

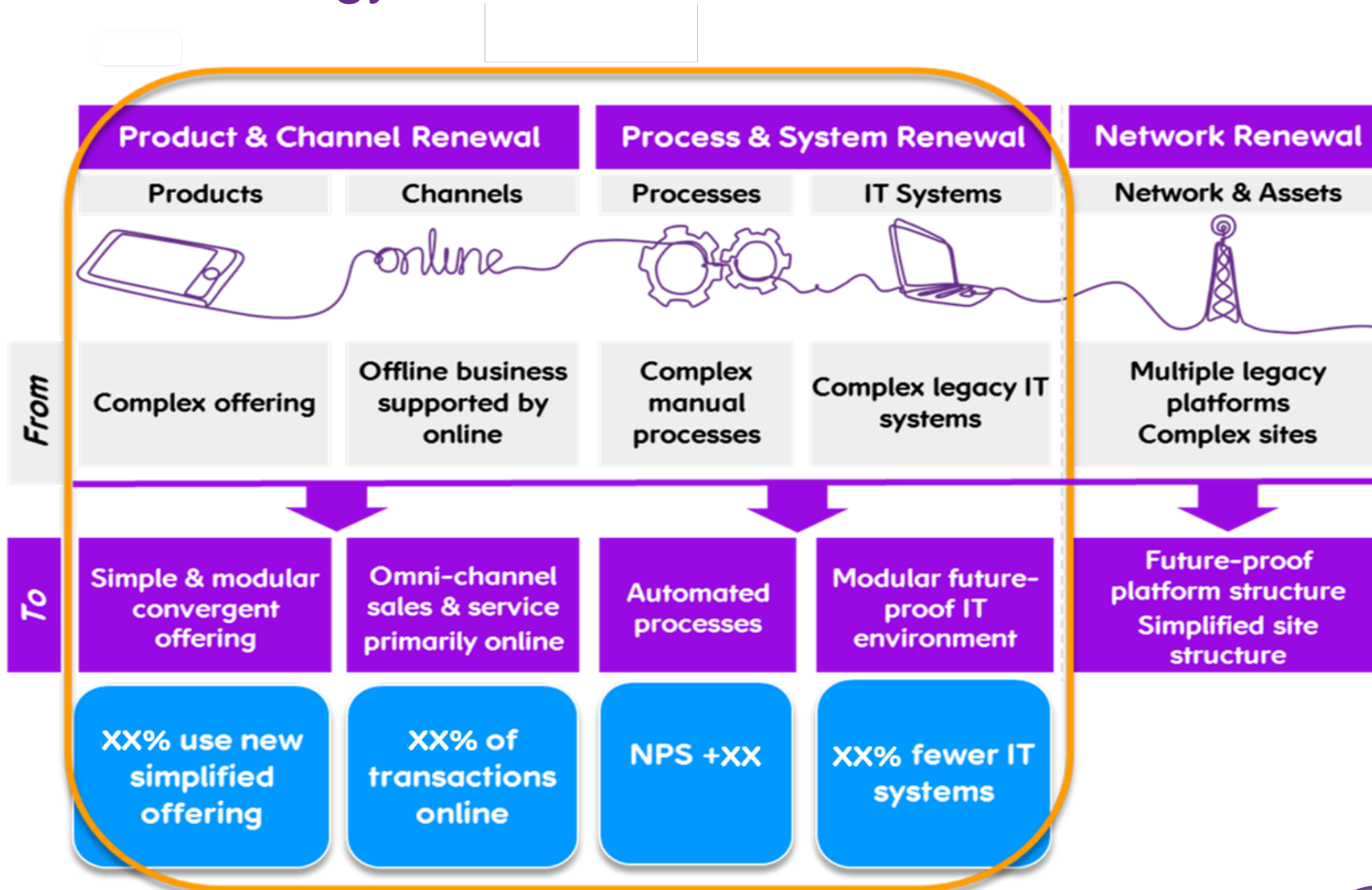
2-SPEED TRANSFORMATION

Bimodaalinen malli digitaaliselle liiketoiminta- & teknologiamuutokselle

Sari Leppänen

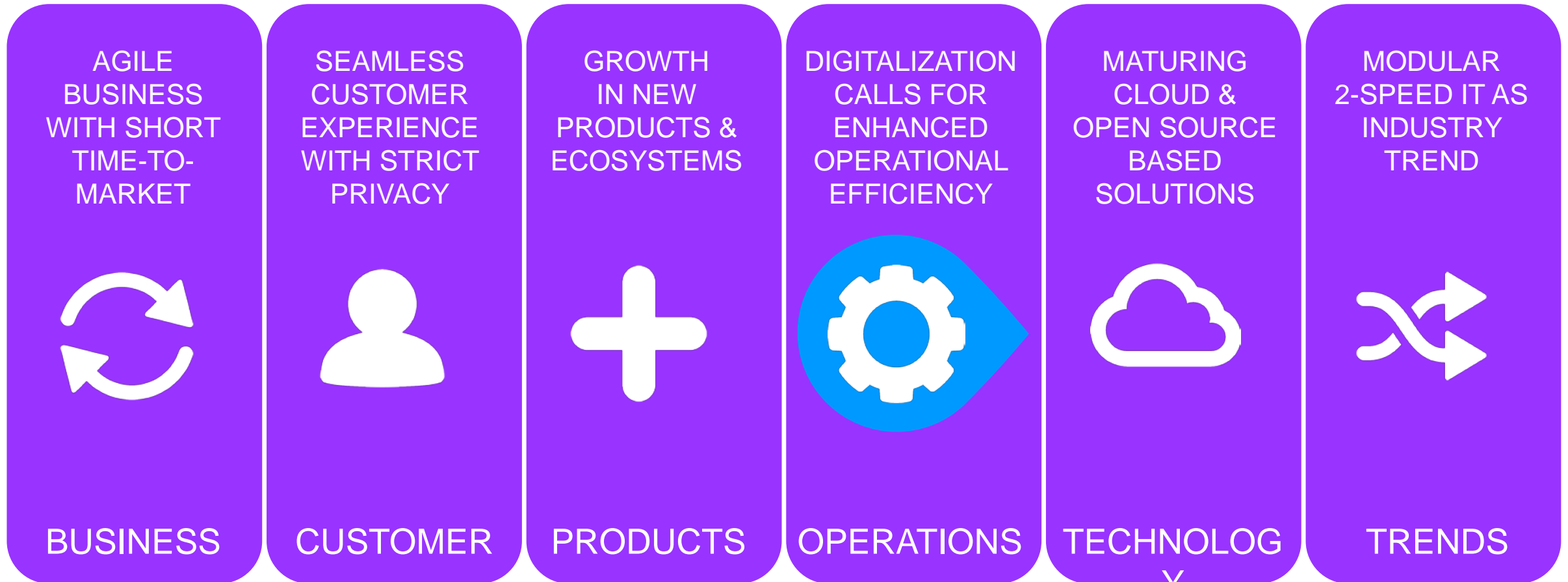
VP Head of Business & Technology Transformation

Business & Technology Transformation Goals



Fast Evolving Business & Technology Landscape Challenges

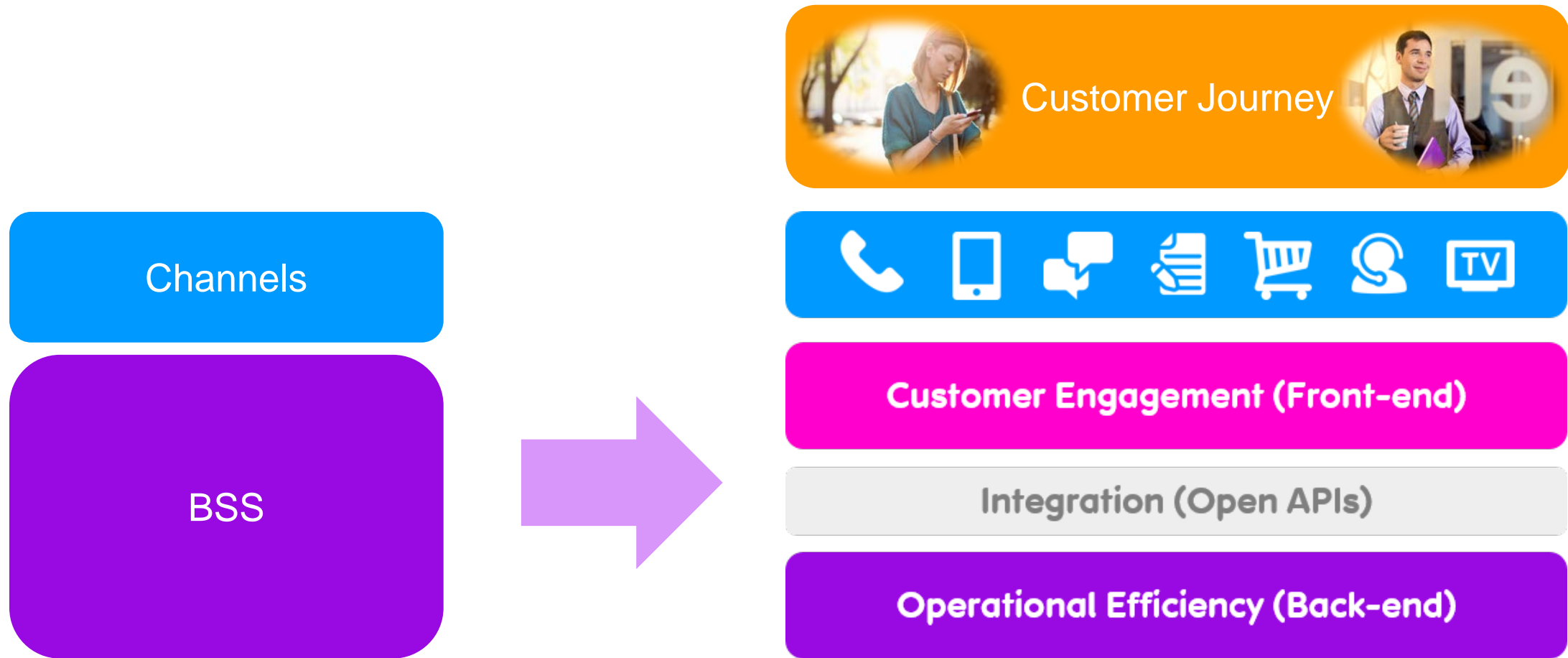
Long-term Static Plans



Revised Approach: 2-speed Transformation

“Big Bang Transformation”

“2-speed Transformation”

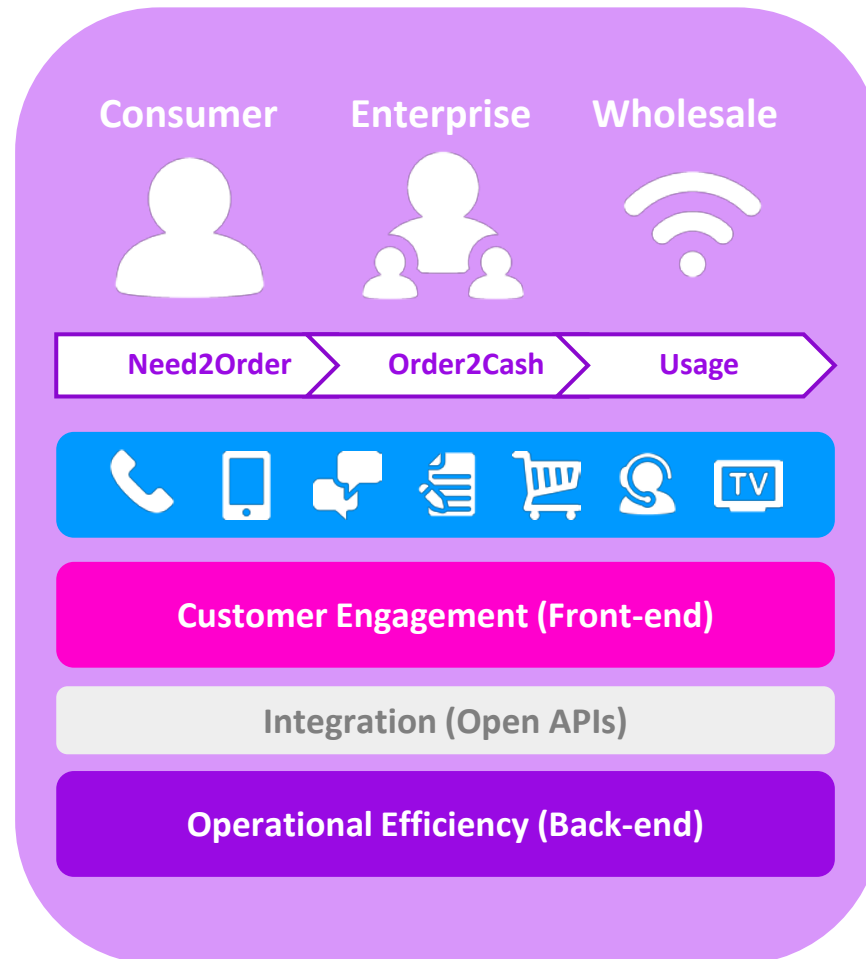
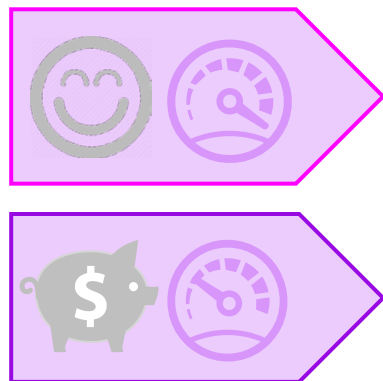


2-speed Transformation to Accelerate Customer & Business Benefits

Business drivers

Solution

Business goals



- **Smooth digital customer experience** and well-designed customer journey, with unified Sonera look & feel
- **Seamless omni-channel solution and high automation** for sales, marketing & customer care in B2C, B2B & B2O
- **Guided selling, personalized offerings & marketing automation** based on unique user identity, 360 customer view and data analytics
- **Increased business flexibility and faster TTM** for commercial offerings
- **Partner integration** via open APIs to enrich offering with 3rd party products
- **Integration layer for modular 2-speed IT**, to decouple front-end / back-end









Digitalization – What's the Change for Business?

FROM

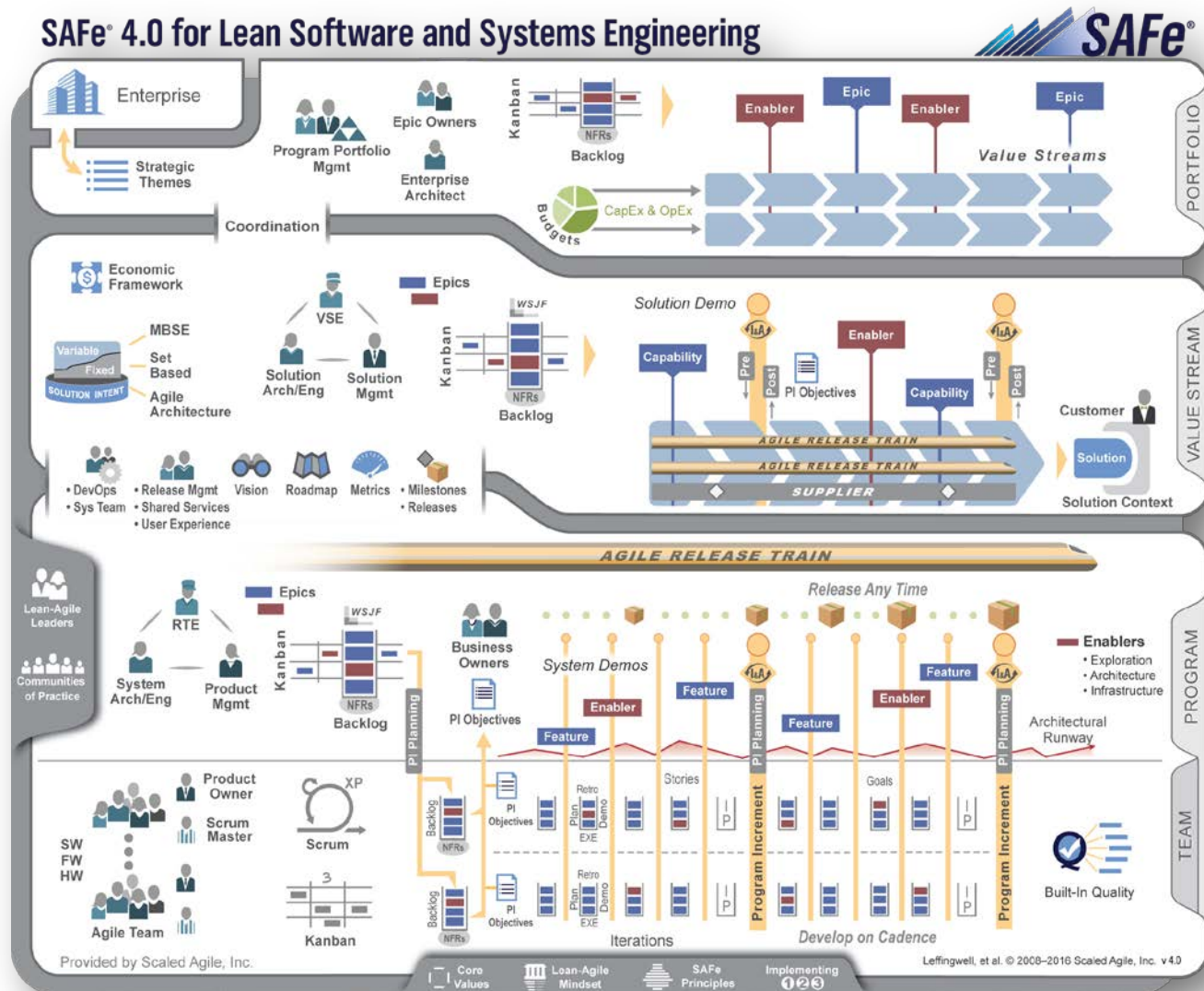
-  Variety of product based customer tools
-  Manual configuration of offerings to
-  Complex tools in sales, marketing & care
-  Process automation focus on order and billing
-  Manual/non-integrated reporting
-  Custom solution development, high-cost integrations, vendor lock
-  Packaged applications, dedicated IT investments, licenses with long
-  3rd party solution integration??



TO

-  Easy-to-use, unified customer tools enabling seamless customer experience across services
-  Fast offering configuration & automated launch across channels
-  Efficient tools for functions close to customer business, new ways of working
-  Highly automated processes for converged marketing/care and BSS/OSS
-  Automated reporting for proactive & predictive business management
-  Agile modular IT with industry-standard
-  Cloud services & As-a-Service delivery, pay-use – IT assets adjust to market changes
-  Rich offerings, ecosystem play, open APIs

Agile Development & Cross-disciplinary Teams



- Business-driven approach, business leads for implementation
- Cross-disciplinary scrum teams per business area (segment), selected partners to enhance internal competence
- User-driven development, rapid prototyping, A/B testing
- Agile development, 2-week sprints, 3-month releases
- DevOps environment, automated configuration & release management, automated testing
- Integration w/ open APIs, well-established API management

KIITOS!



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