THE NEW CORE

capable of developing and bringing to market a combination of physical and digital products and services

Digital

Core

Pump and systems, spare-parts and simple services

As-a-service

New business models, e.g. performance driven contracts

Digital & Services

New core

Pumps, systems and solutions with connectivity and sensors
New Core – New Business Models

Customer

- Pump
- Pump +Service

Ecosystem

- Pumping as-a-service
- Water-as-a-service

New!
CORPORATE DIGITAL CAPABILITIES

Ambition

- **LIGHTHOUSE 1**: Direct, real-time, and relevant relations
- **LIGHTHOUSE 2**: Connectivity and optimization
- **LIGHTHOUSE 3**: New business models
- **LIGHTHOUSE 4**: Digital value chain

Activities

- **A**: Customer pilots in DCO
- **B**: Robotics pilots in Finance
- **C**: Customer pilots in DCO
- **D**: Customer pilots in DCO
- **E**: Customer pilots in DCO
- **F**: Customer pilots in DCO
- **G**: Pilots in Factory of the Future
- **H**: Pilots in Factory of the Future
- **I**: Pilots in Factory of the Future
- **J**: Pilots in Factory of the Future

Gaps

- **DIGITAL ENGINEERING**
- **DATA ANALYTICS**
- **DIGITAL ECOSYSTEMS & PARTNERSHIPS**
- **GO-TO-MARKET**
- **AS-A-SERVICE DELIVERY**

CUSTOMER CENTRICITY
Digital “Disruption” in Smart Cities

Smart City Platform
(City Brain)

Traffic  Electricity  Energy  Water  Buildings  ...

City infrastructures
阿里智慧园区数据大屏

实时车流量
- 已经就位：2,498个
- 预约停车位：237个

能耗管理
- 水：单耗
  - 8:50：460L
  - 9:00：490L
- 电：单耗
  - 8:50：850kWh
  - 9:00：920kWh

园区环境
- 雨量
  - 57mm
- 气温
  - 20°C
- CO2浓度
  - 890ppm

园区运营管理系统
- 占地面积：1.42平方公里
- 覆盖率：93%
- 员工总数：16,932人

企业数据可视化
- 人员分布：879人
- 24小时：579,032人
- 24小时：5,142人

阿里园区总面积：26万平方米

无人零售货架
- 总数：30
- 当日零售次数：158次
- 销售额：1,444元

小卖部
- 总数：200
- 当月销量：5714次
- 销售额：18,637元

共享会议室
- 平均占用率：87.9%
- 平均使用时间：54分钟

共享工位
- 平均工位：9306
The future digital ecosystem

D = Driver
C = Contributor
● = API
Predict and act
Unique opportunity to apply control knowledge and bridge to prescriptive services

Sense & Respond
- Raw Data
- Cleaned Data
- Standard Reports
- Ad Hoc Reports & OLAP

Predict & Act
- Optimization
- Predictive Modelling
- Generic Predictive Analytics

What happened?
Why did it happen?
What might happen?
What is the optimal course of action?
SELL-TOGETHER
MARKETING-TOGETHER
BUILD-TOGETHER
SCALE-TOGETHER