



BEST PRACTICE DAYS, 5 June 2019

Digital transformation

A question of do or die!

Stefan Lampa
President, Kalmar Mobile Solutions

A close-up photograph of an industrial robotic arm, painted orange and grey, working on a black electric guitar. The robot's gripper is positioned over the guitar's body, which has a white pickguard. The background is a blurred industrial environment with various wires and machinery. The text "Robots vs. Music." is overlaid in the center of the image.

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



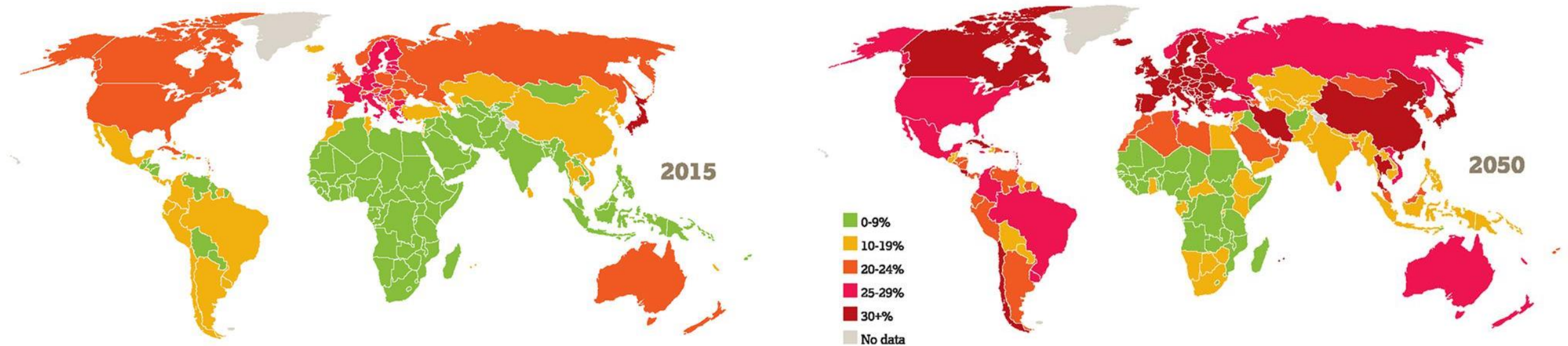
An aerial photograph of a large industrial facility, likely a water treatment plant. The image shows several large, circular tanks with radial metal structures inside. A long, straight bridge or walkway runs across the center, connecting different parts of the facility. The water in the tanks is a greenish-brown color. The overall scene is industrial and large-scale.

**Global
megatrends
shaping our
future.**



Demographic changes.

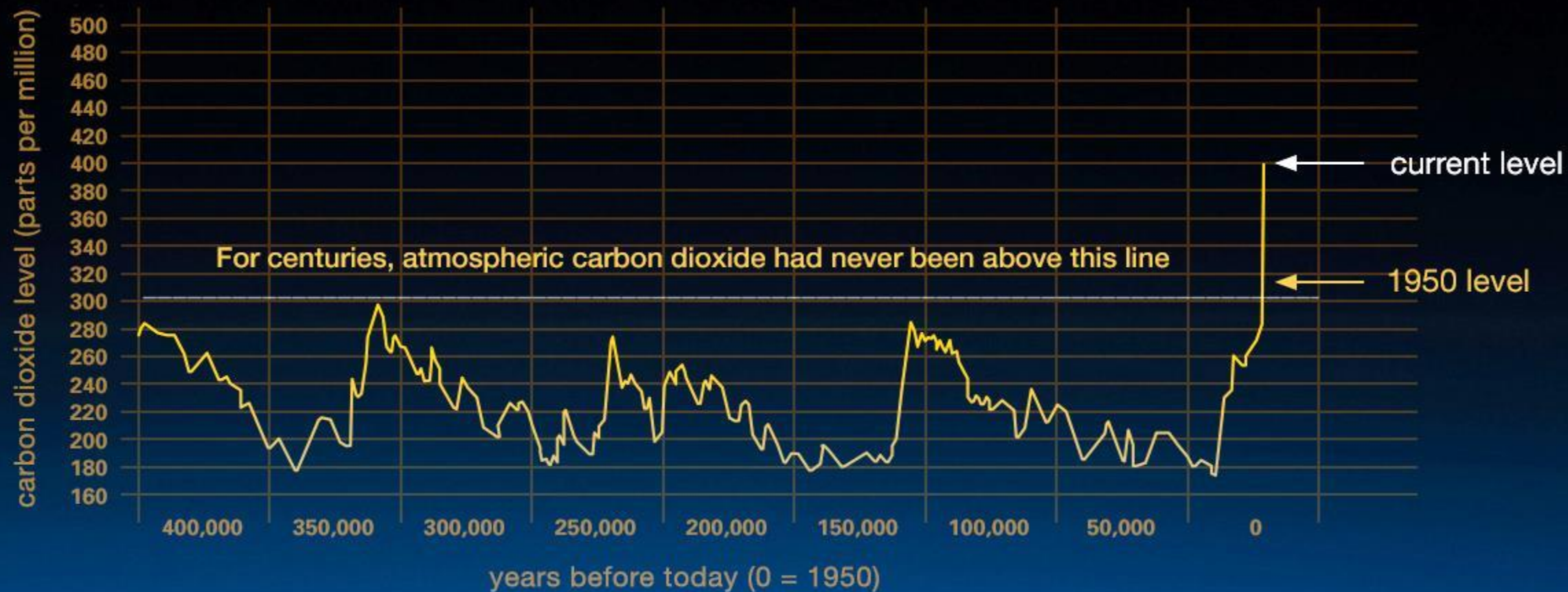
Speed of ageing population



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

A person wearing a white t-shirt and a wide-brimmed straw hat is sitting in a small wooden boat. The boat is on a vast, dry, cracked lake bed that stretches to the horizon. The cracks in the earth form a complex, polygonal pattern. The person is holding a long wooden pole, possibly to navigate the cracked surface. The overall scene conveys a sense of isolation and the impact of drought or climate change.

Climate change.

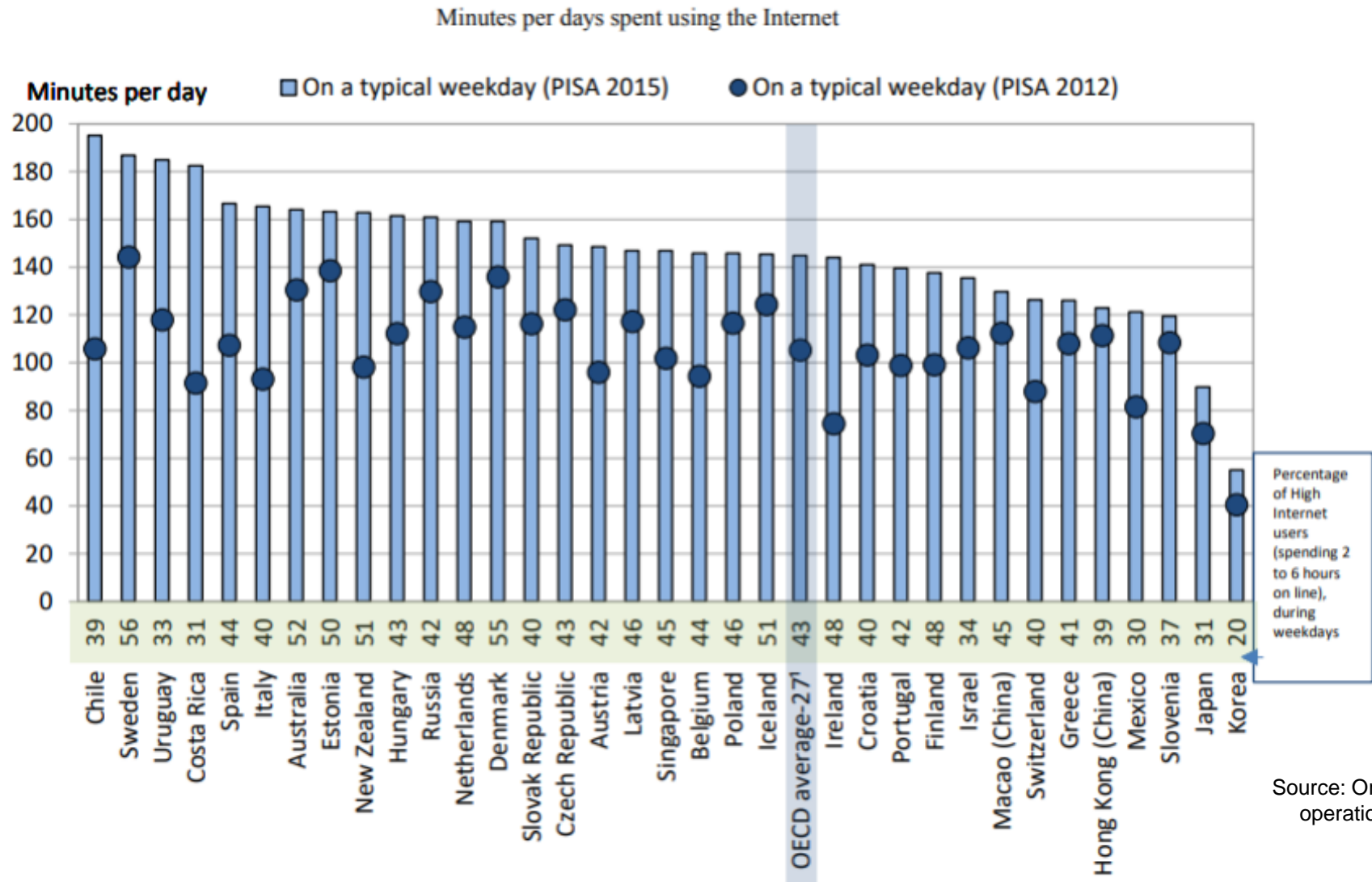


Source: <https://climate.nasa.gov/evidence>



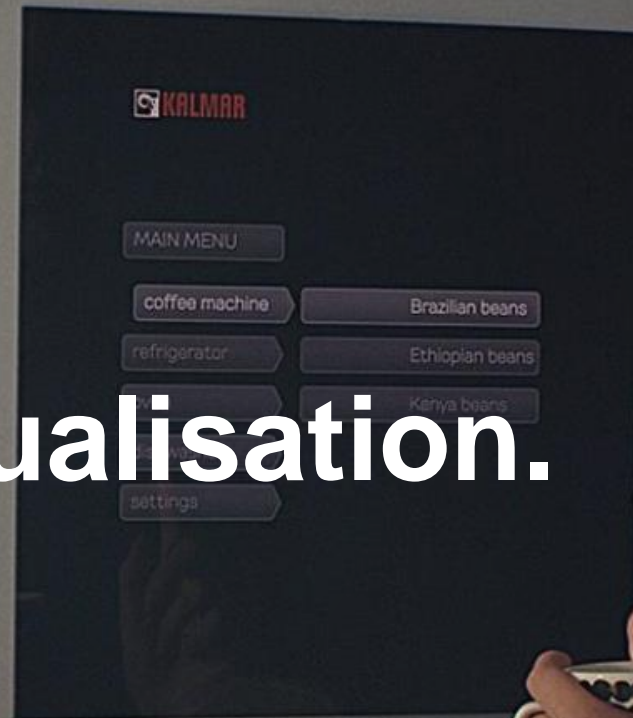
Digitalisation.

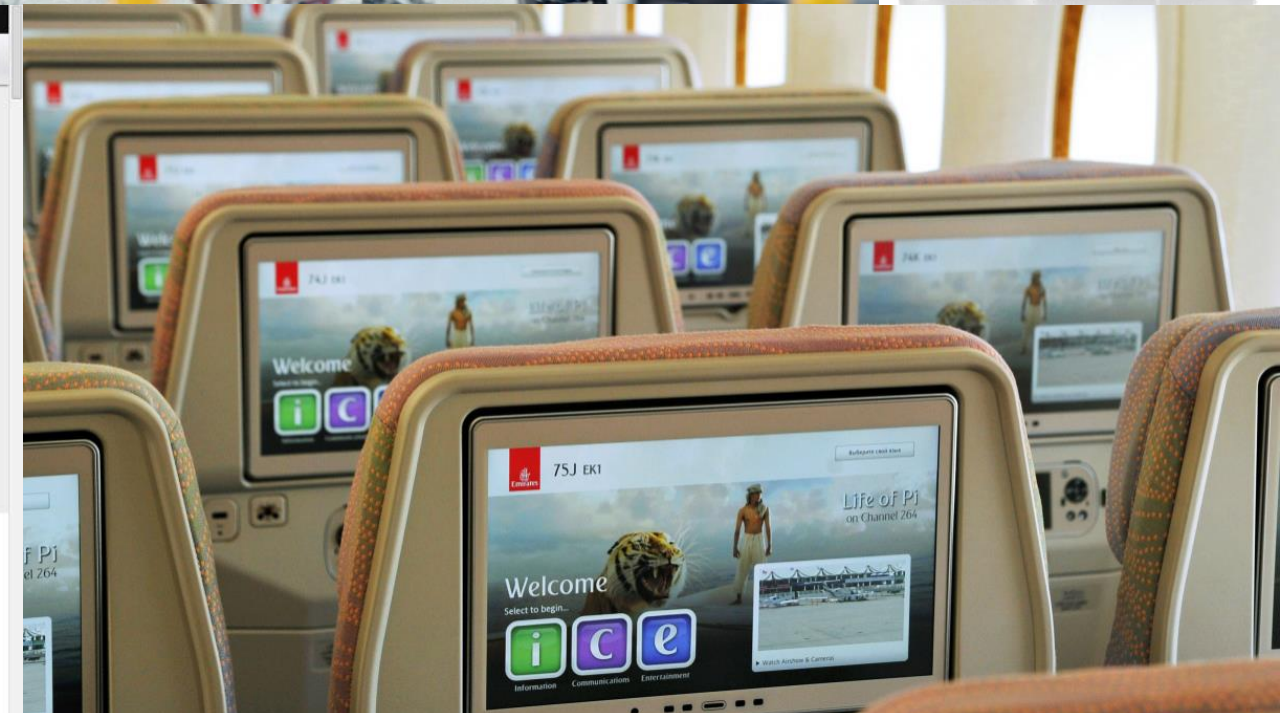
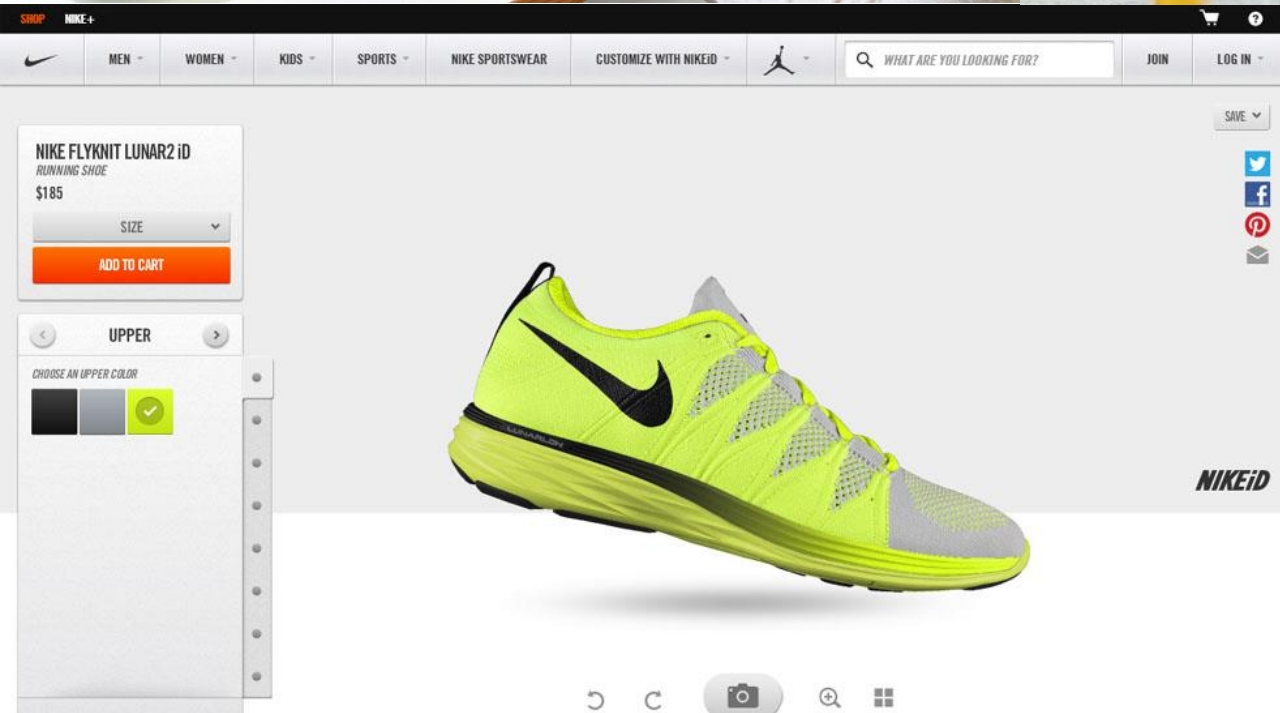
Change between 2012 and 2015 in time spent online outside of school



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

Individualisation.







Summary: Megatrends

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

An aerial photograph of a large, open public space, possibly a transit hub or a large indoor plaza. The floor is covered in a light-colored tile pattern with a grid of small, dark square accents. Numerous people are scattered throughout the space, some standing in small groups, others walking. The lighting is bright and even. The left side of the image is partially obscured by a dark, semi-transparent overlay containing text.

**How does this
impact our
markets and
our operating
environment?**

A photograph of an older male worker in a yellow hard hat and a blue and black plaid shirt, smiling while working on a machine in a factory. The background is a blurred industrial setting with various equipment and structures.

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 with a beard is wearing a VR headset and smiling. He is interacting with a futuristic, semi-transparent digital interface that appears to be floating in front of him. The interface features various geometric shapes, lines, and icons, including a pair of scissors. The background is a blurred indoor setting with large windows.

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



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Add product

Room layout

Main menu



Frames



Corner frames

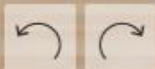


Interior organizers



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....

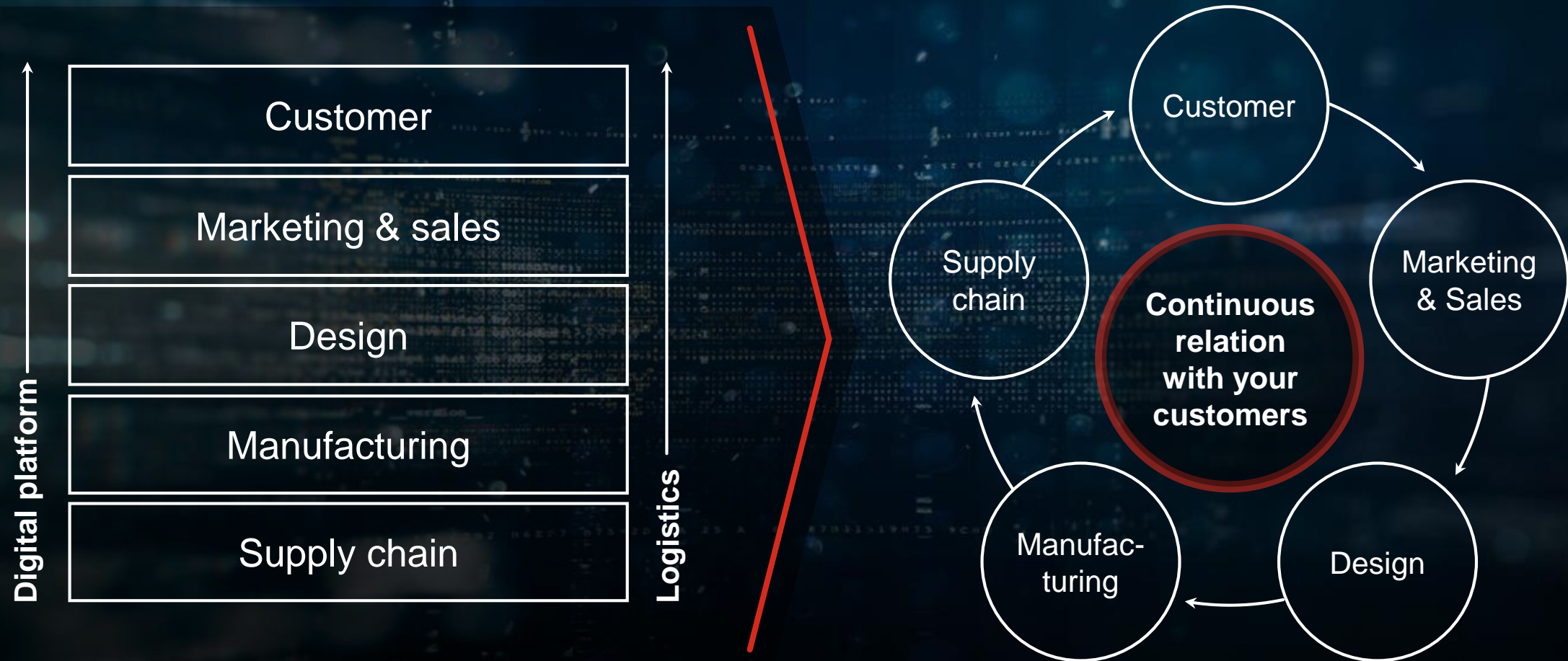
A person is silhouetted against a bright blue sky with scattered white clouds, climbing a narrow gap between two tall, dark, jagged rock formations. The person is positioned on the right side of the frame, reaching up towards the top of the rock. The overall scene conveys a sense of challenge and overcoming adversity.

We will be squeezed.





Continuously digitally connected with your customers





**Your new
business
architecture?**



Kalmar Port 2060 vision.

The four pillars to your transformation

Digitalise
your products and
business systems

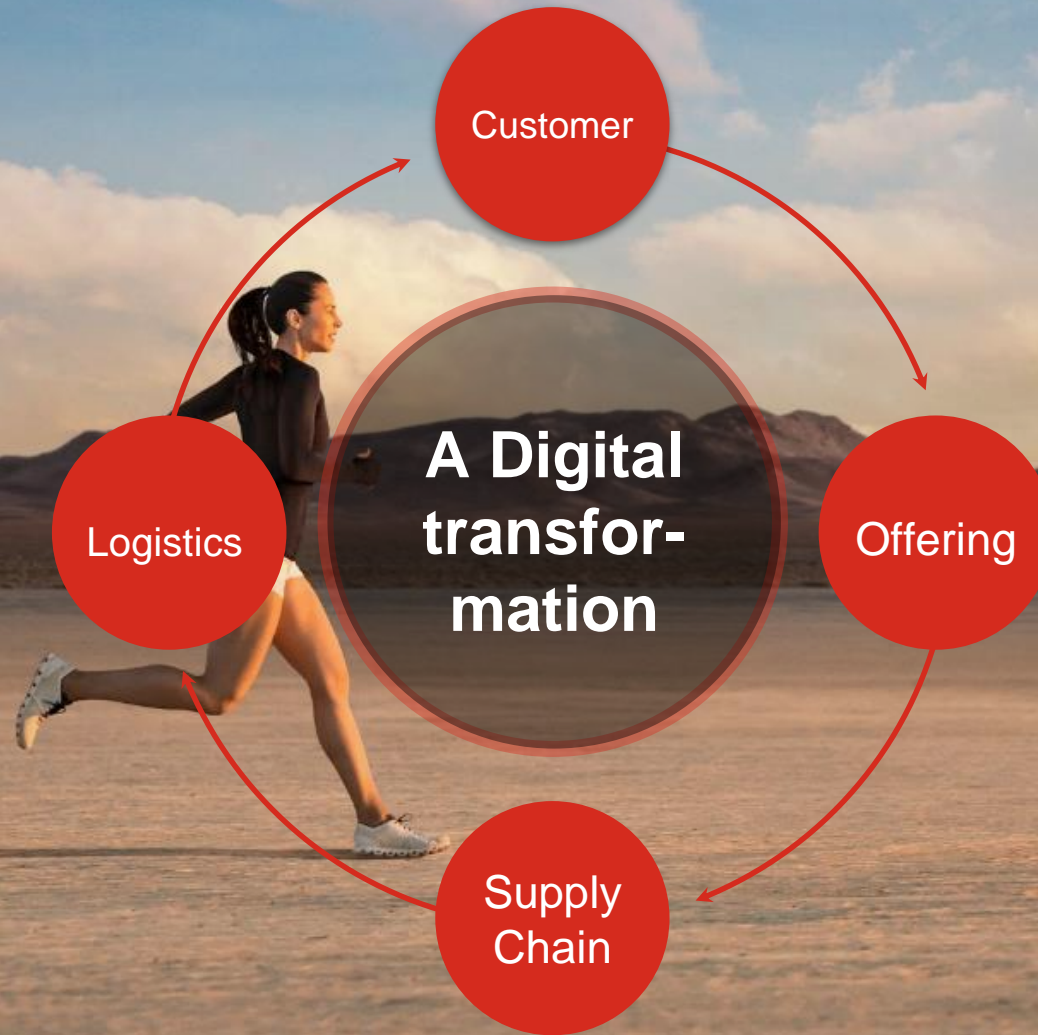
Automate
through your processes
and supply chain

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.