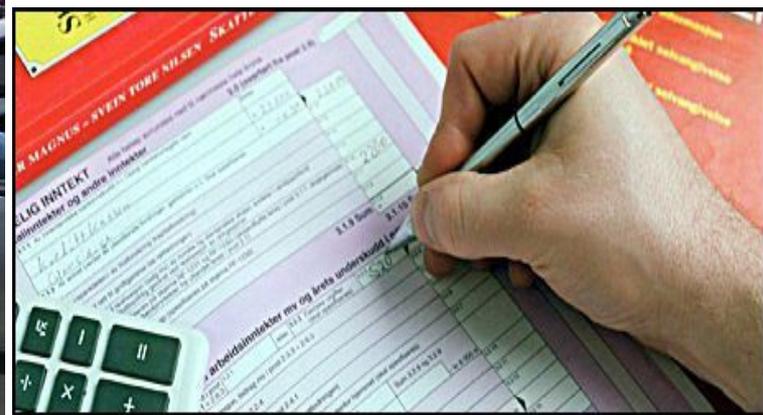
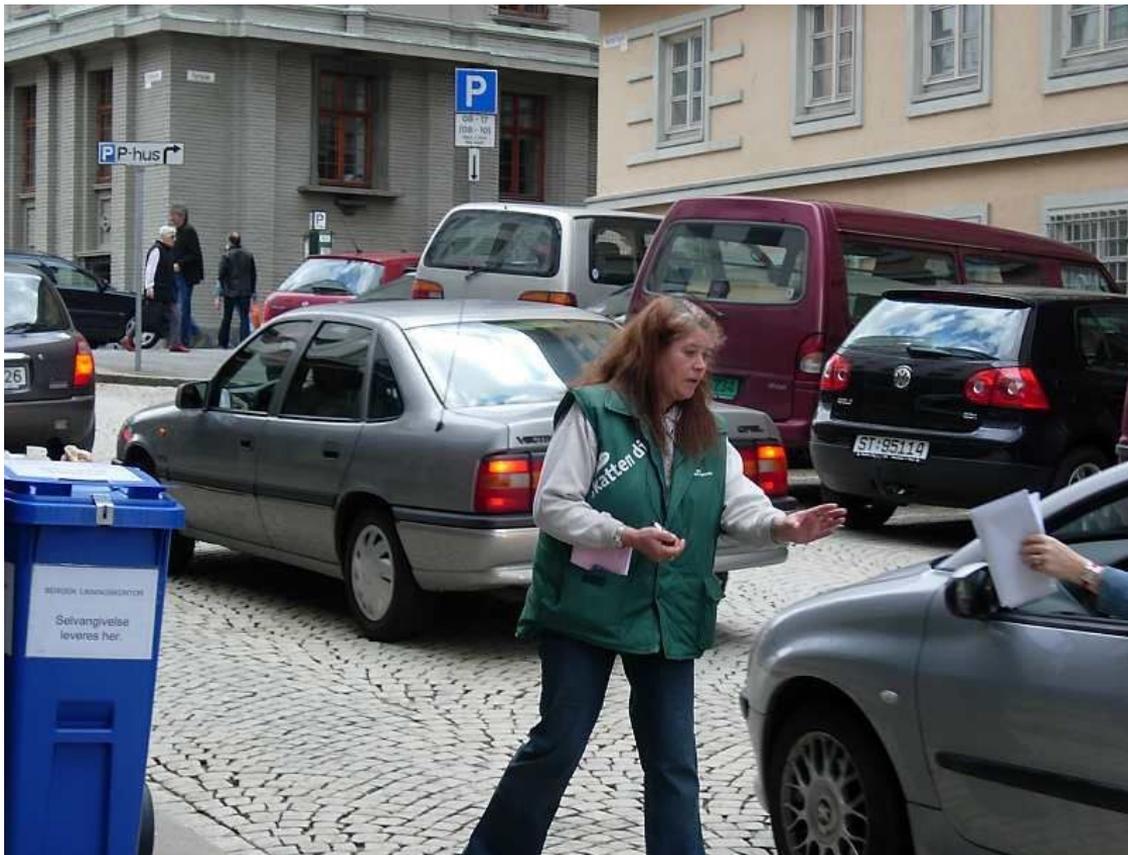




# Why Every Business is Digital

# Hvordan forstå målbilde/visjon - Skatteetaten



# Hvordan forstå målbilde/visjon - Oslonøkkelen



## Hva kan du bruke Oslonøkkelen til?

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Oslonøkkelen gir deg selvbetjent tilgang via mobilen til lokaler og tjenester i Oslo.

I dag gir appen deg tilgang til:

- Deichmans meråpne bydelsbiblioteker på Majorstua, Tøyen, Stovner og Furuset (Fubiak).
- GjenbruksID når du skal levere avfall på alle de store gjenbruksstasjonene. [Les mer om GjenbruksID.](#)
- Minigjenbruksstasjonene på Sørenga og Lindeberg (og Lindeberglokalet utover betjent åpningstid).

Flere av Deichmans bydelsbiblioteker og flere minigjenbrukstasjoner vil bli tilgjengelige gjennom Oslonøkkelen i løpet av 2019.

Vi jobber også med å prøve ut andre typer tjenester, blant annet bydelslokaler og sykehjem. Etter hvert vil du få et bredere tilbud i Oslonøkkelen.

# Hyper Personalization

Amazon, is leveraging big data on its 200 million customer accounts by hosting their 1,000,000,000 GB of data on more than 1,400,000 servers to increase sales through **predictive analytics**

Data is the lifeblood of Amazon

- personalized recommendations
- price optimization
- targeted marketing
- forms loyal customer relationships by leveraging personal data

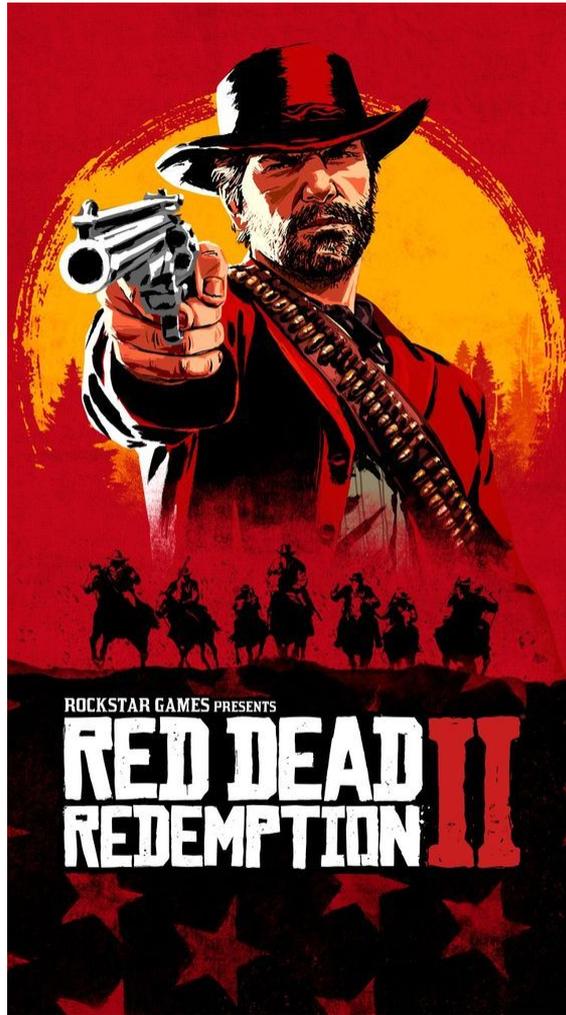


## Your personal movie

The game is a mix of stunning artwork, smart writing, and crafty artificial intelligence

Unlike with most current games, there's no waiting for a scene to load; you move without interruption from game play to movie-like cut scenes.

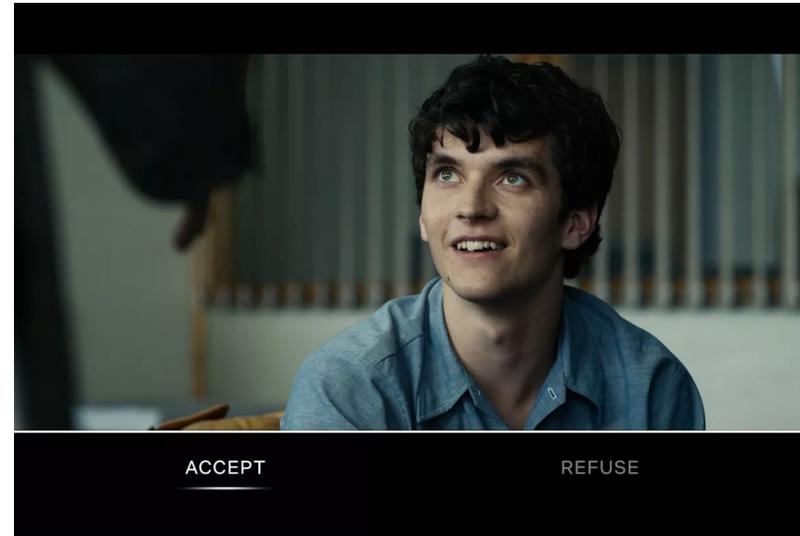
Its world feels fully realized, as if players could live in it and put down virtual roots.



## Choose your own adventure

Interactive content is a new and fun way to experience Netflix. You can choose what the characters will do and how the story will continue!

Each choice leads to a new adventure, so you can look at the content again and again and see a new story each time.



# Medicine as unique as you!



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## BioNTech – Medicines as Unique as You

We are developing the next generation of personalized immunotherapies to help revolutionize the treatment of people with cancer and other debilitating diseases.

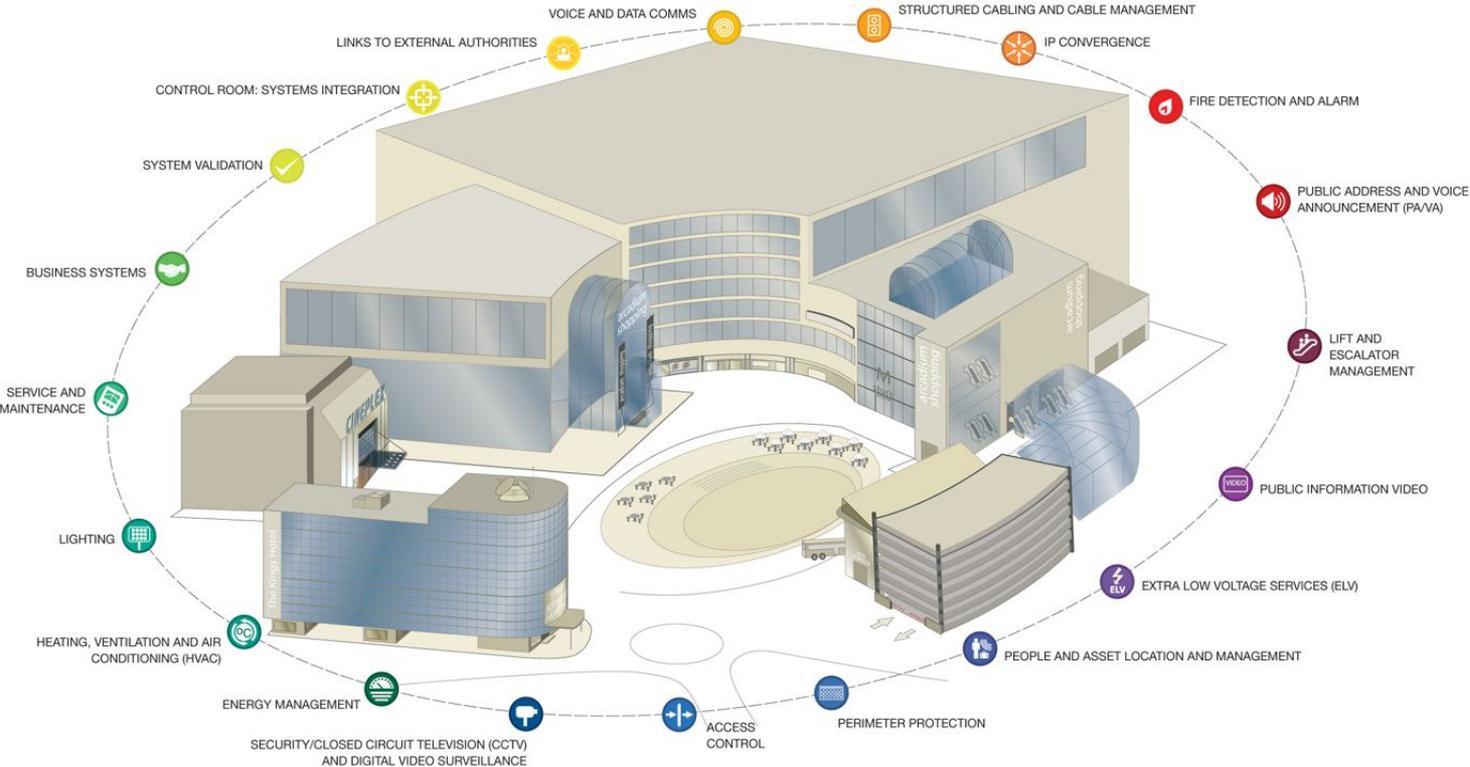
ATEA

## BioNTech in the News

23rd January 2019  
BioNTech to Acquire Antibody Generation  
Unit of MAB Discovery



# Everyone will have their own version of.....



# Your own school, your own hospital, your own city



We will stop adjusting to schools, hospitals and cities, they will adjust to us...

One size does  
not fit all

One family.  
Different Unlimited plans.  
Now go mix and match.

verizon

Regional Rail  
Suburban Station



“The Iversen Flip”

80/20

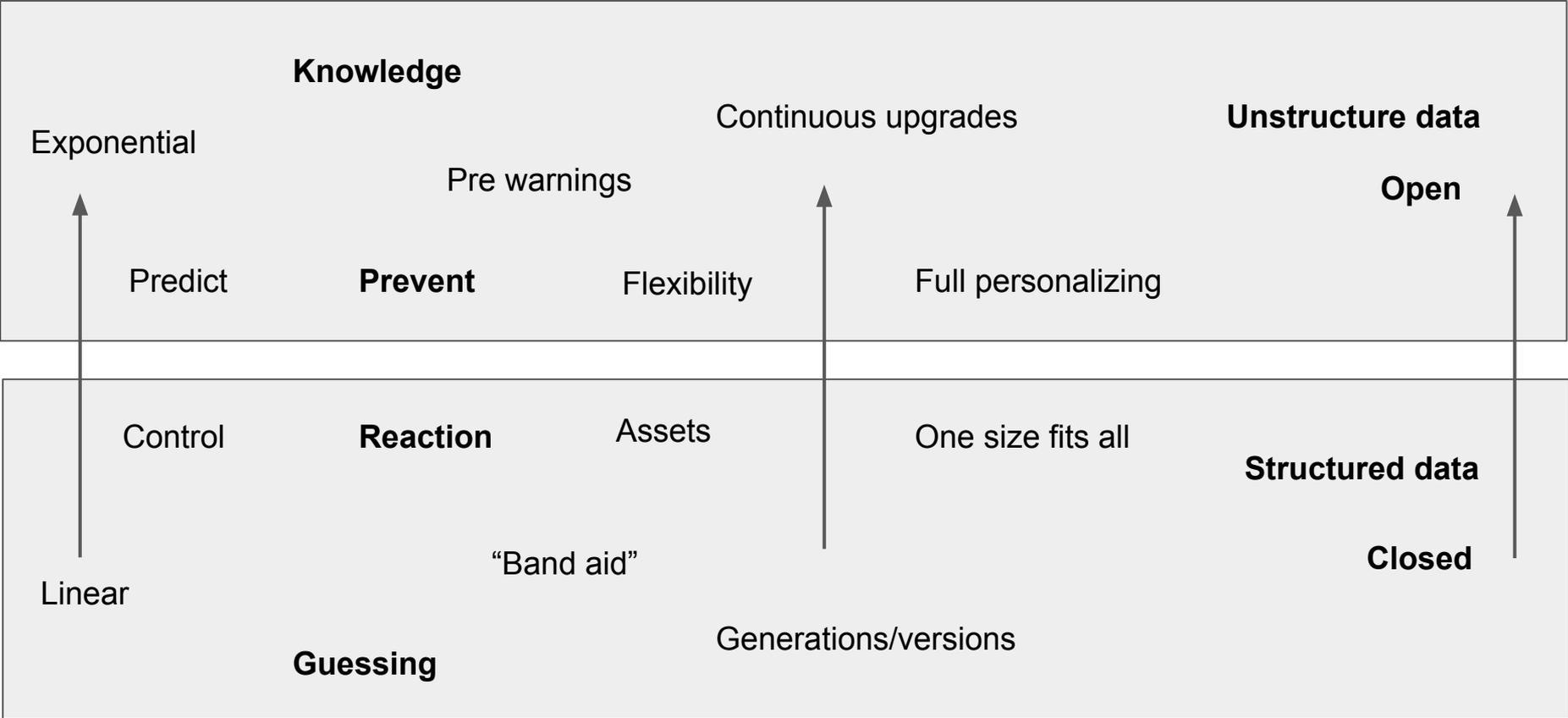
“80% of all resources and energy spent fixing stuff - only 20% spent on preventing *fuck ups*”



ATERA

# From cost effective ITC to value creating Digitalization

Future



Traditional



**Focus on the transformation**



Vi mangler bare data

# Kognitivt

AI/ML og selvlærende  
algoritmer

100% data datadrevne  
prosesser

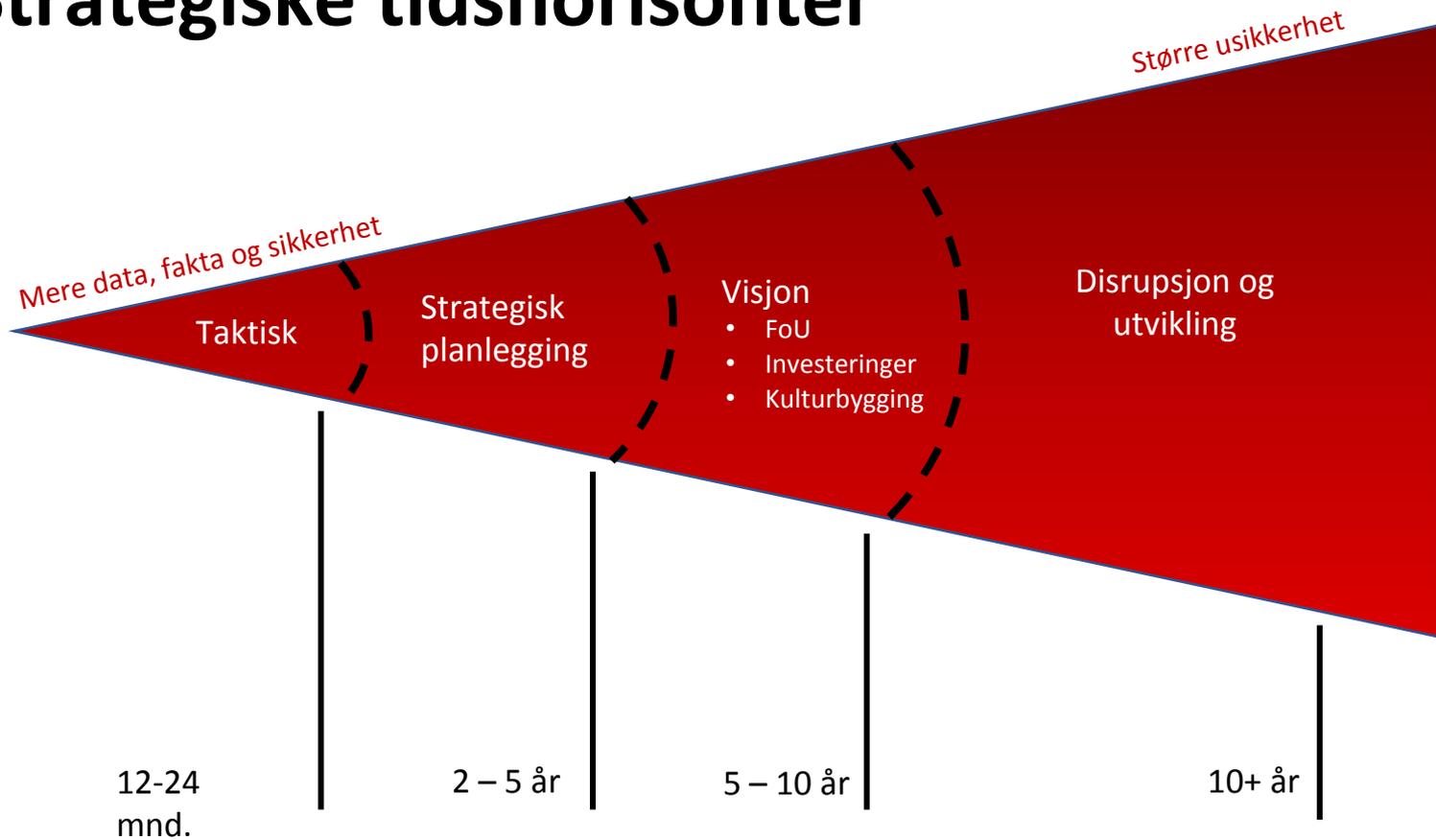
Roboter gjør jobben bedre

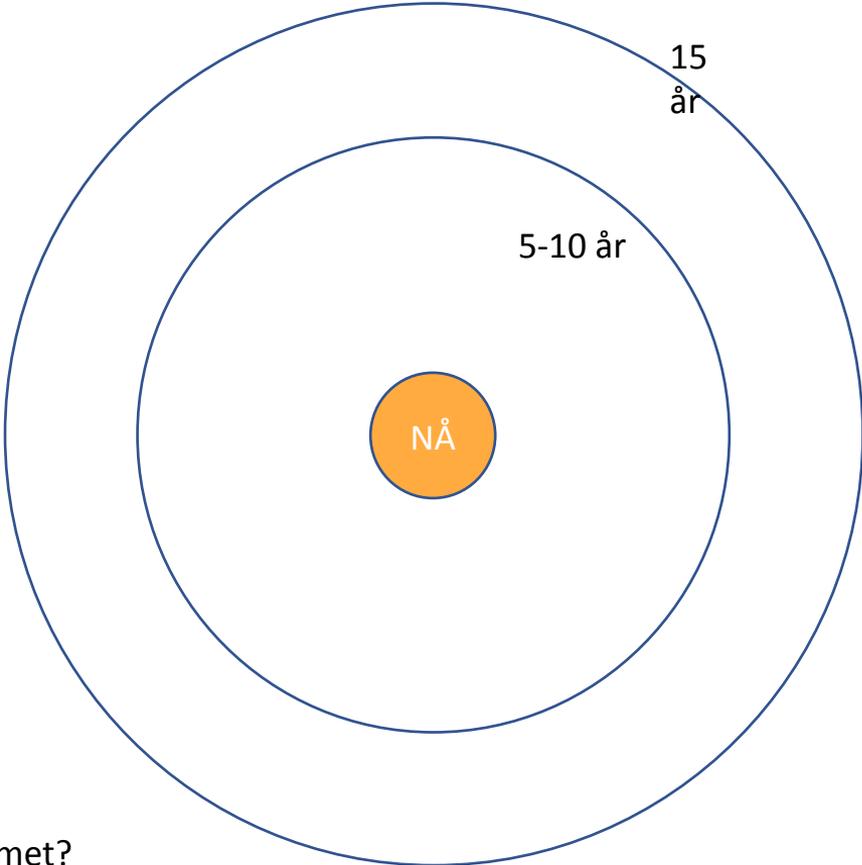
Maskinene lærer av hverandre



Skal maskinene ha  
menneskelige rettigheter?

# Strategiske tidshorisonter





Hvor langt er de andre kommet?