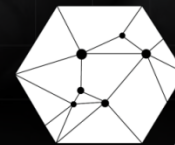


# Toppindustrisenteret AS

Sverre Gotaas og Geir Ødegård

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Mo Industripark, April 2017

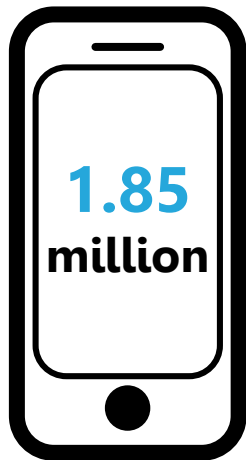


**DIGITAL**NORWAY  
TOPPINDUSTRISENTERET AS

# Digitalization is already impacting Norwegian businesses

**13%**

Airbnb market share for hotel rooms in Norway



Users of Vipps mobile payment in Norway

**150 million**  
or **50 million?**

With. Wilhelmsen global future car sales  
(90 million today)



eCommerce Norway 2015  
(30bn goods, 37bn services, 3bn other)



*NOK 35 billion*

Digitization potential of NCS  
(Advanced Analytics 13bn, Process Digitization 13bn, Robotics 4bn, Connectivity 5bn)



kolonial.no revenue growth  
2014-2016

# Digitalization is advancing and will drive significant change in all industries

- The business world is rapidly digitizing, breaking down industry barriers and creating new opportunities while destroying long-successful business models
- Operating procedures and business models are becoming outdated. What will a successful business look like in the future?
- Digitalization makes it possible to do things in completely new ways. All-new business models are born, such as those that have launched the Sharing Economy
- Digitalization can also help increase company productivity and efficiency
- Digitalization makes it possible to get closer to the customer, and in the best-case scenario, even help them before they even realise they need help
- Most companies understand the need to respond and adapt to the evolving use of technology. What many do not realise is that the disruptive nature of digitalization calls for completely different responses and that cross industry collaboration is one of these.



# DIGITALNORWAY is initiated by leading companies



## Industrial sponsors of pre-project



## Dialogue



## Contributors

WIKBORG|REIN

McKinsey&Company

Pareto Securities

Bene Agere

abelia

creuna

visindi

# DIGITALNORWAY's vision is to grow and transform Norwegian Business in a globalized and digital world

## Industry background

- Norwegian businesses are going through a **digital transformation** to strengthen its global competitiveness and **enabling long term growth**
- **SMEs** are very important for the Norwegian economy and **represent ~50% of the total value creation**
- There is a **need for a national arena facilitating digital information transfer** and cooperation, including strengthening SMEs and thereby also innovation for Norway as a whole

## DIGITALNORWAY

- **12 leading companies and the Norwegian state have funded a pre-project** to establish **DIGITALNORWAY** (Toppindustrisenteret)
- **DIGITALNORWAY** shall **collect and share knowledge, experience, technologies and business models in partnership with leading players** within industry, research institutions, universities and clusters

## Goals

- 1** **Facilitate growth and competitiveness** for the Norwegian business community, with a focus on **SMBs**
- 2** Create opportunities for **better utilization of research and development within digital technology and business**
- 3** Be a **dynamic, cross industry national meeting place** that work with and leverage international competence partnerships

# DIGITALNORWAY Value Proposition

CHANNELS

## DigitalHub



A digital platform for national usage of digital technology, competence, resources and processes

## ExpertNetwork



A resource and network center creating and sharing knowledge about digital implications on businesses, structures, technology and market

## DisruptionLab



An incubator for development and testing of disruptive services, technologies and business models

SERVICES

## Build Talent



Board Program



Digital Translators



Trainee Program



Digital Maturity Index

## Share Competence



Executive Forums



Expert Community



DigitalHub



Digital Norway Conference

## Grow and Transform



Industry Transformation



DisruptionLab

CUSTOMERS

Founding Partners  
(Owners)

Members

Pay per service users

# DIGITALNORWAY – important also for Norway's large corp's

## Why Kongsberg is committed to support DIGITALNORWAY



Geir Håøy  
CEO Kongsberg



KONGSBERG

## Why DNB is committed to support DIGITALNORWAY



Rune Bjerke  
CEO DNB



## Why DNV GL is committed to support DIGITALNORWAY



Remi Eriksen  
CEO DNV GL



## Why Telenor is committed to support DIGITALNORWAY



Sigve Brekke  
CEO Telenor Group



"Norwegian companies have a long history of adapting to change. Telenor's journey from telegraph provider to a top ten global mobile operator is nothing but a succession of adapting to fundamental changes. What the world is facing now is different, however.

The digital future is so fast, so complex and so disruptive of existing business models that a completely new approach is needed. 40% of the companies we know today might be gone in ten years. Competitors are global by nature and will attack every element in a company's value chain.

Telenor was an early supporter of **DIGITALNORWAY** because we believe that this is a way for us to build Norwegian industry and the future of our country. We need Digital Norway as much as they need us: In the future, innovation will happen across industries and in the intersection between small and large companies. We also believe that **DIGITALNORWAY** will contribute to pollinating Telenor's internal competence base and inspiring our culture. It's a two-way road and we're ready to contribute."

# DIGITALNORWAY enables industry transformation

Maritime



Transportation



Norwegian  
Continental Shelf



Food Production



Power



In dialogue with significant stakeholders **DIGITALNORWAY** has identified 5 industry sectors where digitalization will significantly change the structure and relationships.

**DIGITALNORWAY** will work with key companies within each industry sector and leverage its expert networks and digital methodologies to enable digital transformation of the sector.

The **DIGITALNORWAY**'s approach is based on research and proven models for development of efficient cooperation within eco-systems. **DIGITALNORWAY** provides frameworks, guidance and expertise, and stages and drives the process towards a transformed, digitalized structure and cooperation between a group of participating companies.



# DIGITALNORWAY will benefit Society at large



In addition to the Founding Partners and members, **DIGITALNORWAY** will benefit other stakeholders

- **Students** will be able to connect with business to explore new ideas and opportunities resulting in thesis's and projects
- **Academia and research institutes** are given the possibility to bridge the gap between basic research and commercialization
- **Individual expert community members** will gain access to a larger and focused professional network enabling increased cooperation and value creation
- **Authorities and Government** will have a unique, trusted and competent source of input about industry aspects of digitalization (for example through a Digital21 program)
- **Media** will have a trusted touchpoint to gain information about aspects of digitalization and new technology

# Fundament for verdiøkende samarbeid

*(WORK IN PROGRESS...)*

Mo industripark....

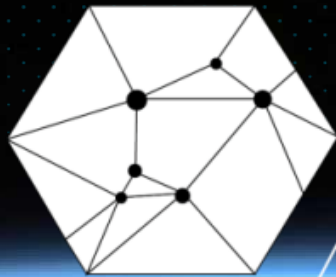
- Fysisk co-lokalisert økosystem
- Domenekunnskap
- Ressurser, konkurransemessige fortrinn

Som del av DIGITALNORWAY....

- Delta i nasjonalt virtuelt økosystem
- Digitalisering på tvers av bransjer

=> Økt kraft for gjennomføring av

- Transformasjonen av norsk prosessindustri
  - Nye prosjekter (AC DC...)
  - Sirkulærøkonomi



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