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11.6.2021

Finland’s experience in turning the crisis into success - Findings by Finnish frontrunner companies

Elinkeinoelämän keskusliitto

Setting the scene: Preconditions are excellent for companies.

But we are still in process

in order to make the most of the possibilities of digitalisation and data.

EXPLOITING THE VALUE OF DATA

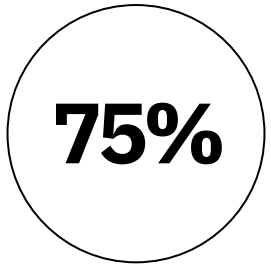
22 % of companies are utilizing big data.

AUTOMATION AND ROBOTICS

10 % of the companies use robots. (Industrial robots/service robots)

3D printing in 7% of the companies

CLOUD SERVICES



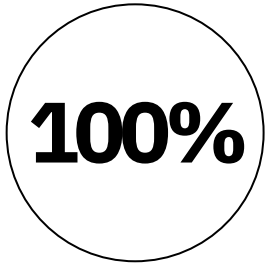
75% of the companies utilizes cloud services

2014 51% → 2020 75%

E-COMMERCE

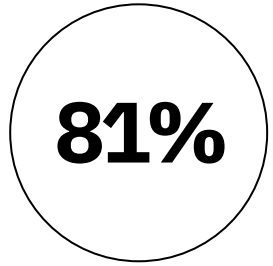
23% of the companies sell products or services online

CONNECTIVITY/ACCESS



All companies have an Internet access

USE OF INTERNET



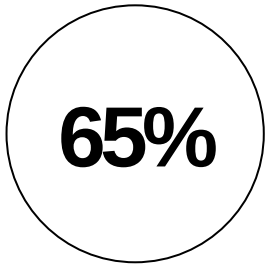
Overall 81% of the employees operate with CPU with Internet access.

Companies where everybody operates with the computer/smart phone with Internet access: 60%.

Statistics Finland 2020

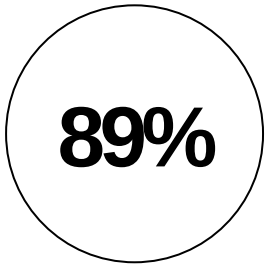
Digital Skills in Finnish Companies - EK survey 2019

STRATEGIC APPROACH



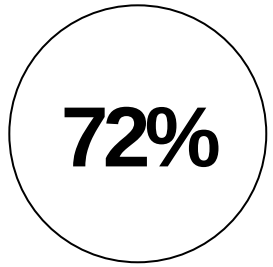
65% of the companies work with the possibilities of the digitalisation at strategic level.

NEW SKILLS NEEDED



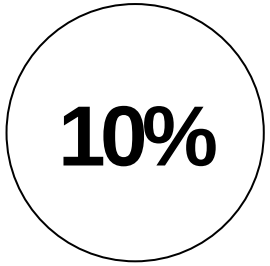
89% of the companies say that digitalisation creates new skills needs.

OBSTACKLE



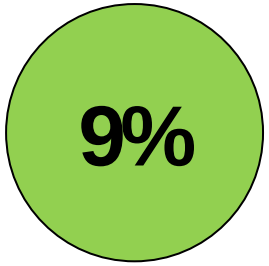
72% of the companies say that the lack of the digital skills and competencies complicates new business possibilities.

IMPACT



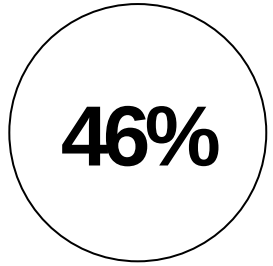
10% of the companies experience that digitalisation doesn’t impact to the business or skills needs at all.

FRONTRUNNERS



9% of the companies are frontrunners in digitalisation.

LEADERSHIP/MANAGEMENT



46% of the companies say the management have excellent or good understanding of the possibilities digitalisation offers to the business.

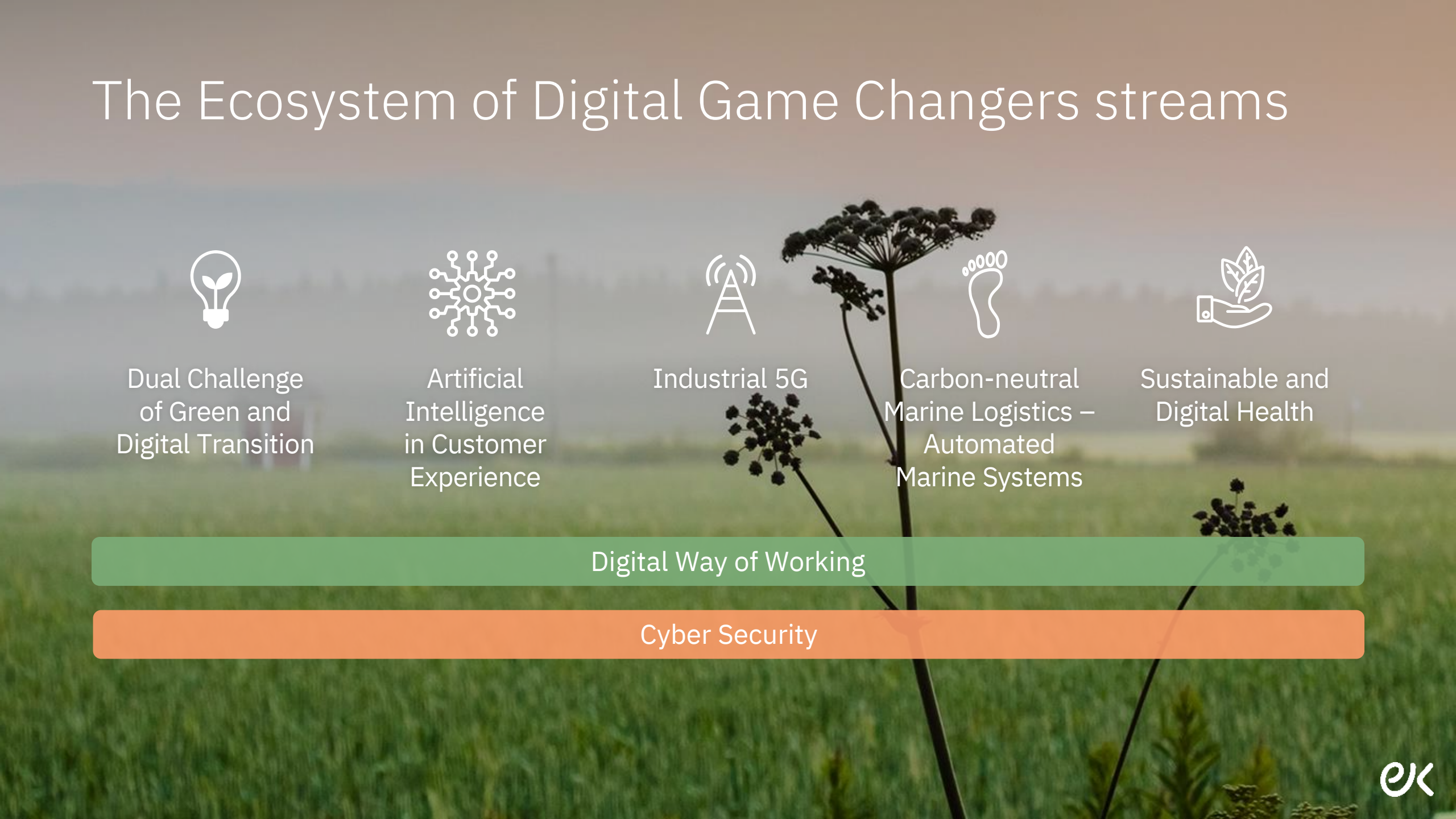
Covid Digital Game Changers Task Force

How will Covid-19 pandemic boost business life?
Findings by Finnish frontrunner companies

Confederation of Finnish Industries

Huge opportunity for agile players. The time to act is now!

The Ecosystem of Digital Game Changers streams



Dual Challenge of Green and Digital Transition

Artificial Intelligence in Customer Experience

Industrial 5G

Carbon-neutral Marine Logistics – Automated Marine Systems

Sustainable and Digital Health

Digital Way of Working

Cyber Security

Seven key changes and drivers were prioritised for further analysis:

1. Increased use of digital services in all age groups and multiple areas of life
2. Expectations for best-in-class, seamless customer experience
3. Increase in need for control caused by uncertainty
4. Shift towards more sustainable values
5. Slow and local lifestyle
6. Health-minded buying
7. Hybrid forms of encounters

Building blocks for success

Cyber Secure Digital Way of Working

Cultural change through leadership

New disruptive and agile business models

Continuous Upskilling and reskilling of workforce

Innovations and collaboration in ecosystems

Technology and infrastructure

Cyber Security

The must-have key competencies identified by the frontrunner companies

1

Customer-centricity and service design

- Human insight, service design and UX education
- Customer-centric innovation capabilities

2

Building platform business models

- System thinking
- Ecosystems and partnerships
- Value creation

3

Advanced technological capabilities

- Speech recognition
- AI to crunch data
- Cyber-security

4

Brand building and marketing

- Brand building with a strong link to company values
- Story-telling capabilities

Sustainable and Digital Health -stream

1 As a model country for digital health, Finland needs to develop health data reserves and test environments at the national level.

- The importance of Business-driven Innovation Funding
- Applying a one-stop-shop service principle in corporate collaboration – test environments and research infrastructures should be fully introduced in Finland

2 It will be increasingly important to utilise health data from various sources.

- The Commission initiative for a European Health Research and Innovation Cloud
- The data structures and the compatibility and usability of data
- “GSM standard” for wellbeing devices

3 Personal wellbeing data (MyData) presents an opportunity for the digital leap in wellbeing services.

- Rules, operators and the infrastructure for moving data
- Devices and systems/minimum standards to ensure secure use (certification).
- A fast-track model for permits and data material.

What must be done?

- Throughout the education system: guarantee digital and climate skills
- Increase innovation funding for digital business models to create ecosystems
- Update the services for companies on how to internationalise business and add resilience
- Ensure cyber and data security skills and attract international talent and speed up the process
- Adapt RD&I instruments to the new ecosystem of sustainability and health-awareness

We started with 9 companies, today we are many more

- Building ecosystems
- Building concrete export cases
  - Possibilities of The Recovery and Resilience Facility
  - Business-driven cooperation with Ambassabors
- Sharing best practises

“Lessons identified,
not only lessons learned.”

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