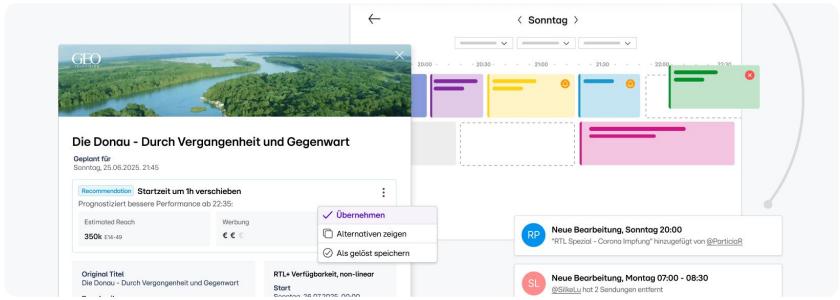


References

Data and AI

Designing a data-driven planning system



We helped RTL Deutschland develop a data-enabled program planning system with an intuitive interface in order to increase operational efficiency, employee satisfaction and program quality across multiple channels and formats.



Benefits over 700 employees



Impacts over 60 million monthly viewers in Germany

RTL Deutschland is Germany's leading entertainment company, spanning all types of media: TV and streaming, print and digital, radio and podcasts. It is home to some of the country's strongest media brands, from RTL to Stern, Brigitte to VOX, and Geo to NTV, and operates Germany's largest streaming platform, RTL+. The company also boasts one of Germany's largest advertising sales houses: Ad Alliance. Thanks to targeted investments in tech and data, RTL is well on the way to becoming the country's leading media company in terms of technology. RTL Deutschland has its headquarters in Cologne and offices at 16 other locations. It employs 7,500 people and is part of RTL Group.



RTL Deutschland owns numerous TV channels, magazines, radio stations, and digital offerings. The content, performance and efficiency of their multi-channel portfolio needs to be planned and executed in an optimal way, so they approached us to design a digital tool to optimize their business-critical processes. The solution will establish new workflows using automation, machine learning, and data analysis. The resulting system will increase transparency, improve communication, and enhance collaboration and decision-making capabilities across its various departments, information systems and channels.

What we did

Futurice and RTL worked together from the initial concept phase through to interface design and system development. We supported and provided strategic, service, UI/UX design and front-end development expertise to assist the client throughout the process.

Our user-centred design approach involved a discovery phase that included stakeholder and user interviews, testing and workshops.

We also implemented a modular design system with a pronounced focus on usability and accessibility.

Why it matters

By rethinking RTL's processes we aimed to optimize the company's overall efficiency and performance in response to the increasingly competitive and dynamic market.

Better information and data management ensures that the right content reaches the right audience at the right time, impacting over 60 million monthly viewers in Germany.

The tool will directly benefit over 700 employees, enabling them to focus on key tasks and bringing significant efficiencies to the organization.

Using data to optimize marketing investments



"Futurice helped us develop a modeling suite and application that puts us squarely in the global leading edge in offering data-driven marketing insights."

- Joona Käyhkö, CTO, Omnicom Media Group Finland



State-of-the-art modeling solution using cutting-edge algorithms



Allows insights based on extremely granular data

OMNICOM MEDIA GROUP FINLAND: Omnicom is a leading group of marketing communications companies, providing the best talent, creativity, technology and innovation to some of Finland's most iconic and successful brands. The group employs over 160 people and serves over 400 clients in Finland. Omnicom Media Group Finland is a part of Omnicom Media Group.

Worldwide, data-driven decision-making is seldom used to optimize marketing investments. We worked with Omnicom Media Group Finland to help them develop the data insights they offer their clients.

For several years, Omnicom Media Group (OMG) has provided their customers with the ability to make data-driven marketing investment decisions, but the analysis model was outdated and slow, its development lagging and the user experience clumsy.

OMG wanted to refresh the analysis model, implement the latest algorithms, make it faster, and provide better usability for their clients. Futurice worked with them to help them offer this unique service as the only media company in Finland.

What we did

The legacy analysis models were replaced with an open source model frame and customised to fit into the OMG context to provide the insight their customers need. Python was used to build the data pipeline feeding the model and the API feeding the results into the frontend.

The service frontend was rebuilt using React and now combines views from three separate services for improved usability.

Why it matters

Data-driven insight into the expected ROI of marketing investments allows OMG's customers to efficiently direct their funding for optimised impact and to predict the optimal amount of investment in each channel, campaign and type of message. For OMG, the improved Marketing Mix Modeling Solutions and Digital Attribution Solutions provides a unique offering in the Finnish media market.

Data & AI improve building automation



We helped Fidelix find ways to radically scale up their service business in the future using machine learning.



Collaboration between data science and service design results in a world-class tool



A demanding, cutting-edge project successfully completed in remote mode



A clear and validated customer journey helps align business, user and tech goals

FIDELIX: Fidelix makes buildings smart. The company's expertise in technologies is visible in solutions optimizing buildings energy costs, indoor climate and cost of operations. Its products are developed, tested and working every day in demanding and extreme climate conditions in the Nordics and positively affect the wellbeing of over one million people.



Fidelix, a company at the cutting edge of building automation, offers services that help optimize the energy costs, indoor climate and cost of operations for building by monitoring real-time data from various systems in the building. Scaling up their service business was presenting a challenge, so they contacted us to help them develop their machine learning capabilities. We helped them look beyond their initial understanding of what the problem was and overcome obstacles by using data engineering, machine learning and service design.

What we did

"How to provide data-driven insights on 10x as many buildings with the same amount of energy experts?" was the problem we decided solve - together.

Providing insights on energy expenditure to enable the optimisation of building automation used to involve experts manually processing massive amounts of data produced by systems installed in the buildings. We designed and built a tool that highlights anomalies in the data for experts to evaluate to see if further scrutiny could provide added value to the company's customer.

We employed user-centric service design to deliver insights to users in an understandable manner, thereby increasing the value of the data delivered by the systems..

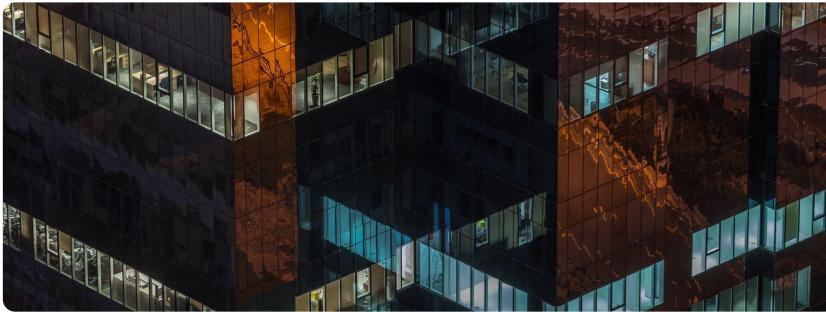
Why it matters

Automating the part of the process where anomalies are detected allows Fidelix's energy experts to process much larger amounts of data and use more of their time to provide more valuable insights to building owners and operators.

The project has also helped Fidelix see data as a strategic asset, helping the company provide it with an appropriate level of focus in their future business.

Building automation has a major impact on the environmental and societal footprint of housing. Improved automation results in improved energy and resource usage in many areas related to living. Air quality as an issue touches individual people, too, and has impacts on areas ranging from quality-of-life to personal health.

EU's GAIA-X initiative strategy for Finland



Finnish Innovation Fund Sitra and stakeholders created an ambitious strategy to help make Finland a pioneer in EU's key data economy initiative.

"Building the next phase of the data economy requires a whole new kind of cooperation between ecosystems. A common vision and strategy is the key to success. Futurice's energetic team helped us build an ambitious Gaia-X strategy for Finland. This strategy creates a great setting for the Hub's future operations."

- Laura Halenius, Senior Lead at Sitra, Data Policy, Coordinator of the Finnish GAIA-X Hub

FINNISH INNOVATION FUND SITRA: An active fund for the future who studies researches and brings together partners from different sectors in open-minded trials and reforms. Sitra was a present given by Parliament to Finland on the country's 50th anniversary. The independent fund has been commissioned with the task of probing the future and promoting qualitative and quantitative economic growth.

SITRA

Europe is lagging behind in the global rise of the data economy. GAIA-X is a major European initiative towards trusted data sharing. Sitra, the initiative coordinator in Finland, needed to quickly create a strategy for the coming years. Futurice worked with Sitra to facilitate the strategy creation in a cooperative manner with a variety of stakeholders on the national level.

What we did

We coordinated the strategy creation process with key stakeholders, including Sitra, ministries, research facilities, organisations and parties already working on GAIA-X compliant solutions. We started by exploring the current GAIA-X initiative space and state of data sharing and data-related solutions in Europe and Finland, as well as the needs and hopes for the identified domains.

We conducted interviews with 17 hand-picked key actors, after which they participated in two consecutive workshops aimed at creating, validating and iterating the strategy. The strategy identified key challenges hindering data sharing practices in Finland, set the strategic goals and must-win battles, and co-created the role of the GAIA-X Hub, i.e. the organisational structure for the GAIA-X work in Finland.

Why it matters

The success of the European GAIA-X initiative would provide the European data economy with a substantial boost and create a data sharing alternative based on data sovereignty and fairness.

The initiative's success will largely be determined by the level of cooperation it can spark, so the strategy work carried out in Finland had to encompass the right mindset.

Involving actors from different domains helped ensure the diversity of viewpoints and also sow the seeds for cooperation and commitment that will help enable the ecosystem to take flight.

The resulting national GAIA-X strategy was among the first in Europe, taking Finland to the forefront of GAIA-X development and allowing the country to lead by example.

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Mapping future data sovereignty standards for Sitra



Sitra wanted to future-proof their strategy for ensuring data sovereignty in the Finnish and European data economy. We helped them by mapping out the standardisation landscape and envisioned its development for the next 3, 5 and 10 years.

SITRA'S DATA ECONOMY VISION: We build a human-driven and fair data economy based on European values, as an alternative to a state or monopoly-driven data economy. This means that we promote changes in economic structures, such as regulation and rules, increase peoples' opportunities to affect the use of data and offer practical tools to companies operating in the data markets.

FINNISH INNOVATION FUND SITRA: An active fund for the future who studies researches and brings together partners from different sectors in open-minded trials and reforms. Sitra was a present given by Parliament to Finland on the country's 50th anniversary. The independent fund has been commissioned with the task of probing the future and promoting qualitative and quantitative economic growth.

Sitra works hard to help Finnish companies succeed in the data economy. Their efforts are based on the principle of fair trade data usage. Sitra asked us to outline a big picture of the most important data sovereignty standards and to envision the development of individual organisations, projects and standards. Futurice was glad to help them find reliable paths towards the fair trade data economy our world needs.

What we did

The materials and insights for the report were created through a study of relevant literature and interviews with experts chosen by Sitra. Over the course of creating the report, Futurice's experts also utilised their own networks. The project was managed via regular remote meetings and e-mail.

To ensure maximum impact and traction, Sitra wanted the material to be easily understandable, so a service designer and experienced information visualisation specialist designed the final presentation of the materials.

The project period was December 2020 and the final report and related research were approved in January 2021.

Why it matters

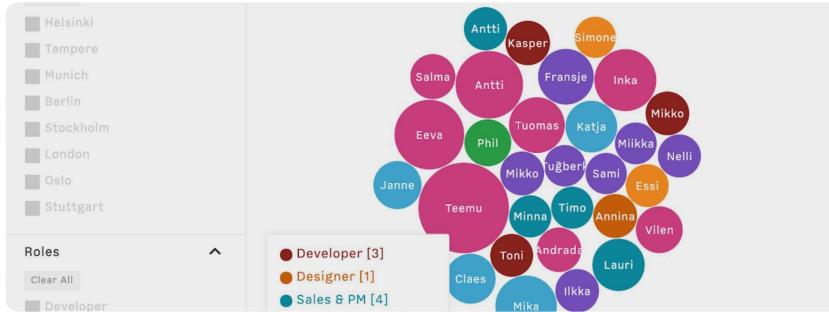
The end result is an easily comprehensible depiction of a lively ecosystem full of standards, projects and organisations, as well as their envisioned development for the next 3, 5 and 10 years.

We also outlined our picks for the most ambitious and forward-reaching initiatives to keep an eye on.

Standards related to data and data sovereignty are vitally important for all business - now and even more so in the future.

The goal of the project is to help Finnish companies make the best of a future data economy - and steer it in a fair and equitable direction citizens, consumers and data owners.

Amplifying tacit organisational knowledge



BubbleBurster helps you find the right expert in your organisation - without manually updating profiles and skills



Improving productivity of knowledge work at Futurice



Exposing people to new relevant people and increasing visibility



Creating new connections between people and topics and helping in onboarding

FUTURICE EXPONENTIAL: Exponential is a program that improves the knowledge work using Data & AI. By improving access to organisational knowledge and the flow of work we increase the productivity of knowledge work and enable a system change.

Futurice has over 600 employees in 8 different offices. For a single employee, accessing the organisational knowledge of all these colleagues is not a straightforward matter. Knowledge management systems rarely cover all the details. This was the problem that BubbleBurster helped solve: find the right expert easily, based on the public digital footprint inside the company.

What we did

As Futurice grew from a few hundred to 600+ employees, we had identified a need to support knowledge work. In an expert organisation, knowing who to talk about different topics.

Based on the user study, we created BubbleBurster, an internal expert search tool to find the right person who knows about a specific topic.

The data is based on a the internal public digital footprint of a user, such as public calendar events, public chat discussions and time reports. No private data is used. The data sources are continuously updating, so there are less issues related to outdated profiles that often occur with traditional, manually updated skill profiles.

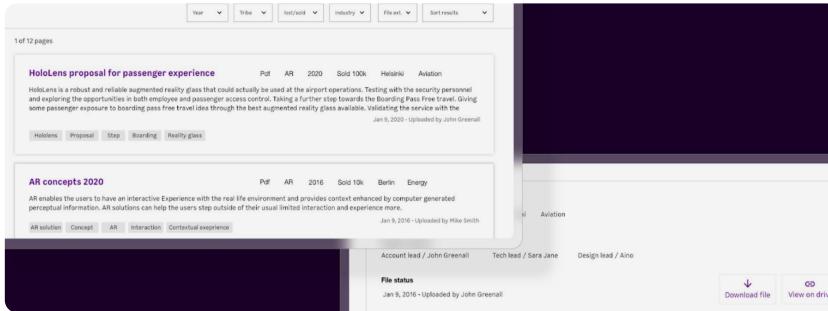
Why it matters

Social networks and collaboration matter in knowledge work, and the better support network you have, the more likely you'll succeed. BubbleBurster supports this.

BubbleBurster allows people to easily and efficiently find the right person in the company. In addition to improvements in productivity, it exposes people to new colleagues and information, increasing collaboration and knowledge sharing between different sites and core processes.

BubbleBurster helps onboard people in a global organisation network - you can search easily for the most relevant people to you, whether they are working on the same site or in the same competence area.

Connecting organisational knowledge on one platform



Futucortex helps you explore knowledge created at Futurice - easily and effectively on one platform



Improving productivity of knowledge work at Futurice



Exposing people to new relevant people and increasing visibility



Creating new connections between people and topics and helping in onboarding

FUTURICE EXPONENTIAL: Exponential is a program that improves the knowledge work using Data & AI. By improving access to organisational knowledge and the flow of work we increase the productivity of knowledge work and enable a system change.

Knowledge created in a modern expert organisation is often dispersed across different tools, systems and people. Finding the right material, or even knowing if it exists, gets harder as the noise increases. Futucortex allow everyone at Futurice to search for documents, experts or projects and clients in chosen subject areas, such as autonomous transportation, retail marketing, etc. All this done using the company's existing digital footprint, without the need for taxonomy, tagging or manual input.

What we did

We started with a thorough user analysis of issues people face in knowledge work. As companies grow, it gets harder to know 1) what is currently happening, 2) what has been done already and 3) what people know in the organisation. This was the starting point for Futucortex.

Futucortex connects knowledge from different sources to a single platform. It provides relevant results quickly, but also exposes and recommends new content to users. We started with our proposal documents, but are expanding the platform from a data source and content point-of-view, as well as integrating it to current work practices.

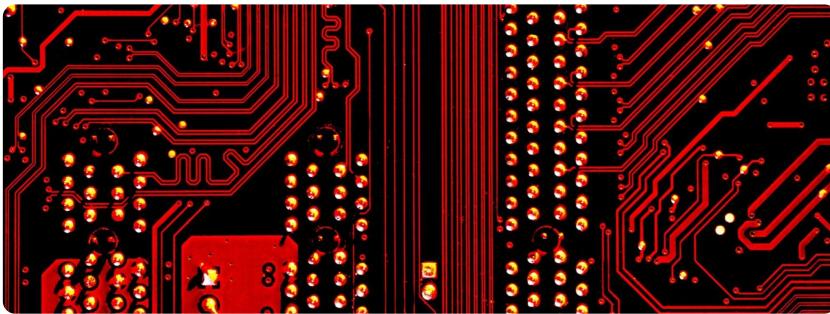
Why it matters

When information is not easily accessible nor known, the result is duplication, excess work and sub-optimisation. Futucortex tackles this issue by making the search of relevant information easier and allowing people to browse the Futurice knowledge space.

Exposing people to recent knowledge and recommending content improves efficiency as well as effectiveness, as experts have more consolidated knowledge to utilise in an effortless way..

Futucortex acts as the one location to get access to organisational knowledge, memory and insights. It also provides an alternate lens on what is truly happening in the organisation, beyond single processes, competence areas and operative tools.

AI education and support services for companies



Futurice and Prizztech collaborated on a study on how educational institutions could support companies with AI-related education and services.

PRIZZTECH: Prizztech Ltd. is a business development company working to improve business performance and competitiveness in the Satakunta region in Western Finland. Prizztech supports businesses in their growth and development when they tackle various development themes, including automation and robotics, welfare technology, energy solutions as well as bio and circular economy.

The company employs 30+ people and is owned by the municipalities in the Satakunta region. Local cooperation especially with the university consortium of Pori and Satakunta University of Applied Sciences play an important role and the company also collaborates with other educational units in Western Finland. Prizztech coordinates a Digital Innovation Hub (DIH) called Robocoast, an initiative launched and funded by the European Union.

Prizztech

The aim was to find out what kinds of services tertiary-level educational institutions provide for various companies and organizations today, and which stand out against international and national benchmarks.

The scope included AI, data analytics, robotics, cyber security, IoT-related services. The aim of the study was to support Prizztech in creating a compelling offering of AI educational and support services for companies in the region, while also promoting the Robocoast local digital innovation hub to help it grow into a notable, high quality ecosystem on a European scale.

What we did

We analysed data and documents, and interviewed 10 people from higher education organizations in the region to gather data on the educational and support services they provide.

To help Prizztech serve companies on a national and international level in the future, we created service categories - **1)** top notch superior services, **2)** specific services and capabilities, and **3)** enabling basic services and capabilities - and linked the services to typical paths that companies take in their AI development.

A validation workshop with key companies and stakeholders established relevance and uncovered their needs and preferences, and the overall applicability and relevance of the services offered.

Why it matters

Our findings were discussed among the management meeting of Prizztech and a final report highlighting various services was delivered.

On the whole, the project delivered a well-documented and validated set of educational and support services that Prizztech, together with its educational partners, can further process and fine-tune in the region and on an international level.

The report will help Prizztech achieve its goals and become an innovation ecosystem that truly delivers value to local and global companies and organizations.

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References

Tech sector

Fuelling a new direction with purpose & values



Developing and strengthening a values-based organization and leadership culture that supports a new growth strategy



Align organizational culture with new strategy. Integrate values into ways of working.



Support leaders in leading change and new direction with increased confidence.

"Futurice has been a valuable partner in crystallizing our values into everyday behaviors and strengthening our culture foundation. Their ability to jump into our team, provide great insights, facilitate discussions, and pull data to an easy-to-share message has been amazing."

- Charlotte Guillou, Chief People Officer, WithSecure

WithSecure is a global cybersecurity company committed to keeping people and businesses safe in a digital world. Founded in 1988, WithSecure (former F-secure for Business) has customers and employees across four continents and 100 countries.



As WithSecure enters a new stage of business growth, part of the new business strategy is to have a strong company culture that enables the delivery of best-in-class services and to attract, retain, and develop best-in-class talent.

Futurice was brought in to support a 'rebirth': to engage the organization in revisiting the company's cultural foundation – the core values and leadership principles – and to support WithSecure in bringing this culture foundation into leadership practices and day-to-day operations and work life in a concrete way.

What we did

Working as part of the People & Culture team, we led a series of co-creation sessions across the organization to formulate a set of values, concrete behaviors and leadership principles that would enable the realization of the new company strategy – one everyone feels inspired and committed to stand behind.

Next, we focused on weaving this culture foundation into "everything we do" via:

- Tools to help teams discuss & put values into action in everyday work
- A values influencers group across the org to continuously support "values in action"
- Challenge-based leadership program to unpack concrete leadership challenges & practice leadership behaviors
- Culture elements woven into strategy execution initiatives (e.g. OKRs, company communication, employee surveys)

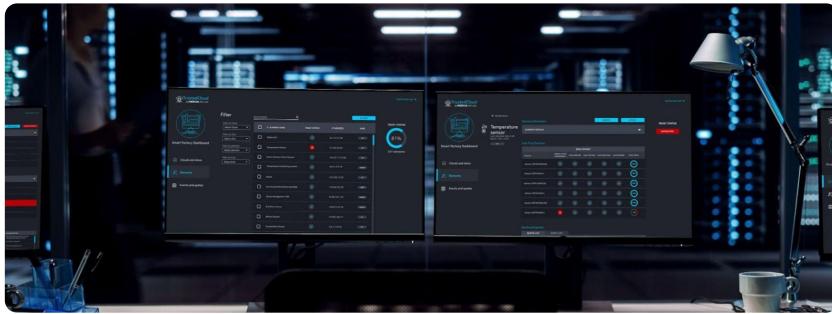
Why it matters

No strategy succeeds without a matching culture. Having a clearly articulated set of values and leadership principles that is consistently referenced and visible in leadership behaviours and day-to-day working life of an organisation is essential. It makes the strategy feel tangible, believable, and achievable, which in turn activates the alignment and motivation needed throughout the organization to realize the strategy together.

Achieved outcomes include:

- Values are consistently and organically referenced across the organization as the culture foundation and North Star
- Leaders put shared values and leadership principles into action and continue to integrate them into operations (e.g. reward structures, product development processes)
- Cohesion and momentum during times of change, as a result of the first two outcomes

Facilitating the spread of trusted computing



We worked with Nokia Bell Labs to increase understanding of the potential of trusted computing in safety critical systems.



Exploring and designing futuristic, easy to use and functional UIs and dashboards.



Developing new embedded emerging tech device prototypes and software.



Successfully using storytelling design to demonstrate the use and impact of emerging trust technologies.

NOKIA BELL LABS: At Nokia, we create technology that helps the world act together.

As a trusted partner for critical networks, we are committed to innovation and technology leadership across mobile, fixed and cloud networks. We create value with intellectual property and long-term research, led by the award-winning Nokia Bell Labs.

Adhering to the highest standards of integrity and security, we help build the capabilities needed for a more productive, sustainable and inclusive world.

NOKIA Bell Labs

The digitalisation of medical devices, aviation, transportation equipment and other safety critical systems requires absolute trust that everything works as it should. Nokia Bell Labs approached us to create a more compelling narrative for their research and work with trusted computing technology. They wanted our help in demonstrating the value of the technology to varied audiences in different domains. Together with the client's team, we used design fiction to create a series of compelling stories dealing with use cases in a variety of industries.

What we did

The key challenge was explaining the value and impact of trusted computing to a wider audience without getting too technical. Complexity had to be translated into functional UIs and understandable stories.

Because the impact of the technology lies in the future, we used a method called design fiction. Together with the client team, we created narratives that use fictional stories to contextualise trusted computing and helped develop working technology, including embedded prototypes and software, to support the storytelling.

We turned the stories into scripts and storyboards, which we then used as a basis for filming content for demo videos. These scripts and video materials are used when Bell Labs experts discuss the concepts with different stakeholders.

Why it matters

The digitalisation of critical systems – such as medical devices, aviation or transportation equipment – requires absolute trust that everything works as it should. There is no room for error. As IoT and interdependent networks become more complex and support an increasing amount of mission and safety-critical applications and tasks, being able to trust the components and services within those networks is absolutely essential.

Trusted computing solutions can be leveraged in multiple industries. This way of increasing trust and security is a disruptive technology and demonstrating the benefits via use cases can accelerate its implementation. Communicating it to different audiences in a clear and understandable way is required to facilitate and expand collaboration with key stakeholders.

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