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!
Companies are looking for new treasure
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
Which tools do they need?
What if your vehicle navigation system was not real time?

Stop at next exit for trip analysis
Digital Twin is the future of treasure maps
Make a better map
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

NEW CUSTOMER VALUE

NEW STRATEGY

NEW KPIs
DATA VISUALIZATION

NEW VALUE (Insight)

PROCESSES & DATA (Core)

TREASURE
NEW PERSPECTIVES
BRIDGE THE GAPS
SET THE FOUNDATION
Technologies + Solutions + Expertise → Understanding
Example "Cooler inc."
Digital Transformation journey

Today – traditional Product feature focus

New data driven vision
Customer centric Services & Products

Fridge production
Food process Services (end-to-end)
Food consulting
Cooling utilization broker (eat competitors)
Service broker (legacy)
Fridge as a service

House hold
Retail
Restaurants
Fridge manufacture

Cooler inc.
How can we make the digital vision make sense to the customer?
You need balance!
Customer / User centric approach
Thanks for listening, Questions?

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