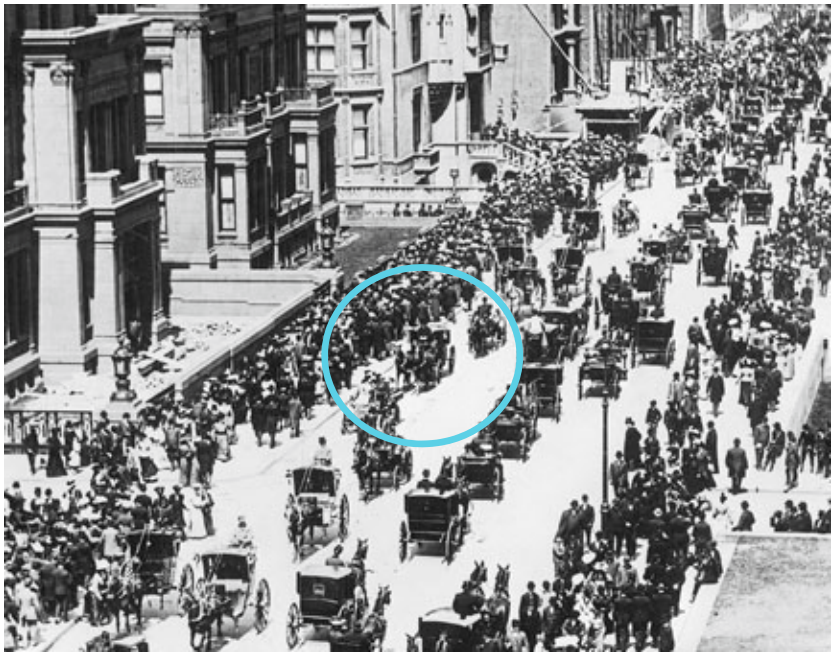
Prosjekt 2017

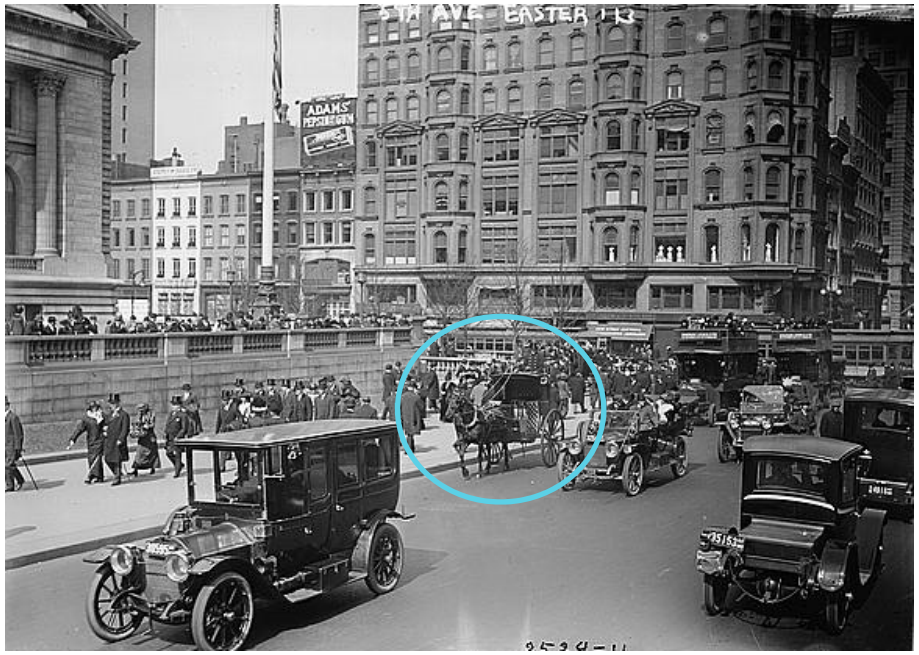
abelia

Fest setebeltene: Digitalisering endrer alt

Håkon Haugli, administrerende direktør i Abelia, NHOs forening for kunnskaps- og teknologibedrifter.
8. november 2017

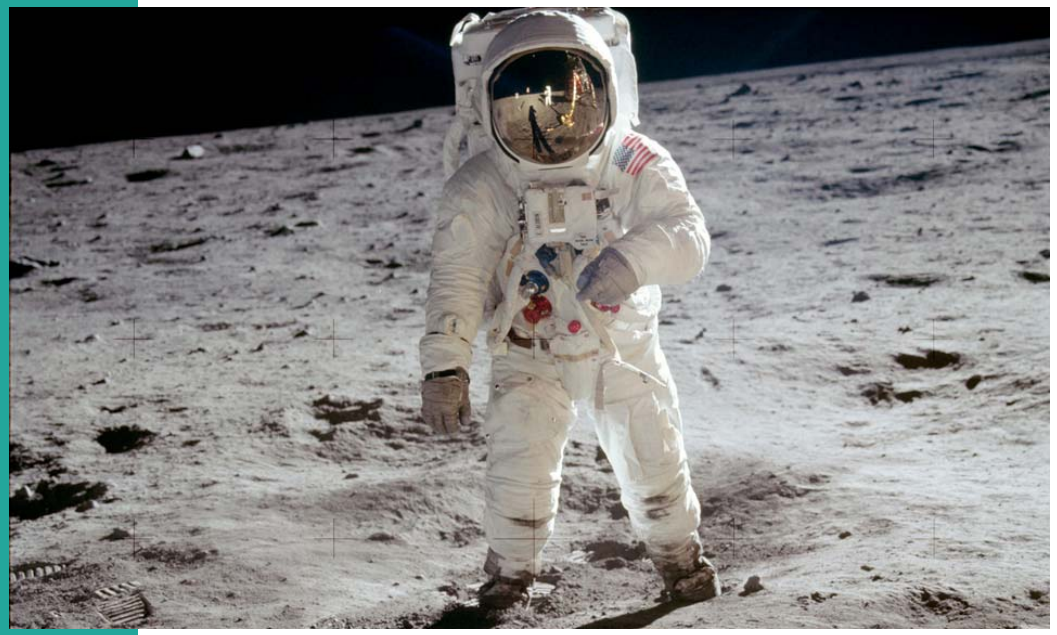
abelia





"That's one small step for man, one giant leap for mankind"

Neil Armstrong, 20. juli 1969



abelia

Verizon
12:08 PM
FaceTime
Calculator
Podcasts
Extras
iMovie
GarageBand
Keynote
Numbers
Pages
Find iPhone
Find Friends
Beats Music
iTunes U
Trailers
Phone
Mail
Safari
Music

Med kapasitet til 120 millioner månelandinger på innerlomma

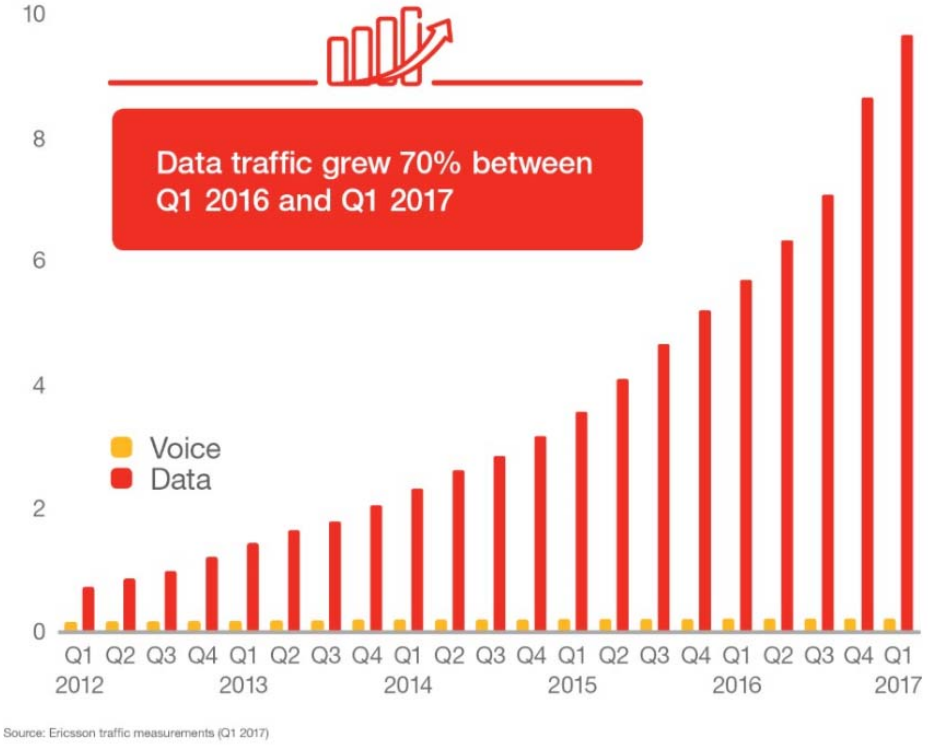
Paul Ledak
7.9k Views

The Apollo Guidance Computer (AGC) was a built of 4100 ICs, each of which was a a 3 input RTL NOR gete for a total of approx 12,300 transistors. It ran at 43 KHz and could complete an instruction in 24 ms. for a total performance of about 41.6 Instructions per Second.

The iPhone 6 uses an Apple designed 64 bit Cortex A8 ARM architecture composed of approximately 1.6 billion transistors. It operates at 1.4 GHZ and can process instructions at a rate of approximately 1.2 instructions every cycle in each of its 2 cores. This results in an instruction processing performance rate of approximately 1.4b * 1.2 * 2 = 3.36 billion Instructions per Second. When comparing this to the Apollo computer, there is additional power consideration due to the fact that the A8 is a 64 bit processor and the AGC is 16 bit. This does not mean that it has an additional factor of 4 in performance, however, when 64 bit calculations are required, the A8 can complete these as 1 instruction and the AGC would have to perform many instructions to achieve the same result. Conservatively I would give this architectural feature and additional 50% performance advantage to the iPhone.

Therefore in comparison...
# of transistors - iPhone has 130,000 times more than Apollo
clock frequency - iPhone is 32,600 times faster than Apollo
instructions per second - iPhone is 80,800,000 times faster than Apollo
overall performance - iPhone is 120,000,000 times faster than Apollo

or 1 iPhone 6 could theoretically guide 120 million Apollo rockets at the same time



Source: Ericsson traffic measurements (Q1 2017)

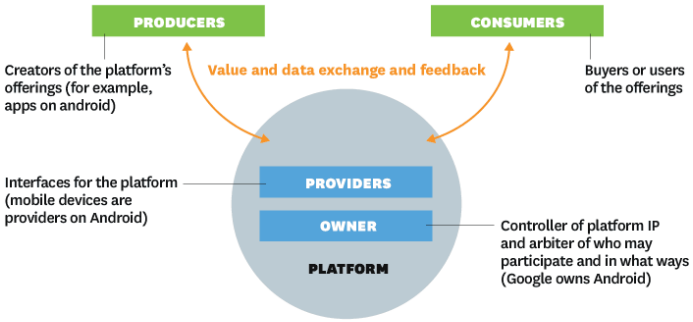
Kilder: Paul Ledak (IBM), McKinsey Global Institute

Fra samlebånd og verdikjeder til nettverk og plattformer

abelia

The Players in a Platform Ecosystem

A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers. The players in the ecosystem fill four main roles but may shift rapidly from one role to another. Understanding the relationships both within and outside the ecosystem is central to platform strategy.

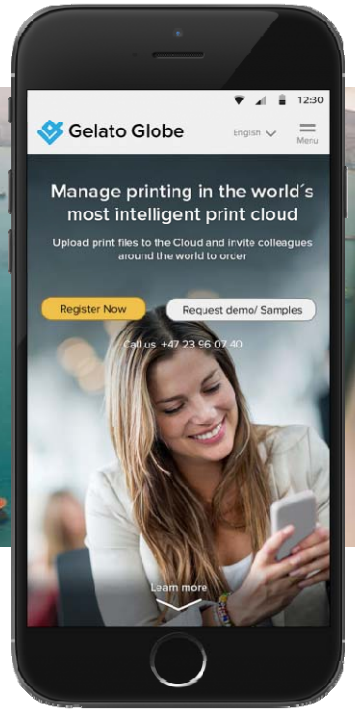


SOURCE MARSHALL W. VAN ALSTYNE, GEOFFREY G. PARKER, AND SANGEET PAUL CHOUDARY
FROM "PIPELINES, PLATFORMS, AND THE NEW RULES OF STRATEGY," APRIL 2016

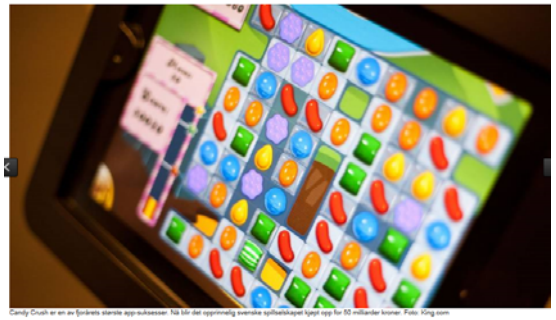
© HBR.ORG

Environmental printing

Our mission is to reduce your print volume by 50% and cut your shipping distances by 90%.



Mange av verdens aller største selskaper eier (nesten) ingenting



SPILLBRANSJEN

Activision kjøper opp svenske Candy Crush for 50 milliarder

Kampen står om kundegrensesnittet

Hvor godt forberedt
er Norge?

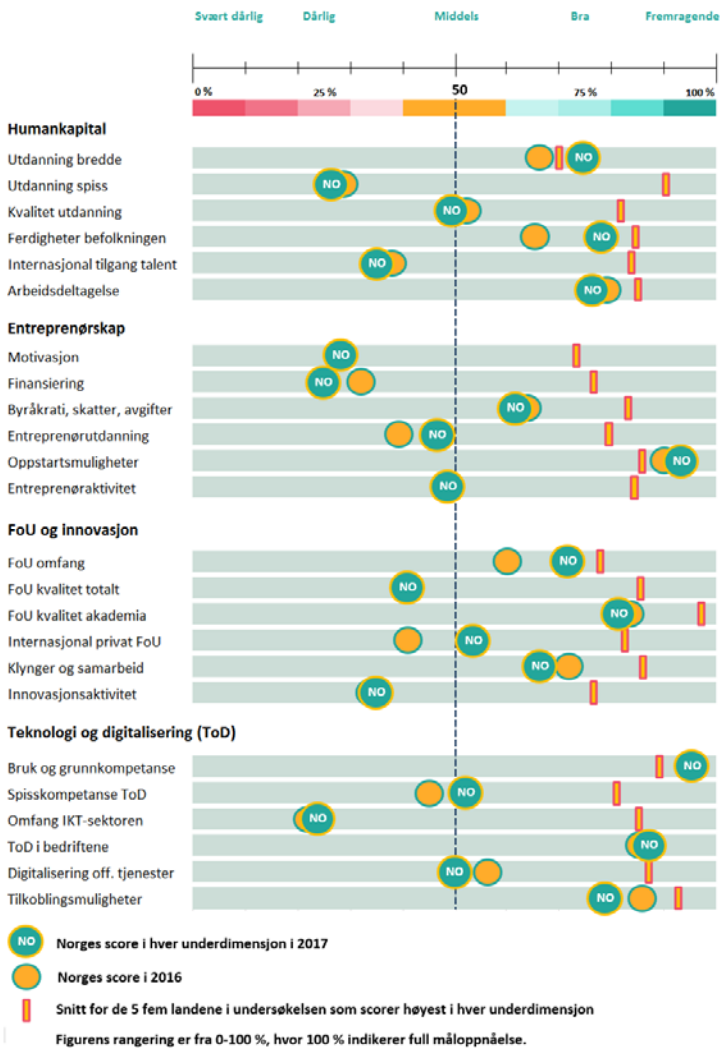
Abelias Omstillingsbarometer 2017

- Årlig rapport utarbeidet av NyAnalyse AS
- Sammenligner Norge med opp til 29 andre land (OECD +)
- 100 sentrale indikatorer – oppsummert i fire dimensjoner:

1. Humankapital
2. Entreprenørskap
3. Innovasjon og FoU
4. Teknologi og digitalisering.

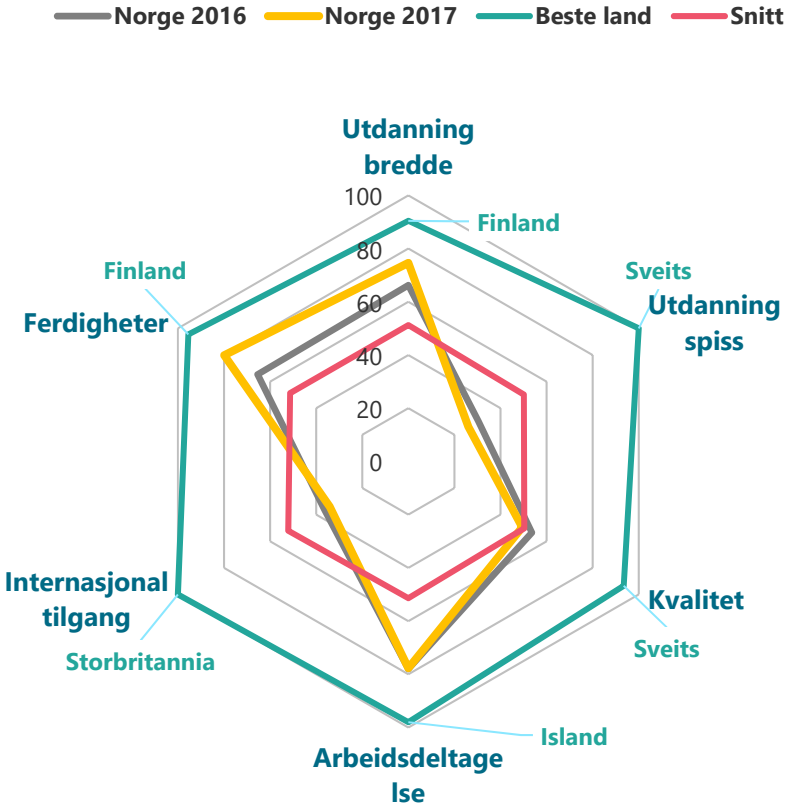
Abelias Omstillingsbarometer 2017

Hovedfunn



Humankapital:

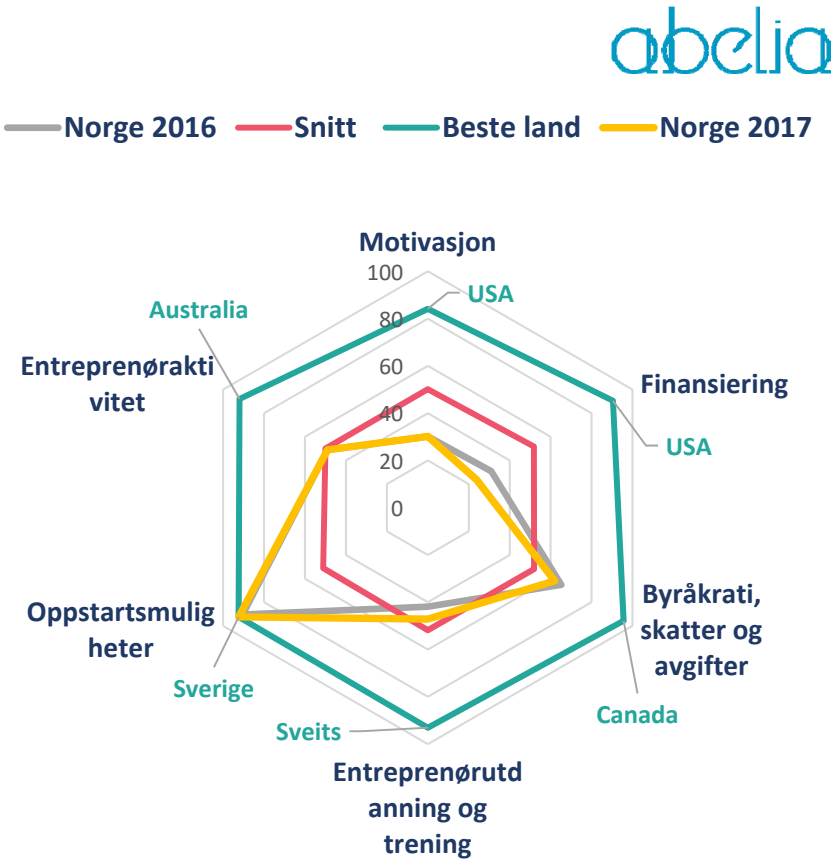
- Høy, men fallende yrkesdeltakelse.
- Gode på bredde, svake på spisskompetanse.



Abelias Omstillingsbarometer 2017

Entreprenørskap:

- Gründerbølge blant innovasjonsdrevne modne økonomier: Mer entreprenøraktivitet i alle sammenlignbare land.
- Svak tilgang på kapital i Norge.
- Norge i tet for oppstartsmuligheter, men scorer svakt på «motivasjon».



«Gründer» i Kunnskapsforlagets fremmedordbok i 1986:

”grunnlegger av forretningsvirksomhet (oftest i nedsettende betydning), person som starter et svindelforetak”.

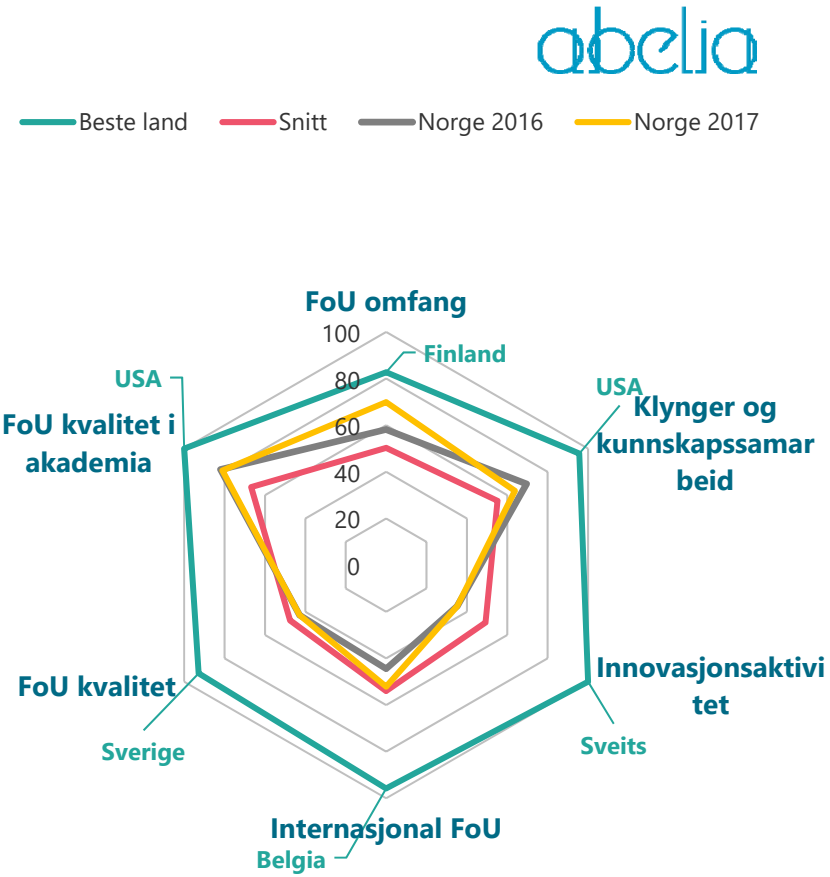
Disse bedriftene skaper flest jobber

Mesteparten av jobbskapingen i privat sektor skjer i nyetablerte bedrifter, viser ny forskning. – Bør påvirke innovasjonspolitikken vår, mener BI-professor.

Abelias Omstillingsbarometer 2017

Innovasjon og FoU:

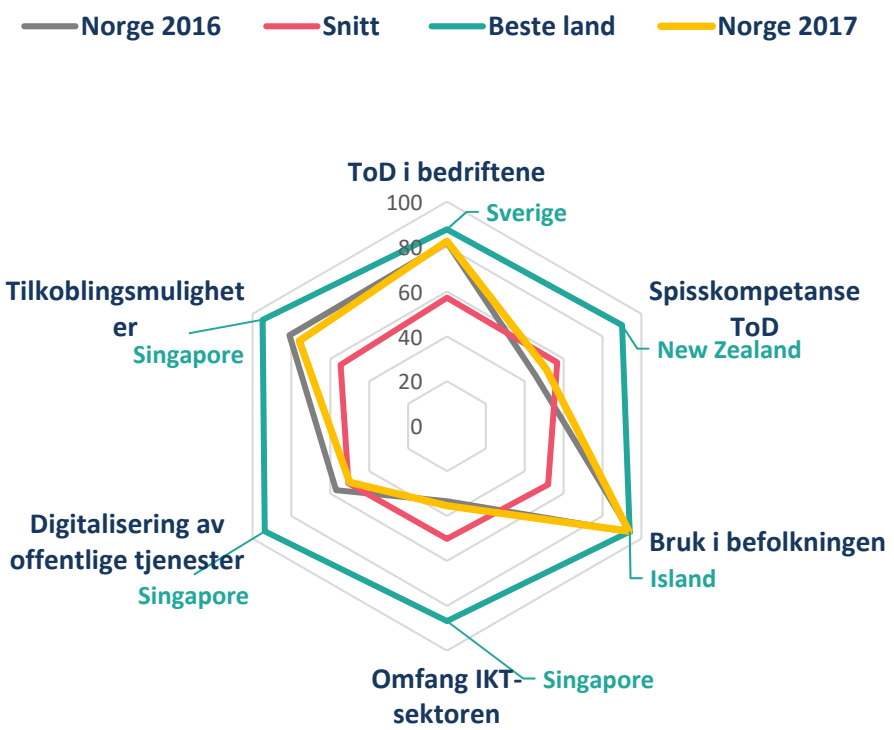
- Mer FoU i Norge.
- Vi er gjennomsnittlige på klynger og samarbeid.
- Og scorer svakt på faktisk innovasjonsaktivitet.



Abelias Omstillingsbarometer 2017

Teknologi og digitalisering:

- Vi er i verdenstoppen som «digitale konsumenter».
- Norsk næringsliv digitaliseres.
- Digitalisering i offentlig sektor i Norge går tregt – andre land gjør mer.



To kjerneutfordringer for Norge

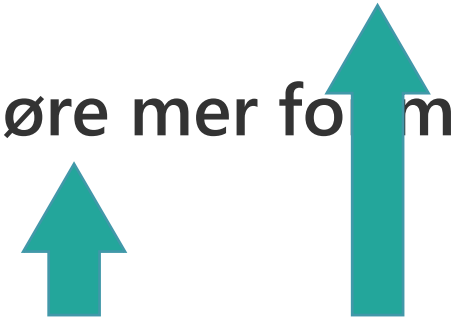
Skape nye bedrifter og (høyproduktive) arbeidsplasser.

Gjøre mer for mindre i offentlig sektor.

To kjerneutfordringer for Norge

Skape nye bedrifter og (høyproduktive) arbeidsplasser.

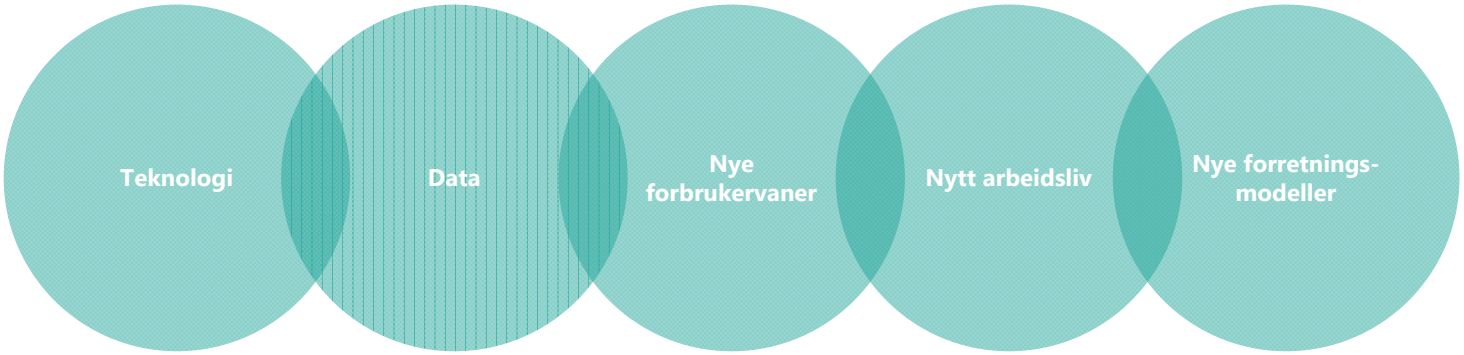
Gjøre mer for mindre i offentlig sektor.



Digitalisering

abelia

«Digitalisert» er som «elektrisk»: En sum av mye – og noe vi vil slutte å snakke om



- Skytjenester
- Mobil
- Kunstig intelligens
- Tingenes internett
- Sosiale medier

- Deling
- Analyser
- Datafangst
- Åpne data
- «Live» data

- Økt tempo
- Trygghet
- «Prosumers»
- Delingsøkonomi
- Økte krav

- Tverrfaglighet
- Smidighet
- Kunden i fokus
- Innovasjon
- Eksponentiell organisasjon

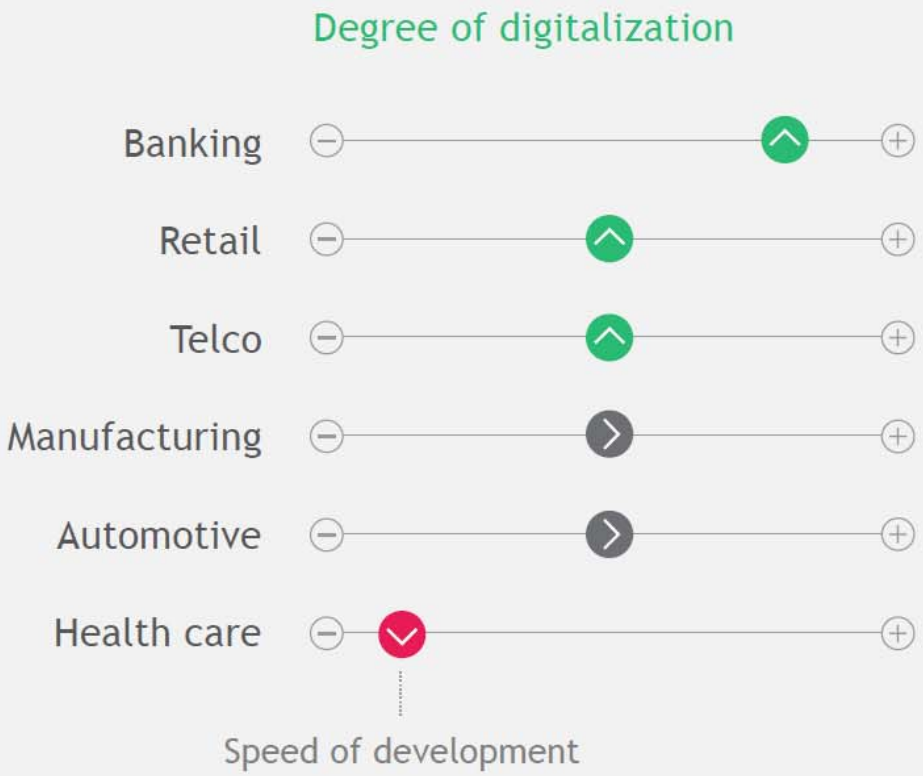
- Delingsøkonomien
- Abbonementer
- Digitale markedplasser
- Gjenbruk
- «Freemium»

Kilde: Boston Consulting Group

Kilde: Boston Consulting Group

Fjellvett i digitalisering

«Alt som kan digitaliseres vil bli digitalisert» - men i ulikt tempo.



International examples of disruptors	
mBank	Pure online bank that has become 3rd largest retail bank in Poland
zalando	Cross-platform online store unifying many retailers under one umbrella
iliad	Digitizing a value FMC offer
Schneider Electric	Transforming customer engagement through personalized digital experiences
TESLA	Making automotive a software industry
WellDoc	Uses mobile technology to transform the treatment of chronic disease

Kilde: Boston Consulting Group

Digitalisering og digital innovasjon

Digitalisere eksisterende verdikjede

+

Drive digital innovasjon

Organisasjon og kultur

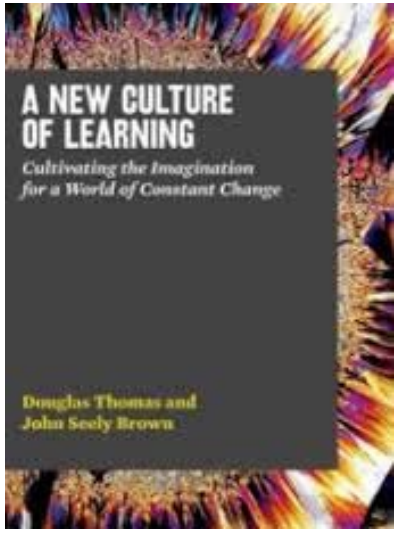
Casper
casper.com

amazon
PrimeAir

Hvis du var din egen kunde…
Hvis du skulle begynt på nytt…

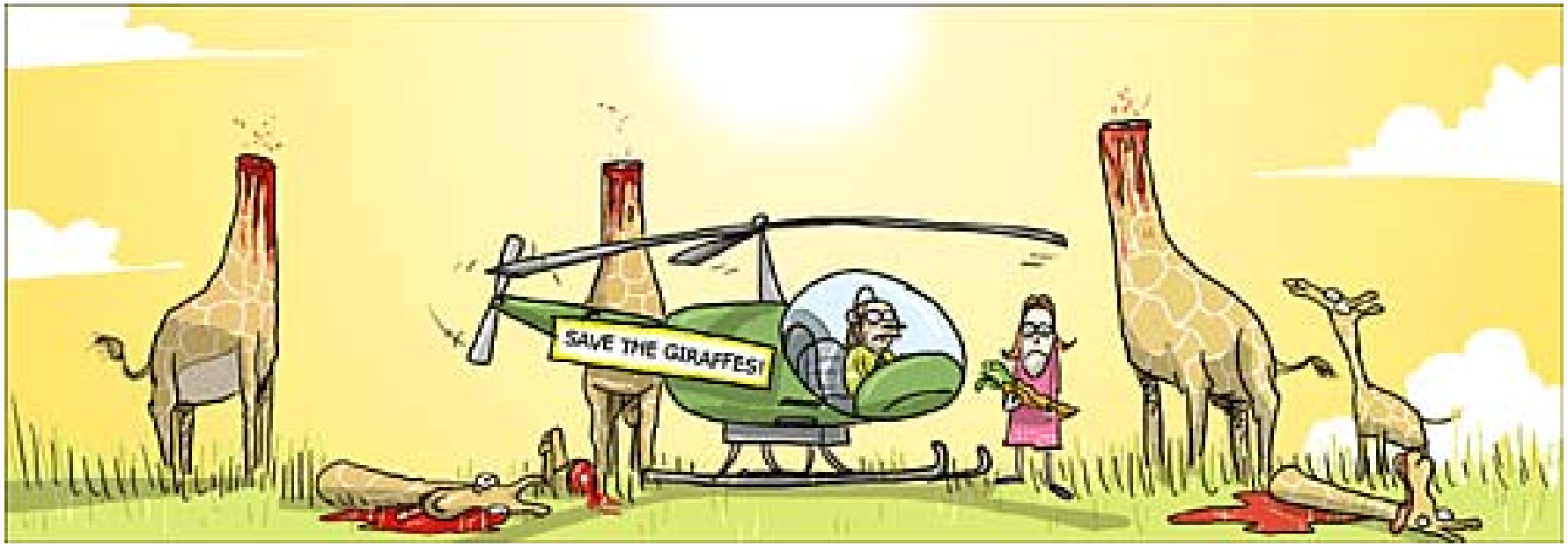
"*Halveringstiden for en tillært ferdighet er 5 år*"

Thomas & Brown



Er det plass til dem med blått hår på din buss?

Gode intensjoner er ikke nok



Takk for meg!

Håkon Haugli
hakon.haugli@abelia.no | @HakonHaugli