

# THE WHY FOR OUR INDUSTRY



Sometimes we need to revisit what we are set to do. As an industry we are to develop a sustainable society for people and nature.

If our solutions doesn't support this, they are obsolete.

**WHAT DO YOU THINK OF WHEN YOU BUY THIS CAR?**

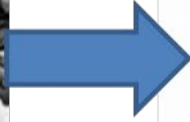


# WHO DRIVES THAT THEORY?



**Does monopolization of tools drive customization, learnings so far...**

# AUTOMIZE OR CUSTOMIZE?



Is  
automatization  
our view on  
digitalization?

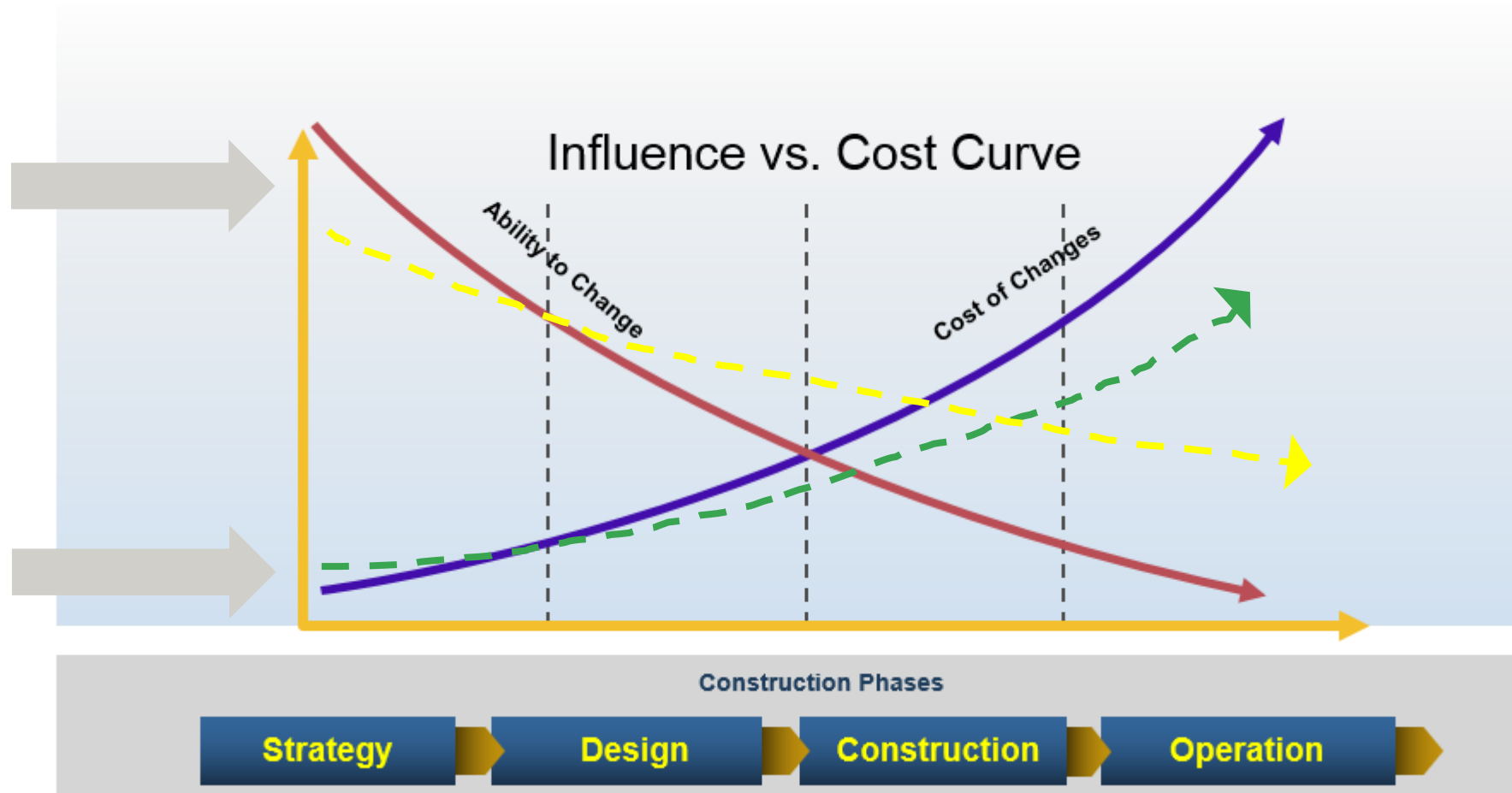
A cost  
perspective. A  
budget financed  
model...



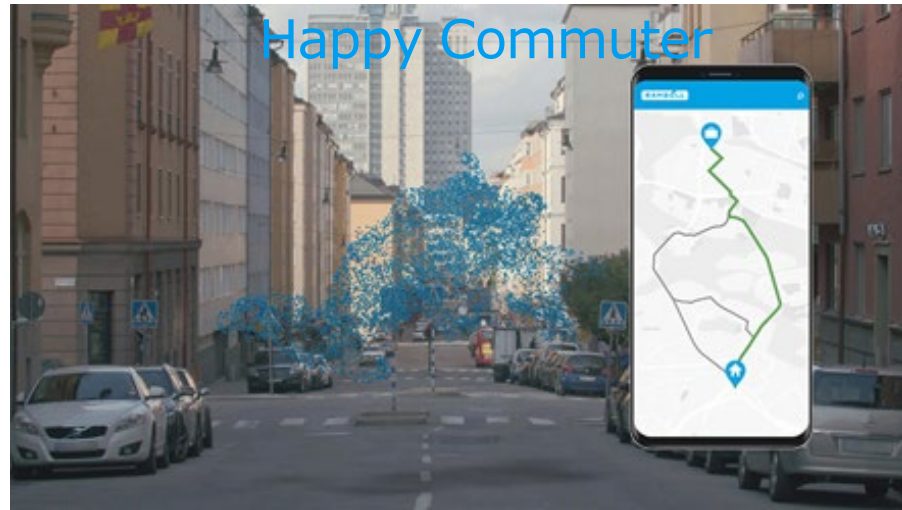
A value  
perspective. A  
client financed  
model...

FOR WHO?

# CAN REAL DIGITALIZATION CHANGE OUR FAMILIAR CURVES?



# WHAT KIND OF SOLUTIONS ARE DEVELOPED IF WE SPEND MORE TIME THINKING OF VALUE?



- What will our role be if this happens?
- Conclusion: B2C seems faster than B2P, involving/co creating is a success?
- How does our tools support this if it's true?