

Core vs context journey and digital

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Enabling my journey by embracing digital



Behaviours and patterns

- Wake up and check my emails
- Check traffic to assess travel time
- Preheat my car
- Read news on my tablet

Tools and function

- Final status report by reviewing JIRA
- Delivery of new version to app-store

Way of working

- Real time data ready being gathered, shortening time to market
- Stop in Halmstad to update with football coach team



Digital transformation



Digital customers



Digital products & offerings



Digital operations

CORE

Process creates true differentiation and separation from competition

CONTEXT

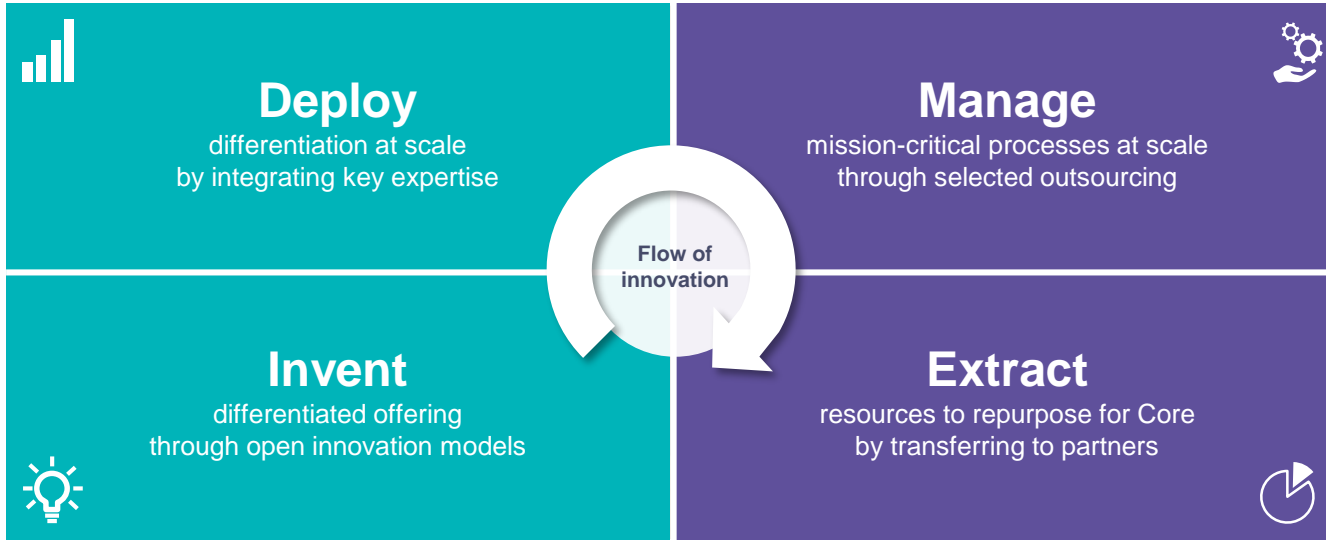
All other processes

Mission Critical

Process shortfall creates serious and immediate risk

Enabling

All other processes



Value at Stake

Differentiation

Electric powertrain

Autonomous driving

Chassis

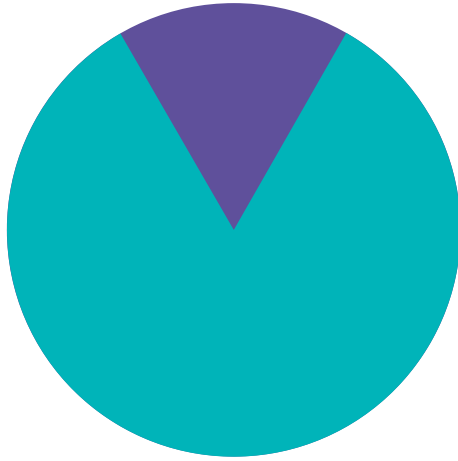
Cockpit Interior

CORE

CONTEXT

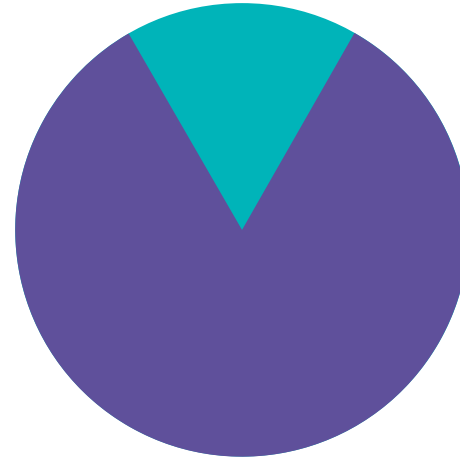
Critical

Enabling



Core

or



Context

The typical distribution



Source: Dealing with Darwin © 2006



EXAMPLE
User experience
Behavioural design

CORE

Process creates true differentiation and separation from competition



Deploy

differentiation at scale
by integrating key expertise



Invent

differentiated offering
through open innovation models

CONTEXT

All other processes



Manage

mission-critical processes at scale
through selected outsourcing



Extract

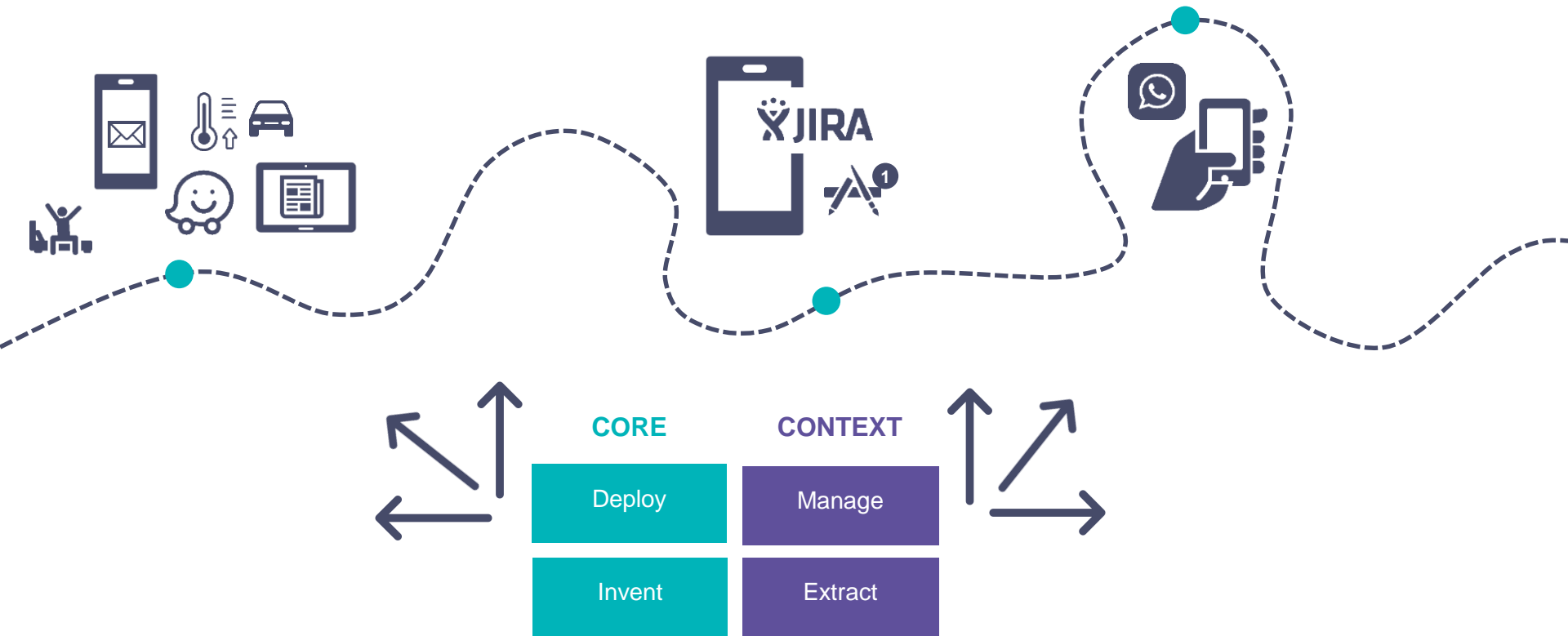
resources to repurpose for Core
by transferring to partners

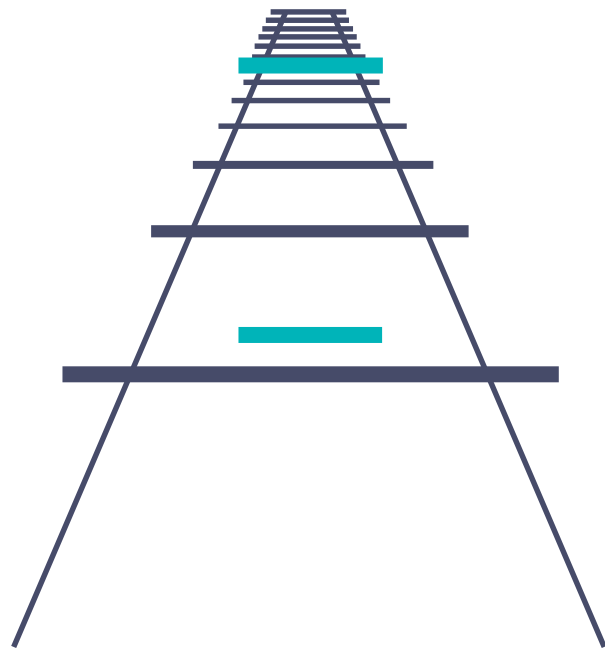


EXAMPLE
Plant Maintenance
Augmented Reality

EXAMPLE
Chat Bot
RPA

Roadmap, vision... and validation





Reference to Ari Riabacke

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