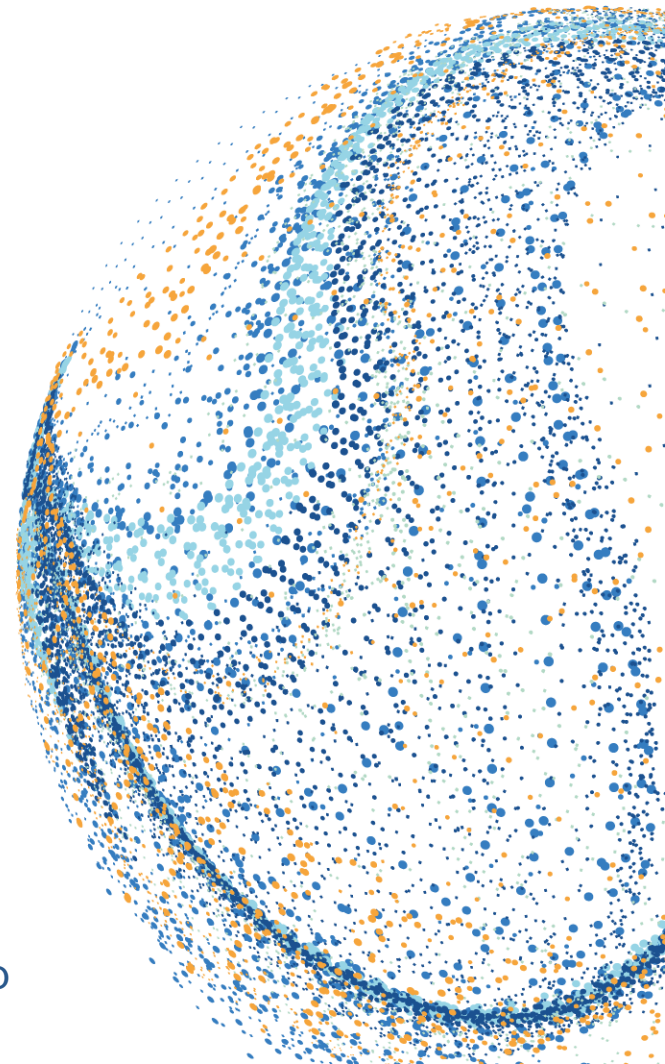


Digital innovation

Inge Andre Sandvik – Chief Digital Officer – Wilhelmsen Group



A global presence

The worlds largest maritime network

70

countries

2 200

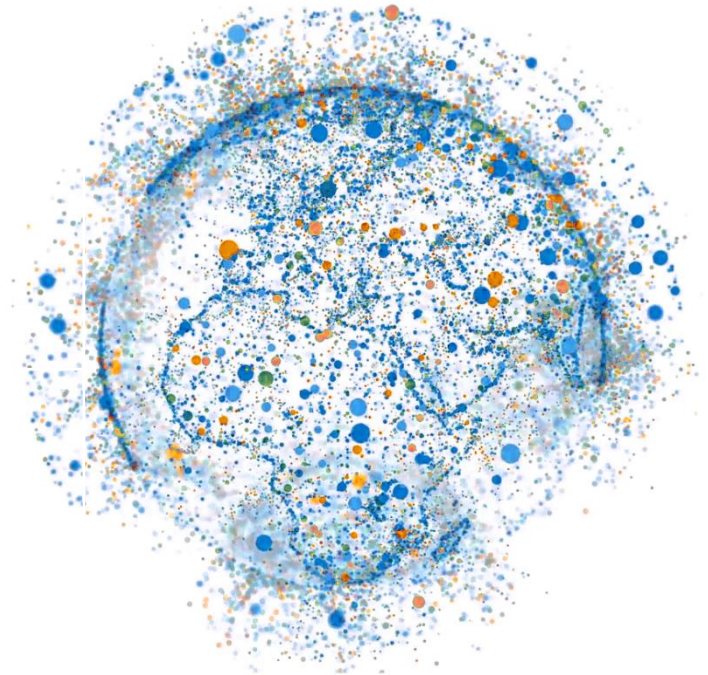
locations

50%

of the world's merchant fleet as customers

21 000

employees

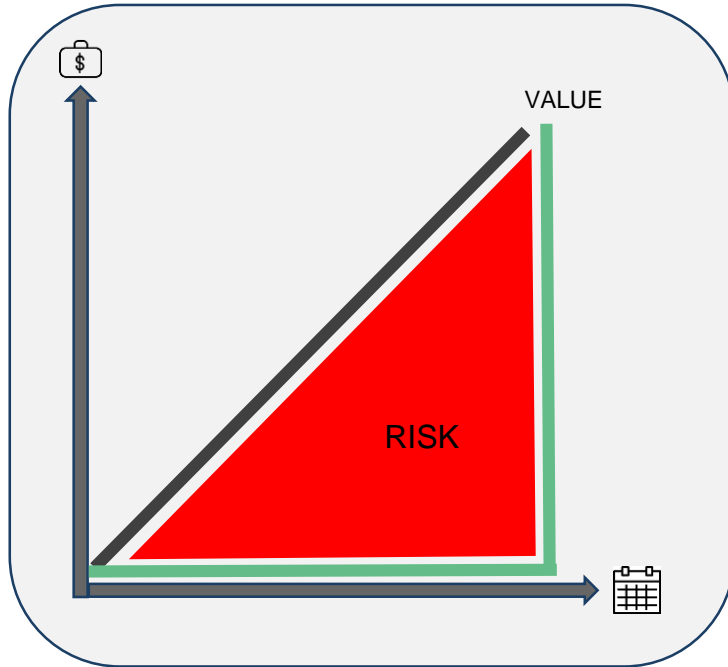


The digital accelerator model

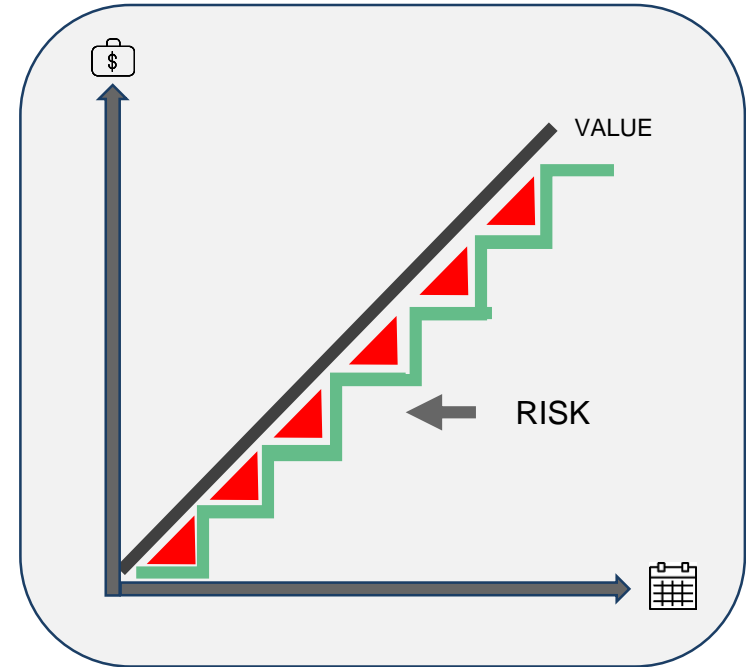


NEW AND AGILE WORK METHODS ARE RE-SHAPING THE WORLD

MOVE FROM



TO



- MAKE PRODUCTS WITH **NO/LOW CUSTOMER INVOLVEMENT**
- IDEA TO PRODUCT: **1-2 YEARS**
- **HIGH INVESTMENT**
- DECISIONS: **LOW FREQUENCY**

- MAKE PRODUCTS WITH **CUSTOMERS & PARTNERS**
- IDEA TO PRODUCT: **WEEKS**
- **LOW INITIAL INVESTMENTS**
- **LOW RISK**
- DECISIONS: **HIGH FREQUENCY**

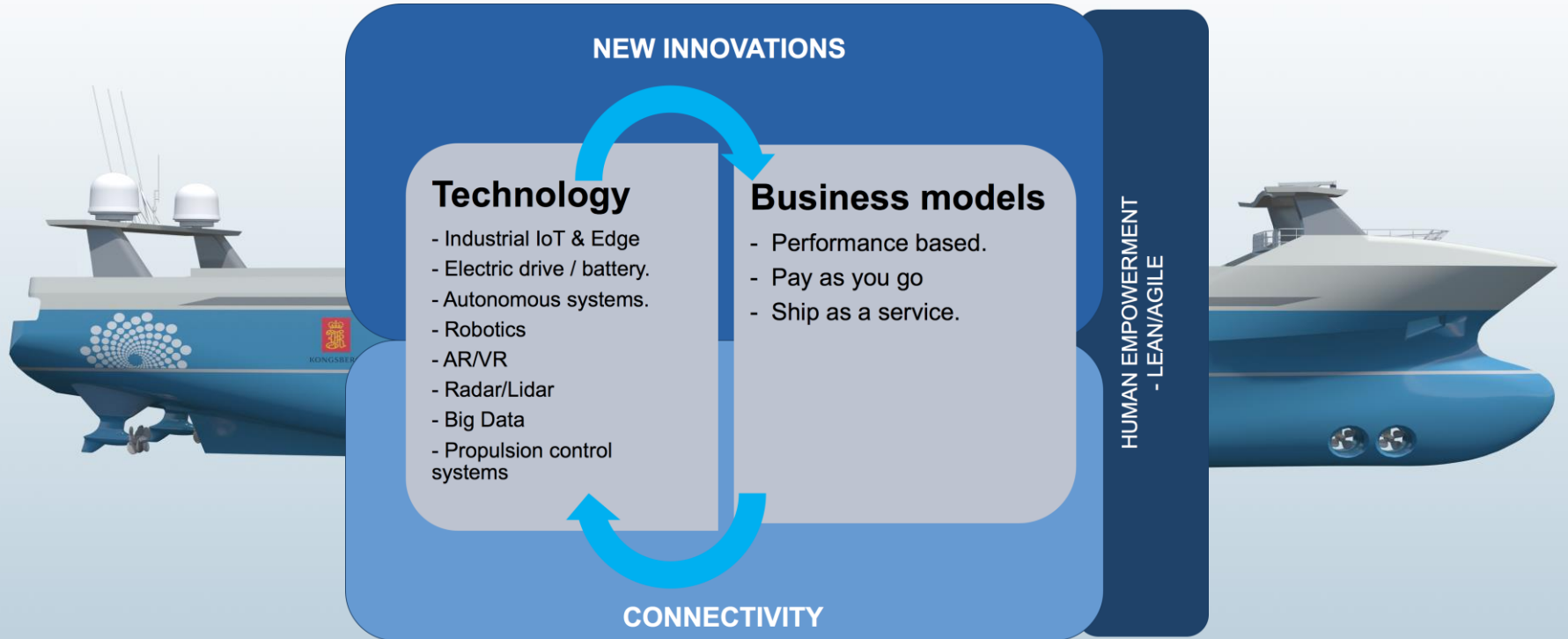
DIGITAL BUSINESS TRANSFORMATION

CONVERGENCE BETWEEN TECHNOLOGY INNOVATION AND BUSINESS MODEL INNOVATION ENABLED BY CONNECTIVITY



MASSTERLY CASE - YARA BIRKELAND

New Technology Innovation & New Business Model Innovation



The need of a digital platform that break the silos and creates an agile organization that is prepared for higher speed and more demanding customers.

Architecture need to be based on cross industry open standards



Open Technology
platforms



Shared and re-usable applications

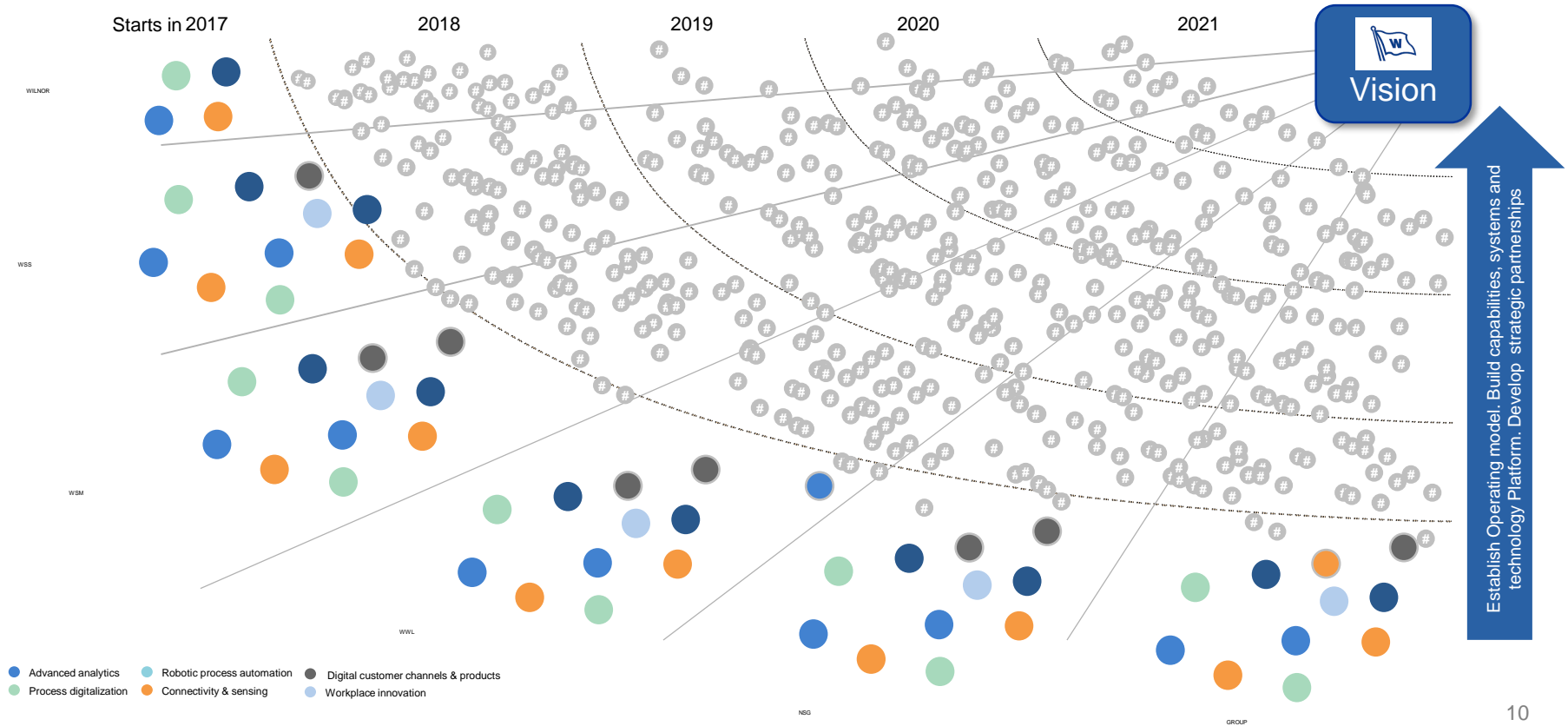


Proprietary Wilhelmsen application

Digital Roadmap to reach the vision.

Prioritized projects and product development

Redefine how we serve our customers and position Wilhelmsen as the shaper of the maritime industry.



SOFTWARE ARCHITECTURE IN A DIGITAL BUSINESS



Autonomy & AI interaction

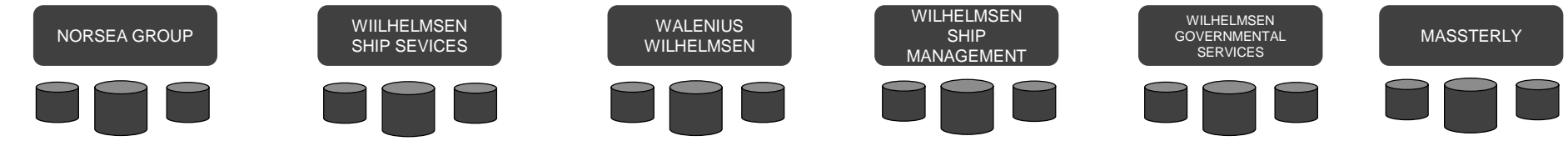
User interaction



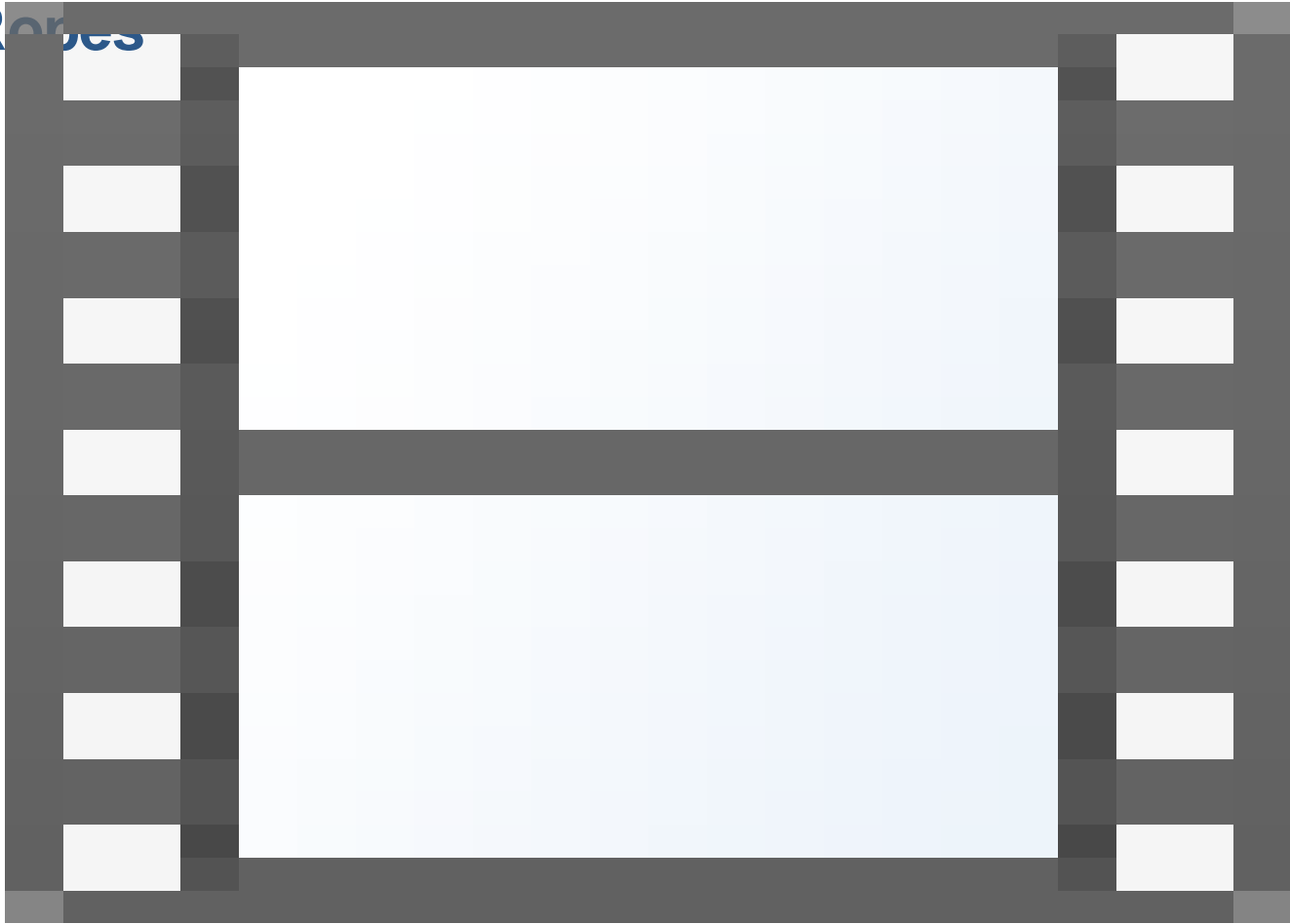
Wilhelmsen Digitalization Accelerator Framework



COMPANY GROUP DATA STORED IN SILOS. NO/LOW CONTEXTUALIZATION HORIZONTALLY



Smart Roles





Maritime Innovation Lab

Maritime Innovation Lab is a key strategic tool to drive more innovation with higher speed and quicker ROI.



OPEN & RAPID INNOVATION

- More open to innovation from:
 - Start-ups
 - Entrepreneurs
 - Vendors
 - Internally in the group.
- Grow an extended team that supports us shape the maritime industry



ACCESS TO NEW TALENT

- Unique and effective access to new talent and innovative companies.
- More effective recruitment from academia and R&D institutions.



EFFICIENT TO CREATE NEW BUSINESSES

- Make it more efficient to create new revenue and find new business areas.
- Challenge us to be more innovative within the group.



FACILITATE AND GROW STRATEGIC PARTNERSHIPS

- Facilitate and grow strategic partnerships with members of the Maritime Innovation Lab.
- Participate and invest in incubators and accelerators to grow deal flow for Wilhelmsen Venture Capital.

Accelerators/Incubators

Maritime Clusters

VCs

Academia



Maritime Innovation Lab

Partners



KONGSBERG

- Kognif.ai



DNV-GL

- Veracity



- Office space
- Industry experts
- Access to marketplace
- Investment



- Cognite



Digital Ship Hackathon



Ole Petter Barbo

Data & AI Solution Specialist at Microsoft
2w



A fine day at Microsoft! Smart people from Microsoft CSE-team led by **Hanne S. M. Wulff** programming during Wilhelmsen hackfest solving complex issues related to the Maritime industry and IoT edge. Thanks to **Sigbjørn Eng Rudaa** for important domain knowledge. This is fun!



71 Likes · 4 Comments



What is Wilhelmsen offering

- Office space at the Wilhelmsen HQ
- Direct access to key people and industry experts in the Wilhelmsen Group and partners
- Wilhelmsen serve 50% of the global maritime market. We can either be a customer or a go-to market partner
- Access to capital either directly from Wilhelmsen Venture or through VC partners we work with



Access to a global maritime network

Thank you!

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