Telia Data Driven Digitalisation Development: 2-Week Workshop – SUPPORT MATERIAL

Service-centric digitalization and data-intensive automation

Digitalisation enables secure, flexible and fast services in increasingly networked business environments. However, it requires combining a data-intensive perspective with business- and service-centric thinking.

Data-centric thinking with user roles perspectives improve leadership at different levels of the organization. The same information that is provided to individual customers can also be compiled and up-to-date to an individual seller in a customer service situation. An essential information view can be gathered from the same data material, for example for a business manager. At best, the positive or negative deviations identified from the data help management make the right decisions at the right time. Naturally, less critical routine decisions can be automated using robotics. Such functions can be related to, for example, the automation of orders, logistics and inventory management.

The management and maintenance of production facilities in factories can be improved by providing, for example, the operating personnel or subcontractors a better overview of the whole or individual maintenance sites. Service personnel operating in the field and equipped with a camera can, if necessary, pass the image on to a top consulting specialist on the other side of the globe. This adds a virtual dimension to the service model. Predictability can be brought in by utilizing the information provided by various sensors about the condition of the machine or the condition of the technical parts in it. When a fault is detected, information on the need for spare parts can be passed directly to the subcontractor in charge of maintenance, which in principle makes repair work more efficient.

In a network-like operating environment, ecosystems, organizations can improve and enhance the services provided for different user roles by leveraging a service chain perspectives. For example, in home care, the service perspective could be extended from traditional medical care to welfare and community services. By including the relatives of a senior in home care in digital service chains and, for example, by linking relevant networks of friends and activating hobby and other community groups.

In B2C sales, customers can be offered more comprehensive and proactive services by creating a customer path that encompasses digital and traditional services. This becomes service-oriented for the user by bringing in customer information for different service situations, for example what the customer has previously purchased combined with up-to-date location information. By combining the service situation and data-intensive content, content that guides purchasing decisions is increasingly available to customers. In this case, for example, the overall service of the stone foot shop and the online store will be improved.

A genuine joint venture between business and information management

The data-centric development of digital services involves various technologies such as Hybrid-IT, covering e.g. edge computers, cloud services as well as software with microservices and various container services and their controlled orchestration. There are available modern IT services - for example, 5G networks and comprehensive data center and cloud services. These are also key links in the chain of service solutions for edge computing. It could be said that composite IT services are already being actively created in Finland in various ways.

Although the technologies are already available quickly and easily, instead of over-tuning the technology, it is worth focusing on defining and designing a data- and service-centric solution. Through them, it is possible to build implementations that take customer needs into account. For this reason, an essential part of development is to identify the concrete goals of the business and the technology requirements they create. There is also a need to identify data sources for data-intensive services through which data content and related user-specific service needs are combined.

When it comes to data-intensive and business-centric development, data security and protection play an essential role. However, it is good to identify them as more enabling than hindering areas for business and information management. Clear rules of the game, for example in data protection, provide a sustainable basis for building a solution from the very first result of a digital development project that can be used securely and scaled up. Therefore, it could be said that a data-intensive digitalisation project will only succeed if business and information management genuinely work together – also with common goals.

How to start mutual activities – what are vital issues to be noticed?

What is needed at the beginning and how should the services be developed? Here are some tips on how to start and promote edge counting in practice…

- From a business perspective, identify potential service process areas from which to select initial spearhead development targets.
- Define concrete targets and measurable results for a few spearhead areas.
- Evaluate the competence level of your organization and your partners, for example in the areas of telecommunications, application and datacenter and cloud service environments.
- Before the practical pilot project, implement relevant HealthCheck snapshot(s) that identifies potential gaps and areas for development and threats/strengths in separately defined areas.
- Supported by the situational snapshot(s), define a roadmap and concrete goals and indicators to support the implementation of scalable solutions and change management.
- Pilot with a sufficiently limited PoC spearhead project(s), that can be scaled up – especially the project results.

How Telia can help you to speed-up your digitalisation development

Telia can help customers to define and implement data-intensive and business-centric development projects from design to deployment with continuity services. Telia has technology services covering telecommunication and Hybrid-IT, including physical devices and wide partner networks.

One of the key elements for these development activities is Telia Advisory and Consulting expert services with Data Driven Digitalisation Development Workshop: 2 weeks from workshop to PoC activities.

Our aim is to help customer define the big picture with practical targets and roadmap – and utilise PoC project approach. With the concrete actions, there will be practical results that can evaluated from the perspectives of various development project stakeholders.

Our key goal: Success strengthens development aspirations and reduces resistance to change – in other words. think big, start small – but scale fast.

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