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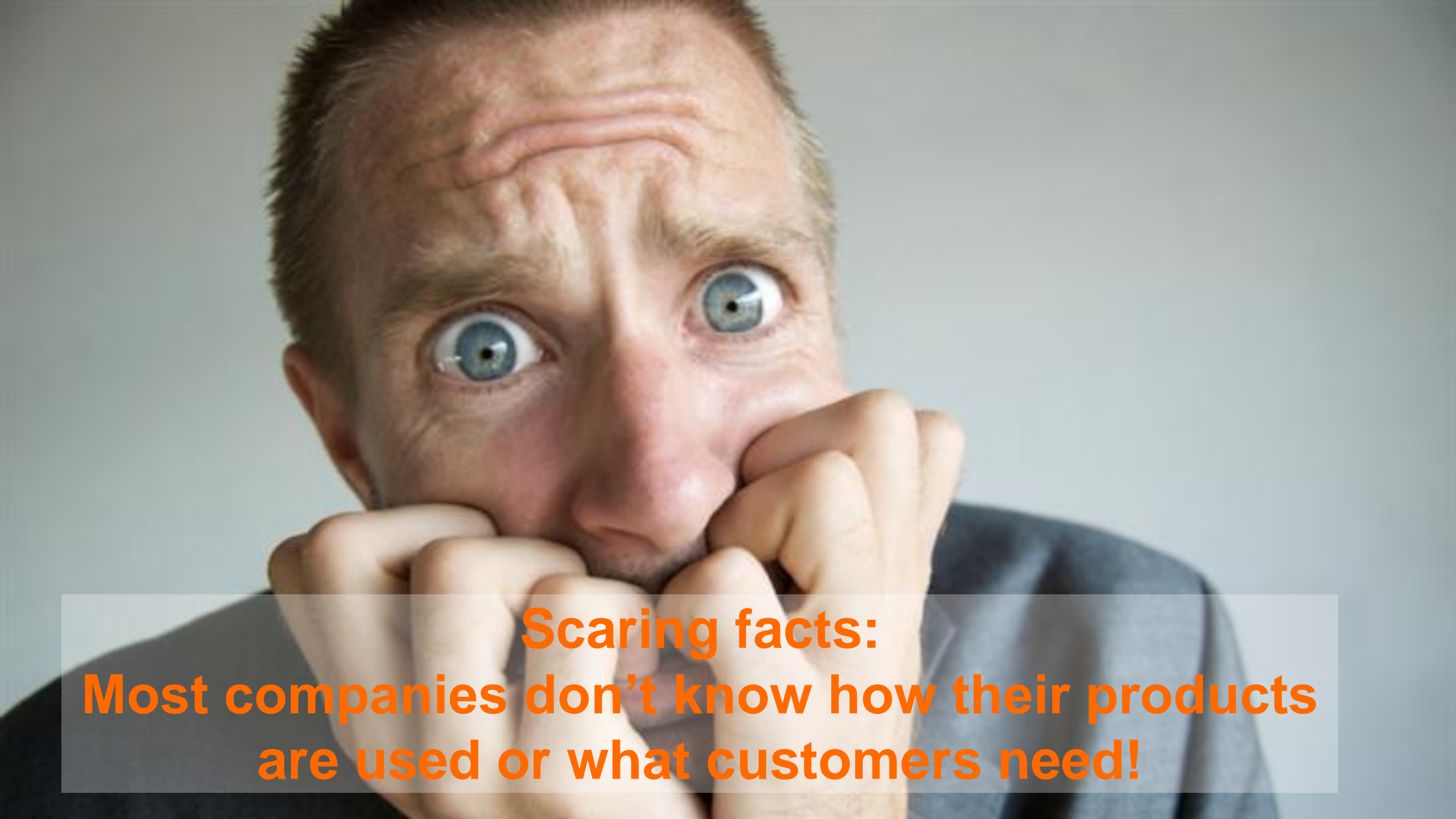


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Future business with Smart Data

The web of Things





**Scaring facts:
Most companies don't know how their products
are used or what customers need!**

A hand-drawn map of a tropical island. The map is enclosed in a decorative border. It features a central path leading from the bottom right towards the top left. Along the path, there are several palm trees and a small hut. At the end of the path, there is a treasure chest. The map is drawn in a sketchy, hand-drawn style with various colors like brown, green, and blue. The text "Companies are looking for new treasure" is overlaid in the center of the map.

Companies are looking for new treasure

W. VANDEWALL

**Everything that can become digital,
will become digital**



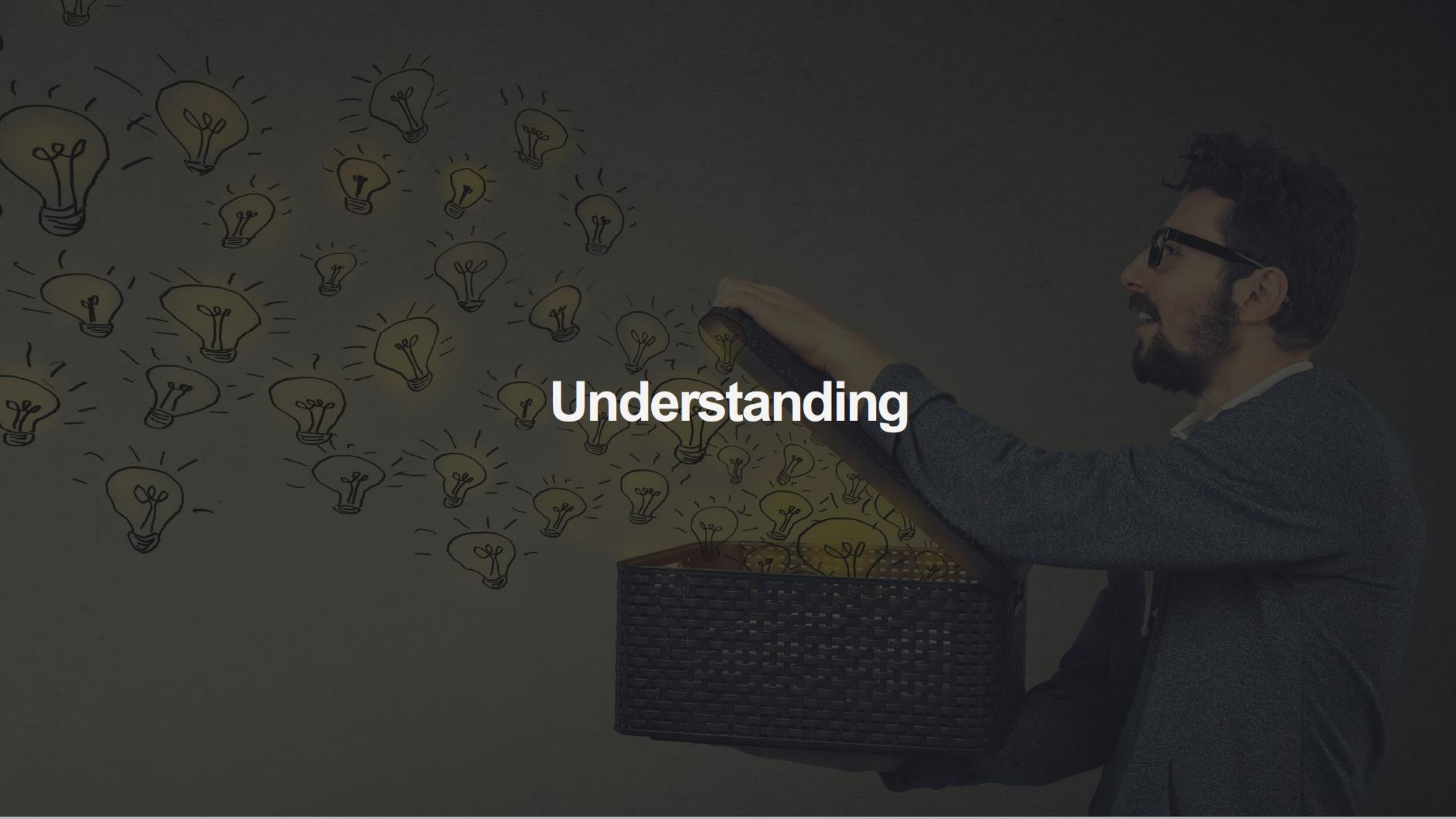


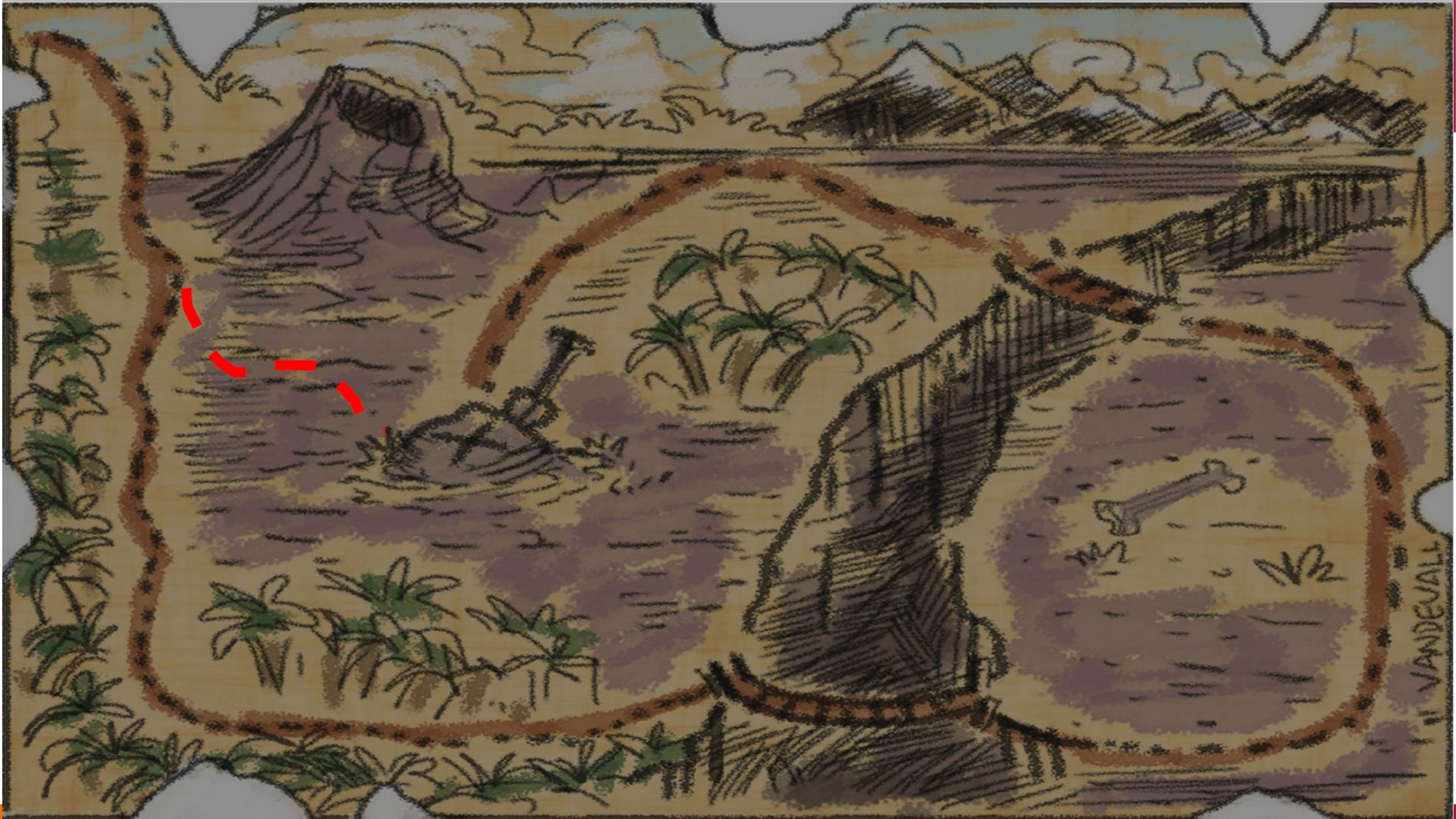
The next big wave of digitalization will blur the boundary between physical and digital worlds

Any guess

**Do you know what customers want when
physical and digital merges?**

Understanding





**Enablers are the navigation tools
needed to find treasure**



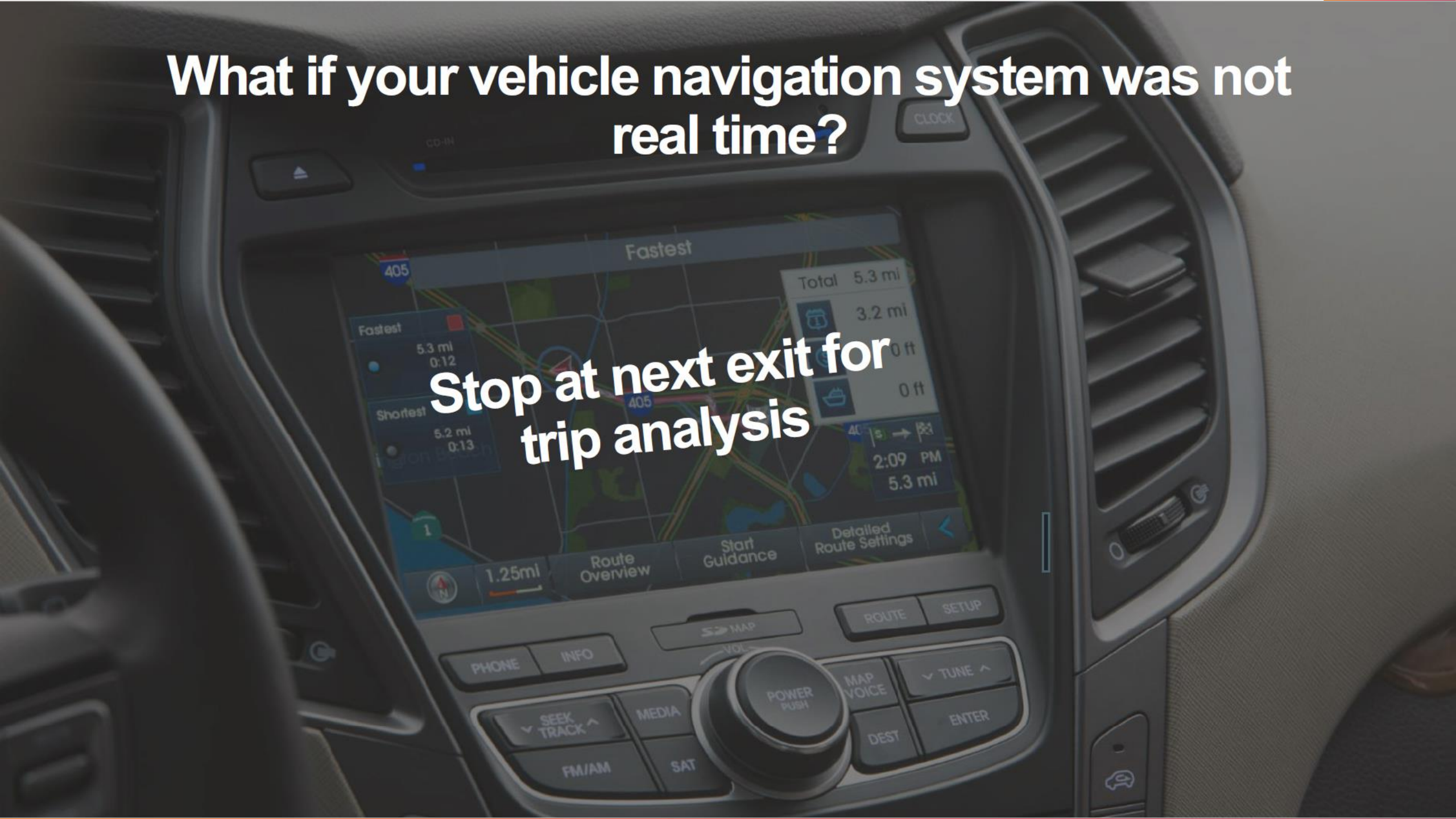
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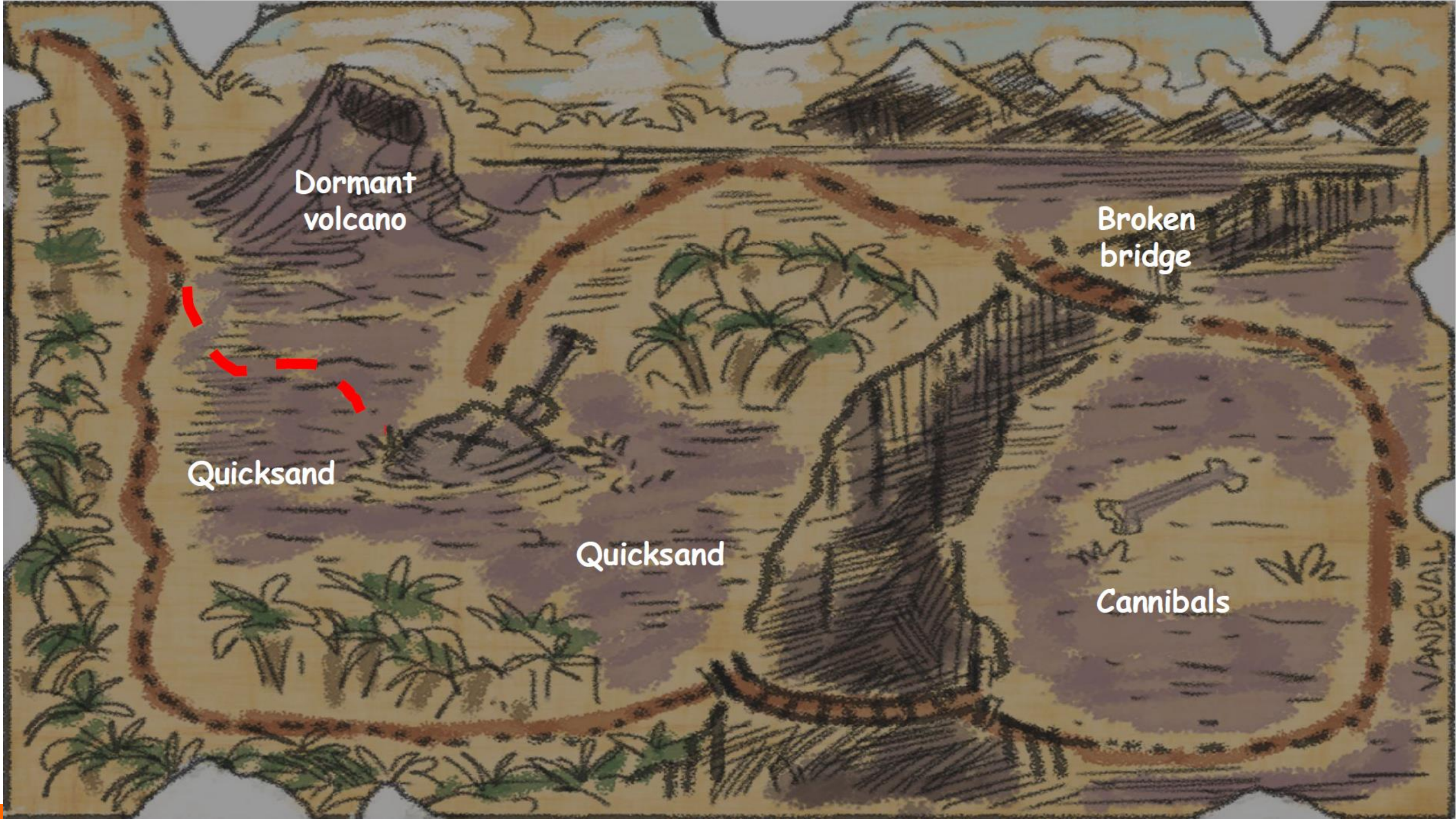


Which tools do they need?

**What if your vehicle navigation system was not
real time?**

**Stop at next exit for
trip analysis**





Dormant
volcano

Broken
bridge

Quicksand

Quicksand

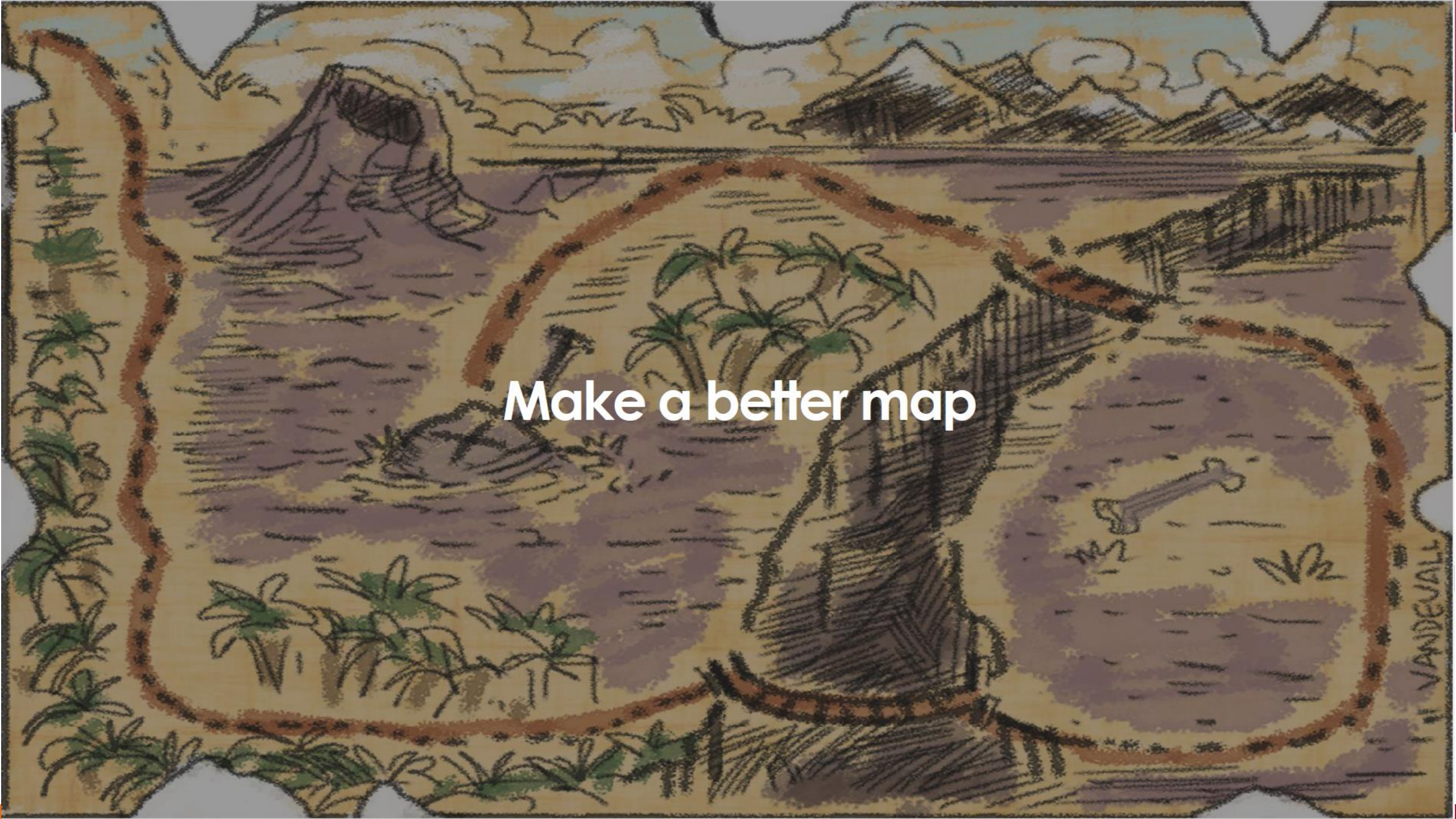
Cannibals

J. VANDEWALL



The image features a dark, futuristic background. At the top, a large, semi-transparent screen displays a white, fluctuating waveform, similar to a heart rate monitor or seismic data. A thick green arrow points downwards from the screen towards the center. Below the screen, a 3D model of an industrial facility is visible, including various tanks, pipes, and structural elements. The scene is illuminated with blue and green light, creating a high-tech, digital atmosphere.

Digital Twin is the future of treasure maps



Make a better map

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An aerial photograph of a city, likely New York City, showing a dense grid of streets and buildings. The image is heavily darkened with a black overlay, particularly in the center and right side, creating a high-contrast, almost abstract appearance. The text is overlaid on this image.

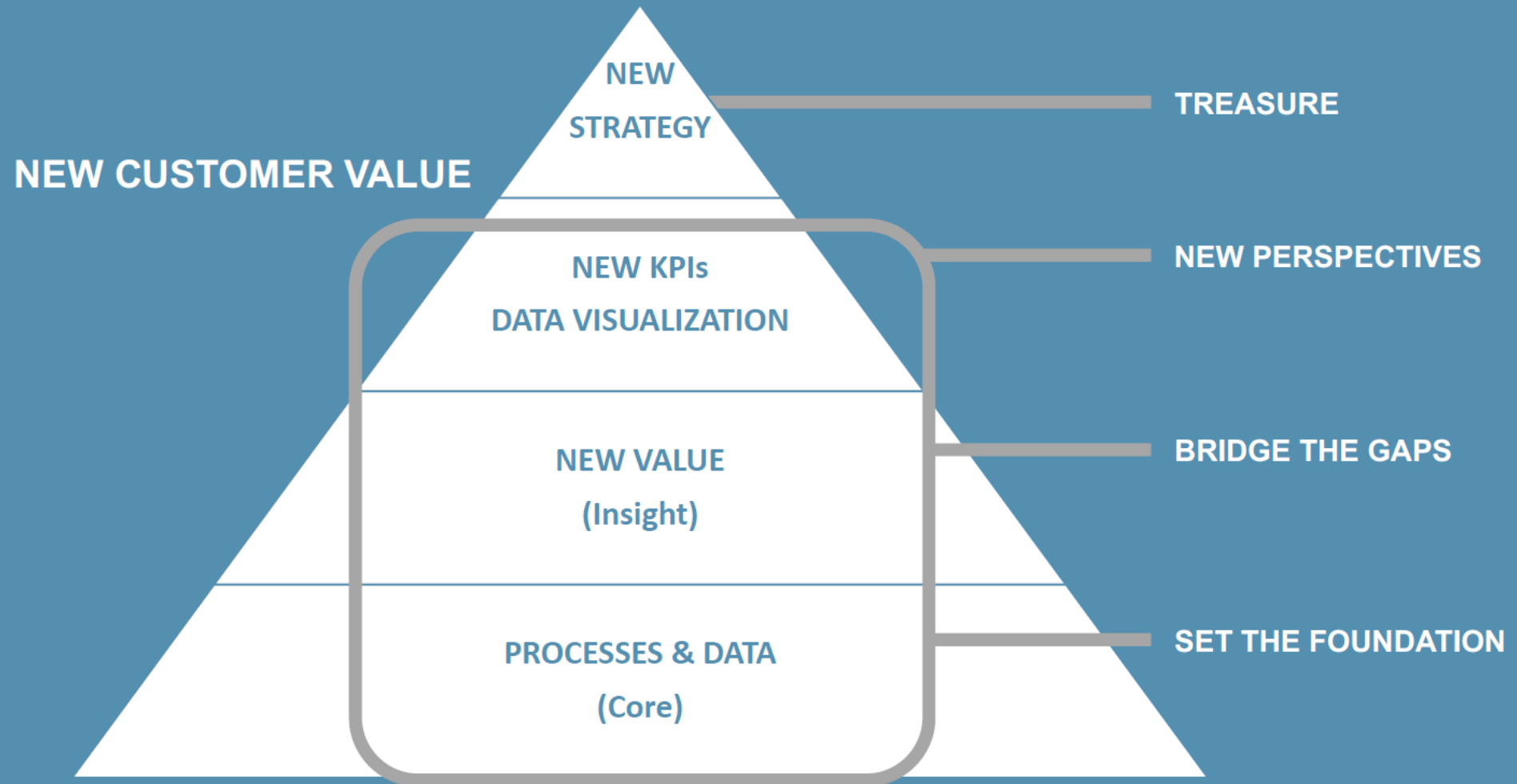
Nothing will go undetected

**New ways to visualise digital in the Real world ...
or Physical items in a Digital world**



How do we unlock the treasure when we find it?

Finding treasure





Technologies

+

Solutions

+

Expertise



Understanding

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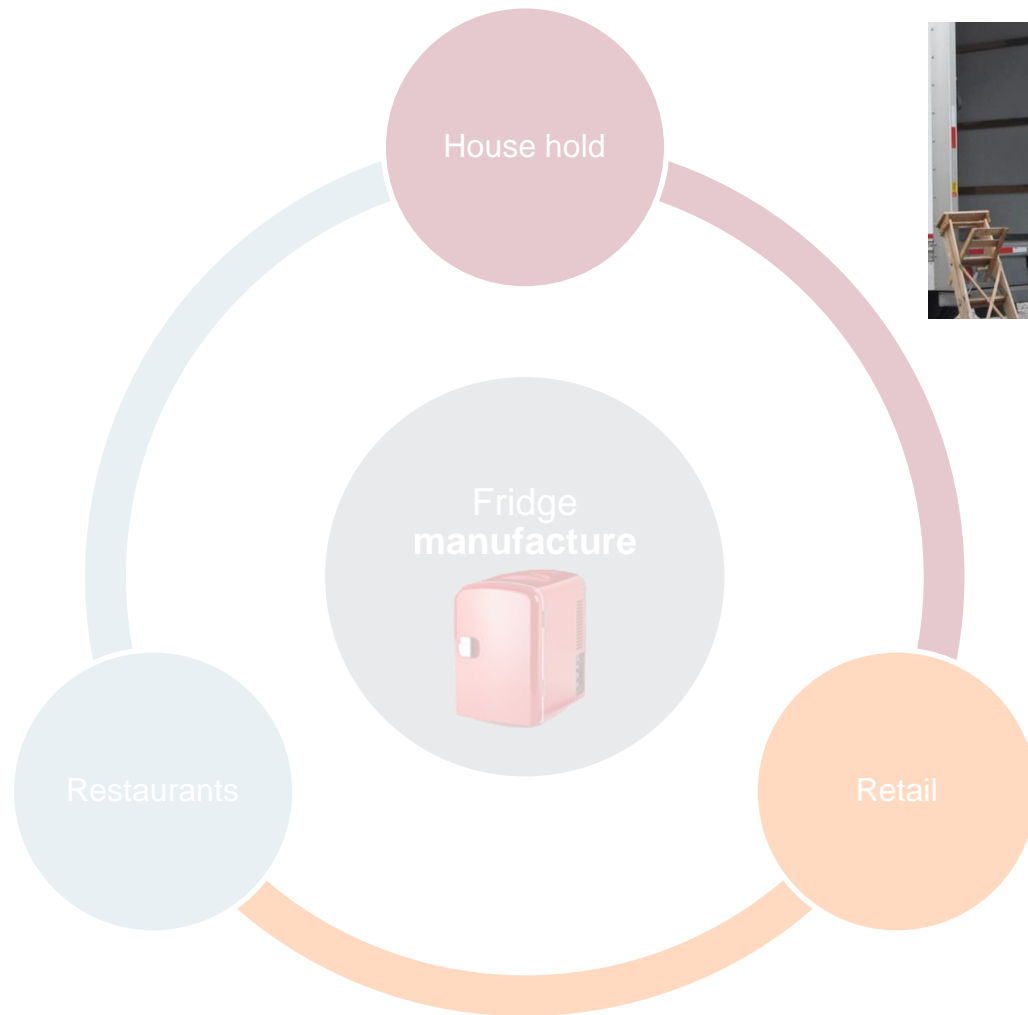


Experience the commitment®

Example "Cooler inc."



Today – traditional Product feature focus



New data driven vision Customer centric Services & Products





How can we make the digital vision make sense to the customer?



You need balance!

Customer / User centric approach



Cooler AS IoT & Cloud Strategy - DEMO (owner) t



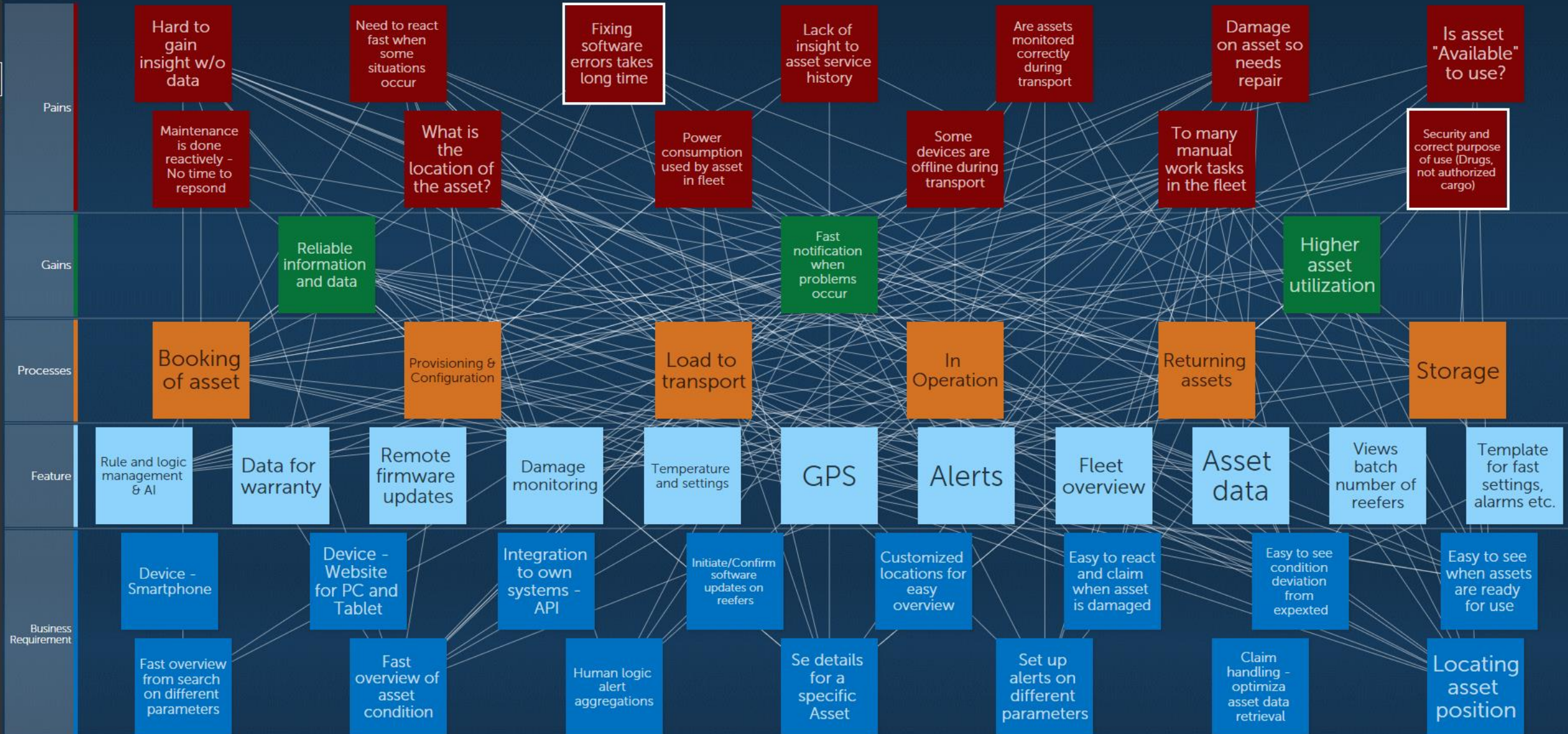
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Target Customer Business Requirements



Thanks for listening, Questions?



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