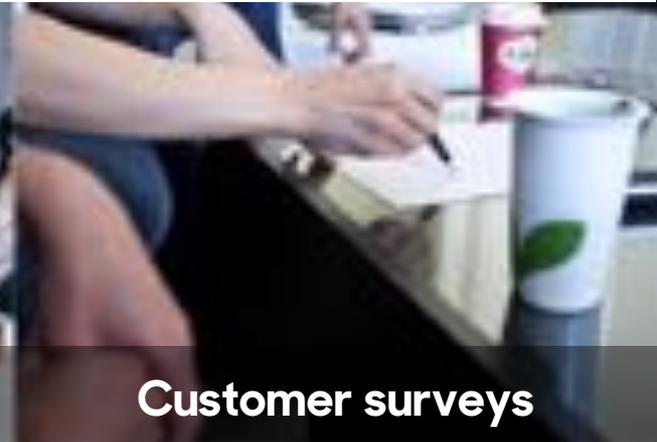
**Mockups**



**Agile development**



**Customer surveys**



An abstract, artistic splash of vibrant green ink on a white background. The ink forms a large, organic, cloud-like shape with intricate, swirling patterns and fine, hair-like tendrils extending from the edges. The overall effect is dynamic and fluid.

# 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 array of dark solar panels installed on a flat roof. In the background, there are several industrial buildings, including a large white building with a central arched entrance and two tall, dark brick chimneys. To the right, a large, cylindrical industrial structure is visible, partially covered in scaffolding. The sky is a clear, pale blue. A semi-transparent orange border frames the entire image.

# The Suvilahti Solar Power Plant



HELSINKI AIRPORT

# 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.