



Vefverkefni á tímum fjórðu iðnbyltingarinnar

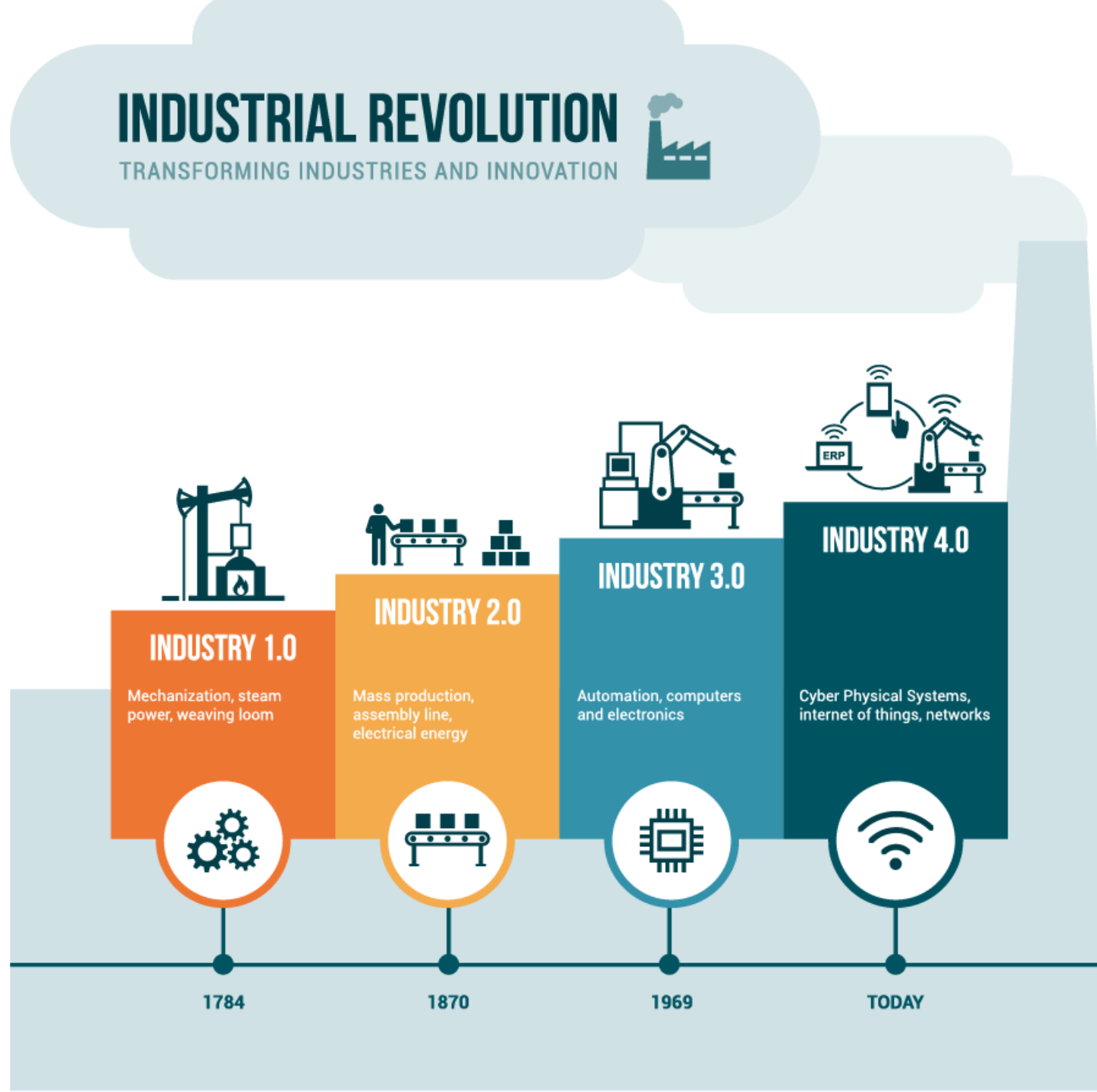
Ragnheiður H. Magnúsdóttir

6. desember 2017



INDUSTRIAL REVOLUTION

TRANSFORMING INDUSTRIES AND INNOVATION





Umbylting

INNOVATION

DISRUPTION



DOING THE SAME
THINGS A BIT
BETTER

DOING NEW
THINGS

MAKING THINGS THAT
MAKE THE OLD THINGS
OBSOLETE



Umbylting í viðskiptum

UBER | FACEBOOK | ALIBABA | AIRBNB

The world's largest taxi company owns **zero** vehicles

The world's most popular media owner creates **zero** content

The world's most valuable retailer has **zero** inventory

The world's largest accommodation provider owns **zero** real estate





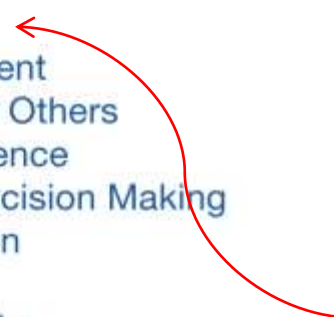
Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity





GE Imagination at work

DIGITAL

PREDIX

PRODUCTS

GE DIGITAL

OUR FUTURE IS DIGITAL



The buying

...process is fundamentally
changing with the digital platforms

“...feature-rich, self-
service **ecommerce**”

B2B companies must give their audience an intuitive, feature-rich self-service e-commerce platform that lowers costs, grows sales and enhances customer experience.

Forrester 2016

“Because
experience
matters...”

FORRESTER®

Every customer that B2B companies serve is not only a businessperson but also a consumer, one who has his or her expectations set by daily interactions with Amazon, Apple, Starbucks, and Zappos.

And those B2B customers no longer lower their expectations when they go to work...

— **Harley Manning**,
Customer Experience Professional, Forrester

“Two times
bigger than B2C
by 2020”

The B2B market will grow to \$6.7 trillion in gross merchandise value by 2020, which will make it two times bigger than the B2C market (\$3.2 trillion) within that timeframe

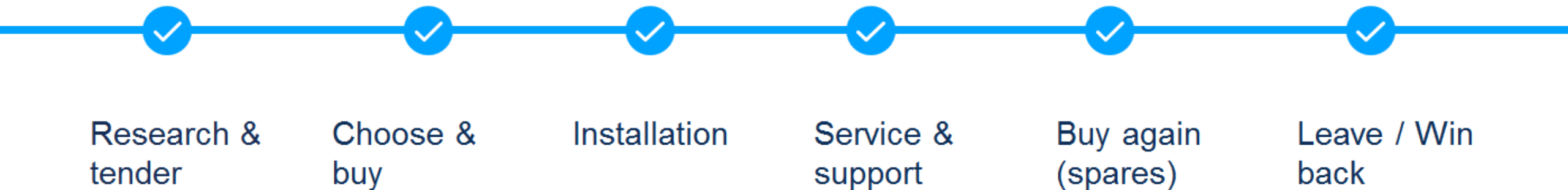
Forbes 2015



Inbound marketing



Mikilvægt að veita góða þjónustu á vef í gegnum allt ákvörðunarferli viðskiptavinarins (customer journey)





Þetta snýst um einfaldleika og þægindi



kindle fire HD
A gift the whole family will love

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Holiday Toy List
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Restrictions apply

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Intel-powered 2-in-1s
and Ultrabooks

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Up to 45% Off
Streamlight

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\$25 Off a \$100
Bosch Purchase

[Learn more](#)

Holiday Favorites from Featured Marketplace Sellers



Laptops, Tablets, & Accessories



Cell Phones



Camcorders



Home Improvement

Black Friday Deals Week in Electronics & Accessories



Best Sellers

Shoes : Men's Running

Updated hourly



1. ASICS Men's GEL-Kayano 19 Running Shoe
ASICS



2. PUMA Men's Voltac 4 Mesh Cross-Training Shoe



Explore Holiday



Holiday gift ideas for \$10 and under [See more](#)





About the product

- PurePulse continuous, automatic wrist-based heart rate tracking to better measure calorie burn all day
- Maximize your workouts using simplified heart rate zones (Fat Burn, Cardio and Peak)
- See call, text & calendar notifications on the OLED display; Automatically track how long and how well you sleep and wake with a silent vibrating alarm
- Get a better understanding of your fitness level and see how you can improve over time with a personalized Cardin Fitness Score; Use Connected GPS during run mode to see real-time stats like pace and distance on

More ▾

Frequently bought together



Total price: **\$172.38**

Add all three to Cart

Add all three to List

⚠ These items are shipped from and sold by different sellers. [Show details](#)

✔ **This item:** Fitbit Charge 2 Heart Rate + Fitness Wristband, Black, Large (US Version) **\$148.95**

✔ Fitbit Charge 2 Screen Protector (6-Pack), IQ Shield LIQuidSkin Full Coverage Screen Protector for... **\$7.85**



or 1-Click Checkout



Primary Personas: Customers



CEO /
Owner



Technical
Manager



Production
Manager

Secondary Personas



Investors



Job Seekers



Initiator/Decision-maker/Buyer

Age: 35-44

Job title: CEO/Owner

Pains

- Market / consumer demands
- Low yield / utilization / productivity
- Lacking overview of production/data
- High maintenance costs
- To much downtime

Gains

- Increased uptime
- Able to deliver new products in demand
- Able to reach new markets / segments
- Increased yield / profit / results
- Increased productivity / efficiency
- Lower costs
- Compliance to regulations
- Reduce label billing

Motivations

- Price / Return on Investments
- Experience / proven solutions
- Future-proof
- Relationship
- Traceability
- Image: Sustainability, Animal welfare, Innovation, digitalization

Doubts

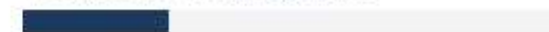
- Is the service from the supplier good enough??
- Is the machine to complex for us to handle?
- Is the delivery taking to long time?
- Is the machine too expensive? Can we finance it? Is it a good investment?
- Will the new equipment give us the competitive advantage?
- Can we trust the supplier?
- Does the supplier have the right knowledge and experience?

"For me finding the right supplier is based on trust"

"I would appreciate more online activities"

Preferred Channels

Traditional contact trough phone

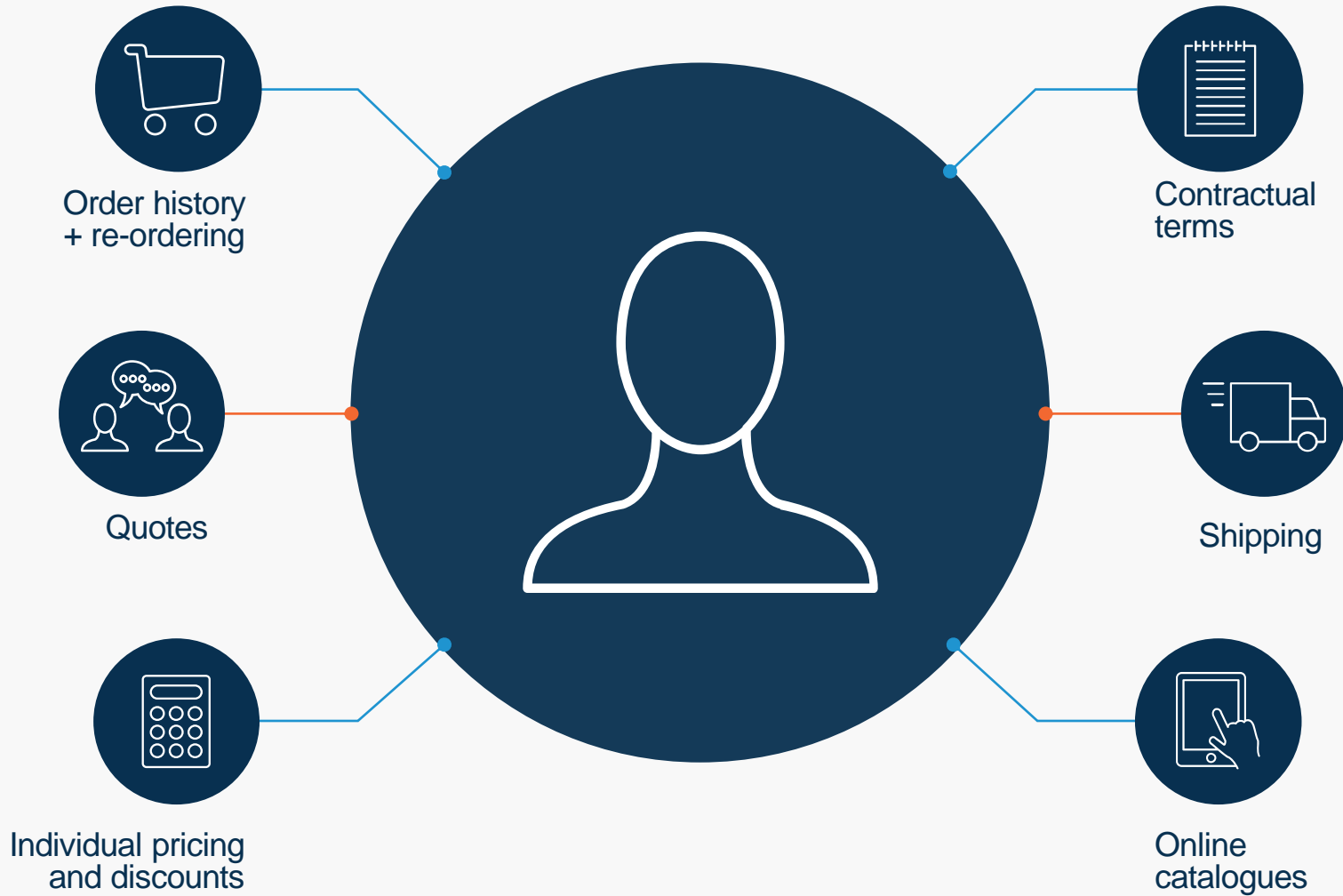


Online & Email



Visits and exhibition





Providing self-service

- Reduced cost of sale without compromising customer services and experience
- The overall experience is key to long-term customer experience
- Giving our customers 24/7 access to our products and services



Tengingar við innri kerfi
yfirleitt stór partur af
vefverkefnum í dag



It's no longer the BIG
beating the SMALL,
but the FAST
beating the SLOW

Eric Pearson, CIO,
International Hotel Group (IHG)

Startup thinking is not just for startups



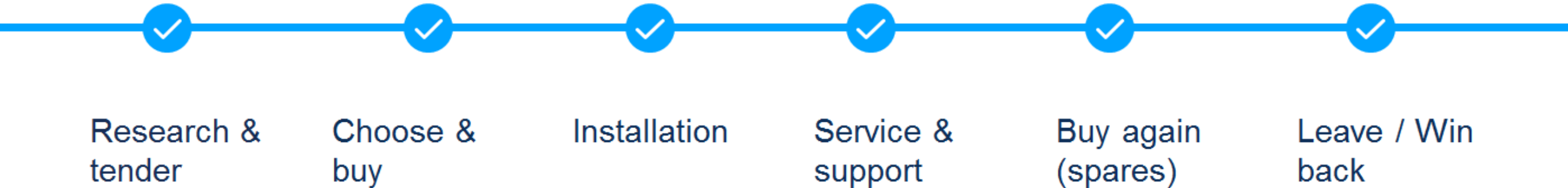
THE TOP CHALLENGES FACING DIGITAL TRANSFORMATION





**For this to work, we need to
make bold, strategic decisions**

Mikilvægt að veita góða þjónustu á vef í gegnum allt ákvörðunarferli viðskiptavinarins (customer journey)





Takk fyrir

