

Fellowwind

connected company day

TRENDERNA SOM STYR VÅR OMVÄRLD



Sandra Udin

Head of Delivery D365
Fellowmind



Martin Cederbom

Industry Manager D365
Fellowmind

FRAMTIDENS ARBETSSÄTT



Jonas Häll

Head of Delivery M365
Fellowmind



Peter Rhodin

Sr Cloud Solution Architect
Microsoft

DIGITALISERING FÖR ETT HÅLLBART SAMHÄLLE



Louise Ol-Ers

Group Sustainability Manager
Fellowmind



Peter Rhodin

Sr Cloud Solution Architect
Microsoft



Martin Cederbom

Industry Manager D365
Fellowmind

UTFORSKA MÖJLIGHETERNA MED DATA



Arvid Josefsson

Enterprise Architect
Fellowmind

BALDERS DIGITALISERINGSRESA



Helena Axelsson

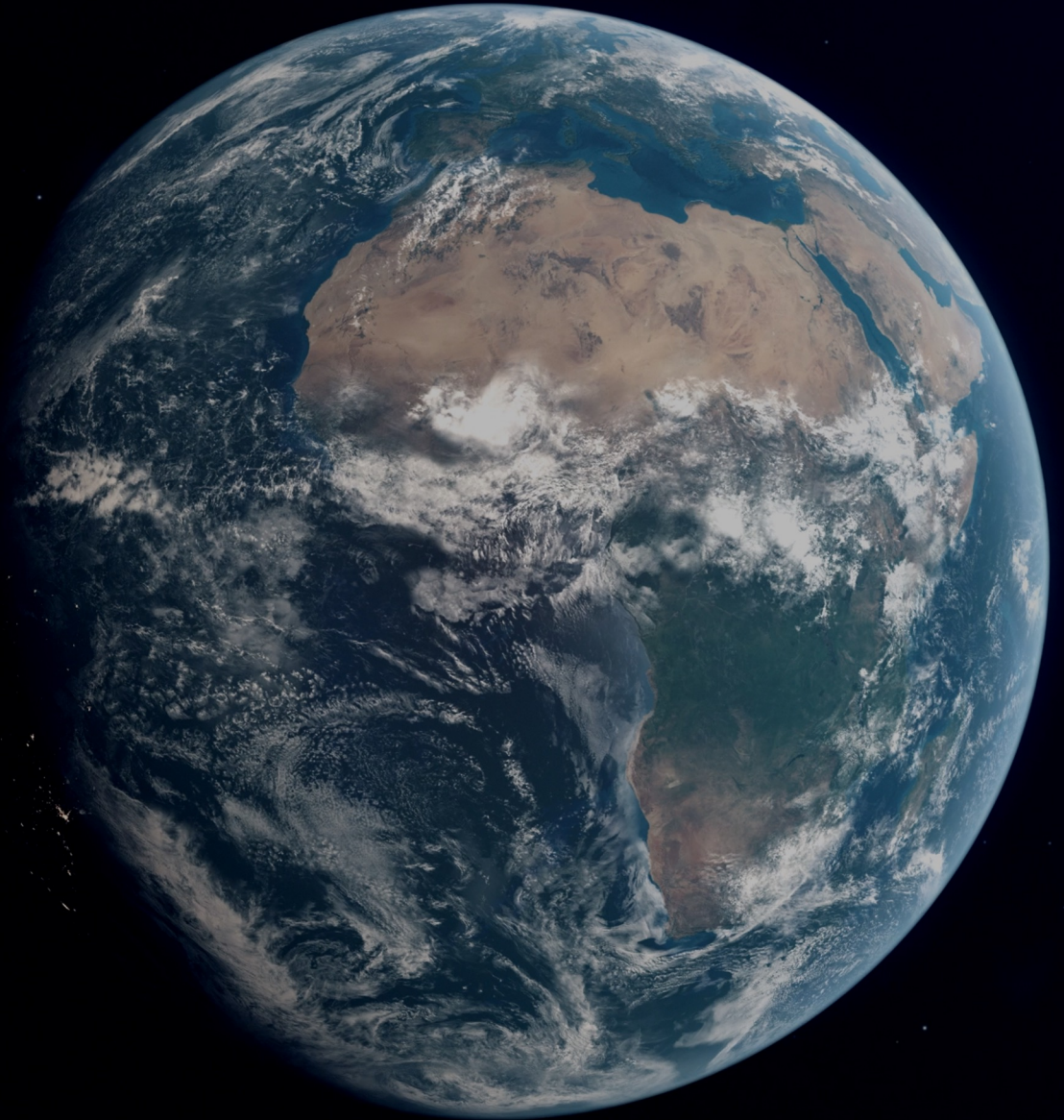
Sverigechef
Balder



TRENDERNA SOM STYR VÅR OMVÄRLD

“If you went to bed last night as an industrial company, you’re going to wake up as a software and analytics company”

JEFF IMMELT, GE CEO, 2014



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Skift från produkter
till integrerade lösningar



Kriget om kompetens



Digitalisering av
tillgångar och verksamhet



Uppropet för hållbarhet

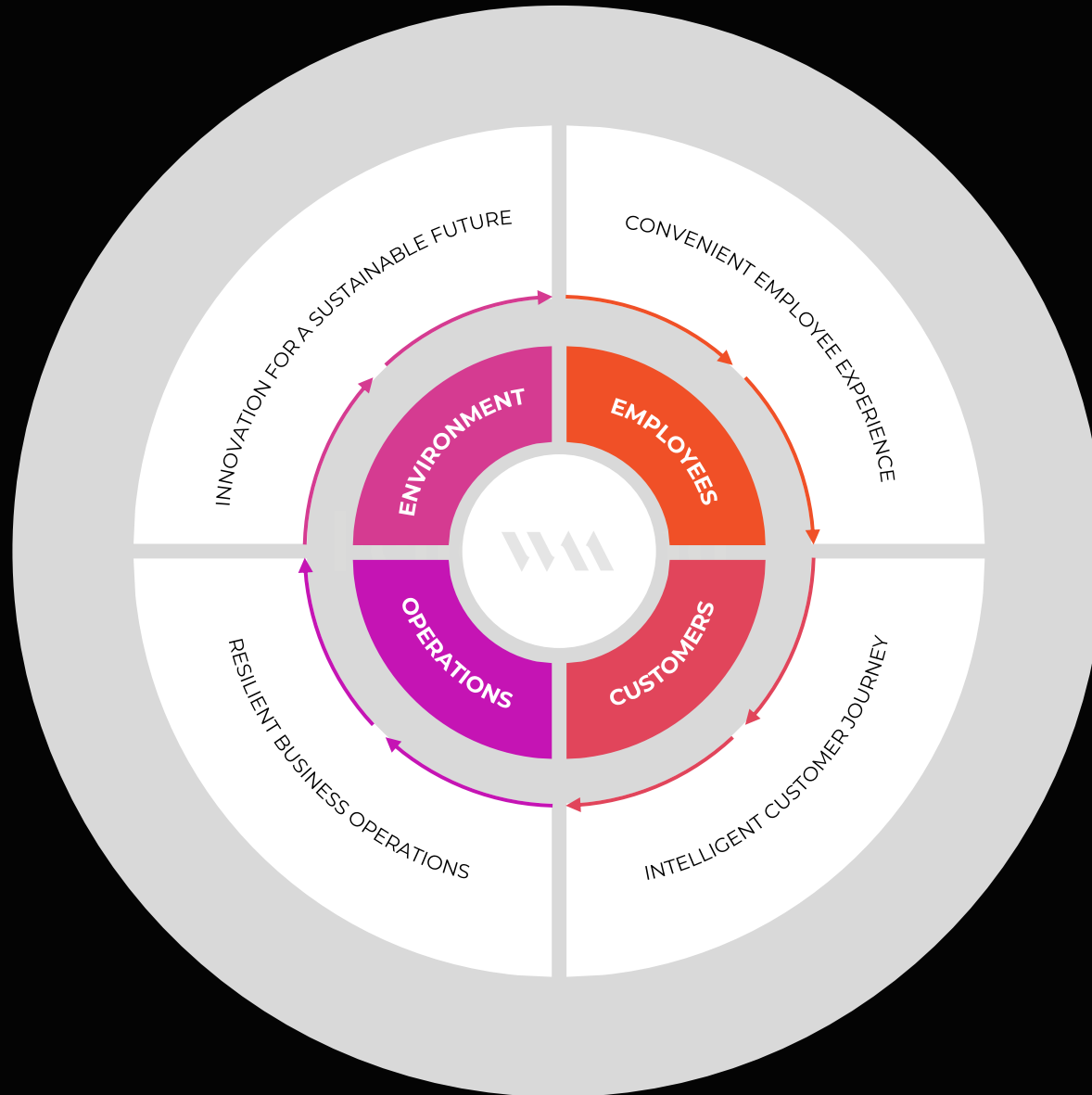


Ökat tryck på
supply chain

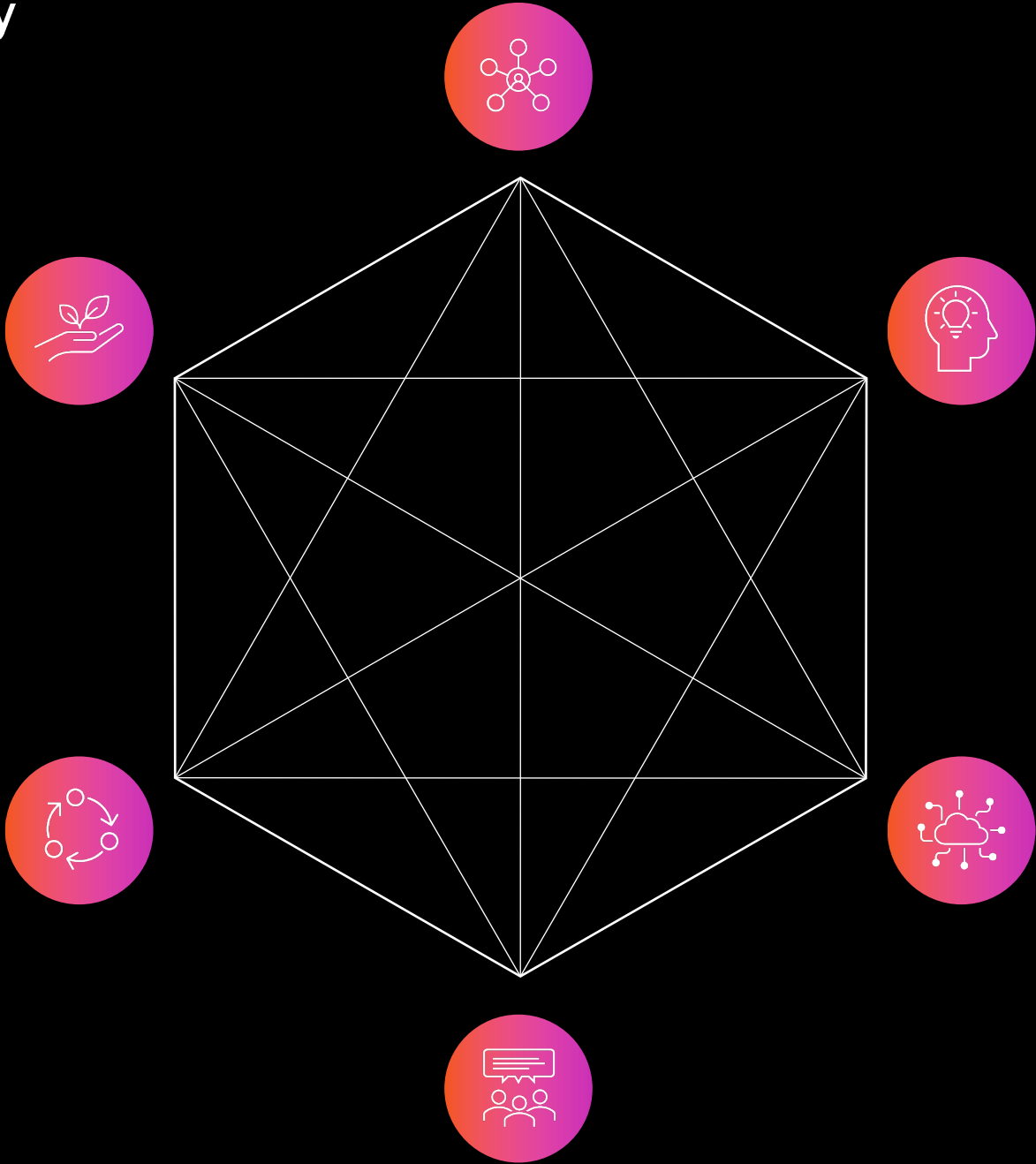


Förändrade kundbehov

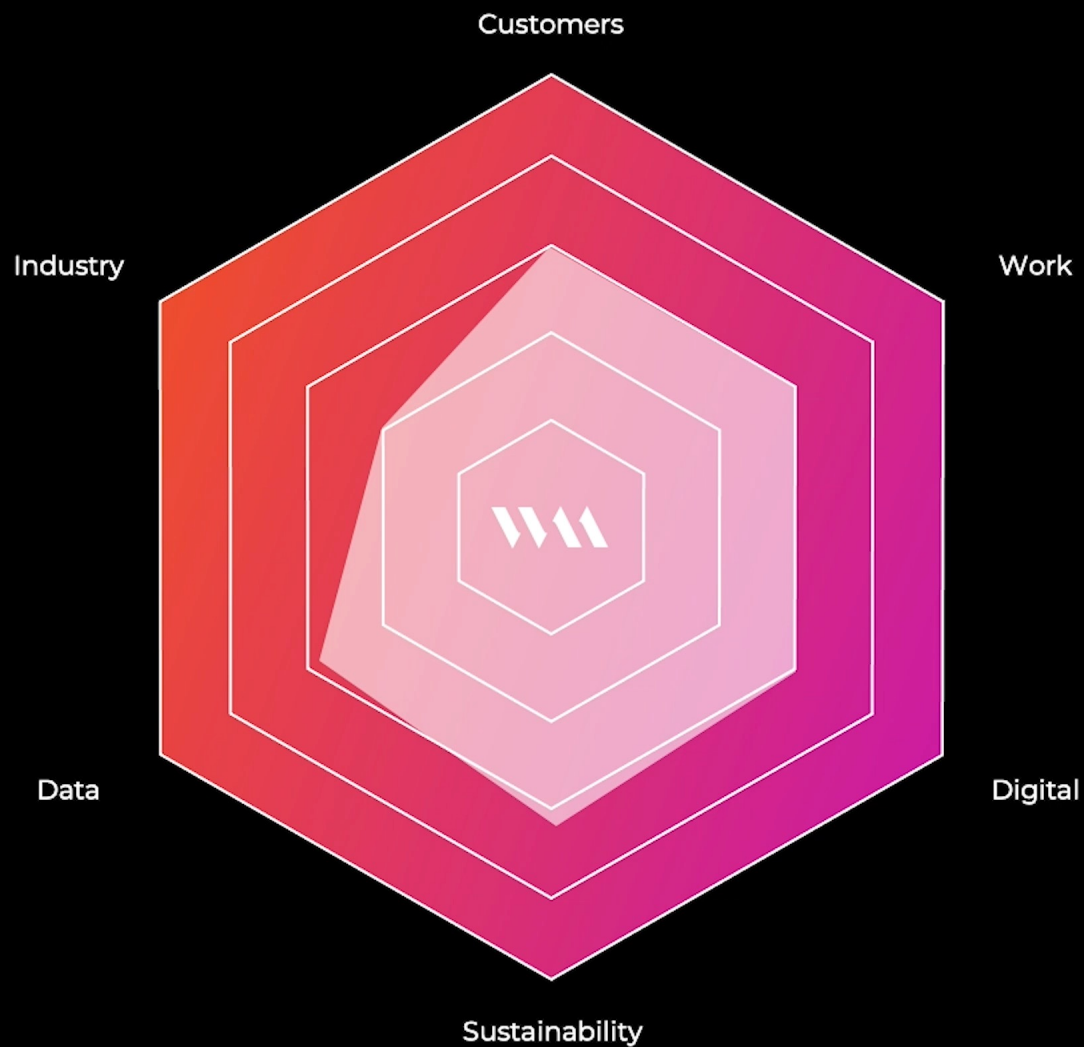
Creating Connected Companies



connected company day



Att bli ett
Connected
Company
är en resa



Fellowwind

Creating Connected Companies



FRAMTIDENS ARBETSSÄTT

VAD KAN DU GÖRA FÖR ATT HÄNGA MED I DEN NYA ARBETSERAN?

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We're living through technological, economic, societal and geopolitical **change**

Trends we are seeing



Employee expectations
have changed



The business environment
is constantly changing



Digital opportunities in the
workplace are booming

Busy Doesn't Equal Productivity



Struggling with time and innovation

64%

say they struggle with having the time and energy to do their job—and those people are 3.5x more likely to also struggle with innovation and strategic thinking



Lack of focus time

68%

of people say they don't have enough uninterrupted focus time during the workday



Time spent on communication

57%

of their time is spent on communicating (in meetings, email, and chat) and 43% creating (in documents, spreadsheets, and presentations)



Searching for information

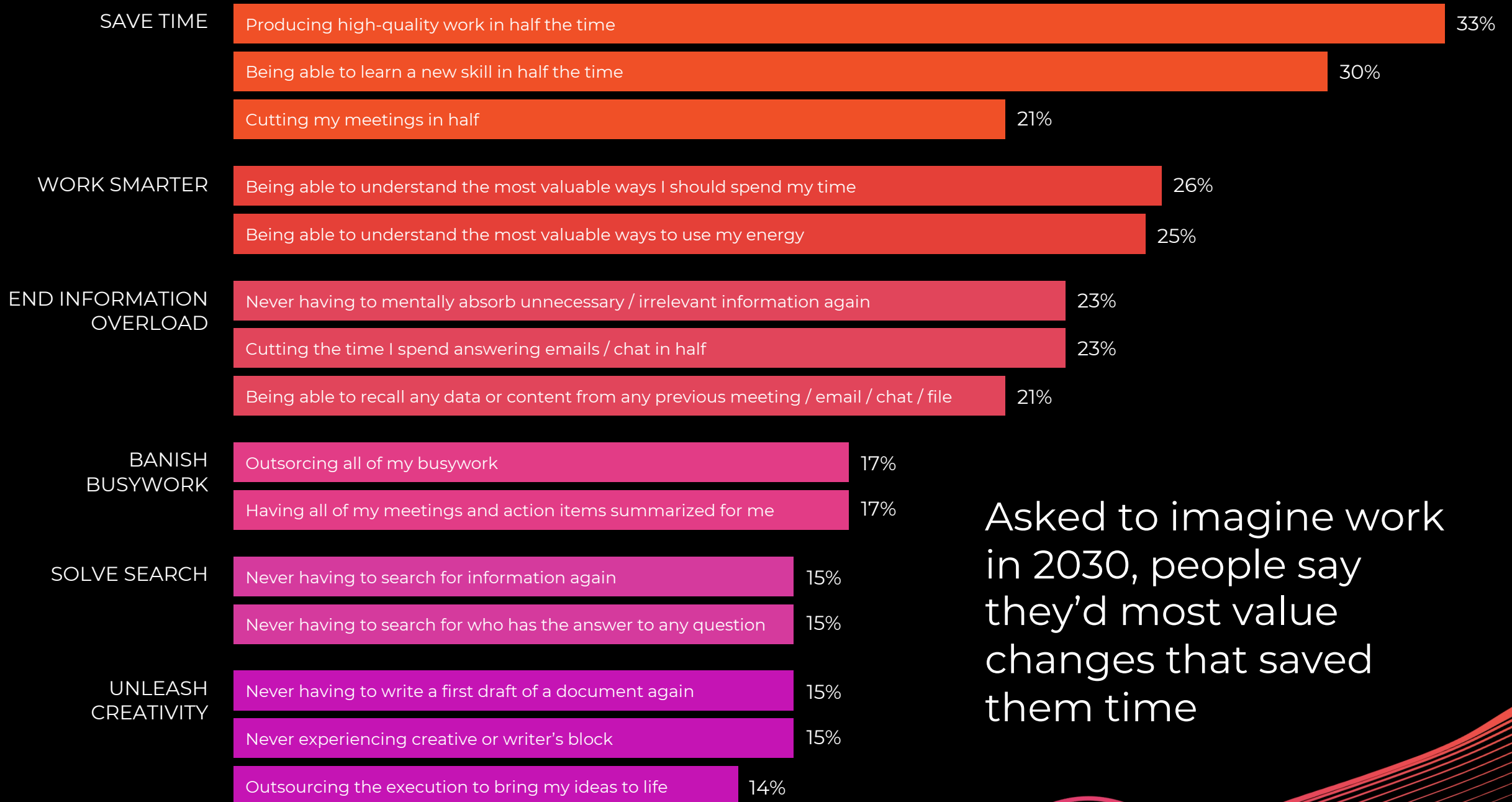
62%

of survey respondents say they struggle with too much time spent searching for information in their workday

“This new generation of AI will remove the drudgery of work and unleash creativity”

SATYA NADELLA, CHAIRMAN AND CEO,
MICROSOFT





Asked to imagine work in 2030, people say they'd most value changes that saved them time

So, how to prepare?

01

Start small, think big

Most of you already have access to AI in your Microsoft 365 license.

Try out Bing chat Enterprise or Teams Premium until Copilot general availability.

02

Fix productivity to unleash creativity

Automate and digitalize what can be automated and digitalized. Free up time with Power Platform.

03

Set a plan for governance

Include AI as a governed tool and get ready for Copilot

04

Transformation plan

Analyze your current state within modern work and AI, define your desired state and transform!

MICROSOFT OM VAD SOM KRÄVS FÖR
ATT FRAMTIDSSÄKRA SINA AFFÄRSPROCESSER



Molnet



AI Copilot



Low-code

Microsoft Dynamics 365



Azure



Microsoft 365

Gemensam data



Power Platform



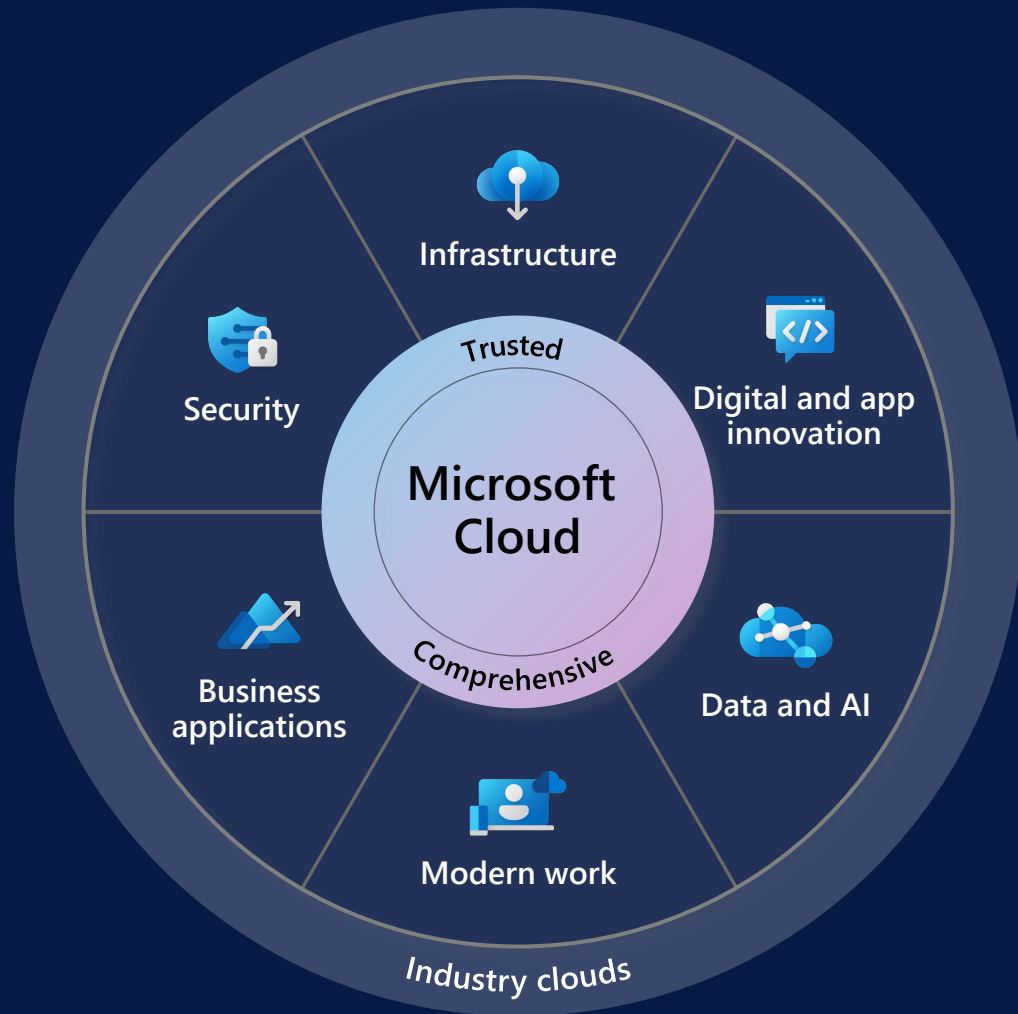
Cloud



Digital
transformation



AI
transformation



Microsofts moln



*Ensure that artificial
general intelligence (AGI)
benefits humanity.*



*Empower every person and
organization on the planet
to achieve more*

ChatGPT

ChatGPT Enterprise

...

GPT-4

GPT-3.5

DALL·E 3

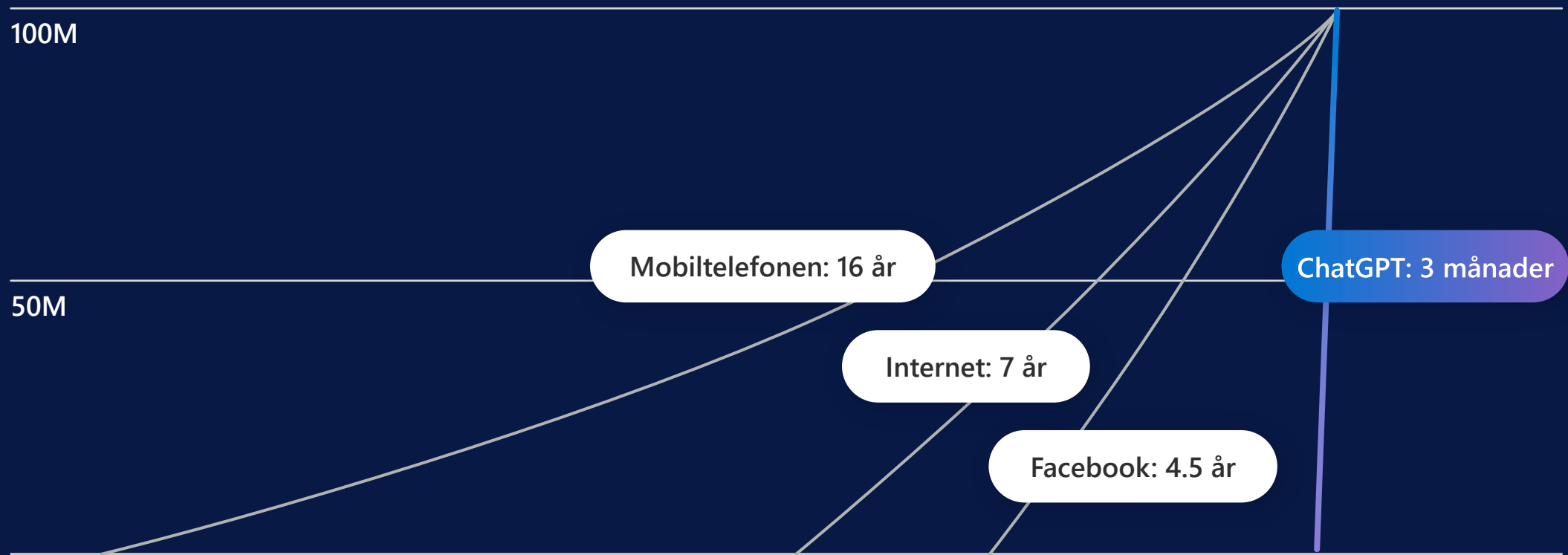
...

Azure OpenAI

OpenAI Studio

...

Generativ AI når 100 miljoner användare rekordsnabbt



Vägen till Copilot



Copilot i affärsprocesserna

Sales

Sales

Email authoring
Meeting prep & follow-up
Real-time tips
Thread summary to CRM

Customer Insights – Data

Data exploration and insight generation
Natural language customer journey orchestration

Marketing

Customer Insights – Journeys

Content Ideas
Query assist: segment authoring
Help and navigation

Service

Customer Service

Answers assist (Bing + GPT)
Email authoring

Field Service

Scheduling

Power Virtual Agents & Nuance

Boosted conversations
Bot authoring

Supply Chain

Supply Chain Center

Proactive Supplier Collab
Help and navigation

Operations

Project Operations

Status report authoring

Business Central

Generated product descriptions



Dynamics 365 Copilot

Hur kan jag förbereda mig för AI?



Vilka **mål** ska uppnås genom AI?



Vilka **pain points** kan AI lösa?



Vilken **kunskap** finns redan kring AI?



Finns redan en **datastrategi** som kan användas?



Finns nödvändig **infrastruktur** samt **resurser** som kan nyttjas inom kommande AI initiativ?

Hur kan jag förbereda min data för AI?



DATA GOVERNANCE

Förstå och hantera data på ett strukturerat sätt

- *Klassificera och definiera känslig information*
- *Ta bort eller arkivera irrelevant eller onödig data*
- *Migrera till molnet*



DATA PROTECTION

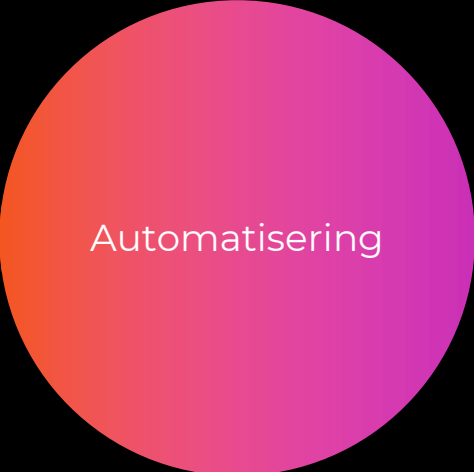
Säkerställ delning samt access till känslig information

- *Kontrollera behörigheter till data*
- *Implementera data policies för att undvika både medveten och omedveten delning av data*



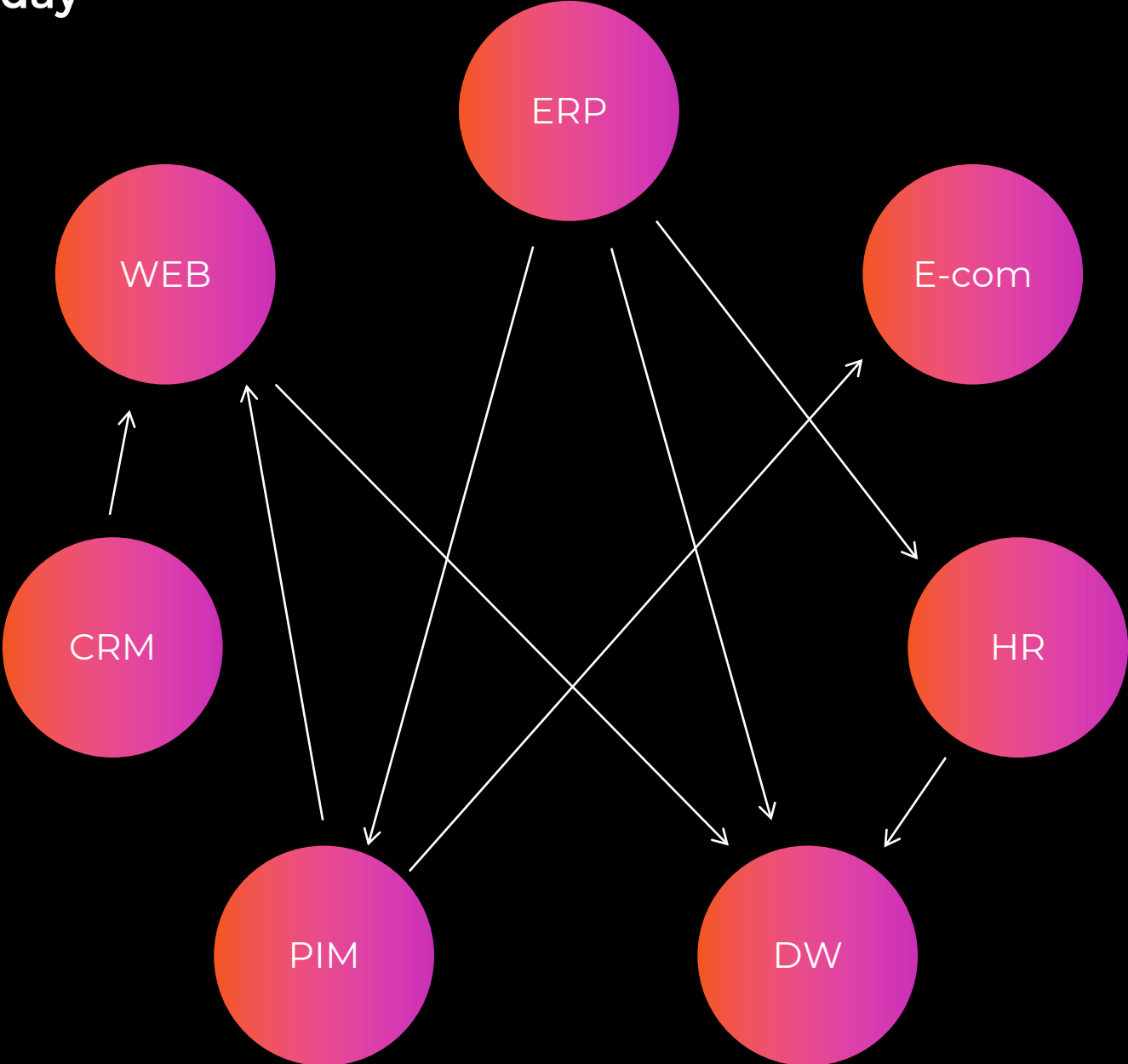
UTFORSKA MÖJLIGHETERNA MED DATA

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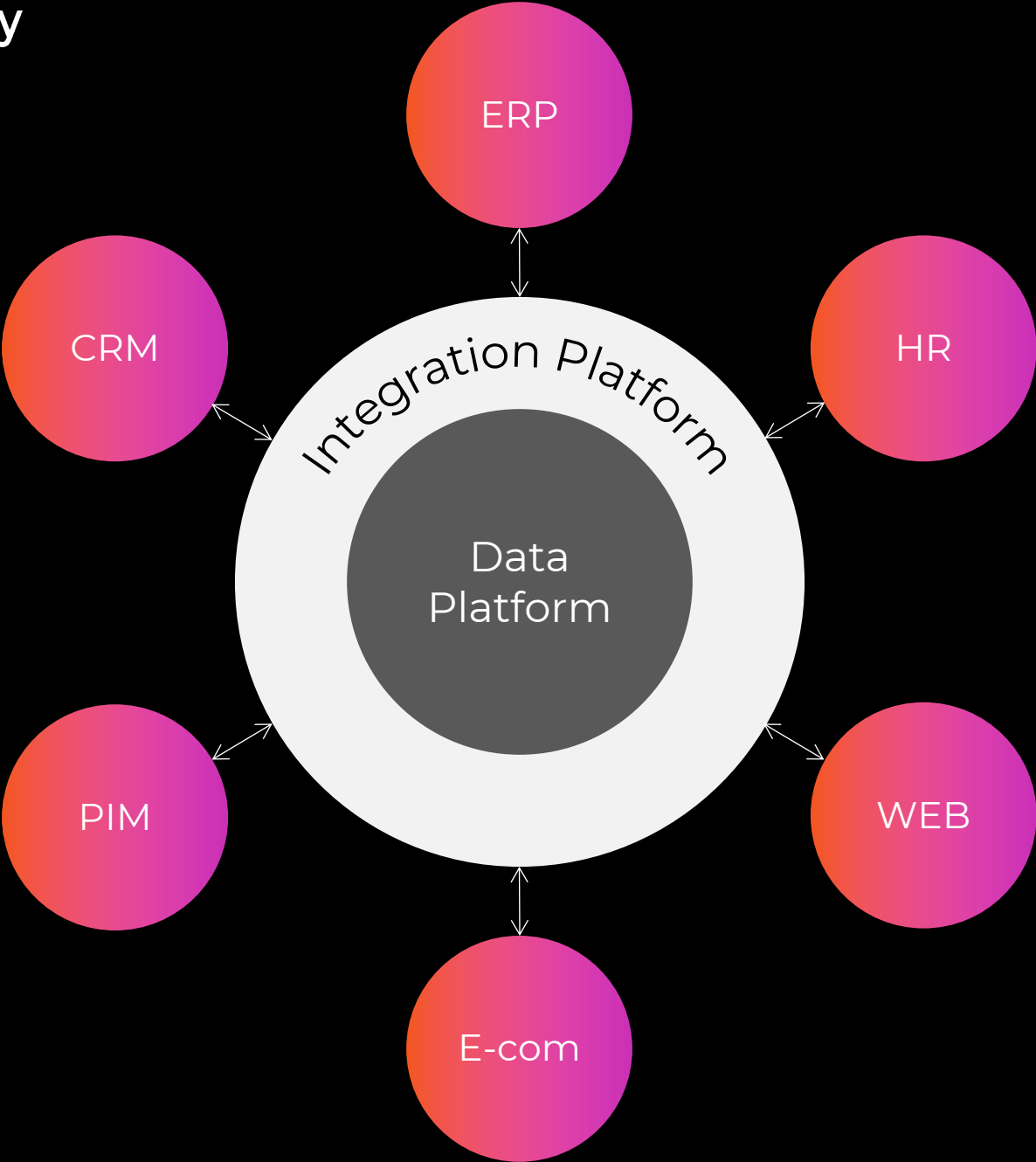


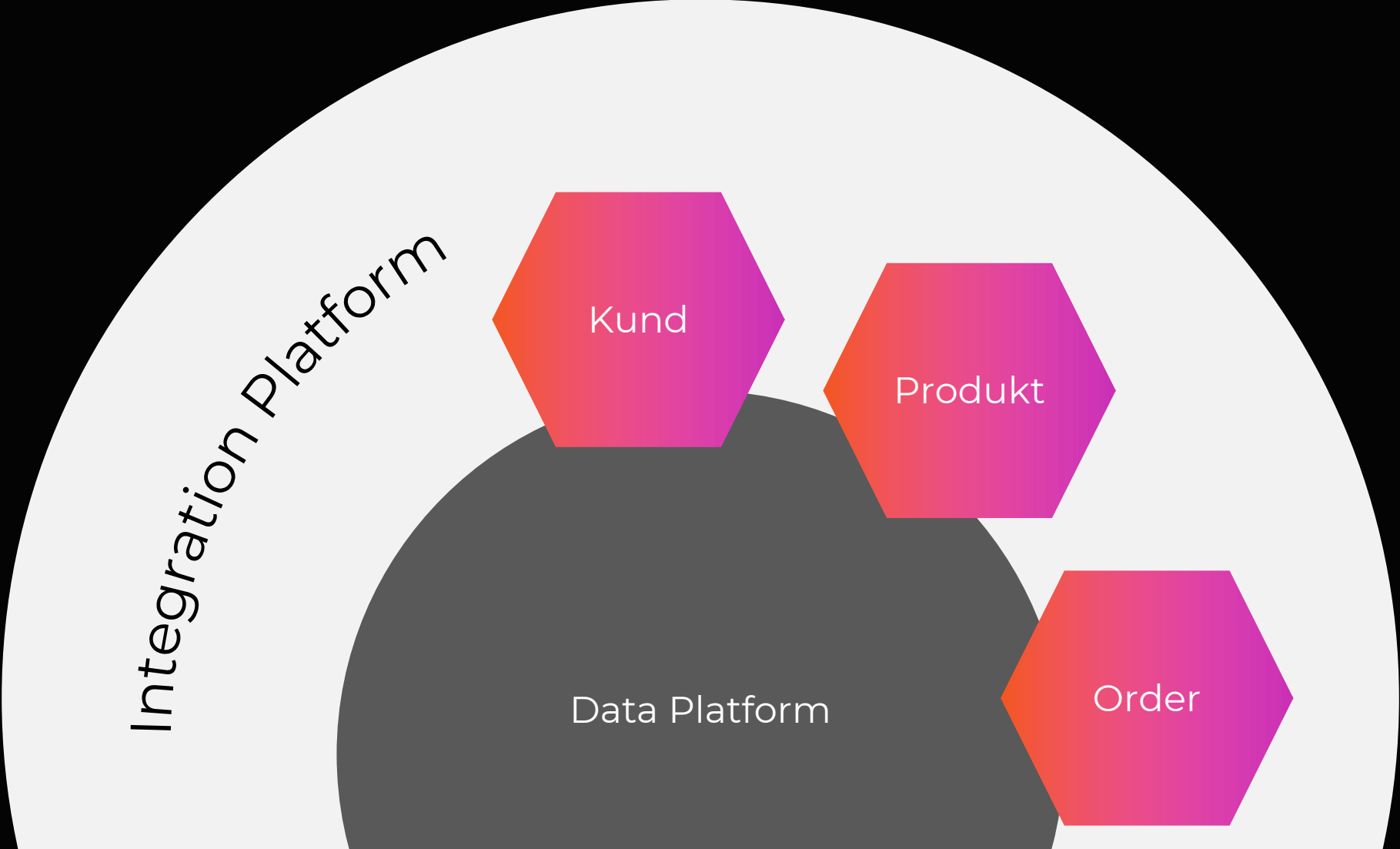
Enterprise-verksamheter
har i genomsnitt knappt
200 applikationer

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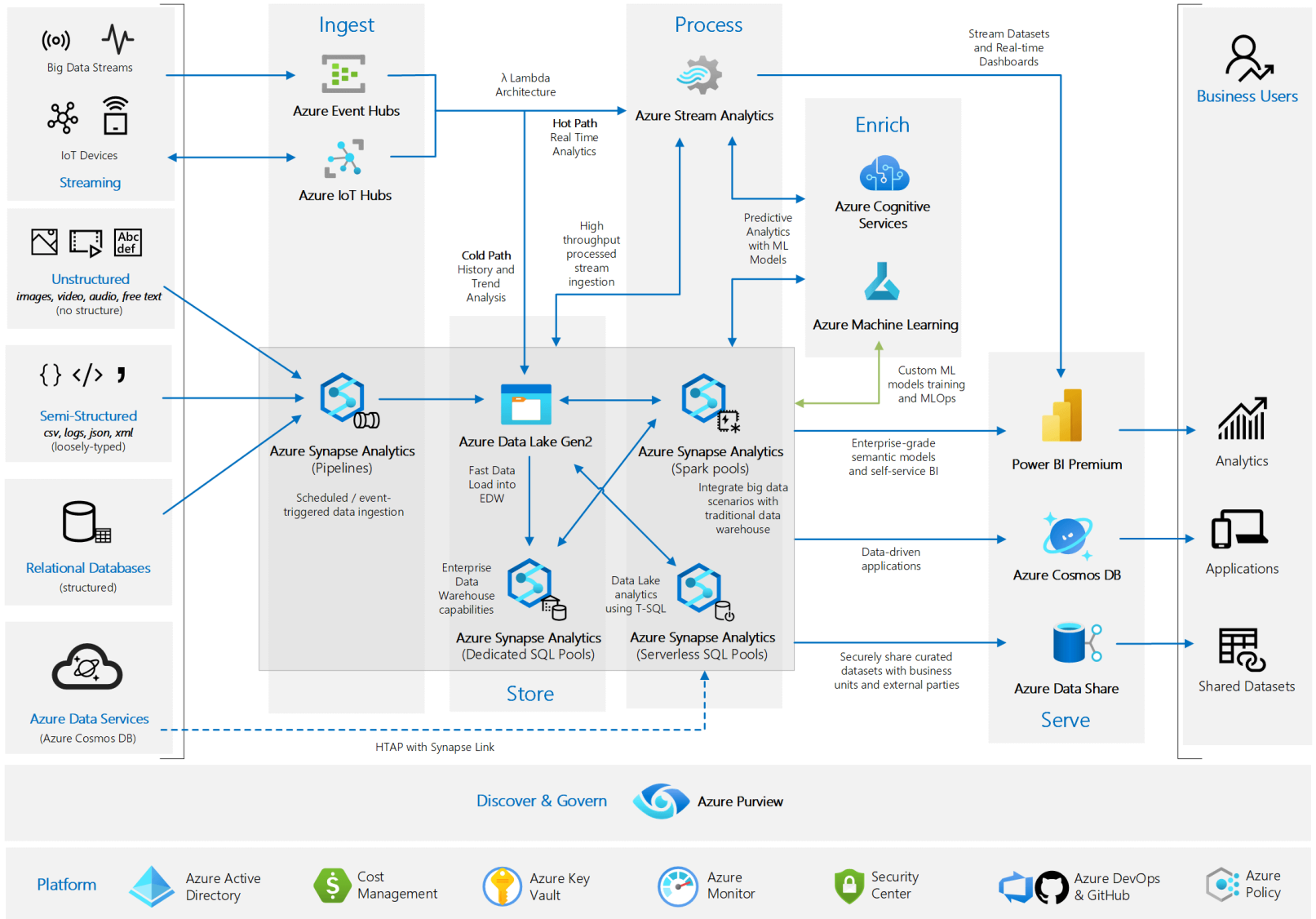
Integration Platform

Kund

Produkt

Data Platform

Order



BALDERS DIGITALISERINGSRESA

1869

FASTIGHETSBESTÅND

1148

ANTAL ANSTÄLLDA

222,2

FASTIGHETSVÄRDE,
MDKR

96%

TOTAL
UTHYRNINGSGRAD

191 227

KVM UNDER
BYGGNATION



FASTIGHET



BYGGNAD



**BYGGNADSDEL,
EX TRAPPHUS**



**OBJEKT,
EX BOSTAD ELLER LOKAL**



AVTAL

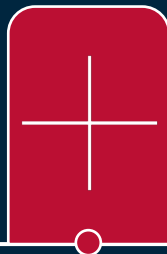


KUNDER





**ANMÄLAN OM
SKADEDJUR
KOMMER IN**



**SKADEDJURS-
ÄRENDE SKAPAS
I CRM**



**BESTÄLLNINGEN
SKICKAS TILL
ENTREPRENÖRS-
PORTALEN**



**SKADEDJURS-
BOLAGET FÅR
INFO OM NY
BESTÄLLNING**



**SKADEDJURS-
BOLAGET
RAPPORTERAR
STATUS**



**SKADEDJURS-
BOLAGET ANGER
BESTÄLLNINGEN
SOM UTFÖRD**



**ÄRENDET
STÄNGS
AUTOMATISKT
I CRM**



**STÖD GENOM
PROCESSER**



**BÄTTRE DATAKVALITET
& SÄKRARE HANTERING**



**ÖVERVAKNING FÖR ATT
KUNNA AGERA PROAKTIVT**



**FLEXIBILITET STÖTTAR
KONTINUERLIG UTVECKLING**