

Why digital-first will win



Tord Glad Nordahl, Chief Digital Officer Marin IT

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1 in 5 digitalization projects fail

Lack of strategy and direction

Buying all the latest technology

Lack of executive-level understanding

Half of CEOs Have No Digital Success Metric



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See no improved profit



56% See improved profit

Top 6 technology organizations by revenue (2018)

Apple	\$229,2B
Samsung	\$211B
Amazon	\$177,9B
FoxConn	\$158B
Alphabet	\$110B
Microsoft	\$90B

technology is for everyone

A creative adult, is a child that survived!

Sometime you need to
bring out the....



BIG GUNS!

And put them in the same
room as the...



BUSINESS GUYS

Can technology help?

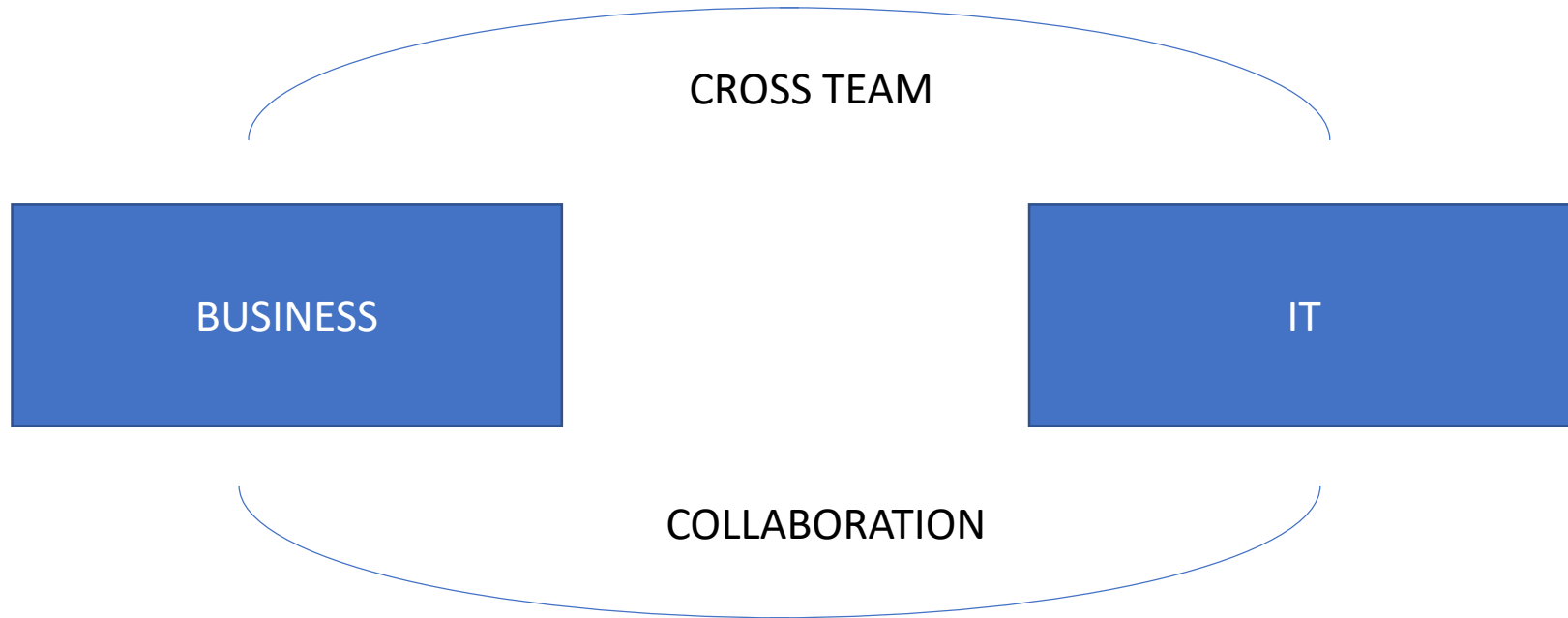
WHAT ARE WE DOING NOW?	WHAT DOES IT COST	CAN IT BE SIMPLIFIED WITH TECHNOLOGY	WHAT WILL THAT COST	SHOULD WE DO IT?
CREWING OF VESSELS	40M NOK A YEAR	YES, FULLY AUTOMATED	APPROX. 2M NOK	190M NOK SAVING OVER 5 YEARS, YES.

Keep extending, adding more functionality to continue the innovation and the automation

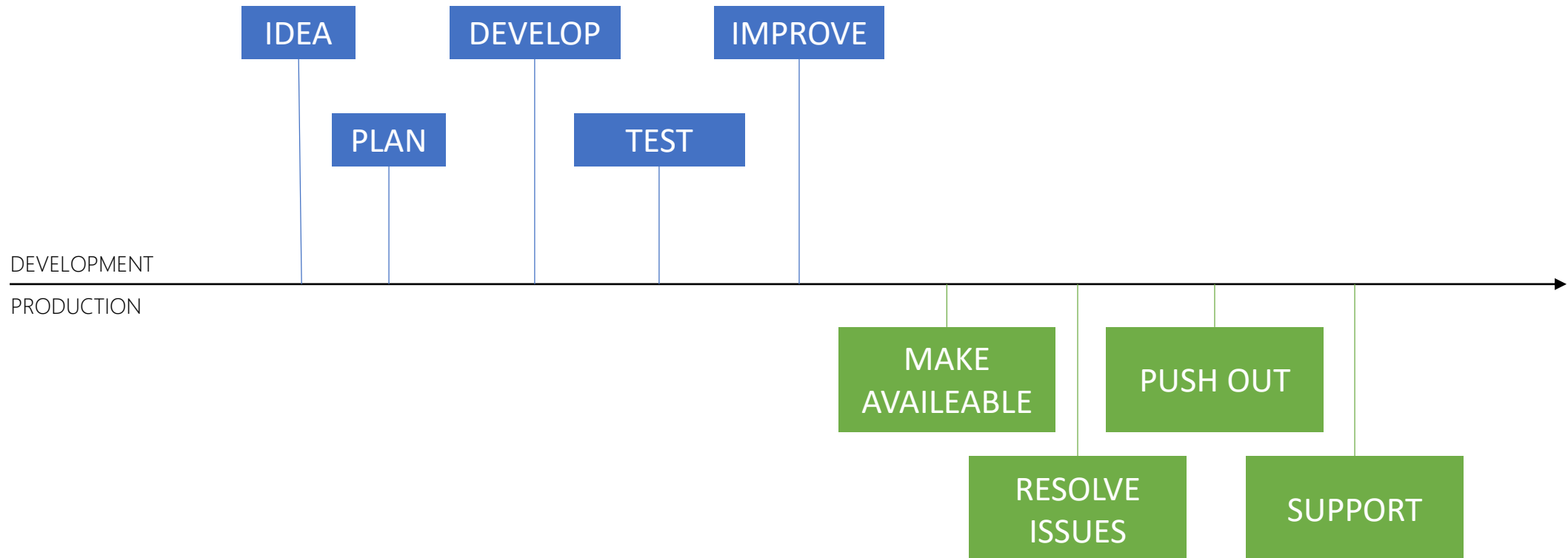
Can technology help?

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MANUAL CHECKOUT IN TAXFREE	10M NOK A YEAR	YES, SELF SERVICE	APPROX. 6M NOK ONE TIME FEE 1M YOY	39M NOK SAVING OVER 5 YEARS, YES.

How to find these?



What the tech giants do!



Run fast

Turn around
even faster

