

## References

# Industrial, logistics and heavy industries

# Smarter port operations with data



We helped Steveco, the largest full-service port logistics company in Finland, optimize its operations by creating a modern BI data platform and reporting system that meets both business and user needs.

“Working with Futurice’s people was easy and the challenges during the project were tackled quickly. We now have a solid start and a good basis for further building our reporting on the PowerBI platform. Our journey with PowerBI has just begun.”

**- Jyri Elomaa, IT Project Manager, Steveco Group**

**STEVECO GROUP:** Steveco Oy is the largest full-service logistics company in Finland. It offers comprehensive services to handle customers' logistic needs quickly and efficiently. Steveco's subsidiaries are Oy Saimaa Terminals Ab and Suomen Satamatekniikka Oy. In 2021, the group employed ca. 837 people and its revenue was €144.4 m.

To manage and develop its stevedoring, cargo handling and transporting services efficiently, Steveco needs accessible and up-to-date information covering and combining assets, logistics and financials. Its legacy BI system had become outdated: only a few people had access to the data; gathering the required information was difficult; reports had to be produced manually; and the system was reaching the end of its lifecycle. The data couldn't be used systematically, so its potential was lost. Managing the legacy system was expensive, too. Three goals were set: to create a scalable, secure, and well-documented cloud data platform that provides coherent and uniform data to all users; to enable the users to create the business reports themselves; and to provide users with the first reports to let them explore new possibilities.

## What we did

To ensure the right starting point – meeting business and user needs – we first ran a data sprint with Steveco's business owners and IT specialists. We defined the goals, calculated the ROI, and created the roadmap as well as the technical plan for the implementation.

Together with Meltlake, we built a serverless Azure cloud-based data platform and a data warehouse solution containing the data models. An important technical aspect in the implementation was to ensure that all the Steveco's IT systems would work fluently with the new platform.

We also designed report layouts in a user-centric way, ensuring that information is presented in a clear and useful format

## Why it matters

The business- and user-driven development process ensures the new data platform helps Steveco manage its operations more efficiently. The business owners now get clear reports and valuable insight that help them make decisions – and they can also tailor new reports themselves.

Since producing the reports requires no manual work, Steveco's IT and financial staff can concentrate on their core work, generating savings in time and money, improved results and a more meaningful work experience.

By using a cloud environment, Steveco only pays for the data resources it needs, generating significant savings in system infrastructure, maintenance, and licensing costs. System maintenance is mostly handled by the cloud provider and the creation of the BI reports is no longer in the hands of a few people.

# Lean Service Creation for industrial engineering



We helped Elomatic steer the process industry towards a more sustainable and predictive future.

Futurice's service creation process exceeded our expectations. The co-working was inspiring for us. They are skilled on both the commercial and technical side of things. The remote workshops were well executed and efficient. We now have a great starting point for exceeding our customers' expectations, reaching new markets and disrupting the industry

**- Jussi Jääskeläinen, Design Manager, Team Lead**

**ELOMATIC:** Elomatic is a leading European consulting and engineering company and global software provider. Our 1,000+ engineering professionals work in the mechanical, process, energy and shipbuilding industries. Software development is focused in 3D plant and ship design under the Cadmatic brand. Elomatic has offices in Finland, Poland, India, China, the Netherlands, Italy, Serbia, Russia and the UAE. Elomatic is a globally operating, privately owned company and has clients in over 80 countries.

The process industry has collected data for a long time, but faced challenges in using it efficiently and in an impactful way. In most cases, instead of continuous optimization and predictive modeling, data is only used to keep the processes up and running. Inefficient use of data results in loss of energy, rising costs and lost time. At the same time, the requirements for material traceability are growing, along with demands for carbon neutrality and sustainability. Elomatic wants to offer its customers the opportunity to not just settle for insight, but to transform into proactive and future-proof process operators.

## What we did

We ran three intensive workshops where Elomatic's team used LSC methods to co-create the new service - from initial idea to finished concept. The process was one of close collaboration between our service designers and Elomatic's business and product owners as well as sales and marketing people. Due to the pandemic, all workshops were virtual. We also interviewed Elomatic's customers to better understand their needs and expectations.

The result is a co-created, data-driven process development service that can be offered to a variety of customers, depending on their data maturity and industry sector. The concept was also visualized and validated with Elomatic's customers.

## Why it matters

The service design process helped Elomatic concretize customer value, commercialize a complex concept, and clarify the life cycle of the service process. Elomatic now also has a roadmap and in-depth understanding for creating its new data-driven business organization. This will position Elomatic as one of the pioneers in the field of industrial digitalization.

The service will provide Elomatic's customers with new data-driven business opportunities, and concrete and measurable value. The use of intelligent technologies to keep the process parameters optimal produces savings in energy, raw material, time and costs. The benefits apply not only to existing processes but most importantly to the planning phase, where most of the costs are determined. The technology also helps trace raw material consumption and the effects of each process phase.

# Data sharing and ecosystems for ports



Dutch non-profit organisation Portbase B.V. wanted ways to help make ports smarter, efficiently harness port data for use and generate data-enabled business opportunities for the organisation in the European market.

"Futurice has been a great partner in setting up a workshop format that utilises Service Design to start more customer-centric conversations and knowledge sharing between us and our clients. We believe we can use these tools to create more awareness of the value of data and the potential benefit of data sharing in a logistics chain. The energy and dedication from Futurice on this project was, as always, invaluable!"

**- Arno Larooij, Program Manager, Digital & Innovation at Portbase**

**PORTBASE:** Portbase was founded in 2009 by Port of Rotterdam and Port of Amsterdam as a non-profit organisation that has a broad support of the port business community. The ambition of Portbase is to make the logistics chains of the Dutch ports as attractive as possible through a one-stop shop. Via the Port Community System, Portbase facilitates data sharing between companies and information exchange with governments in order to work faster, more efficiently and at lower costs. Together with the growing community, Portbase is making data sharing increasingly valuable and creates smart ports in Europe.

**portbase**

## What we did

Portbase and Futurice worked together in an intensive sprint over a few weeks, consisting of several working sessions and one longer design workshop in the spring of 2021.

We ideated relevant data-related problems to solve in the port environment. We interviewed selected companies in the port ecosystem to understand how they currently collect, analyze and utilize data, and what their improvement needs are.

Based on the outcomes, we designed a data strategy workshop concept for Portbase to use. It includes made-to-measure Lean Service Creation canvases to be used to have a dialogue with the port community - remotely or otherwise. The workshop guides various port companies from early ideation all the way to comprehensive data strategies.

We also designed a sales journey for the workshop concept, including how it is launched to the marketplace and what way of working is required to implement the service internally.

## Why it matters

European ports have high ambitions for harnessing data in their operations, but the data maturity of the companies in the wider port ecosystem varies a lot, and many are only just starting to use data for business purposes.

As a neutral, non-profit organisation, Portbase plays a critical role in helping unleash the power of data in the ecosystem.

Among other significant business benefits, the concept we designed together with Portbase helps its customers increase transparency in port operations and industry, eliminate waste and inefficiencies, and increase data sharing.

The data strategy workshop concept can also potentially help Portbase reposition itself in the port ecosystem as a trusted, human-centric advisor for companies and a facilitator of collaboration around data.

**futurice**

# A digital ecosystem for data-driven business



"Encountering the multidisciplinary teams of Futurice that consist of skilful design and development individuals with remarkable communication skills is an inspiring experience. Working together with our people, we are an integrated team, partners on eye-level, that share a common sense of direction and ownership motivation building our ecosystem forward."

- Gerrit Elvers, Chief Product Owner, PRO360



4.7/5

Average app rating  
for PRO360 app



Roll out in  
30+ countries

**BOSCH POWER TOOLS:** Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, power tool accessories and measuring tools. In 2018, its roughly 20,000 associates generated sales of 4.6 billion euros. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation.



Bosch Power Tools was looking for a partner to help it become more data-driven, and expand its offering beyond hardware and into digital services. They wanted to use data for a competitive edge and become more responsive to changing customer demands. The PRO360 platform offers services and features that benefit all of Bosch Power Tools' core customer segments: dealers, companies and private users.

## What we did

We created an extensible microservice platform. Services built on top of this platform can easily share data with each other in real time, enabling a seamless user experience.

We also created a React Native mobile app and React web app for Bosch Power Tools After Sales Services, allowing users to register tools and extend guarantee within seconds. Users can scan the type plate with a mobile app and the tool is identified with text recognition.

PRO360 is available for tools by other manufacturers, too, providing users with a complete overview of their tool inventory. We developed a back office application for customer support to manage the users of the PRO360 platform and their data. Bosch Power Tools internal service owners can use the app to monitor data related to the services they manage.

## Why it matters

We designed and built a robust data platform that lays a foundation for a data-driven ecosystem. A B2B2C inventory management solution enables companies to manage their tools. An improved registration and guarantee process creates insights about end-users and Bosch Power Tools dealers, encouraging data-driven upselling and cross-selling from dealers to customers.

Improved user segmentation allows Marketing to target specific groups and run more successful campaigns. Futurice started PRO360's agile journey with one Scrum master. Now Futurice enables PRO360 to utilise three cross-component and cross-functional feature teams in a scaled agile framework.

# An innovation platform for proactive cargo operations



Bromma SMS is a textbook example of how a traditional business transforms into a data distributor.



Faster problem-solving: incidents are automatically diagnosed and the system suggests solutions.



Moving from reactive to proactive spreader operations: savings in time & money, less risks

**BROMMA:** For over 50 years, Bromma has delivered crane spreaders to more than 500 terminals in over 90 countries on six continents and is the global market leader and most experienced manufacturer in its business. In fact, in any port you visit, you're likely to see a Bromma spreader in action. The company is a part of Cargotec.

**BROMMA**



A clear, remote view of the historic and real-time performance of the spreader fleet: improved operations

In ports, as in any other industry, equipment uptime is a key performance indicator. Approximately 30 to 50 percent of a crane's downtime is spreader related: if the spreader fails, so will the crane. This can delay vessels at berth, leading to vessel queues outside the terminal. In worst-case scenarios, goods will be damaged or delayed and safety compromised through poor loading. Bromma wanted to explore the possibilities of using data to minimize these risks. Could modern technology make spreaders intelligent and help keep them up and running?

## What we did

We helped Bromma launch the Spreader Monitoring System (SMS), a secure and scalable cloud-based system to monitor and control a spreader's status. SMS allows Bromma's customers to remotely monitor their individual spreaders anywhere in the world, to check on performance and immediately track down faults. We first validated the in-house concept using our efficient and human-centric Lean Service Creation process. Following the service design sprints, we identified data sources and created tools to read and analyze Bromma's spreader data in a practical and visually clear manner. Next, we developed and expanded the system in close co-operation with the end-users.

## Why it matters

Bromma SMS is a modern, data-driven tool that can radically increase terminal efficiency, both in the short and long term. SMS helps spot declining spreader performance and other negative trends early and allows ports to address them before they become a problem - in real-time and without physical inspections. Longer spreader life cycles, optimal energy consumption, and less travel for maintenance all increase sustainability. Resources are proactively targeted at the spreaders which need it. The system provides increased safety for terminal personnel by proactively identifying potential problems. It means people spend less time in potentially hazardous operational areas. On a larger scale, SMS establishes an innovation platform for a variety of proactive cargo operations around the world.

**futurice**

# Re-designing the employee experience



Cargotec wanted to make the everyday work more enjoyable by creating a digital employee experience.

Cargotec is on a transformation path from a traditional manufacturing business towards becoming a knowledge company. As part of the journey, Cargotec has established a centralized Cargotec Business Services in Sofia, Bulgaria. The aim of the service center is to develop and deliver world-class global business support services in the fields of finance, human resources, information management, as well as indirect procurement. As part of the transformation and HR strategy, Cargotec intends to make the everyday more enjoyable by creating digital employee experience.

CARGOTEC is a leading provider of cargo and load handling solutions with the goal of becoming the leader in intelligent cargo handling. Cargotec's business areas Kalmar, Hiab and MacGregor offer products and services that ensure our customers a continuous, reliable and sustainable performance. The company operates in over 100 countries and employs around 12,500 people.

To enable better employee experience, CBS HR Services wanted to work on a vision for how HRIS tools could support this goal. The HR team at Cargotec wanted to take the initiative to the next level by using service design methods. The goal was to create a vision of how the digital HR experience should feel and work in a modern, resilient and employee-centric organisation.

## What we did

Futurice consultants supported the HR at Cargotec in speeding up the transformation by:

- Coaching the HR team in using the Lean Service Creation methodology
- Facilitating a service design workshop to clarify the vision of how a digital HR experience could feel and work in a modern, resilient and employee-centric organisation.
- Consulting HRIS and AI perspectives related to the desired vision.

## Why it matters

The feedback inside Cargotec for the clarified vision has been positive and encouraging.

Currently, work to implement the desired vision to develop and deliver world-class global business support services that affect the lives of thousands of employees at Cargotec continues apace.

The Futurice team received positive feedback for the quality of their work and the collaboration with the Cargotec HR team in

The end result was HR service concept & solution that consolidates various HR services under one single view, harmonizes the look and feel, user journey and processes towards a desired user experience, builds a foundation for the future IT tooling that is not reliable on legacy IT but instead is more nimble to respond to user needs, and allows the collection of valuable data for further improvement of HR operations.

# Clarifying Caverion's digital ambition and action plan



Caverion wanted to bring clarity and structure to the digitalization discussion among members of their Board of Directors as well as the company management.

**CAVERION:** Caverion designs, builds, operates and maintains intelligent and energy-efficient solutions for buildings, industries and infrastructures in Northern, Central and Eastern Europe. Our revenue for 2019 was approximately EUR 2.1 billion. The company is among Europe's leading providers of technical solutions for buildings and industries. We have two business units: Projects and Services. Caverion has about 16,000 employees in 11 countries. Our head office is located in Vantaa, Finland. The Caverion share (CAVIV) is listed on the Helsinki Stock Exchange (Nasdaq Helsinki).

**Caverion**

## What we did

To bring more clarity and structure in digital discussion, we helped Caverion define the desired ambition level for their digitalization and work on identified gaps in their current efforts.

Together we created an action plan for the upcoming months and years, and explored opportunities in the digital platform business.

In May 2018, Futurice facilitated a one-day workshop, in which total approximately 15 top managers worked on these topics.

## Why it matters

The resulting direction, enthusiasm and commitment to make the needed changes will enable future digital growth at Caverion.

# Boosting customer-centricity and innovation activities



Cramo needed support in creating a new self-sustaining company culture that embraces experimentation and customer-centricity. Together with Futurice, the goal was tackled using a combination of workshops and training programs around Europe.

**CRAMO:** Cramo is one of Europe's leading service and equipment providers in the rental industry with a dedicated focus on business ethics and sustainability. Cramo operates in 11 countries with a network of over 300 depots.

## What we did

We helped Cramo adopt agile and customer-centric ways of working and boost innovation activities.

The program we co-created and facilitated enables their depots to adopt continuous improvement as an everyday work practice. A train-the-trainer approach that empowered Cramo's own employees to act as change agents in their organizations was central to our approach.

Futurice also helped Cramo create an Innovation Accelerator, where selected teams worked on compelling new business ideas in sprint-mode. The teams, which included experts from both Futurice and Cramo, worked in close collaboration with Cramo's customers.

## Why it matters

Feedback for both our depot program and the Innovation Accelerator were very positive. Participants felt the initiatives helped them learn new skills and find new meaning in their work. The program helped individuals grow and take on new responsibilities, resulting in an improved employee experience.

Our collaboration helped Cramo develop its innovation capabilities as well as launch several new digital products and services that make it more competitive in the market.



# Closer to the customer with cloud and value-driven services



Fastems, the world-leading supplier of CNC automation solutions, decided to take its services and skillset to the next level to create more customer value and new business.

"For us, one of the key success factors was that we had a partner to help us to take the first steps with the new digital service development, service design, and technologies. It helped us get tangible results fast to support our business case and plan forward. Futurice supported us holistically and managed to guide us along the way – also suggesting new areas to address to succeed in our transformation."

**-Jenni Mustonen, Business Owner, Fastems**

**FASTEMS:** Fastems is the leading supplier of flexible CNC automation solutions for high-mix, low-volume batch manufacturing. The company's mission is to help metalworking manufacturers improve their productivity and profitability and in that way, build competitive and sustainable manufacturing.

Fastems is constantly on the lookout for new possibilities to help manufacturers make the most of their machinery. To achieve this, Fastems wanted to gain a clearer picture of its customers' core challenges and how to answer them, establish the IT environment necessary to do so, strengthen its in-house IT capabilities in continuous development, and identify and build an innovative new business case.

## What we did

Our work started with a service vision sprint, ensuring that the right questions were being asked to solve real problems in the industry. We interviewed both Fastems' key persons and customers to understand their needs and challenges, while simultaneously choosing the most suitable technologies. At the same time, we also analyzed Fastems' IT infrastructure.

As a result of the service vision sprint, we were able to define the most critical customer challenge and the first service prototype: with the upcoming MyFastems service. Next, we developed the Azure cloud infrastructure. The Fastems team has since taken over ownership of all further cloud and service development.

## Why it matters

With the new technologies and skills in both agile service design and cloud development, Fastems can deliver pioneering services in CNC automation. The process was a concrete learning experience in transforming from product-centricity to service business. The project also helps Fastems identify new potential customers.

As Fastems co-develops new digital services with its customers, it helps them meet real needs, strengthening its customer relationships. The product owners now have clear roadmaps that support the company culture, helping attract top talent in service design and IT.

# Value through an impact-based partnership



Together with its customers and partnership network, Fira is committed to halving construction times and co-creating revolutionary, internationally scalable and more sustainable business models for the entire sector.

"Our digital alliance with Futurice has allowed us to better understand the changes in behavior that we want to achieve, speed up our development pace and helped us increase our network impact."

- Kimmo Kärkkäinen, CDO, Fira Group

**FIRA GROUP:** Fira is a growth group that reshapes the construction industry, builds better cities and creates opportunities for new types of business. The group employs more than 250 people and has been growing steadily since 2009.

**Fira**

Since 2019, the strategic and high-impact partnership between Fira and Futurice has created significant value. Unlike a traditional agile team, an alliance model takes the work to where the client is, resulting in seamless daily cooperation where cultures are molded into one with shared goals and metrics. We are co-creating a construction revolution.

## What we did

An alliance model involves a permanent team that helps blend company cultures. Building team cohesion requires sensitivity and patience. Our work at the construction sites, side by side with the professionals, was crucial to success. A smoother working day for site managers was our initial goal.

Next, we piloted Fira's digital development. Planning and prioritising initiatives together makes both parties stronger and impact calculations play an important role in prioritisation. Projects are led by impact, and processes are systematically accelerated using agile practices.

We also participated in setting the weekly goals.

## Why it matters

Instead of managing separate projects, teams systematically work towards common goals. As experts from different areas work together, hierarchy is flattened, work becomes more self-directed and motivation increases. Managers and directors have more time for leadership, innovation, networking and strengthening business relations.

ROI estimates are easier to create and in many cases value-based pricing becomes an option. A smaller number of vendors generates significant cost savings, too. Aligned incentives are defined via Fira's efficiency metrics that steer both parties to better results, help manage daily operations and collaborate seamlessly.

We've also collaborated with Fira in their sales work by harnessing our networks.

**futurice**

# A data-driven productivity revolution in construction



After many successful projects with Futurice since 2014, Fira decided it was time to start building a modern, data-driven ecosystem – an alliance that would change the game through a shared passion and vision.



Proactive project & field work management: improved results and finances



Real-time situational awareness: shorter turnaround times, fewer client claims, predictability.

**FIRA GROUP:** Fira is a growth group that reshapes the construction industry, builds better cities and creates opportunities for new types of business. The group employs more than 250 people and has been growing steadily since 2009.

**Fira**

Fira's goal is to improve construction workflows, leading to increased productivity, quality, predictability, safety and sustainability. The key solution for achieving the goal is improved connectivity between design, manufacturing, construction, fieldwork, management and contractors. Without the utilization of coherent and real-time worksite root data, situational awareness and resource planning tools have no real impact.

## What we did

We worked with Fira's skilled teams to get more value out of their data, align processes, increase visual management and improve day-to-day routines using data-driven methods by:

- Creating a holistic dashboard with scheduling, quality, environment, and financial data sources connected with timetables.
- Accelerating the development of SiteDrive, a tool between people and contractors through work schedules with Onsite Messaging.
- Working on the Construction Execution System enabling a shorter worksite management cycle.
- Enabling AI project-to-project learning and forecasting

## Why it matters

Construction is due for a productivity revolution. By adopting digital tools and modern production methods construction speed can be accelerated and quality significantly improved. Better situation awareness and increased predictability improve coordination and co-operation on-site, creating value for the customer. Using adequate data makes it possible to e.g. identify which construction sites are at risk of delays or errors, know when exactly the next building phase can begin, monitor on-site actions, or find out how sustainable the materials and processes really are. The collaboration yields huge amounts of data, generating a digital footprint that enables new scalable business models. Fira now offers its solutions internationally to both industry players and others interested in the service development of the construction business.

**futurice**

# A digital customer experience to match an ambitious strategy



Over the past ten years, customer behaviour has changed dramatically. Almost everything customer-facing has been digitized. Halton's Customer Journey Project was about using digital to leverage the company's world-class sales and customer journey.

**HALTON:** Halton Group is the global technology leader in indoor air solutions for demanding spaces. They provide solutions for commercial and public premises, healthcare institutions and laboratories, professional kitchens and restaurants as well as energy production environments and marine vessels. Customers call Halton as Rolls Royce of air solutions.

**Halton**

Halton was forming a new vision that, among other things, tackled what can be achieved through digitalization and through digital transformation. We worked with the company to help define their vision for a digital customer journey and experience.

## What we did

Together with the global Halton core team and selected Halton customers, we assessed the current state of their customer experience, digital sales and marketing. We also evaluated the company's current culture, sales & marketing technology stack, sales funnel and customer journey.

Based on the findings, we created a vision for the customer experience and top 4 customer profiles to focus on. We also identified a new digital sales funnel and a business case for transformation.

## Why it matters

The core team estimated double-digit growth opportunities in a renewed digital customer experience.

Based on what we discovered, we planned an actionable roadmap for seven must-win battles with detailed tasks for the next 24 months.

A higher level roadmap supports the whole Halton from a digital point-of-view in sales, customer experience and marketing.

**futurice**

# Launching a predictive maintenance tool and a customer portal



MacGregor wanted to improve the portfolio of digital products they offer to ships, along with its existing cranes and cargo handling solutions.

**MACGREGOR:** As part of the Cargotec Corporation, MacGregor provides cargo and load handling solutions to offshore and marine industries. The company operates in 30 countries and employs ~1900 people.

The company was particularly interested in speeding up the development of two key digital offerings. One was OnWatch Scout, a digital solution for improving equipment uptime by monitoring performance and optimizing the maintenance schedule. The other was myMacGregor, a comprehensive digital experience that provides their customers with easy access to manuals, documentation and reports for their equipment.

## What we did

Our consultants supported MacGregor in speeding up the development of the two new digital products by:

- Coaching the internal team in business design and agile product development, including go-to-market.
- Designing the full customer experience of the company's digital offerings.
- Providing advisory services on solutions
- Supporting project execution.

We supported MacGregor over a period of 12 months in 2019. Our specialists were involved whenever the MacGregor team needed support in any of the areas outlined above.

## Why it matters

The myMacGregor portal and OnWatch Scout were launched to selected customers in late 2019. Initial feedback from customers was encouraging and additional feedback will be gathered as the product is rolled out to more customers.

The Futurice team received great feedback for the quality of their work, the collaboration with the MacGregor team, as well as getting the offering ready for launch in a very short timeframe - 6 months from decision gate to market.

The two digital offerings will serve as a backbone for the future development of various digital offerings at MacGregor, enabling the company to offer more complete solutions to its clients.

# OmaPosti – simplify your every day



Today's challenge for Posti is how to transform trusted touchpoints into a superior digital customer experience that offers equal and sustainable postal services for everyone in Finland - from rural Lapland to downtown Helsinki.

"OmaPosti is truly at the core in Posti's massive digital transformation. Futurice has played a key role in OmaPosti's development and has contributed significant expertise and knowledge with regard to both design and technology."

- Timo Korander, VP, Business Technology and Design, Parcel and eCommerce

**POSTI:** Finland's national postal service, Posti Group Oyj, is today the leading postal and logistics company in Finland. Their core business includes postal, freight and logistics services. Posti has the widest network coverage in Finland and visits about three million households and companies each weekday. In 2017, Posti had net sales of EUR 1,647 million. The company has operations in 11 countries and employs approximately 20,000 people.



With ecommerce taking over and more invoices and letters being sent in digital format, Posti's business environment is in the midst of a dramatic technological evolution and Posti is fully committed to evolving with it.

## What we did

As part of a multi-vendor team, Futurice worked closely with Posti's internal team to develop and implement the OmaPosti digital service.

Futurice was responsible for the successful design and development of the OmaPosti web application. It offers a range of easily accessible and useful features designed to help users in their everyday life, bringing each customer's mailbox right into their pocket, wherever they go.

The application draws on the latest technologies and can also be installed directly to mobile devices as a Progressive Web Application. We also improved OmaPosti's technological backend infrastructure. By fully automating the deployment and scaling of backend processes, Futurice was able to bring about significant cost reductions, when compared to traditional infrastructure solutions.

## Why it matters

OmaPosti is a new channel and takes some of the company's indispensable functions into the digital age.

OmaPosti makes life a little smoother by providing a trustworthy, secure and easy way to handle everyday communications and commerce tasks. OmaPosti keeps customers updated by handling a range of important communication tasks, such as package tracking, and by collecting invoices, letters and other documents in one place.

OmaPosti offers equal services to all users across Finland and reduces society's carbon footprint by eliminating extra paperwork and logistics.

# Commercialization of a digital innovation



Suominen asked Futurice to help to explore business potential of a new technology innovation in its nonwovens business. The company needed guidance on how to use customer-centric methods to run a commercialization process from an idea all the way to a business concept.

**SUOMINEN:** Suominen manufactures nonwovens as roll goods for wipes and other applications. The end products made of Suominen's nonwovens, such as wet wipes, feminine care products and swabs, are present in people's daily life worldwide. Suominen's net sales in 2019 were EUR 411.4 million and we have nearly 700 professionals working in Europe and in the Americas. Suominen's shares are listed on Nasdaq Helsinki.

## What we did

We collaborated closely with Suominen's experts on new service business and revenue model options modelling. We co-created and elaborated a commercial story.

An important part of our collaboration was helping Suominen plan what kind of digital team they needed going forward, as well as creating a customer validation plan for the new innovation they wanted to launch.

## Why it matters

The new technological innovation was validated by the sales team and successfully introduced to Suominen's customers.

# A digital vision for a consistent omni-channel customer experience



Valtra worked with Futurice to clarify their vision for the digital world to align with their ambitious customer network strategy as well their brand values.

**VALTRA:** Valtra is a pioneer in developing and tailoring easy-to-use tractor solutions for a wide range of applications. Our mission is to help our customers' businesses grow by maximising their return on investments. Our tractor is the most versatile machine for so many business segments, offering unlimited features for our customers' needs. Today's Valtra tractors combine the heritage of Finland's Valmet and Sweden's Volvo BM. The company's roots stretch back to 1832 in Sweden and 1951 in Finland.

**VALTRA**

The company wanted to explore topics related to digital platform business models and ways to generate value from data, as well as both the customer and dealer perspective on their customer journey.

## What we did

We facilitated a series of workshops for Valtra's key marketing stakeholders. The clarified vision included everything from how to sell tractors online across multiple channels to how to use the telemetry data collected from the machines and deliver value-added services for Valtra's customers using that data.

## Why it matters

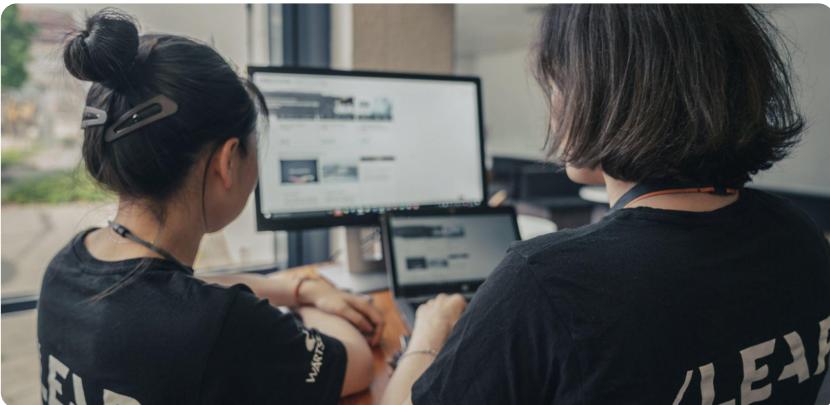
The execution of the vision is being carried out in multiple projects on the Valtra and AGCO level.

Futurice and Valtra came up with simple design drivers that match the Valtra brand, strategy and business objectives as well as help make the vision a reality in a variety of projects and create a consistent experience across channels.

The execution of the vision is an ongoing process.

**futurice**

# An engaging gamified micro-learning tool



Wärtsilä wanted to ensure that 18,000 employees have the up-to-date skills and knowledge they need in a changing world.



5 months  
from initial concept to  
POC launch



1 year  
to launch an MVP

**WÄRTSILÄ:** Wärtsilä is a global leader in smart technologies and holistic lifecycle solutions for marine, energy, oil and gas markets. The 184-year old Finnish industrial and tech giant operates in more than 80 countries and has net revenues of 5 billion euros.



The highly specialized and technical nature of the work combined with the pace of development within the business meant that any learning solution had to be highly customized to meet the company's needs. To educate employees and increase their awareness of the development and transformation the industry is undergoing, Wärtsilä decided to collaborate with Futurice to build a gamified micro-learning tool called WeLeap.

## What we did

To increase everyone's understanding of how employees would react to and interact with a learning tool, Wärtsilä and Futurice used existing and new user interviews to create user personas and user journey maps. The personas steered the design of the solution in an engaging and user-centric direction.

The design of the capabilities supporting the tool was every bit as essential. We used robust and scalable tech to create a future-proof solution: Go microservices and a React frontend on AWS using powerful Kubernetes technology are perfect for speed, scaling and continuous development.

WeLeap is a Progressive Web Application. Contentful was used as a CMS to allow for in-house content creation in a user-friendly environment.

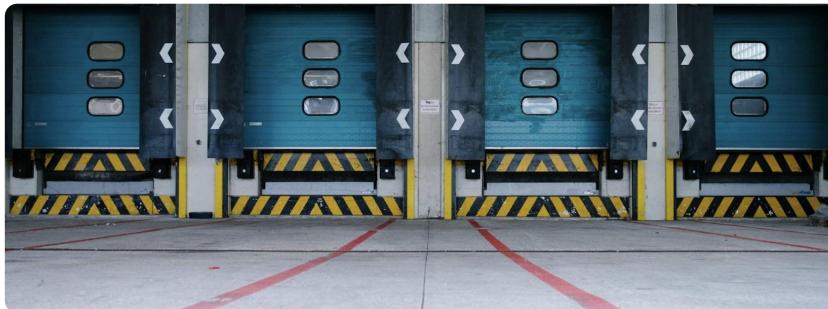
## Why it matters

WeLeap is a fun, engaging and social learning tool that features a wide variety of Wärtsilä produced content in many different formats users can consume at their own pace and convenience, allowing people to convert idle moments in the day into smart eLearning moments.

Gamification of the learning in the form of being able to earn points for completing learning paths has increased engagement, spurring competition between individuals and teams all over Wärtsilä.

A key learning in the WeLeap project was that simplicity really works. A microlearning tool doesn't have to be elaborate to produce significant value. Launching a streamlined web app and improving it over time, based on user feedback, has proven to be a good approach at Wärtsilä.

# Clarifying digitalization's current state & strategy at a B2B distribution company



We worked with a publicly listed Finnish B2B distribution company with 200+ employees and operations around Europe.

Due to the increasing competition and changes in the industry as well as customer behaviour, the company had identified a need to clarify the role of digitalization in its strategy for future growth.

The company selected Futurice to conduct a current state analysis on their digital capabilities, identify new opportunities with digitalization and guide the leadership in strategy work and the prioritization of initiatives.

## What we did

Futurice analyzed the current state of digitalization as well as the company's market position via an industry-focused background study, a holistic round of interviews, a company-wide survey and collaborative workshops.

The analysis was executed in October and November of 2018.

After delivering the analysis results, Futurice continued working with the company leadership in the strategy renewal & execution from January through April in 2019.

## Why it matters

The project with Futurice had a significant impact on the company's business.

They were able to clarify their digitalization agenda, boost strategy renewal, set priorities for selected key initiatives and move ahead towards execution.

We received positive feedback for our ways of working, efficiency and ability to identify and crystallize areas of improvement and suggest concrete as well as actionable next steps.

The final deliverable included a co-created digital strategy roadmap to be executed over the upcoming years, combined with a strong background analysis.