

Abelias politiske plattform

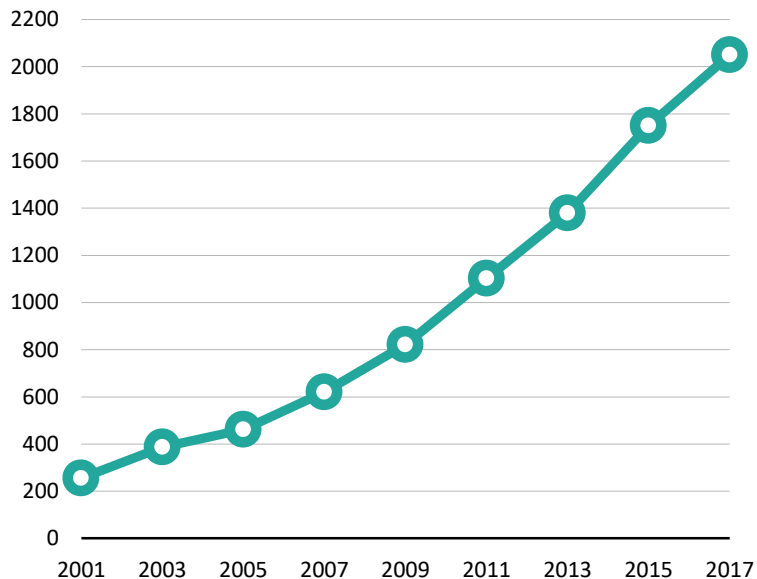
Noen utfordringer og muligheter

Kjetil Thorvik Brun, fagsjef for IKT og digitale næringer, Abelia
20. Mars 2018

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@Abelia_NHO

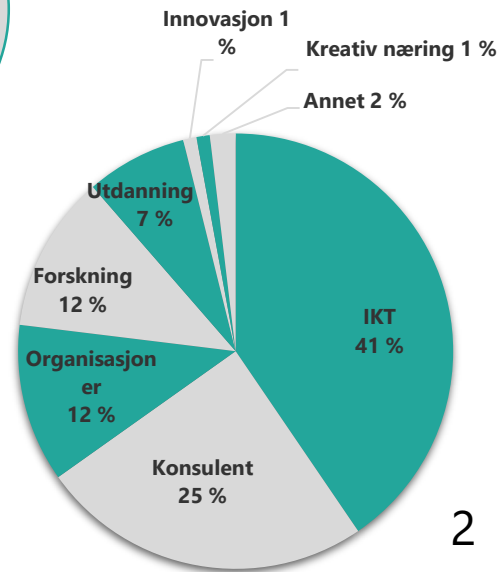
Hvem er Abelia?

Norges største arbeidsgiverforening for kunnskaps- og teknologibedrifter.



Antall medlemmer i Abelia 2001 - 2017

Medlemmenes samlede omsetning:
130 mrd.



Kunnskap har bygget Norge

Det er vår kunnskap om utnyttelse av ressursene og smart bruk av teknologi som gjør Norge til et av verdens rikeste land.

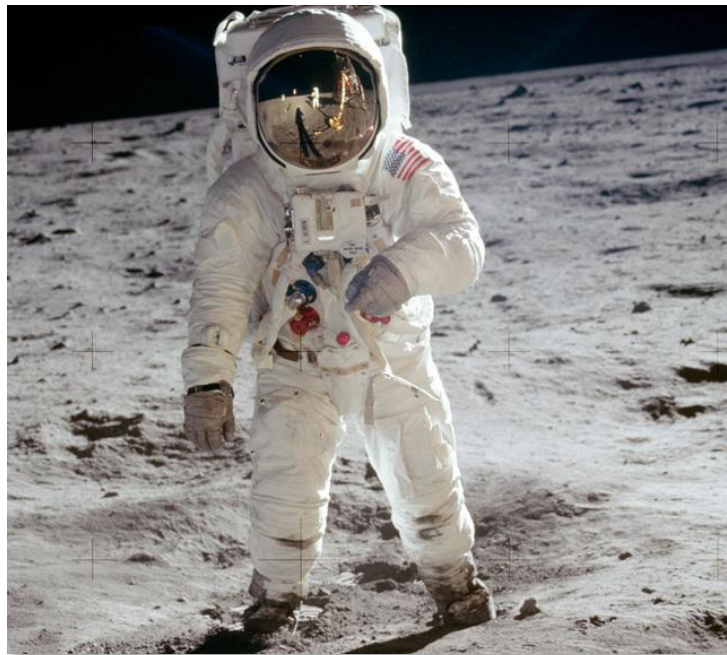


equinor



"That's one small step
for man, one giant leap
for mankind"

Neil Armstrong, 20. juli 1969



Datasentre



80m² grunnflate



3 600m²



7 340m²



585 289m²

- = 7 316 hus
- = 470 olympiske svømmebasseng
- = 163 Oslo rådhus
- = 80 Empire State Buildings



Et lite utvalg av bransjer hvor digitalisering... *er relevant*

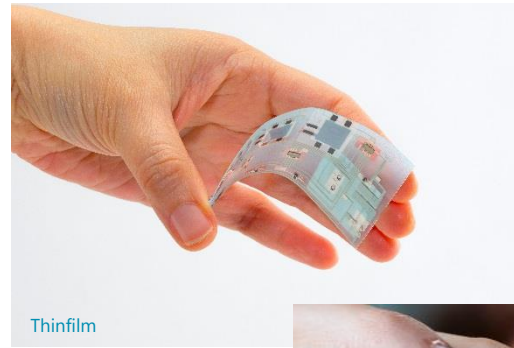
Aerospace industry	Broadcasting	Audio, Video and	Schools	Brokers	Manufacturing	Periodicals	Automobile Dealers	Equipment and Accessories	Spectator Sports and Teams
Agriculture	Film industry	Photography	Libraries, Archives and	Trust, Fiduciary, and Custody	Aerospace and Defense	Performing Arts	Automobile Parts and	Telephone Service Providers	Taxi, Buses and Transit
Fishing industry	Internet	Computers, Parts and Repair	Museums	Activities	Alcoholic Beverages	Radio, Television	Supplies	and Carriers	Systems
Timber industry	Music industry	Consumer Electronics, Parts	Sports, Arts, and Recreation	Financial Services Other	Automobiles, Boats and	Broadcasting	Beer, Wine and Liquor Stores	Video and Teleconferencing	Travel Agents and Services
Tobacco industry	News media	and Repair	Instruction	Government	Motor Vehicles	Media and Entertainment	Clothing and Shoe Stores	Wireless and Mobile	Travel, Recreations and
Chemical industry	Publishing	IT and Network Services and	Technical and Trade Schools	International Bodies and	Chemicals and	Non-profit	Department Stores	Telecommunications Other	Leisure Other
Pharmaceutical industry	Telecommunications industry	Support	Test Preparation	Organizations	Petrochemicals	Advocacy Organizations	Florist	Transportation and Storage	Wholesale and Distribution
Computer industry	Transport industry	Instruments and Controls	Education Other	Local Government	Concrete, Glass and Building	Charitable Organizations and	Furniture Stores	Air Couriers and Cargo	Apparel Wholesalers
Software industry	Water industry	Network Security Products	Energy and Utilities	National Government	Materials	Foundations	Gasoline Stations	Services	Automobile Parts
Construction industry	Farming and Ranching	Networking equipment and	Alternative Energy Sources	State/Provincial Government	Farming and Mining	Professional Associations	Grocery and Specialty Stores	Airport, Harbor, and Terminal	Wholesalers
Defense industry	Fishing, Hunting and	Systems	Gas and Electric Utilities	Government Other	Machinery and Equipment	Religious Organizations	Hardware and Building	Operations	Beer, Wine and Liquor
Arms industry	Forestry and Logging	Office Machinery and	Gasoline and Oil Refineries	Health, Pharmaceuticals, and	Food and Dairy Product	Social and Membership	Material Dealers	Freight Hauling (Rail and	Wholesalers
Education industry	Mining and Quarrying	Equipment	Sewage Treatment Facilities	Biotech	Manufacturing and	Organizations	Jewelry, Luggage, and	Truck)	Chemicals and Plastics
Energy industry	Agriculture & Mining Other	Peripherals Manufacturing	Waste Management and	Biotechnology	Packaging	Trade Groups and Labor	Leather Goods	Marine and Inland Shipping	Wholesalers
Electrical power industry	Business Services	and	Recycling	Diagnostic Laboratories	Furniture Manufacturing	Unions	Office Supplies Stores	Moving Companies and	Grocery and Food
Petroleum industry	Accounting and Tax	Microchip Manufacturing	Water Treatment and	Doctors and Health Care	Metals Manufacturing	Non-profit Other	Restaurants and Bars	Services	Wholesalers
Entertainment industry	Preparation	Computer and Electronics	Utilities	Practitioners	Nonalcoholic Beverages	Real Estate and Construction	Sporting Goods, Hobby,	Postal, Express Delivery and	Lumber and Construction
Financial services industry	Advertising, Marketing and	Consumer Services	Energy and Utilities Other	Hospitals	Paper and Paper Products	Architecture, Engineering	Books and Music Stores	Couriers	Materials Wholesalers
Insurance industry	PR	Automotive Repair and	Financial Services	Medical Devices	Plastics and Rubber	and Design	Retail Others	Warehousing and Storage	Metal and Mineral
Food industry	Data and Records	Maintenance	Banks	Medical Supplies and	Manufacturing	Construction Equipment and	Software and Internet	Transportation and Storage	Wholesalers
Fruit production	Management	Funeral Homes and Services	Credit Cards and Related	Equipment	Textiles, Apparel and	Supplies	Data Analytics, Management	Travel Recreation and Leisure	Office Equipment and
Health care industry	Facilities Management and	Laundry and Dry Cleaning	Services	Outpatient Care Centers	Accessories	Construction and	and Internet	Amusement Parks and	Suppliers Wholesalers
Hospitality industry	Maintenance	Parking Lots and Garage	Credit Unions	Personal Health Care	Tools, Hardware and Light	Remodeling	E-Commerce and Internet	Attractions	Petroleum Products
Information industry	HR and Recruiting Services	Management	Insurance and Risk	Products	Machinery	Property Leasing and	Business	Cruise Ship Operations	Wholesalers
Manufacturing	Legal Services	Archive	Management	Pharmaceuticals	Manufacturing Other	Management	Games and Gaming	Gambling and Gaming	Wholesale and Distribution
Automotive industry	Management Consulting	Personal Care	Investment Banking and	Residential and Long-term	Media and Entertainment	Real Estate Agents and	Software	Lodging	
Electrical and Electronics	Payroll Services	Photofinishing Services	Venture Capital	Care Facilities	Adult Entertainment	Appraisers	Software and Internet Other	Participatory Sports and	
Pulp and paper industry	Sales Services	Consumer Services Other	Lending and Mortgage	Veterinary Clinics and	Motion Picture Exhibitors	Real Estate Investment and	Telecommunications	Recreation	
Steel industry	Security Services	Education	Personal Financial Planning	Services	Motion Picture and	Development	Cable and Television	Passenger Airlines	
Shipbuilding industry	Business Services Other	Colleges and Universities	and Private Banking	Health, Pharmaceuticals, and	Recording Producers	Real Estate and Construction	Providers	Rental Cars	
Mass media	Computer and Electronics	Elementary and Secondary	Securities Agents and	Biotech Other	Newspapers, Books, and	Retail	Telecommunications	Resorts and Casinos	

En verden av data

Internet of things:
50 mrd enheter på internett i 2020

Big Data:
90% av all verdens data er skapt de siste to årene. Nå kan vi også ta det i bruk.

Kilde: Cisco, IBM Software og McKinsey



Thinfilm



Disruptive Technologies

*«From the dawn of civilization until 2003
mankind generated five exabytes of data.»*
- Google

Today – it is 6 times as much ... every day

Fra hype til helt – buzzword bingo

Blockchain	Artificial intelligence	Cloud computing	Quantum computing
Mobile first	Digital detox	Dark data	IoT
Edge computing	Brain-computer Interface	Conversational user interfaces	Virtual reality
4D printing	3D printing	5G	Virtual assistants
Autonomous vehicles	Programmatic	Cognitive computing	Digital twins

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**100 LESS WORRIES. ONE SIMPLE APP.
ONE VERY HAPPY PUP.**



Specifications



- Proprietary AI technology in the toothbrush
- 3-D motion sensors, accelerometers, gyroscope and magnetometer
- Bluetooth 4.0 (Bluetooth Low Energy) for easy connection and synchronization
- Gentle vibrations and rounded bristles to protect teeth and gums
- Offline recording including date, time, duration and zones brushed
- Only 2.5 ounces and a 2-week battery life for easy travel



Whirlpool

12:20



June





Hvorfor?

Hvorfor ikke?



Hva er de viktigste aktuelle trendene innen IT/digitalisering de siste tre årene?

Har vi klart å dra nytte av noen av disse?



Har vi prøvd?

Hvorfor ikke?



30% 25%

DC - IoT - Big data - AI

10.1 12.2 15.5 170 220 130 250





...og offentlig sektor

Norsk næringsliv kan aldri være billigst, derfor må vi være smartest. Det langsiktige målet må være at innovasjonstakten økes raskere enn kostnadene.

abelia



- Gevinster ved digitalisering ikke blir realisert
- Statlige virksomheter bare delvis gjenbraker informasjon
- Det er svakheter ved anskaffelse og utvikling av IKT-løsninger
- De digitale fellesløsningene ikke utnyttes godt nok



I en innovativ anskaffelse går man i dialog med markedet *før anskaffelsen*, formidler *behovet* og *overlater løsningen til leverandørene.*

- <http://innovativeanskaffelser.no>

Innovasjonshemmende anskaffelser

Behovsavklaring og dialog

- Svært få kan redegjøre for vurderinger i rammeavtaler – det er copy/paste
- Leverandører inviteres for sent inn i dialog
- Ledernivå involveres ikke i leverandørkontakt

Konkurransgjennomføring

- Formell dokumentasjon kreves
- Minikonkurranser innenfor rammeavtaler er like omfattende som rammeavtalen
- Forventninger om lave priser og kun seniorkompetanse
- Pris er tyngstveiende vurderingskriterie – går utover resultat og dominerende aktører blir oftest vinnerne
- Det blir sett på som ugreit at leverandører skal tjene penger

Gjennomføring

- For mye fokus på aktivitet fremfor resultat
- Manglende smidighet i kontrakter og dialog underveis

Bruk mulighetene

som ligger i

nytt regelverk

Et digitaliseringsklart Norge

abelia



Digital vask



Lov om arkiv [arkivlova]

Dato	LOV-1992-12-04-126
Departement	Kulturdepartementet
Sist endret	LOV-2016-12-09-88 fra 01.10.2017
Publisert	Avd I 1992 Nr. 24
Ikrafttredelse	01.01.1999
Korttittel	Arkivlova - arkl

Digitaliseringsklar lovgivning

Dansk «Aftale om digitaliseringsklar lovgivning»

1. Enkle og klare regler
2. Digital kommunikation
3. Muliggør automatisk sagsbehandling
4. Sammenhæng på tværs – ensartede begreber og genbrug af data
5. Tryk og sikker datahåndtering
6. Anvendelse af offentlig infrastruktur
7. Forebygger snyd og fejl

Nasjonal langtidsplan for digitalisering

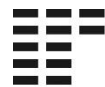
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Direktoratet for e-helse



POLITIET



Brønnøysundregistrene



Skatteetaten

Bedre tjenester og mer fornøyde brukere.

abelia



Takk for meg!

Kjetil Thorvik Brun

kjetil@abelia.no | @citizenkjetil