



# IXONOS EXPERIENCES AND FORESIGHTS IN THE SERVICE BUSINESS CHANGE

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Get connected and communicate.

**IXONOS**

ixonos

Access and share  
media and information.



IXONOS

Use digital services.



IXONOS

Anyplace, anytime.  
Regardless of the device.



IXONOS

LOCATION & CONTEXT AWARE  
DIGITAL INFORMATION AND MEDIA



Information &  
content delivery

Business process  
accelerator

Social networking

INTERNET



END-USER DEVICES



Smartphones

New emerging devices

PCs

Superior end-to-end user experience

Inspiring the digital experience.

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New York is the most populous city in the United States, and the center of the New York metropolitan area, which is one of the most populous urban areas in the world. A leading global city, New York exerts a powerful influence over global economics, politics, media, culture, art, fashion, education, education, and entertainment. It has the United Nations Headquarters, 23 UN agencies, and is an important center for international affairs. It is the most



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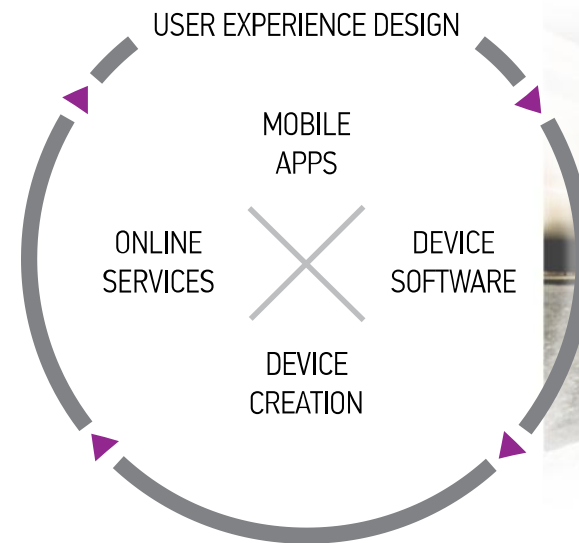


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# IXONOS IN BRIEF

- We create wireless technologies, connected devices as well as multichannel online services and mobile apps
- We enhance the competitiveness of our customer organisations by enabling superior user experience, cost-efficient development and faster time-to-market of their products and services.



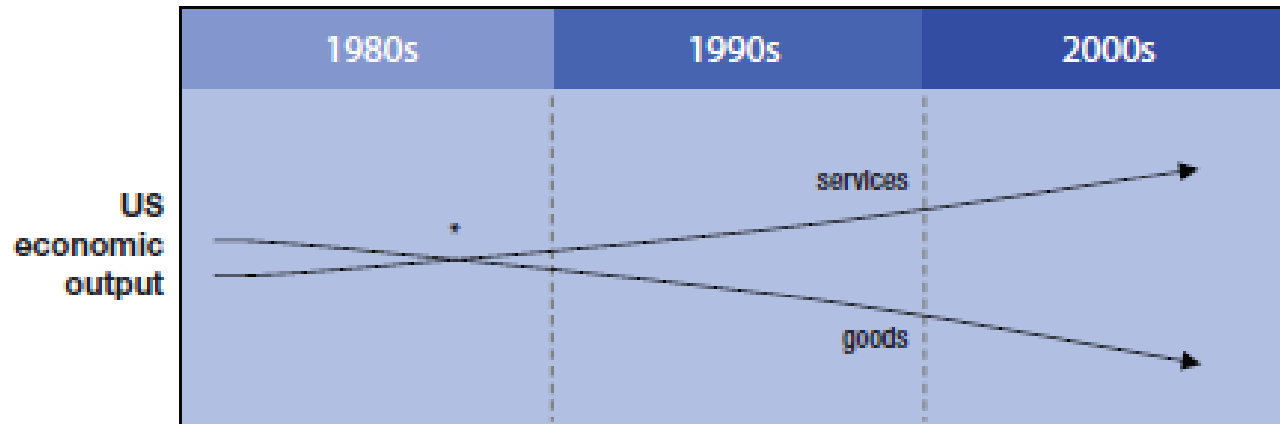
**Our clientele** includes wireless technology suppliers, mobile device and consumer electronics manufacturers, network operators, companies taking advantage of the new business opportunities that wireless communications enable.

**Turnover 2010** totalled 84.9 MEUR and operating profit 5.3 MEUR.

**Personnel** +1000

**Listed** in Nasdaq OMX Helsinki.

# HOW SLOW WE ACTUALLY ARE IN THE ENTERPRISE ICT ?



\* Tipping point was 1987

\* 1987 saw infogrowth



# WHERE INNOVATION IN SERVICE BUSINESS SHOULD HAPPEN TO DIFFERENTIATE ?

| FINANCE                       |                            | PROCESS  |                                       | OFFERING                     |  |  | DELIVERY   |  |   |
|-------------------------------|----------------------------|--|---------------------------------------|------------------------------|--|--|--|--|---|
| business model                | networking                 | enabling process   | core process                          | product performance          | product system   | service  | channel  | brand                                  | customer experience   |
| How an enterprise makes money | Value chain and partnering | Routine non-differentiating processes often outsourced to others | Differentiating proprietary processes | Basic features and functions | Structured offering with an array of tailorable, integrated components | Assistance provided to prospects and customers | Conduits through which offerings reach customers | How value is communicated to customers | All aspects of customer interaction with a company and its brands |

Source: Seizing the White Space Innovative Service (Tekes / Peer Insight LLC 2007)



# IT MEANS A CHANGE IN DISCIPLINE WHEN CREATING NEW BUSINESSES

| Product Design Discipline | Service Design Discipline                         |
|---------------------------|---|
| User interaction design   | Customer experience (including touchpoint) design |
| Physical prototyping      | Conceptual prototyping                            |
| Bill of materials         | Service delivery blueprint                        |
| Product platforms         | IT platforms                                      |
| Production planning       | Service delivery training                         |
| Pricing models            | Business models                                   |

Source: Seizing the White Space Innovative Service (Tekes / Peer Insight LLC 2007)



GOOD NEWS !

We Can Do it



# OUR EXPERIENCES WHEN DESIGNING NEW EXPERIENCES

## Three things you cannot control

**The Economy:** Even for those countries which escaped the recession following the GFC in 2008, the impact of the collapse in other areas affects the global availability of capital and credit, the demand for exports and the overall levels of confidence in business and the degree to which institutions are trusted.



**The Environment:** After years of prevarication as to the reality of the situation, the need to address issues of climate change is now broadly accepted and will increasingly impact all decisions in all geographies. Additional regulation is likely as the concept of a "low carbon economy" gains momentum.



**The Proliferation of Connected Devices and Data:** We live in a world which is digitally enabled and socially connected. More than 6 billion devices are currently connected to the Internet and that number will rise substantially as more interconnected sensor-type devices are installed. This has enabled an "always on" digital lifestyle but has also resulted in a growing tsunami of data, numerical, multimedia, structured and unstructured which both informs us and overwhelms us. Dealing with this and the privacy issues it introduces will become increasingly important.



Source: Ixonos, partial terms from Gartner 2010 and our customers during the past 5 years

# OUR EXPERIENCES WHEN DESIGNING NEW EXPERIENCES

Things you CAN make choices about

## **Trend #1: Social Computing**

Action item: [Let go of complete control](#). Community managers need to get comfortable relying on the community to "police" itself and react reasonably to negative information posted by site users. You must look toward social and behavioral sciences to better understand the impacts and predict future service model

## **Trend #2: Contextual Computing**

Action Item: In 2010, place increasing scrutiny on context-aware computing and its impact to your specific industries and work processes — think about embedding context awareness in user interfaces, objects and place-oriented services.

## **Trend #3: Advanced Analytics**

Analytics helps us see more clearly. See what needs to be done, and by when. See what is needed, and where. See what is being wasted, and why. See what could be achieved, and how.

Successful businesses will be those that not only seek out the early signals of change, but also understand the implications of those patterns and then act quickly enough to realise the value through business activities. In short they can seek, model and adapt to the early indicators of change. Gartner describes this as a Pattern-Based Strategy

## **Trend #4: Cloud Computing: Evolution**

Strategic Guideline: The cloud computing market will expand from proprietary megaproviders (today), to [ecosystems](#) and supply chains of providers, to thousands of smaller providers that rely on agility and standards for interoperability to compete.



Source: Ixonos, partial terms from Gartner 2010 and our customers during the past 5 years

THANK YOU!