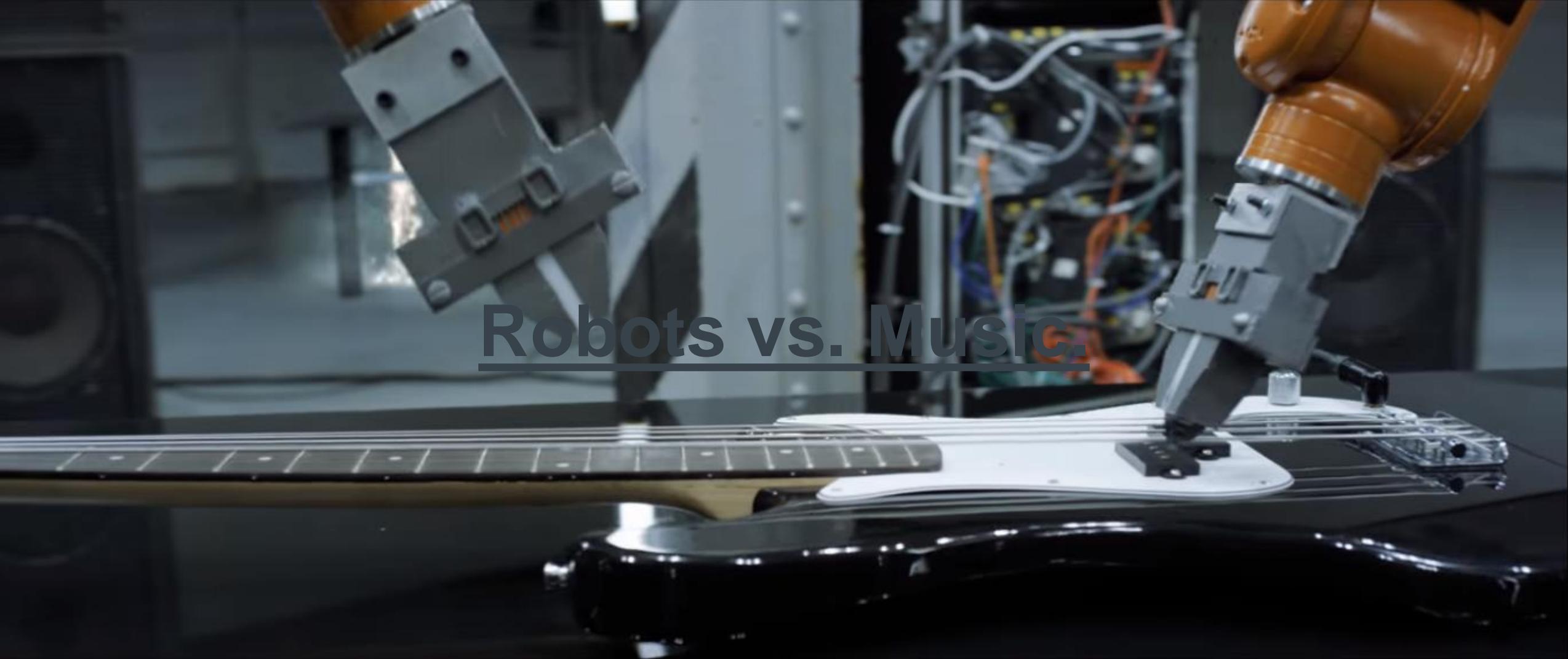


**BEST PRACTICE DAYS, 5 June 2019**

# **Digital transformation**

**A question of do or die!**

**Stefan Lampa**  
**President, Kalmar Mobile Solutions**



Robots vs. Music.



# Stefan Lampa

More than 25 years of experience from robotics and automation.

**2019 – Kalmar, part of Cargotec**

President, Kalmar Mobile Solutions

**2015 – 2019 KUKA Robotics**

CEO Robotics Group (Germany)

**1992 – 2015 ABB**

2011 – 2015 Global Head Robots & Applications

**1988 – 1992 ESAB**

# Agenda

- › Megatrends
- › Changes in markets and our operating environment
- › The big squeeze
- › New business architecture
- › The four pillars of digital transformation
- › The importance of speed
- › Summary



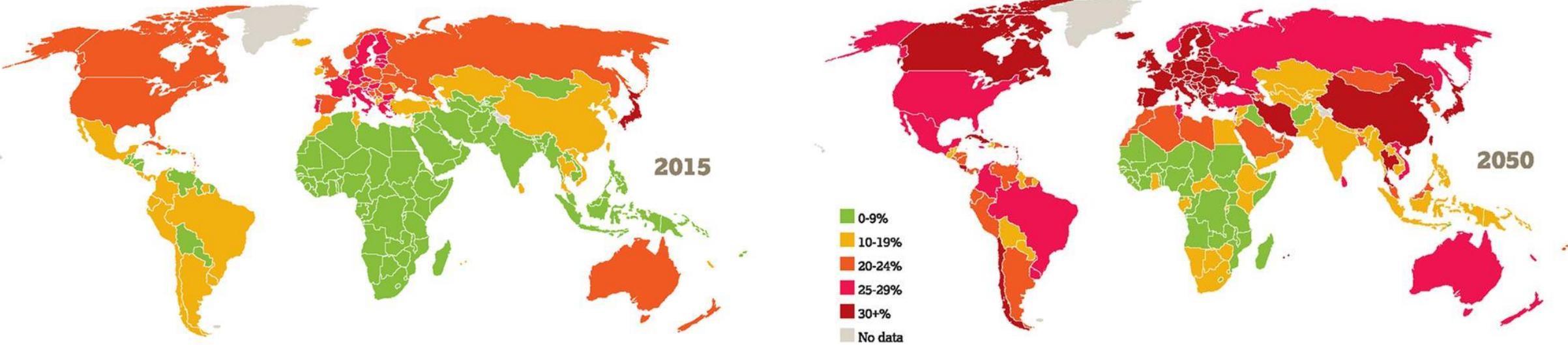
An aerial photograph of a large industrial facility, likely a water treatment plant, featuring several large circular tanks with radial metal structures and walkways. The tanks are filled with a greenish liquid. The walkways are made of metal grating and are connected by a network of pipes and structures. The overall scene is industrial and complex.

**Global  
megatrends  
shaping our  
future.**



# Demographic changes.

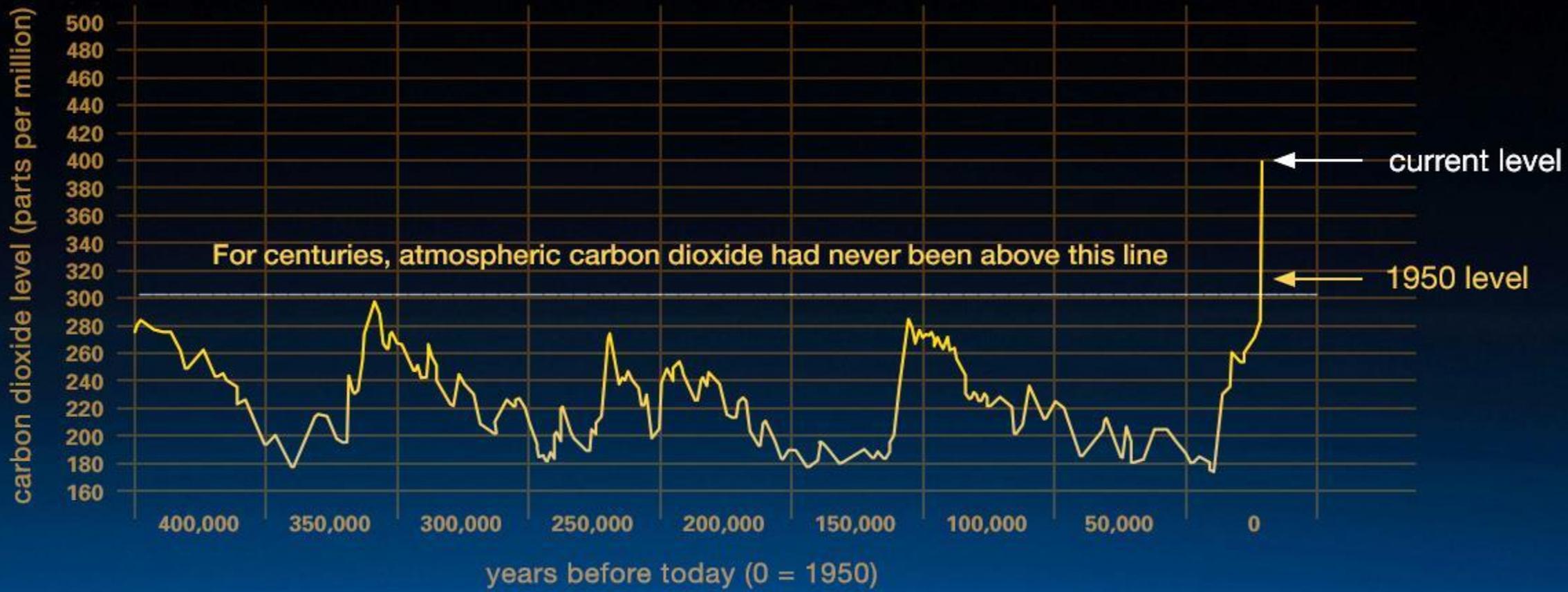
# Speed of ageing population



Source: UNDESA Population division, World population prospects: the 2015 revision, DVD Edition, 2015.



Climate change.

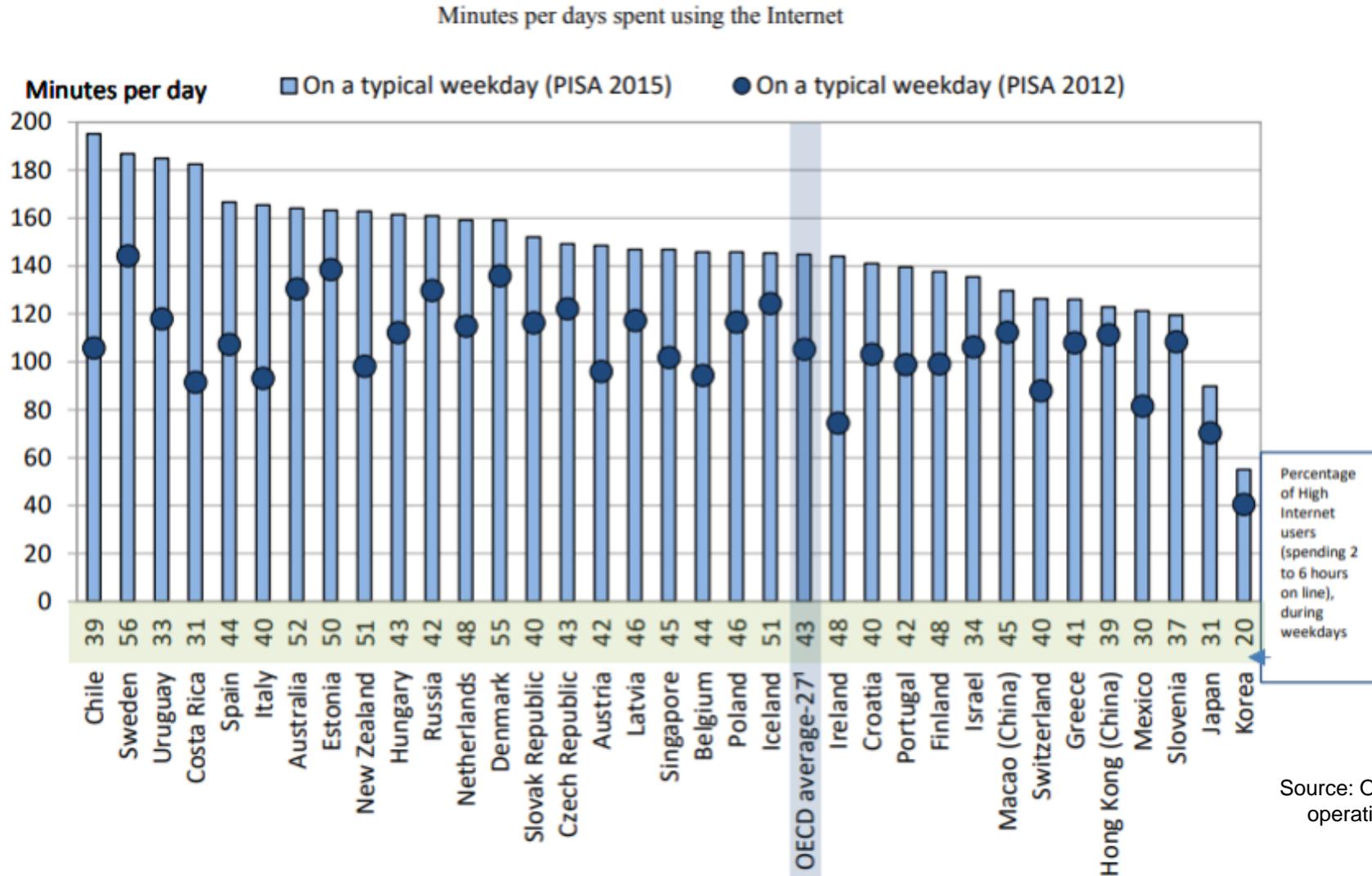


Source: <https://climate.nasa.gov/evidence>



**Digitalisation.**

# Change between 2012 and 2015 in time spent online outside of school



Source: Organisation for Economic Co-operation and Development (OECD) EDU/WKP(2018)15

Individualisation.





SHOP NIKE+

MEN - WOMEN - KIDS - SPORTS - NIKE SPORTSWEAR - CUSTOMIZE WITH NIKEiD -

WHAT ARE YOU LOOKING FOR?

JOIN LOG IN

SAVE

NIKE FLYKNIT LUNAR2 iD  
RUNNING SHOE  
\$185

SIZE

ADD TO CART

UPPER

CHOOSE AN UPPER COLOR

NIKEiD





# Summary: Megatrends

- › Demographic changes
- › Climate change
- › Digitalisation
- › Individualisation



How does this  
impact our  
markets and  
our operating  
environment?

A middle-aged man with a grey beard, wearing a yellow hard hat and a blue and black plaid shirt over a white t-shirt, is smiling and looking towards the camera. He is standing in a large industrial factory setting, leaning on a metal railing or conveyor system. The background is filled with industrial equipment, pipes, and structural beams, all slightly out of focus. The lighting is bright and even, typical of a modern manufacturing plant.

An ageing workforce.

# Your reputation.

## Volkswagen pleads guilty to all criminal charges in emissions cheating scandal

The German automaker admits scheme to skirt pollution rules justifies felony conspiracy and obstruction of justice, in what attorney calls 'calculated offense'



▲ As recently as 20 February, the company's executives insisted they had 'misled nobody'. Photograph: Mike Blake/Reuters

Volkswagen pleaded guilty on Friday to conspiracy and obstruction of justice charges in a brazen scheme to get around US pollution rules on nearly 600,000 diesel vehicles by using software to suppress emissions of nitrogen

5/8/2019 17

A man wearing a VR headset is smiling and interacting with a futuristic digital interface. His hands are raised, and he appears to be manipulating a glowing, translucent 3D object that resembles a pair of scissors. The background is a blurred, high-tech environment with various digital elements and light effects.

**Gamification.**



Click and Collect - buy online, pick up in store



Delivery starting at \$9.99



TaskRabbit - furniture assembly

[System Requirements](#)

## PAX Storage Planner

18

\$ 984.00



[New / Gallery](#) | [Open Plans](#) | [Save](#) | [Print](#) | [Useful information](#)

Add product

Room layout

Main menu

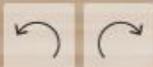
Frames

Corner frames

Interior organizers

Ghost product

# New interactions.



# Summary: Impact on markets and operating environment

- › Prepare for peak labour.
- › Sustainability-proof your offering.
- › Digitalise your operations.
- › Connect your customer.

**Because** if we stay still....

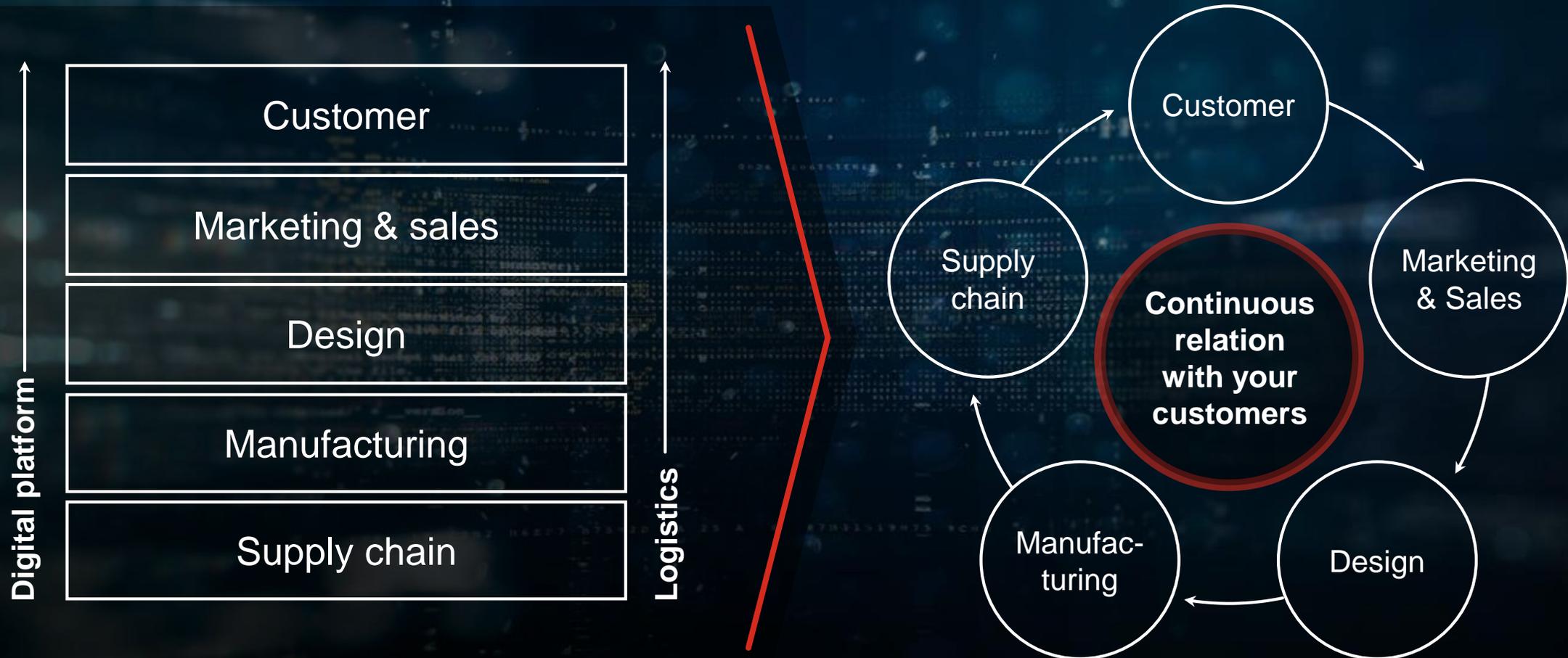


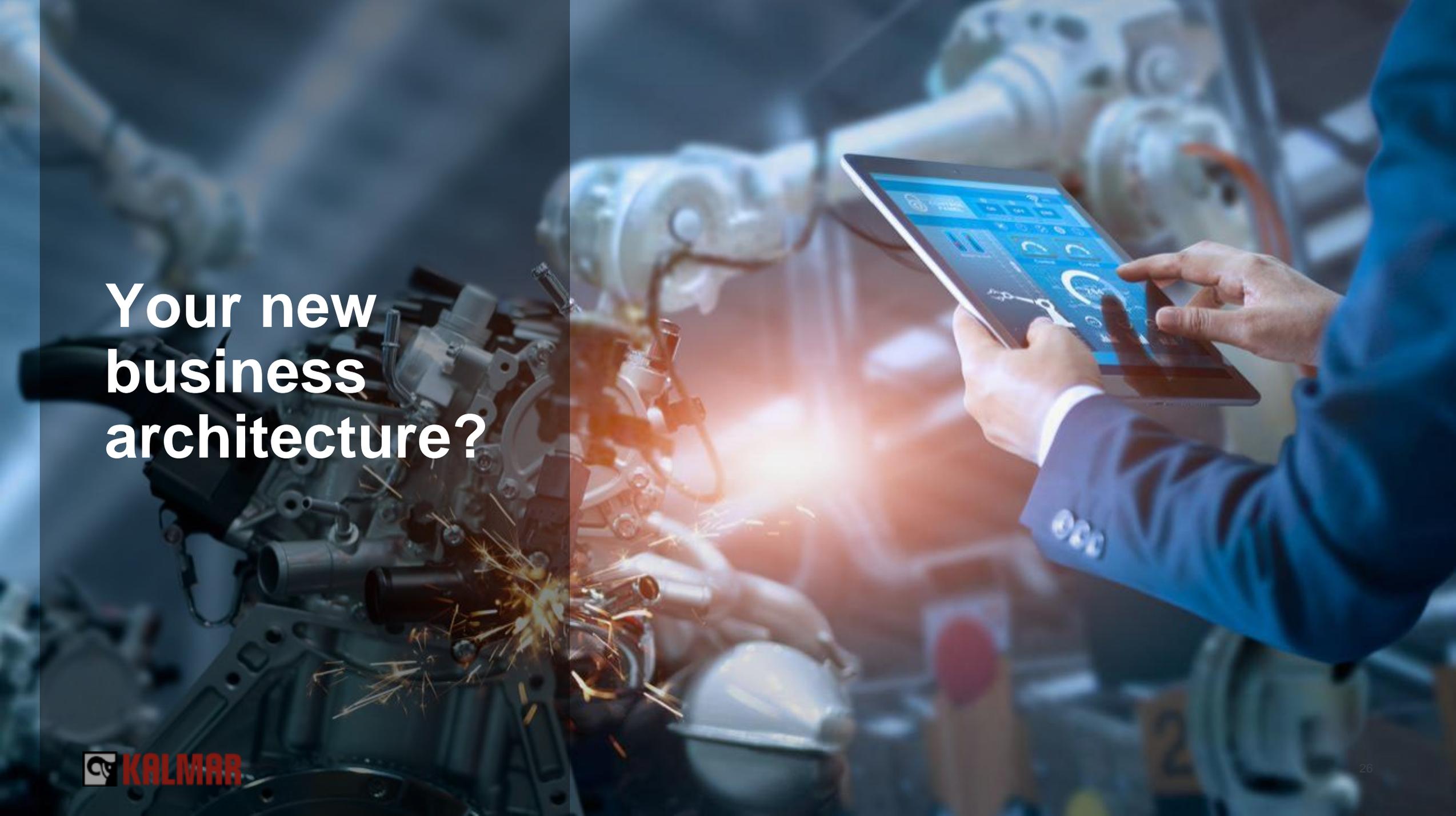
**We will be squeezed.**





# Continuously digitally connected with your customers





**Your new  
business  
architecture?**

A futuristic cityscape at sunset. In the foreground, a large, white, multi-lobed structure resembling a central hub or transit station is visible, with several smaller, similar structures around it. The background is filled with tall, modern skyscrapers, some with greenery integrated into their facades. The sky is a mix of orange and blue, suggesting dusk. The overall scene is a vision of a advanced, sustainable urban environment.

# Kalmar Port 2060 vision.

# The four pillars to your transformation

**Digitalise**  
your products and  
business systems

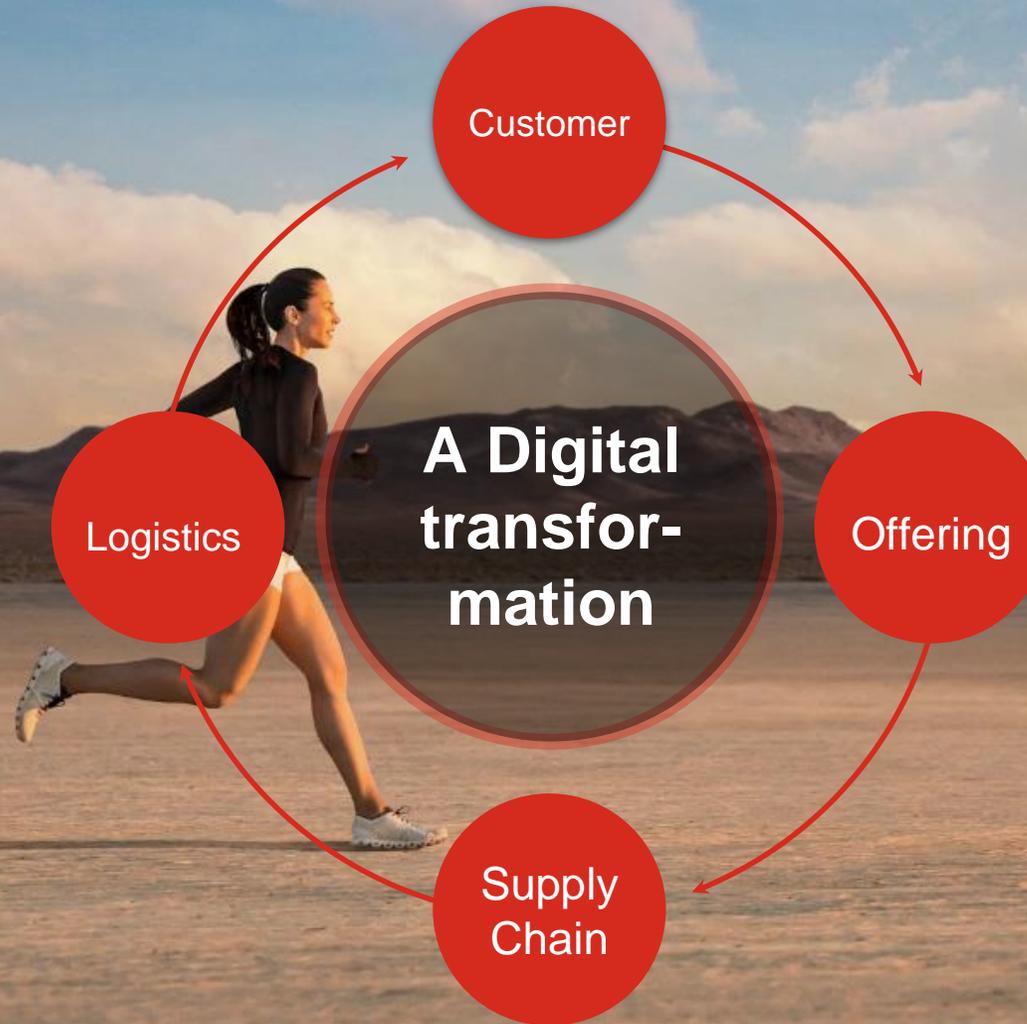
**Automate**  
through your processes  
and supply chain

**Assume**  
a logistics  
excellence for speed

**Build a culture of collaboration**

# It's all about speed

Logistics is a key enabler



# Summary: Digitalisation - do or die!

- › Global megatrends are changing everything!
- › Digitalisation is the backbone to future-save your company
- › The four pillars of digital transformation
- › Speed is key





Making your every move count.