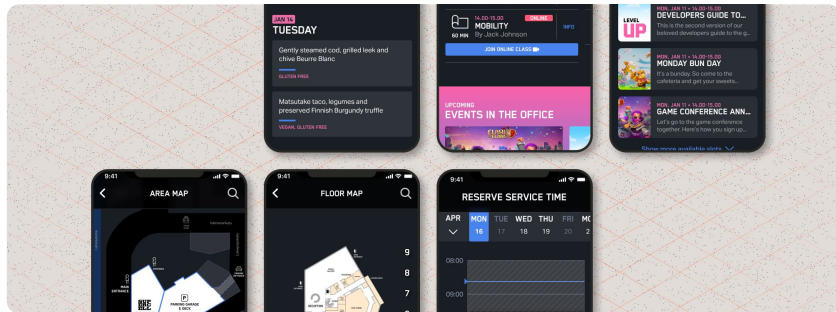


References

Media and sports

Designing a smart office for the hybrid age



We helped Supercell create versatile digital features for its new headquarters in Helsinki, Finland. The easy navigation and seamless information flow, meeting room booking, and sustainability monitoring make it the office experience of a lifetime.

"Futurice took full responsibility for the delivery and made our life easy by handling all of the third-party communication, project management, in addition to design and development. The digital office services have really helped the new office reach the standard Supercell expects from the work environment."

– **Mats Malmstén, IT Lead, Supercell**

SUPERCELL: Supercell is a mobile game developer based in Helsinki, Finland, with offices in San Francisco, Seoul, and Shanghai. Since its launch in 2010, it has brought five games to the global market – Hay Day, Clash of Clans, Boom Beach, Clash Royale, and Brawl Stars. The company's turnover in 2021 was approximately 1.3 billion euros and it employed 3380 people.



Supercell's Wood City is a flagship of sustainable Finnish wood construction, a building with a unique design and state-of-the-art interior. Supercell wanted the office to offer the very best environment for employees and visitors and chose Futurice as a partner to design the digital features. The coworking started long before the completion of the building. The idea was to create a flexible environment for Supercell's game teams, whose size and needs may vary a lot. The complex and large building also required smart features for employees and visitors to find their way around.

What we did

We started by asking employees what kinds of features they'd need to improve their work experience and simplify their daily routines. The chosen features were: totem screens and a mobile application with an interactive office map, including a room reservation, service and event admin system, custom meeting room booking, IoT-based room climate control systems, and Green Screens showing sustainability numbers and other relevant information.

Next, we visualized the concept and proceeded to implementation, closely coworking with the representatives of each area.

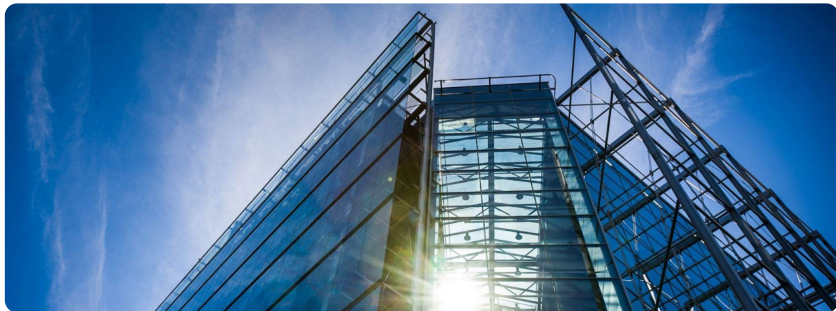
Why it matters

The digital features and seamless information flow make Supercell's office and operations flexible, accessible, sustainable, and efficient.

The environment perfectly fits the need to connect people and share relevant information between different locations. The hardware devices at Supercell guide users in learning how to use them.

The digital features are paving the way for people to enter an even more advanced hybrid working environment, improving employees' experience, motivation, creativity and efficiency. All these factors will contribute to higher quality and increased quality and customer satisfaction.

Unprecedented editorial workflow and insights



Hennibot, an AI-driven insights tool co-created with Sanoma, empowers journalists' work and helps create articles that meet reader expectations.

TECHNOLOGIES

Hennibot is created as a set of Naviga Digital Writer plugins along with a backend integration service built on AWS. It focuses on using serverless technologies from AWS (API Gateway, Lambda) to minimize infrastructure management. The system is scalable and meets the demands of Sanoma's newsroom users.

SANOMA: Sanoma Media Finland is the leading Finnish multi-channel media company. Its newspapers, magazines, tv and radio channels, online and mobile media offer information, experiences and entertainment. Sanoma's mission is to offer Finnish media content also to next generations. Its vision is to be the most successful and the most significant media company in Finland. Sanoma reaches 97 % of all Finns on a weekly basis.

Writing an article that has an impact is a complex and demanding task – especially in this age of instant content. Sanoma wanted to find modern technologies to empower and assist their journalists. How could both editorial processes and reading experiences be further improved? Is there a formula for an engaging and popular article?.

What we did

We started by interviewing Sanoma's journalists and editors to understand the practices and challenges of the article creation process. We also discussed how assistive information should be delivered

Based on insights gathered, we co-created Hennibot, an editorial assistant that helps journalists create engaging, high-quality content by leveraging multiple AI-driven tools and analyzing texts using a variety of data sources.

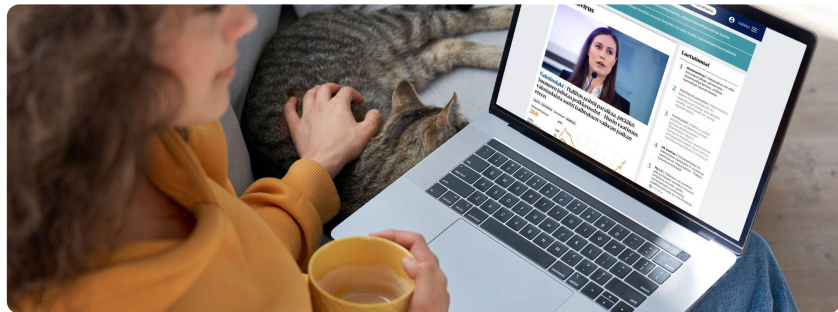
Hennibot uses AI to analyze Sanoma's existing articles and compares the texts in progress to ones that perform well in terms of reading rates, read times, shares and feedback, etc. The assistive information is shown on a visually clear dashboard. To ensure Hennibot's usability, journalists participated in every step of the design process.

Why it matters

The advice and insight provided by Hennibot help continuously improve Sanoma's editorial workflow and efficiency.

In addition to creating content that meets readers' needs, the AI also helps create time-critical articles faster and make bigger articles richer by adding more material or media, as well as highlighting important contextual aspects. For example, it assists in finding engaging headlines and seamless structures, including essential terminology and considering gender equality.

High-quality journalism and better digital business



The news platform we co-created enables Sanoma to increase its market share and loyalty among readers, and win in the digital domain.

"With their ownership, expertise and ways-of-working, Futurice has helped us to win in the digital domain. HS has gained an increase in subscriptions, IS has gained a clear market leader position in online news and the news platform has enabled us to integrate acquired services, such as Aamulehti. The news platform enables growth through synergies."

– **Timo Rinne, VP Digital Development and Customer Experience, Sanoma Media Finland**

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Journalism and news media have faced serious challenges and disruption in the internet era. New digital and social media and various digital content sources compete for readers' attention. The visibility of high-quality, fact-based journalism has been declining, making it difficult to obtain objective information about current affairs. Sanoma faced a serious risk of decline in their core business, the news. Their digital capabilities were based on costly monolithic systems, with each news brand in their own silo. Key elements to improve were user experience, development speed and service reliability.

What we did

Together with Sanoma, we built a DevOps team with end-to-end responsibility for the product. The team created mobile news apps and a news site that offered a compelling UX. The team modernized the Ilta-Sanomat architecture into modern cloud-native microservices, based on open source technologies, and introduced experience-enhancing features for readers and efficiency-boosting tools for editorial teams - in incremental waves. The stack was soon extended to serve Helsingin Sanomat, Finland's leading newspaper, as well as Aamulehti, Satakunnan Kansa and 11 other recently acquired regional newspapers. The team integrated all the newspapers to the Sanoma News Platform in a few months.

Why it matters

The adoption of the news platform enabled both Ilta-Sanomat and Helsingin Sanomat to renew their user experience faster and achieve considerably higher levels of reliability and user loyalty. HS is one of a few newspapers in Europe to increase their subscribers and turn their business around in the digital domain. In its own business area, IS has been a clear winner in digital all along.

The platform created opportunities for further growth and Sanoma acquired Aamulehti, Satakunnan Kansa and 11 other regional newspapers, all of which now enjoy the benefits of the leading news platform in Northern Europe.

Digital alignment for a media company



Despite their significant growth in digital during the past year, one of a Finnish media company's magazine titles wanted to take a moment to assess its digital opportunities.

The team needed the time and the space to discuss the magazine's digital future: how can value be created through improving internal processes and tools, as well as by creating new and developing existing digital services for their customers.

The editor-in-chief asked Futurice to help him bring together the management and operational teams to address the issue. Our goal was to create and provide alignment and tools as well as a hunger for the magazines digital success in the future.

What we did

We conducted two off-site workshops where the team was able to fully focus on the issue in hand.

The first workshop consisted of vision and strategy work: what kind of future do we believe in? What is our goal in that future and where do our revenues come from? What do we need to do in order to get there? Are our investments aligned with our goals?

In the second workshop, we focused on building an actionable roadmap for the magazine to put into practice. The plan was holistic, focusing on not just new services but also changes needed on an organizational level.

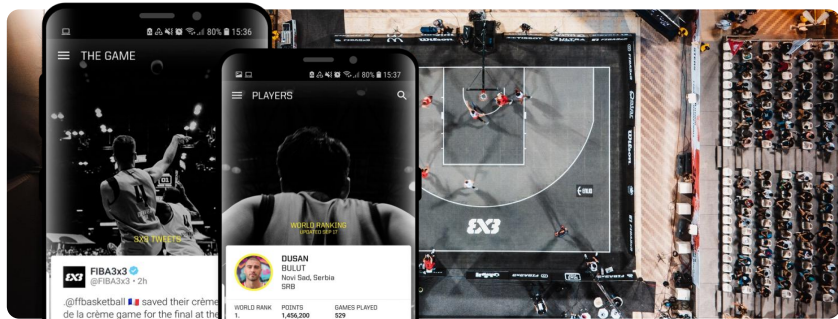
Why it matters

Taking the time to get together and create a plan to ensure the magazine's digital future really paid off. The team came to an agreement about how they see the future, and the fact that they need to create new business in order to continue thriving. Financial goals were set. New concepts were created and put into a roadmap.

At the end of the workshop each participant wrote their own pitch about the future of the magazine, including the must-win battles and a promise for their own role in the change.

These workshops kick-started the transformation of the magazine: the organization was empowered and motivated to put the plan into action.

Helping FIBA take 3x3 to the Olympics



3x3 was featured at the Tokyo Olympics in 2020. To make this happen, spontaneous grassroots action had to find a more organised form. FIBA chose to go digital.

FIBA wanted to keep the threshold for getting involved in 3x3 basketball as low as possible, keeping the sport's fun and spontaneous nature intact. FIBA and Futurice built and constantly develop a complete and global digital infrastructure for the game. It offers everything from standardised rules and profiles as well as rankings for pro and casual players to digital solutions for keeping score, time and stats.

FIBA: FIBA is the world governing body for basketball, formed by 215 independent national associations from all over the world. The International Olympic Committee recognises FIBA as the sole competent authority on basketball.



What we did

Futurice started by designing an app that serves the needs of the players – be they globetrotting pros or casual players hitting a local tournament in a neighborhood park.

Further development of the app included addressing the needs of organisers, including statistics, time and score keeping as well as real-time services for sport media. All were realised as robust web-based solutions that work even under the most challenging conditions.

The official website for the sport was built for parity with the cutting-edge mobile services.

All services emphasise reliability, best practices and usability/accessibility.

We released the sophisticated and comprehensive metrics and monitoring system we built as open source project for others to use.

Why it matters

The mobile app that serves the needs of both players and tournament organisers delivers a world-class, consumer-grade user experience while accessing data in FIBA's legacy systems. Everything from game statistics to player rankings as well as robust solutions for keeping score and time – including shot clocks – are reliably available even in the most remote and picturesque places 3x3 tournaments are organized in. The game may have started in urban parks, but now it's played in deserts and jungles, too. With poor network reception.

At the fiba3x3.basketball site, players can find and register for tournaments around the world, follow their and their friends' progress in the rankings and much more. The site is also the 3x3 marketing team's primary communication channel.