

A photograph of a modern office lobby. In the foreground, there's a light-colored sofa and a black coffee table. The floor is made of light-colored wood planks. In the background, there's a large open-plan office area with desks, chairs, and plants. A large teal rectangular overlay covers the upper half of the image. Inside this overlay, white text reads: "We help companies grow their revenue by increasing their digital capabilities and competitiveness".

We help companies grow their
revenue by increasing their digital
capabilities and competitiveness

curamando
Business Remastered

DIGITAL TRANSFORMATION

CONVERSIONISTA!



Vi är nr.

#1

Personer

+50

Projekt

+600

curamando

CONVERSIONISTA!

Digital strategy

Digital change management

Traffic

Conversion

curamando **CONVERSIONISTA!**

Stockholm

Oslo

Göteborg

DIGITAL TRANSFORMATION





Google

GAMES CORNER

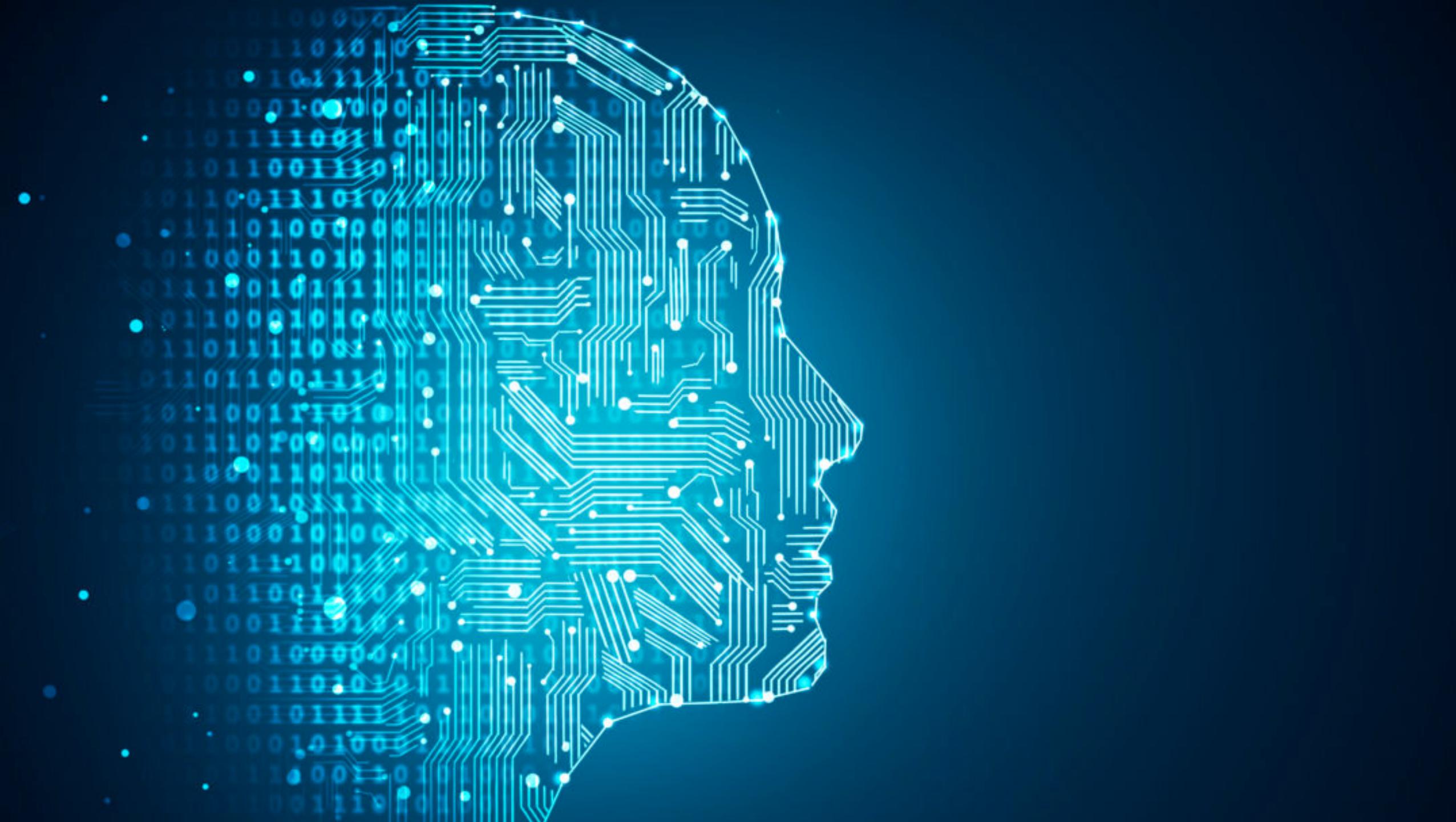
Google

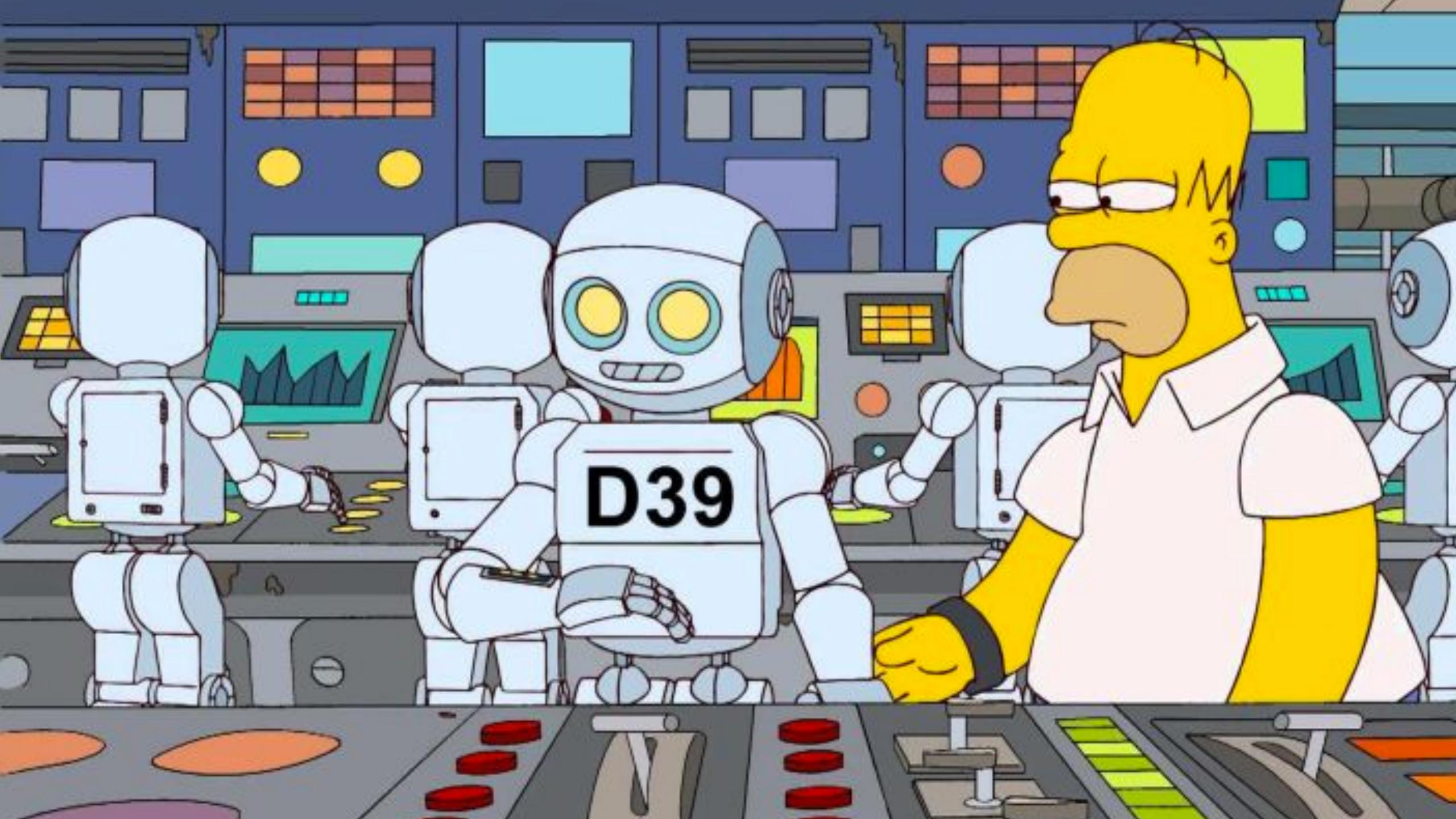
CHARGING
STATION

FACILITATION

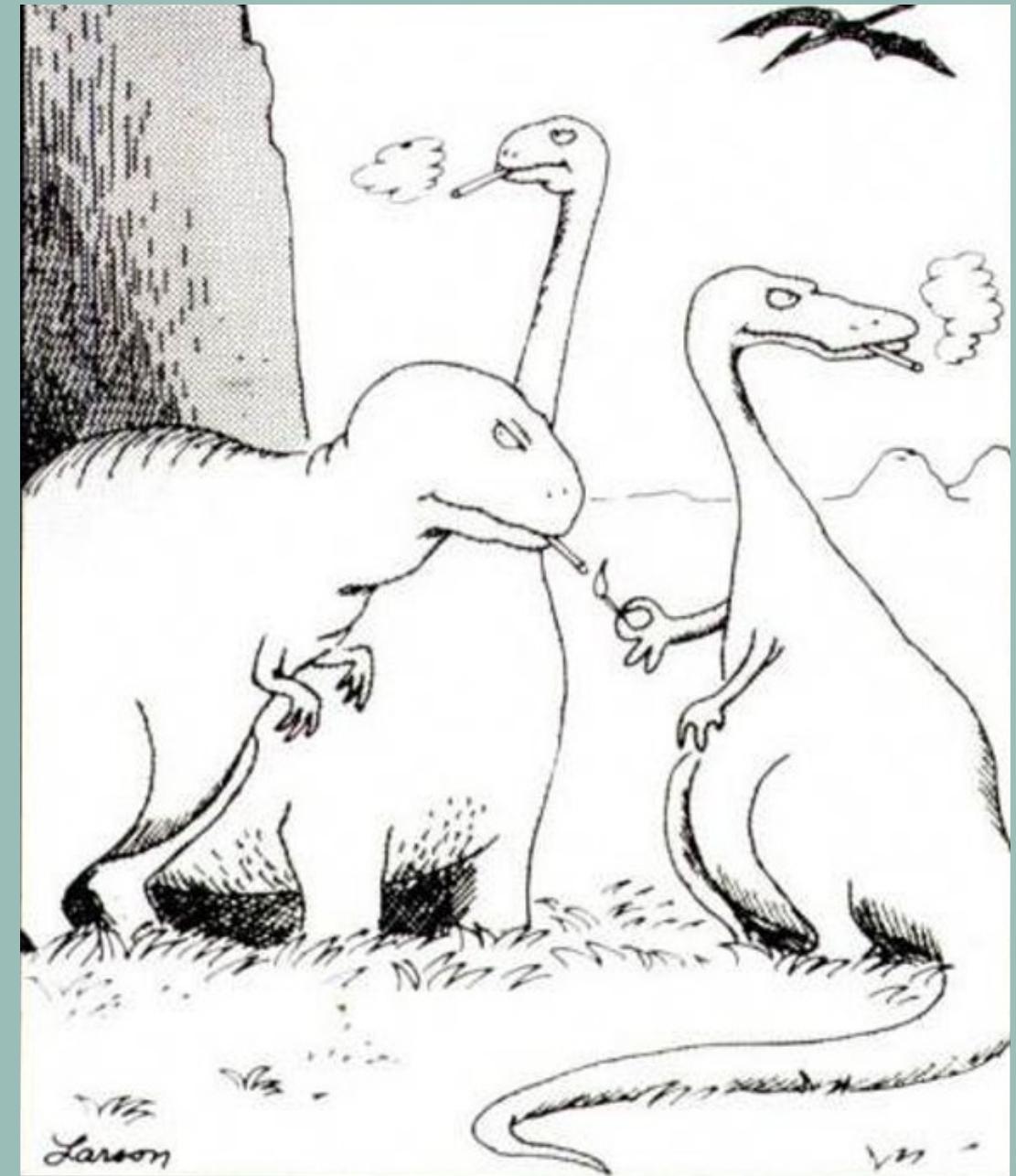








The real reason why
dinosaurs became extinct



Jag vill ha tillbaka min fax!



Vad är trasigt i

DIGITAL
TRANSFORMATION

Vad är trasigt i

DIGITAL TRANSFORMATION

De 4 saker vi
måste fixa

curamando

Lite så här.....



giphy.com

Vi måste lära oss skillnaden på dessa två



Mål



Resultat

Våra mål är fortfarande desamma



“Excellent kundtjänst”

“Få ut våra produkter snabbt på
marknaden snabbt”

“Effektiva logistikflöden”

....men, vi har en ny verktygslåda



Och resultatet blir.....



“Excellent kundtjänst”

“Få ut våra produkter snabbt på
marknaden snabbt”

“Effektiva logistikflöden”

“Digital transformation”

But if we set transformation as a goal



“Digital transformation”



Vad är trasigt i

DIGITAL TRANSFORMATION

1

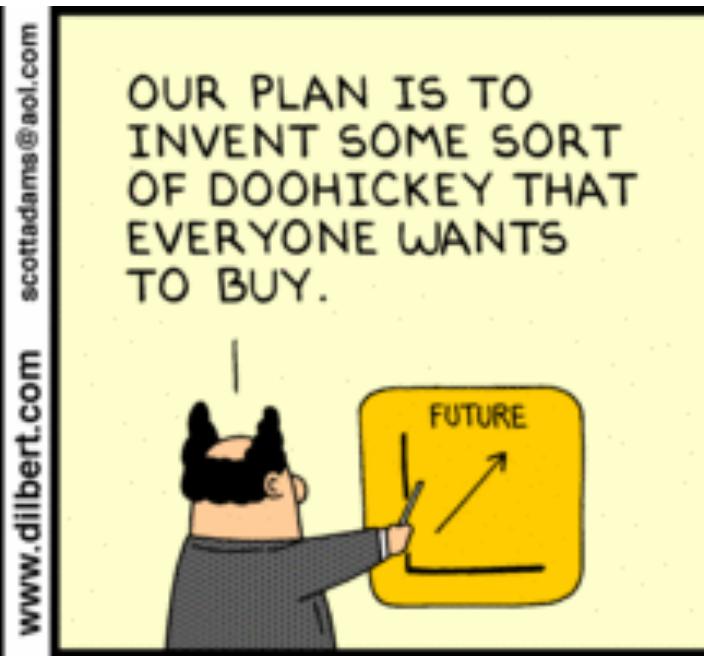
När vi sätter “Digital transformation” som ett mål....
skjuter vi oss själva i foten.
På startlinjen.

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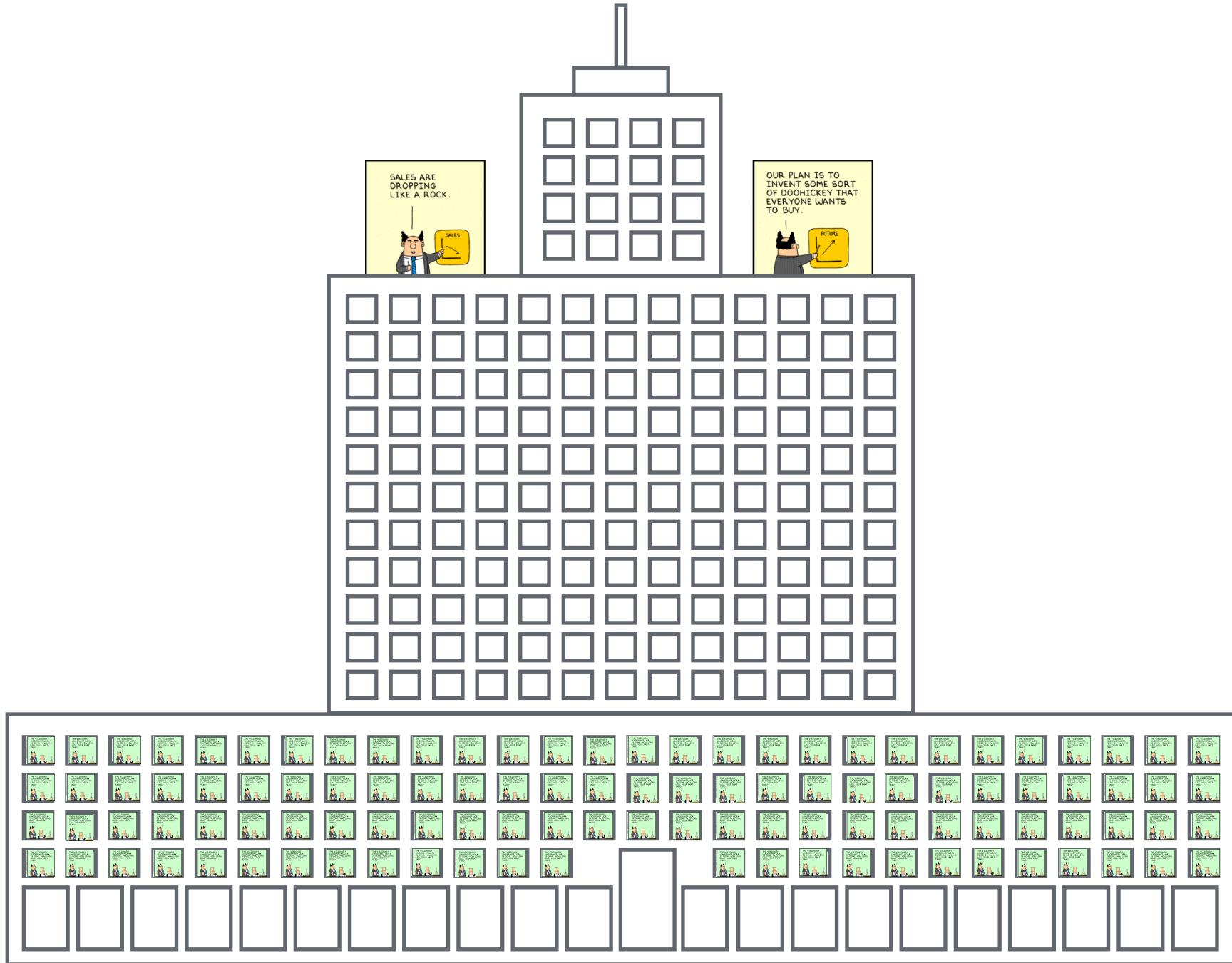
“No sane business leader should wake up in the morning wanting to become digitally transformed”

- Me

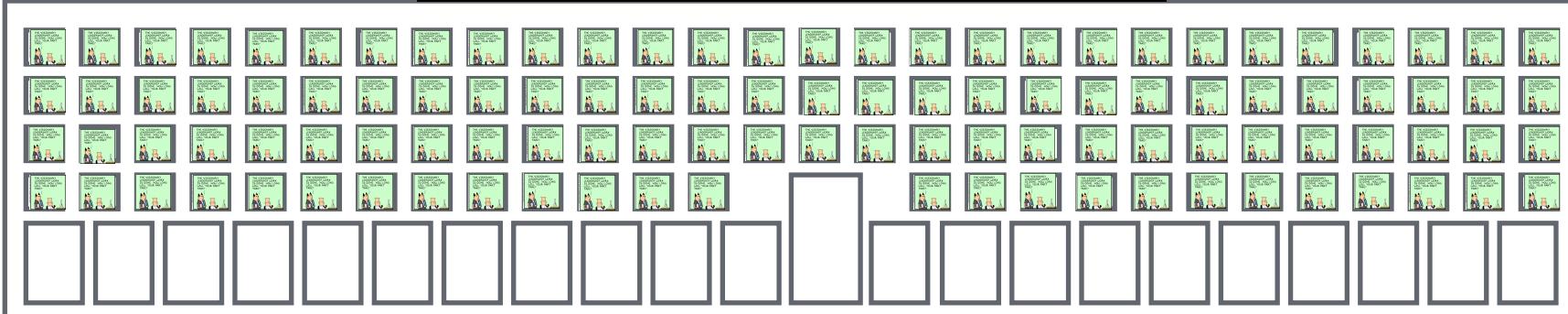
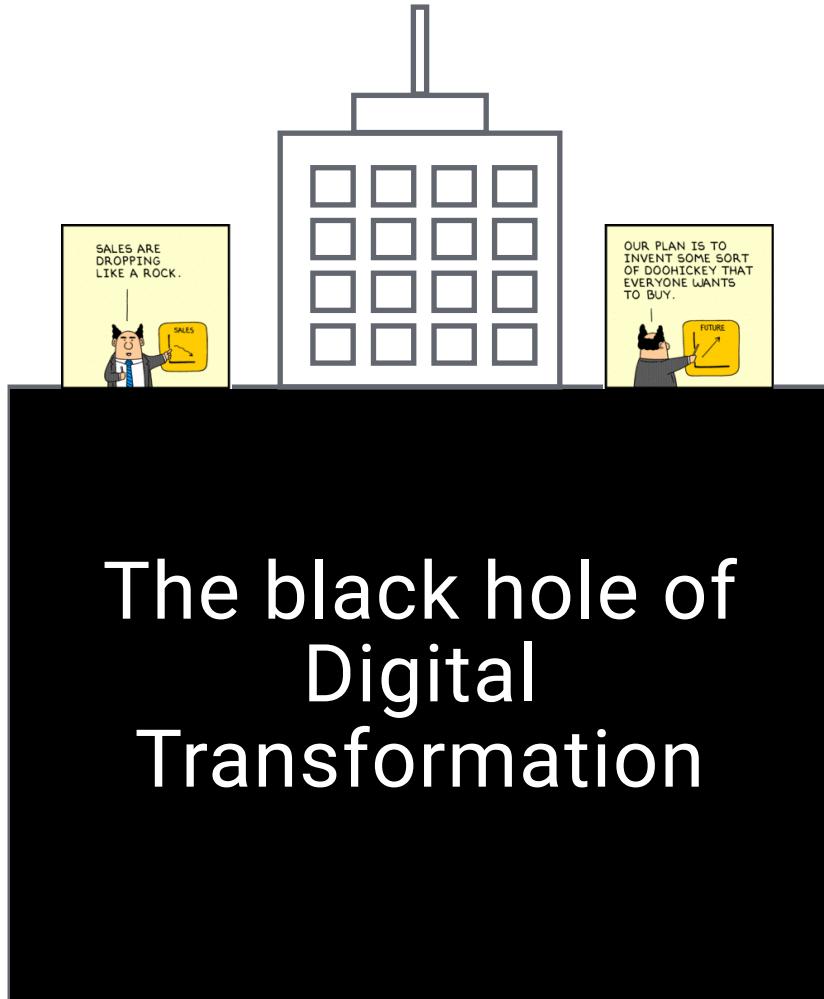




VARFÖR



VAD



Vad är trasigt i

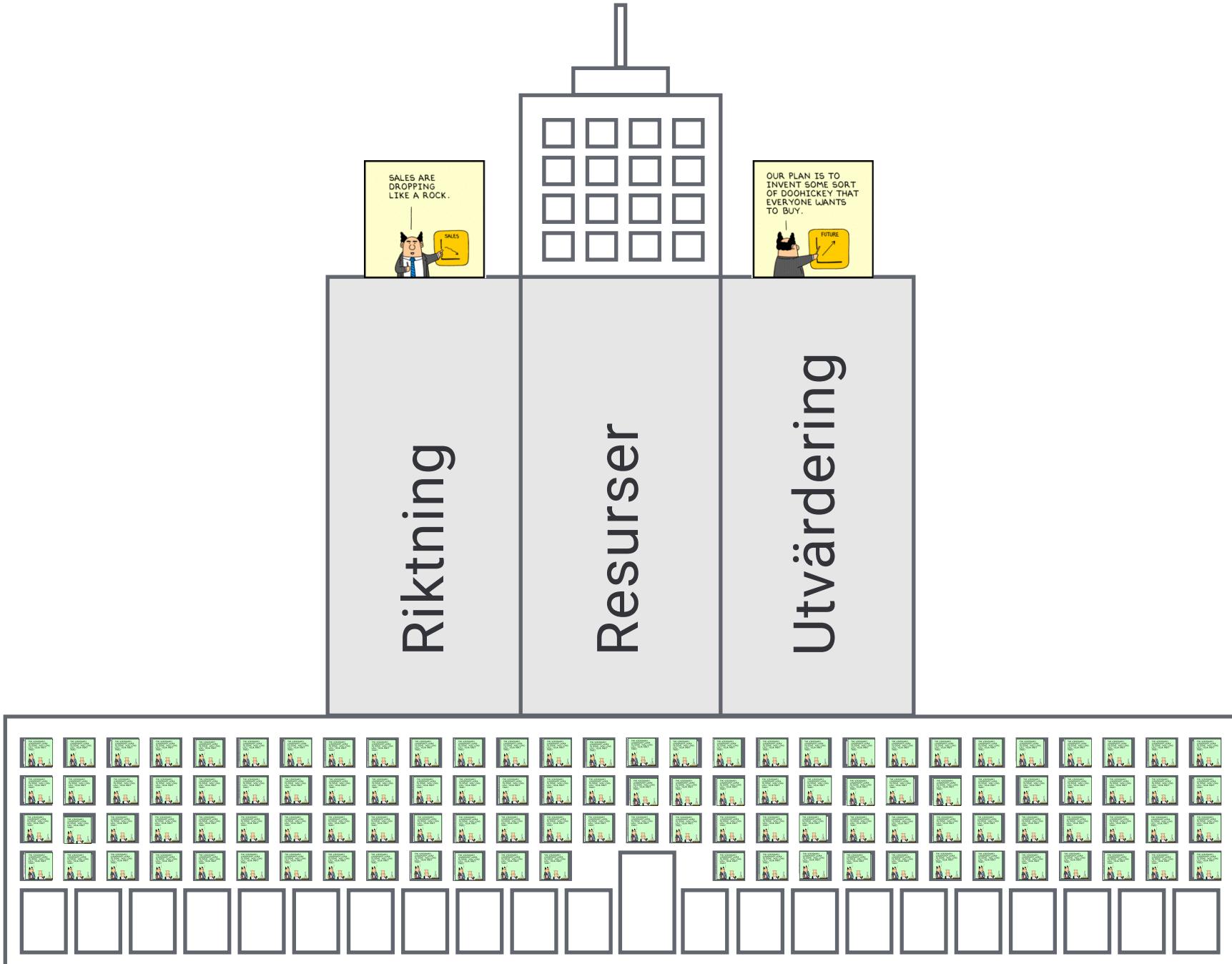
DIGITAL TRANSFORMATION

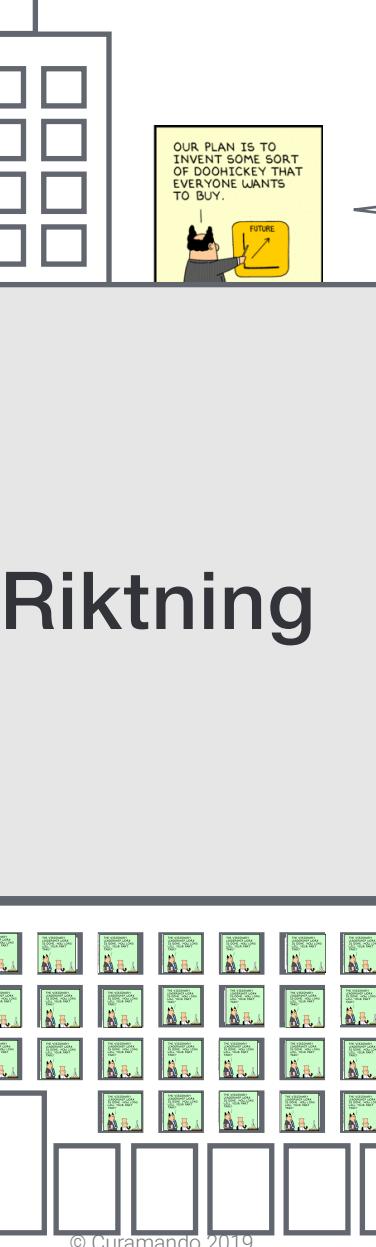
2

“HUR”

är den svåraste nöten att knäcka

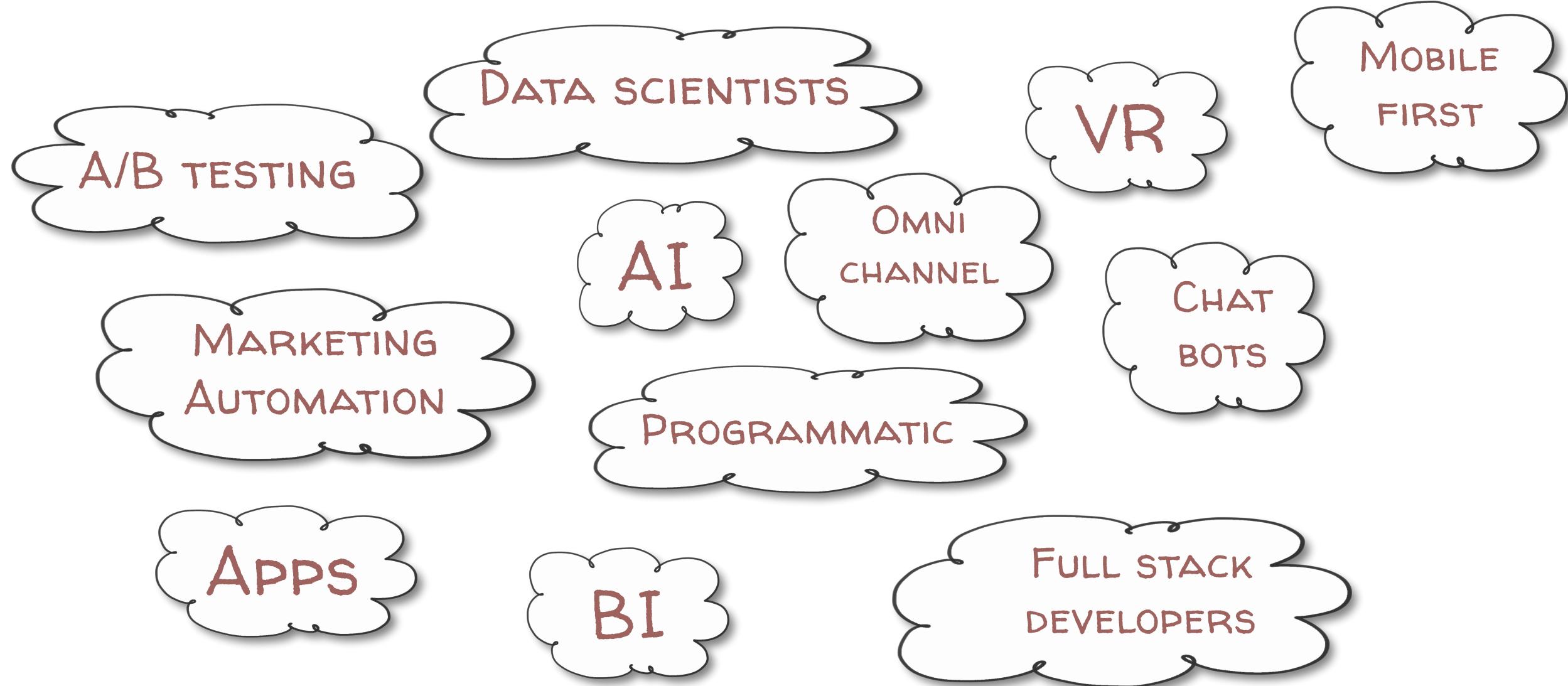
curamando

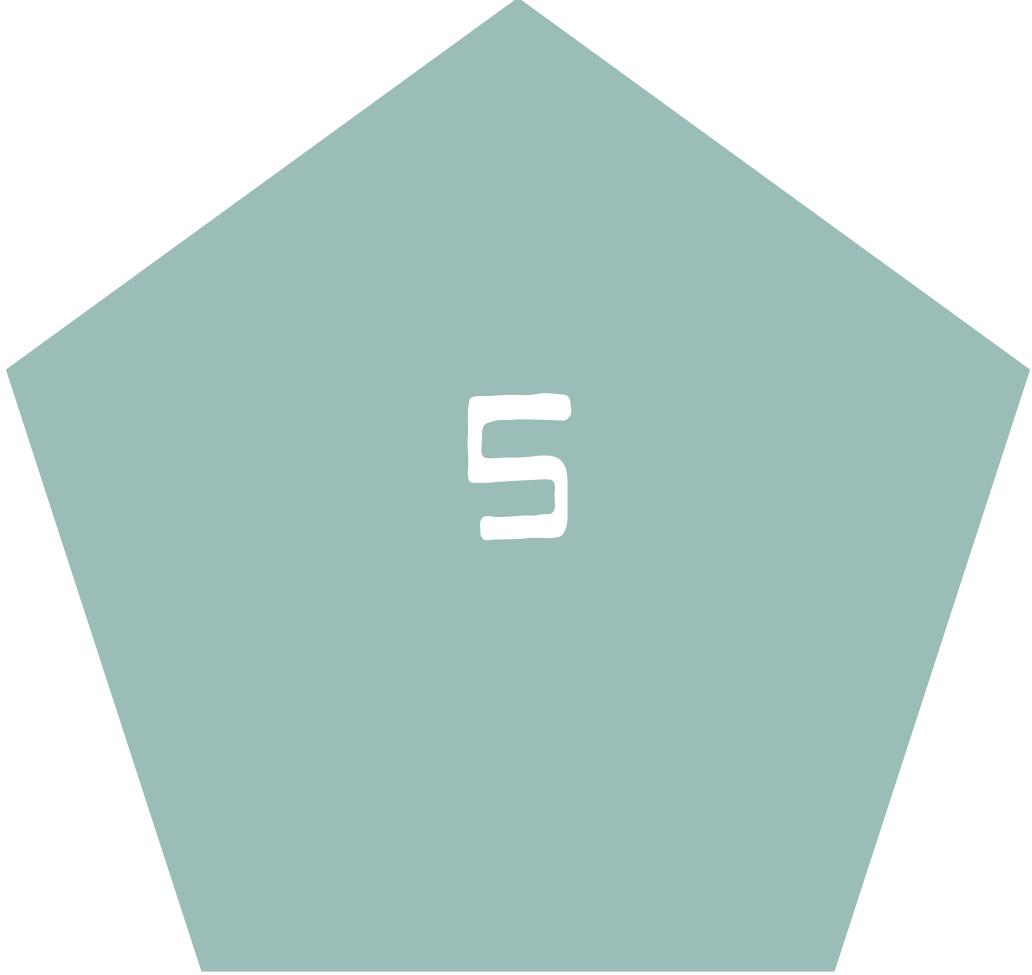




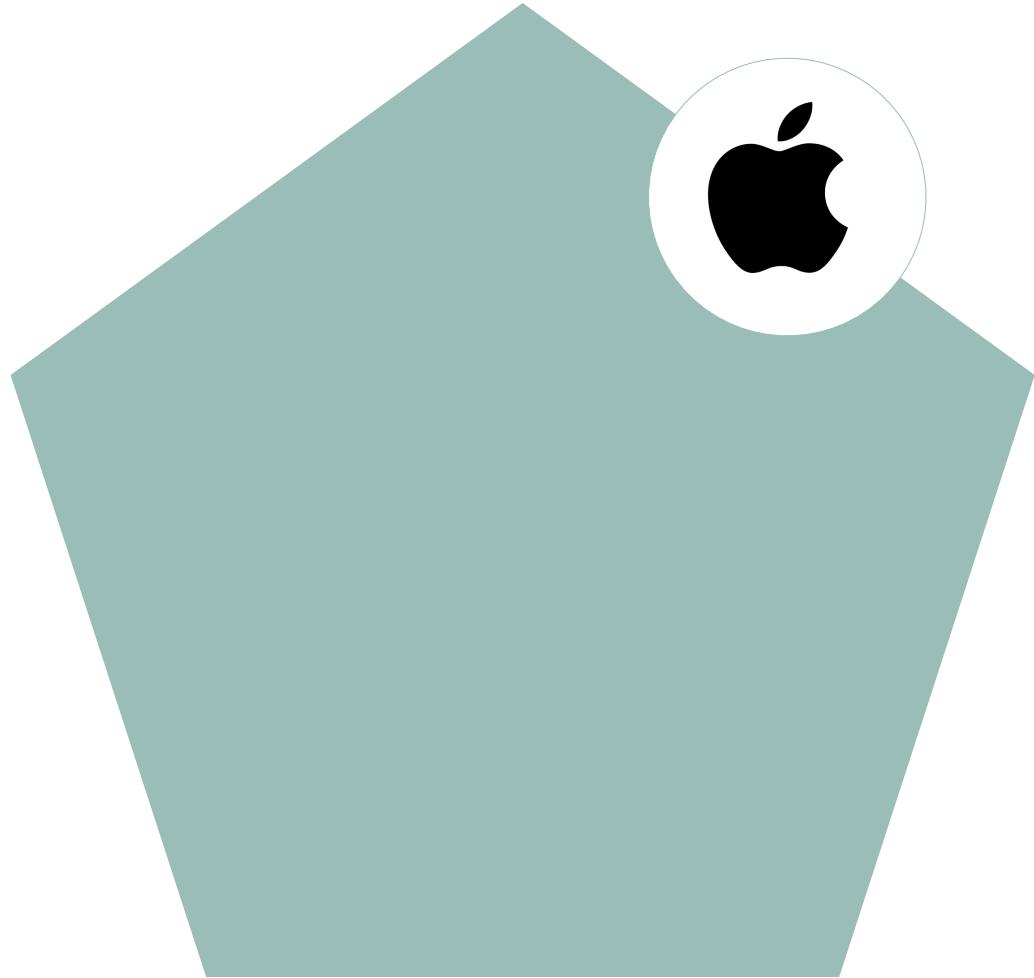
*“Vi behöver Digital Transformation.
Massor av det”*

*“Vi gör en massa digitala
saker här nere.
Har ni inte märkt det?*

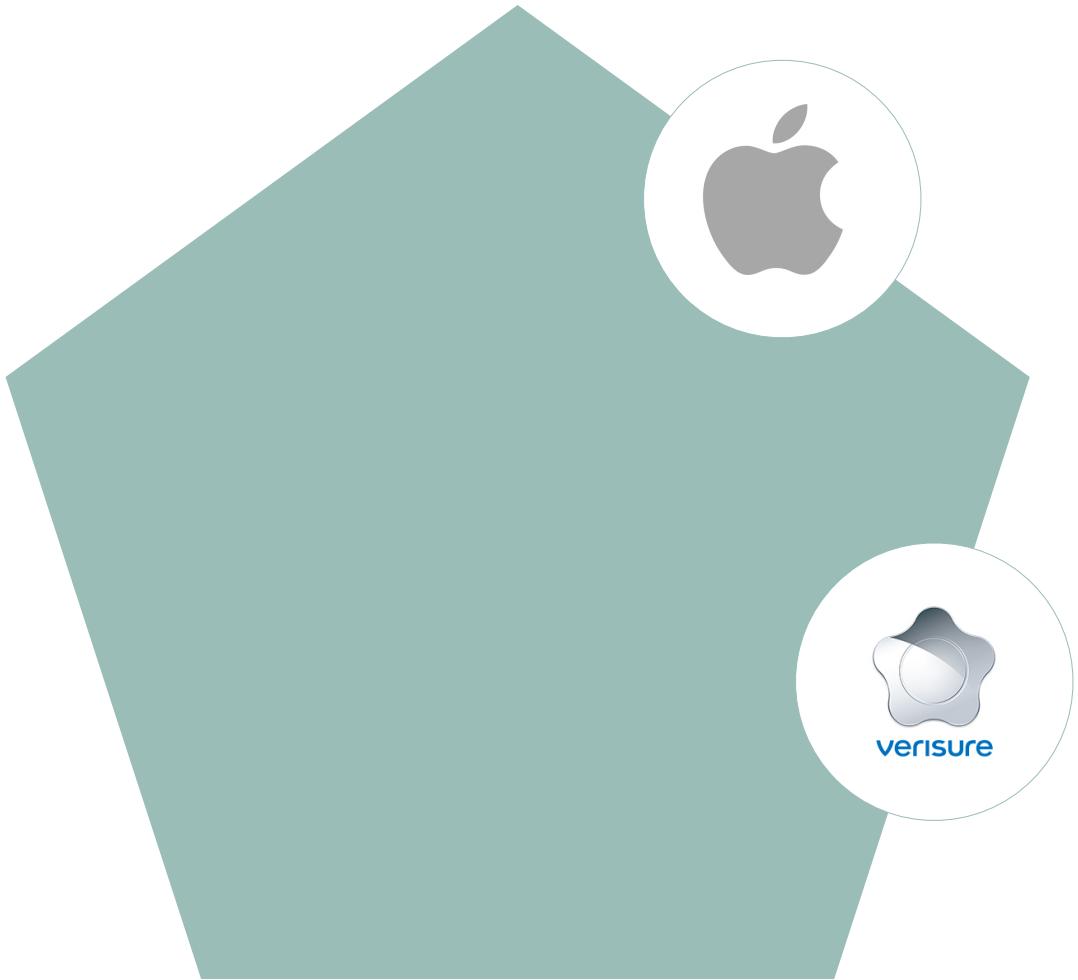




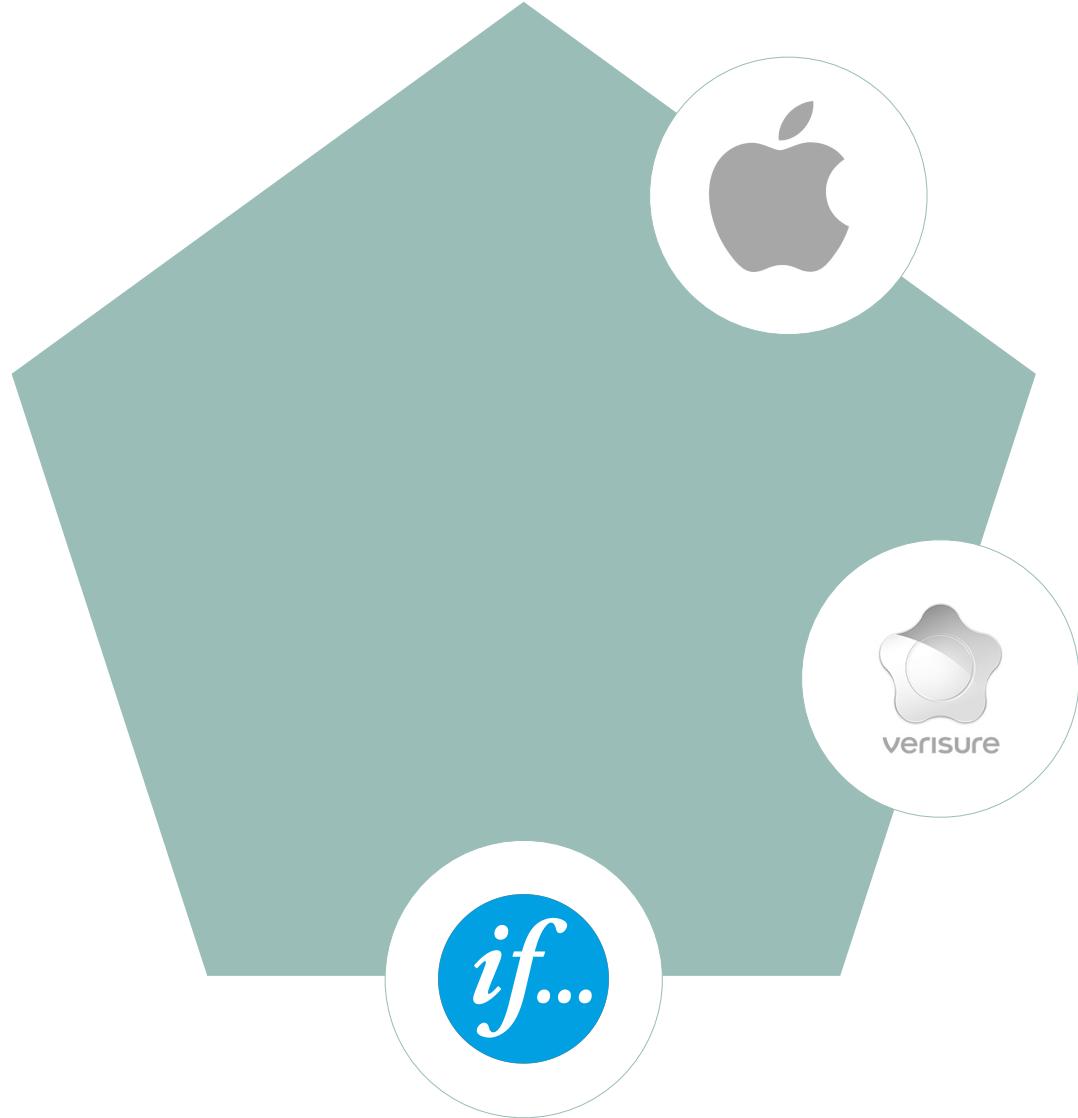
5



Digitalisera själva produkten

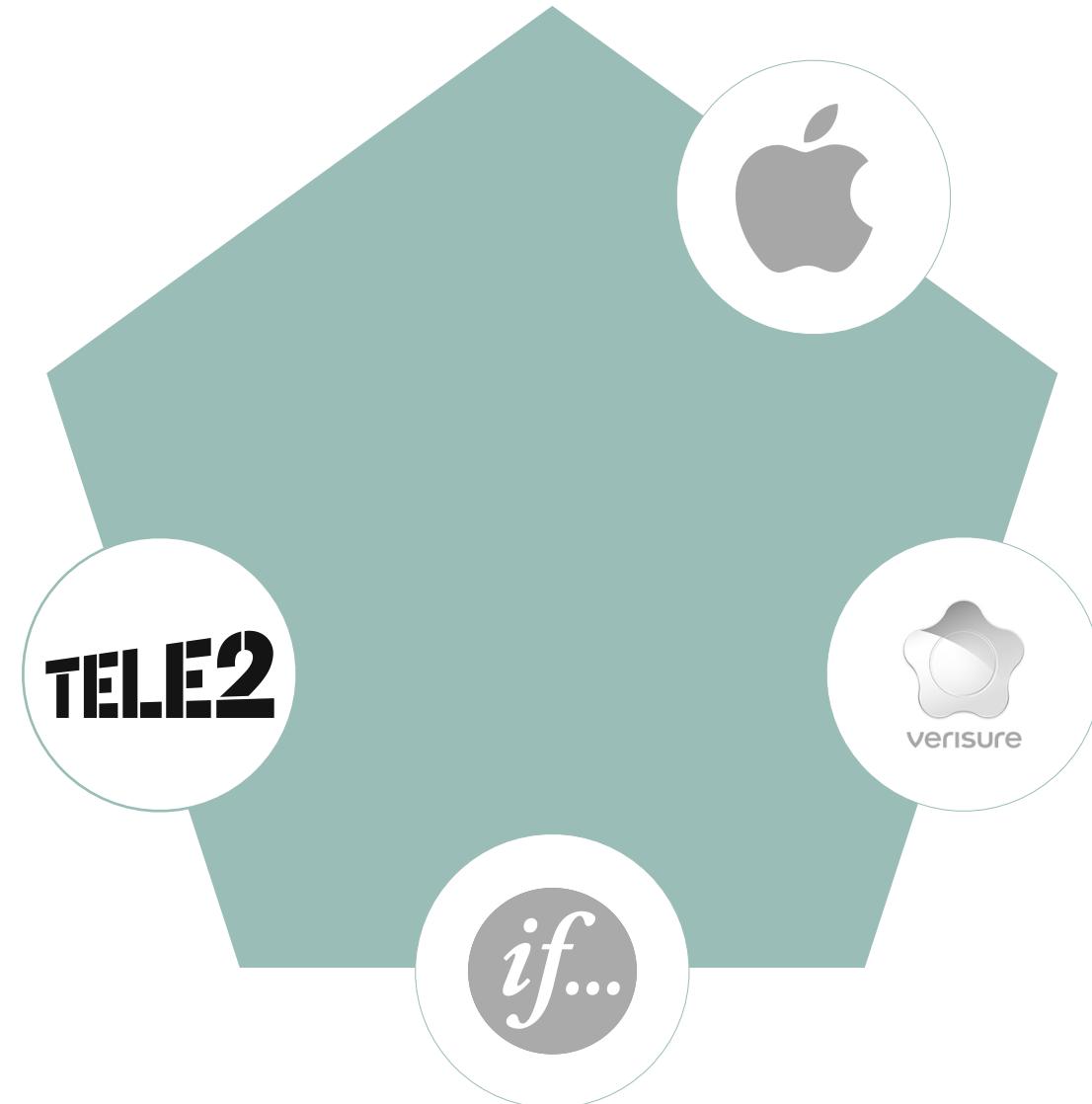


Lägga ett digitalt tjänste-lager
runt produkten

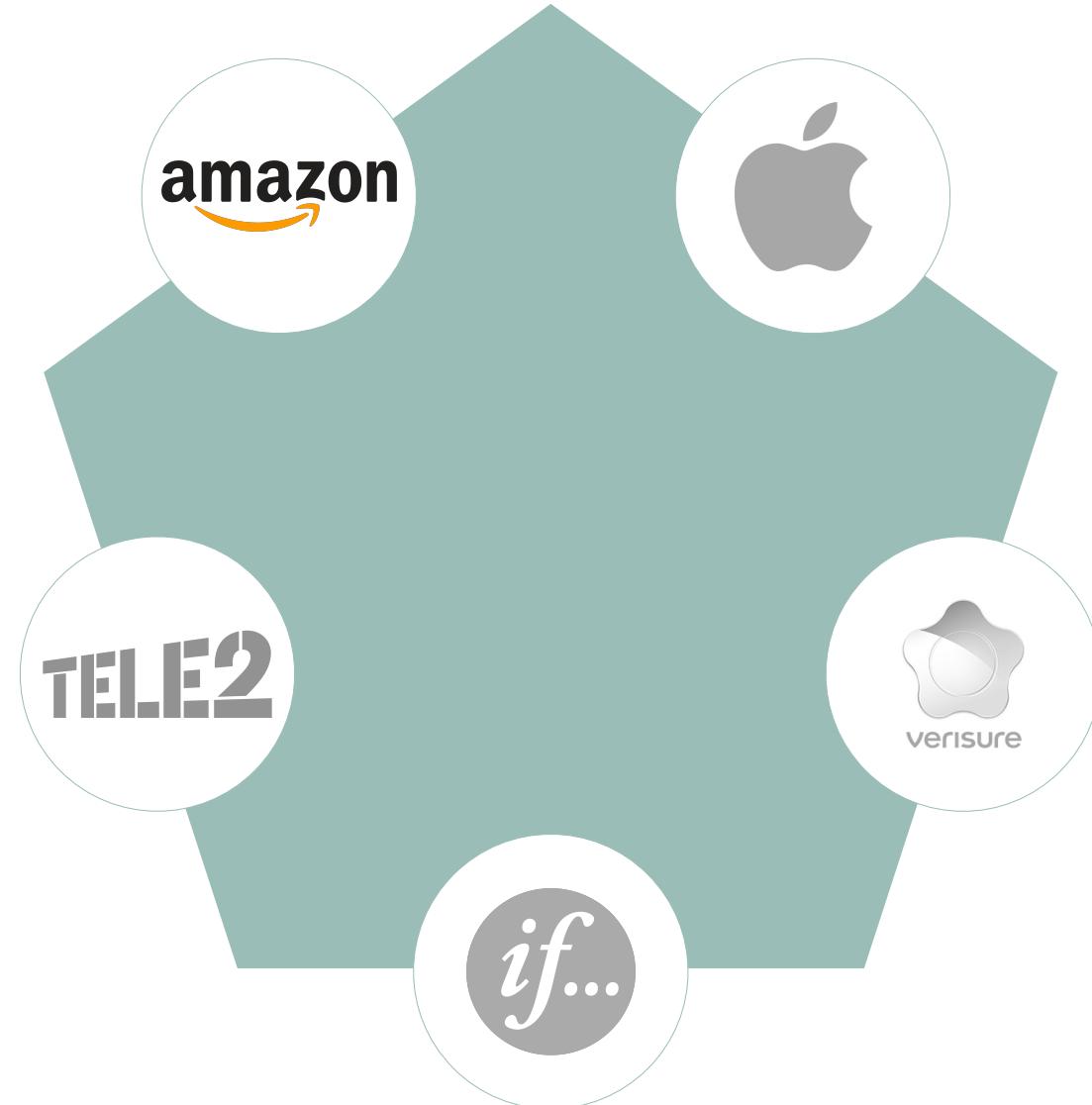


Digitalisera processerna “behind the scenes”

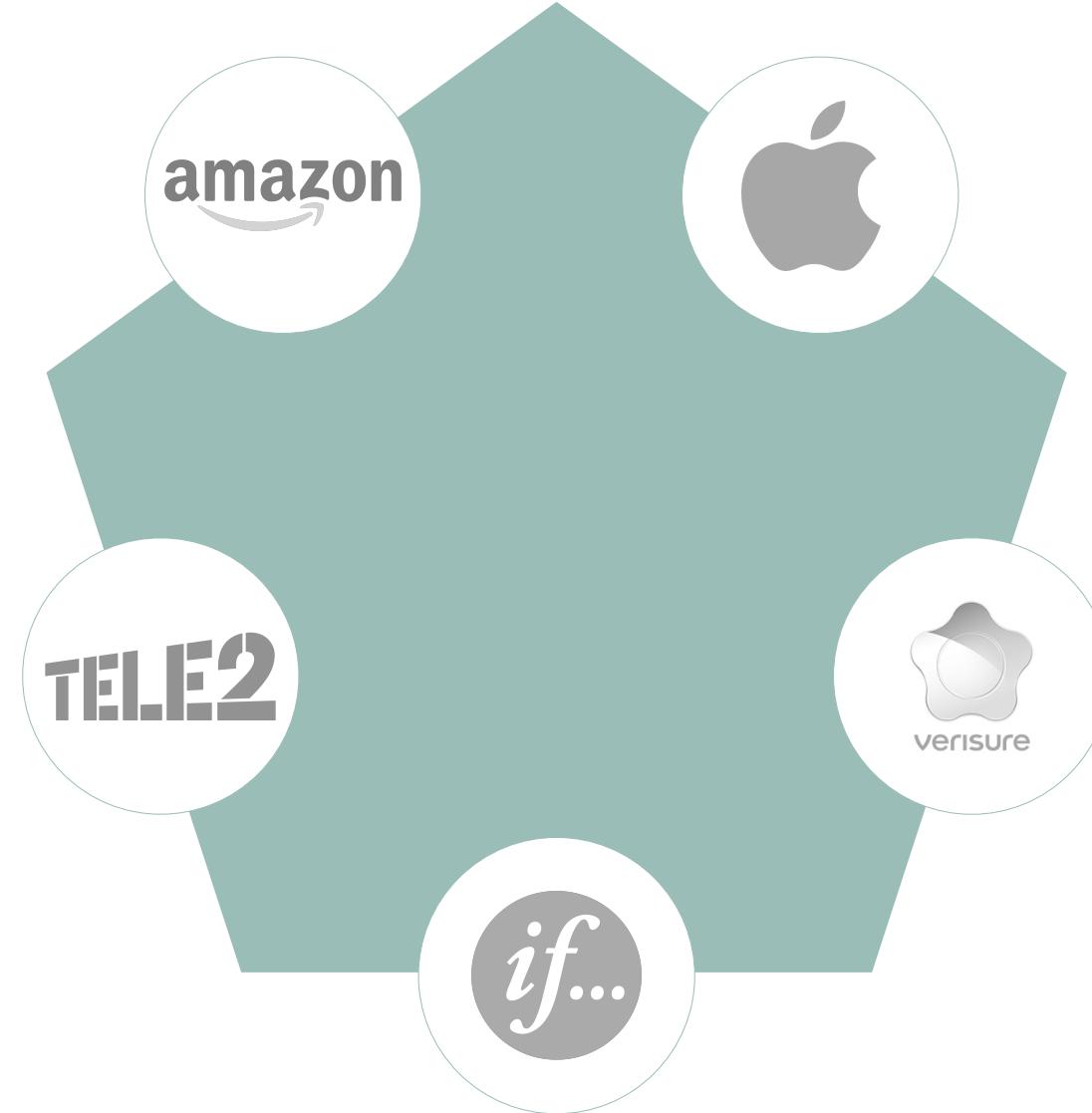
Digitalisera Marketing, Sales & Retention



Skapa nya digitala produkter



Skapa nya digitala produkter



Marketing, Sales & Retention

Digitalisera produkten

- Addera digitalt tjänstelager

Digitalisera “behind the scenes”

curamando

Trelleborg

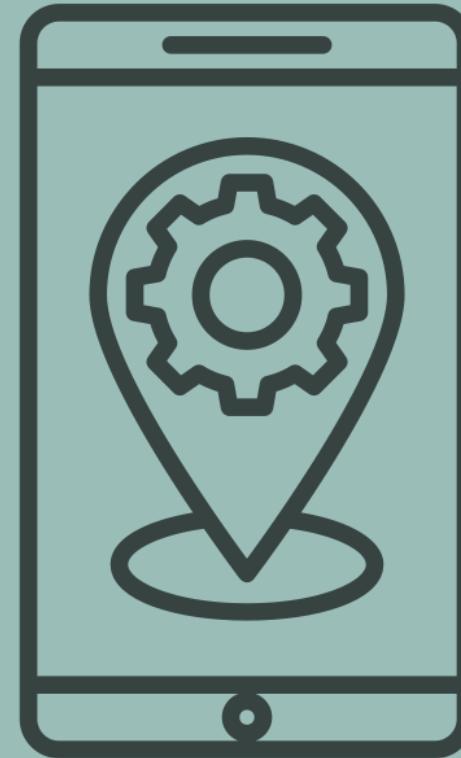
*“We are leaders
in digital”*



The image shows the homepage of the Trelleborg website. The header features the Trelleborg logo and navigation links for Home, Your Industry, Our Solutions, Accelerate Performance, Investors, Media, Career, and About Us. A search bar is also present. The main banner has a dark background with a planet Earth image and the text "Turning challenges into new opportunities". Below the banner, a callout box states: "We have developed our polymer expertise for more than a century. Capitalize on our innovative thinking and polymer engineering expertise for various industries." Three smaller images below the banner are labeled "INDUSTRIES", "SOLUTIONS", and "CONTACTS".

Når Mobiltjänst

“Kan jag få 1,5 M från vår investerings-budget på 1,5 miljard?



Vad är trasigt i

DIGITAL TRANSFORMATION

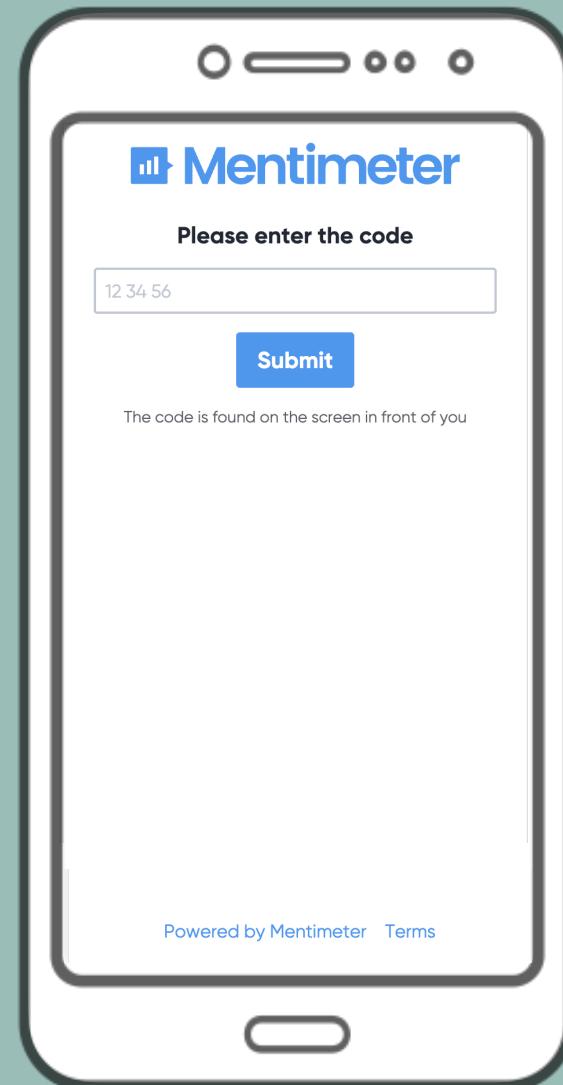
3

Vi måste välja och prioritera
bland de 5 digitala vägarna

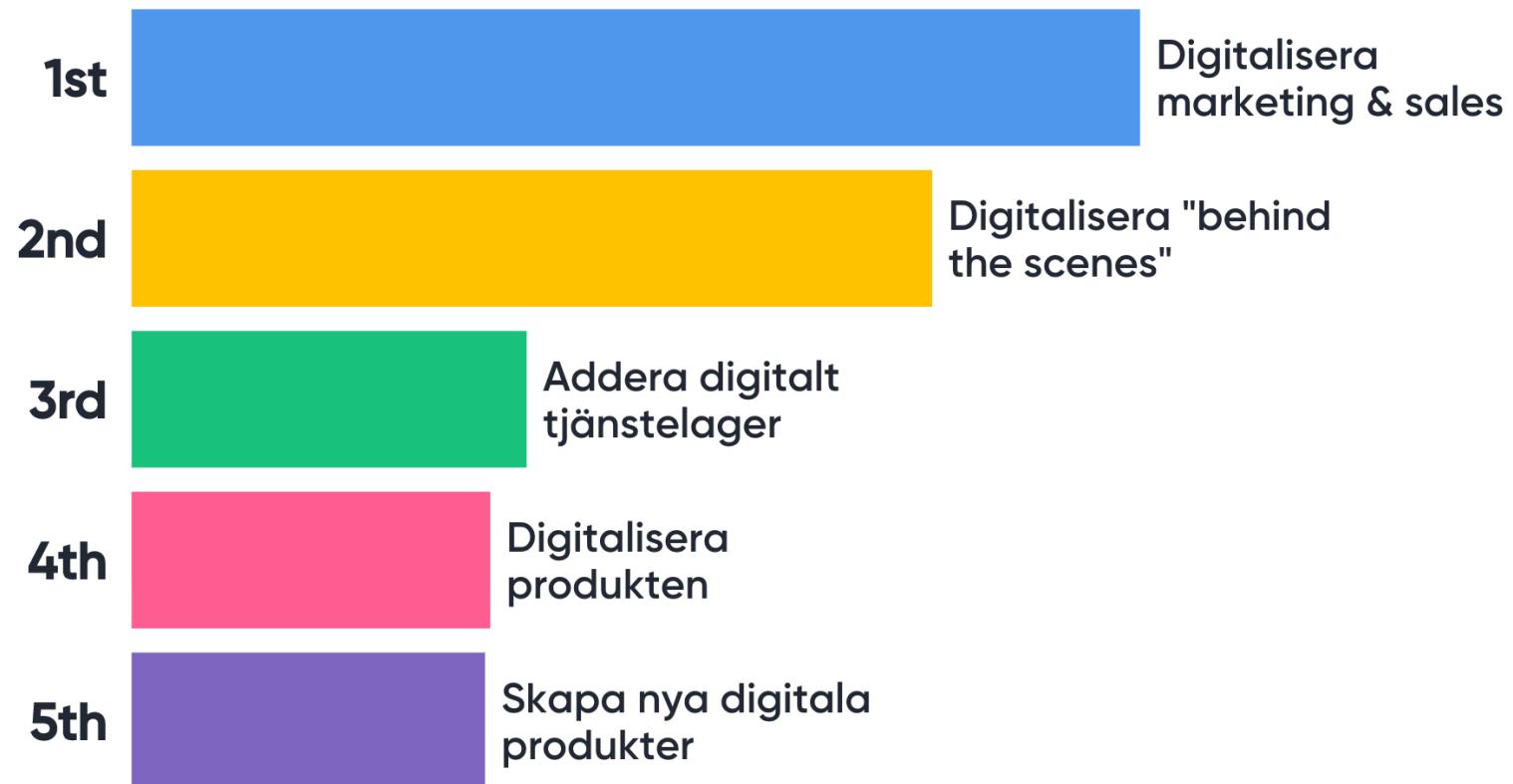
curamando

It's Mentimeter time!

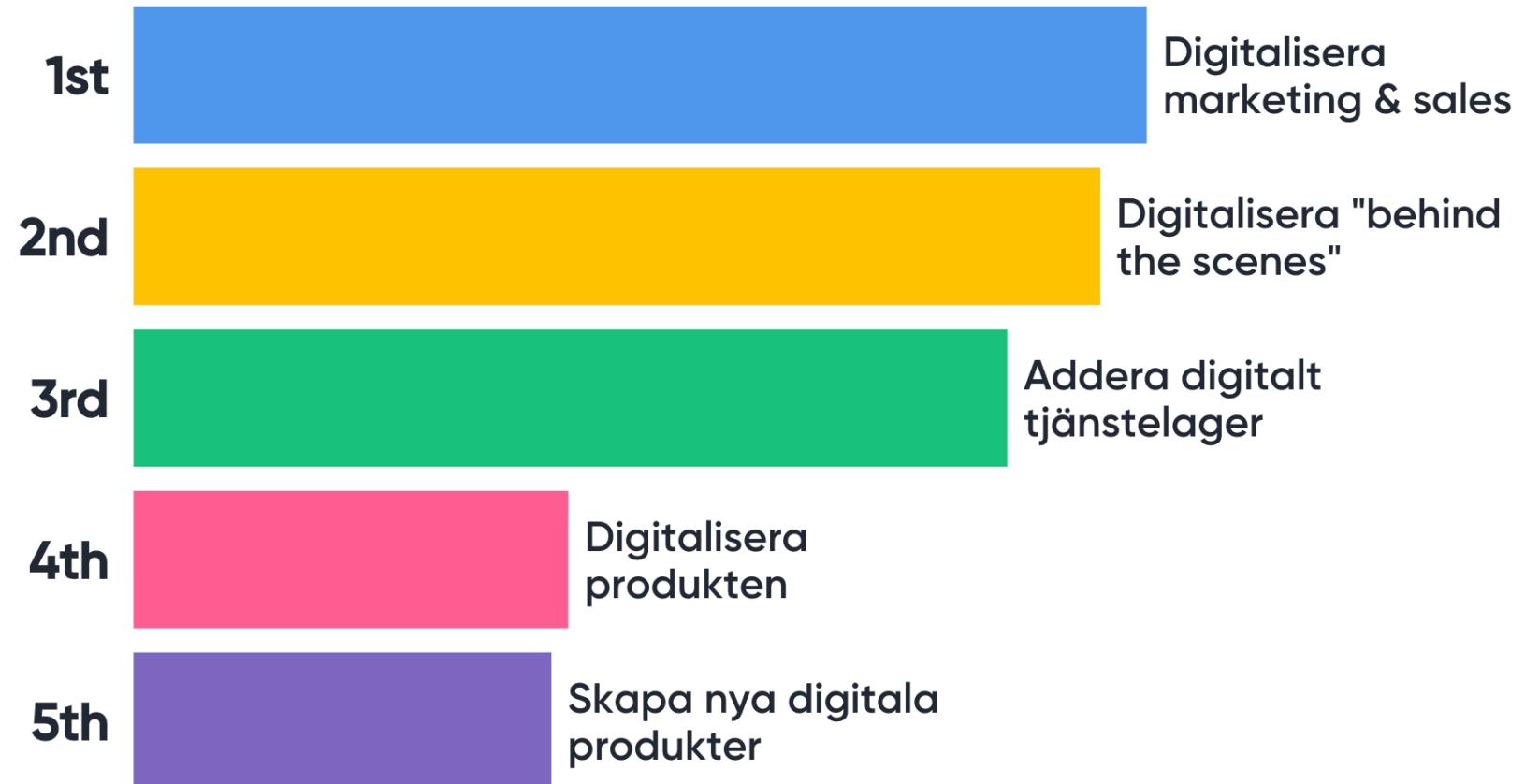
Go to Menti.com



De 5 digitala vägarna – Vad vi faktiskt gör



De 5 digitala vägarna - Vad är viktigast för er?

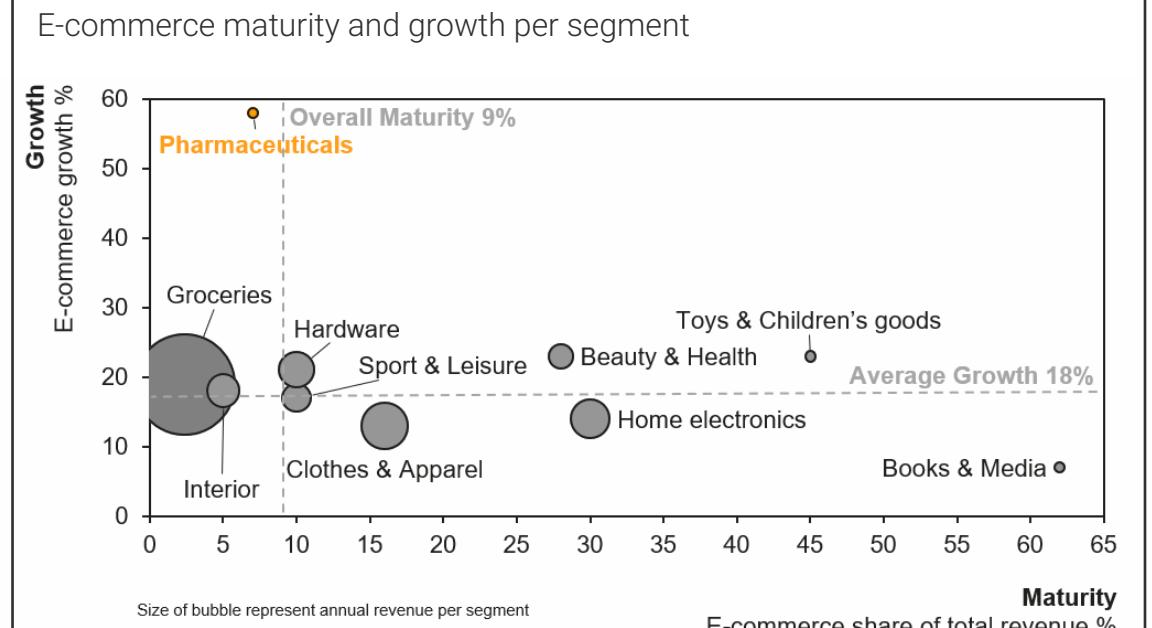


Online adoption of pharmaceuticals is growing exponentially, and still has room to grow

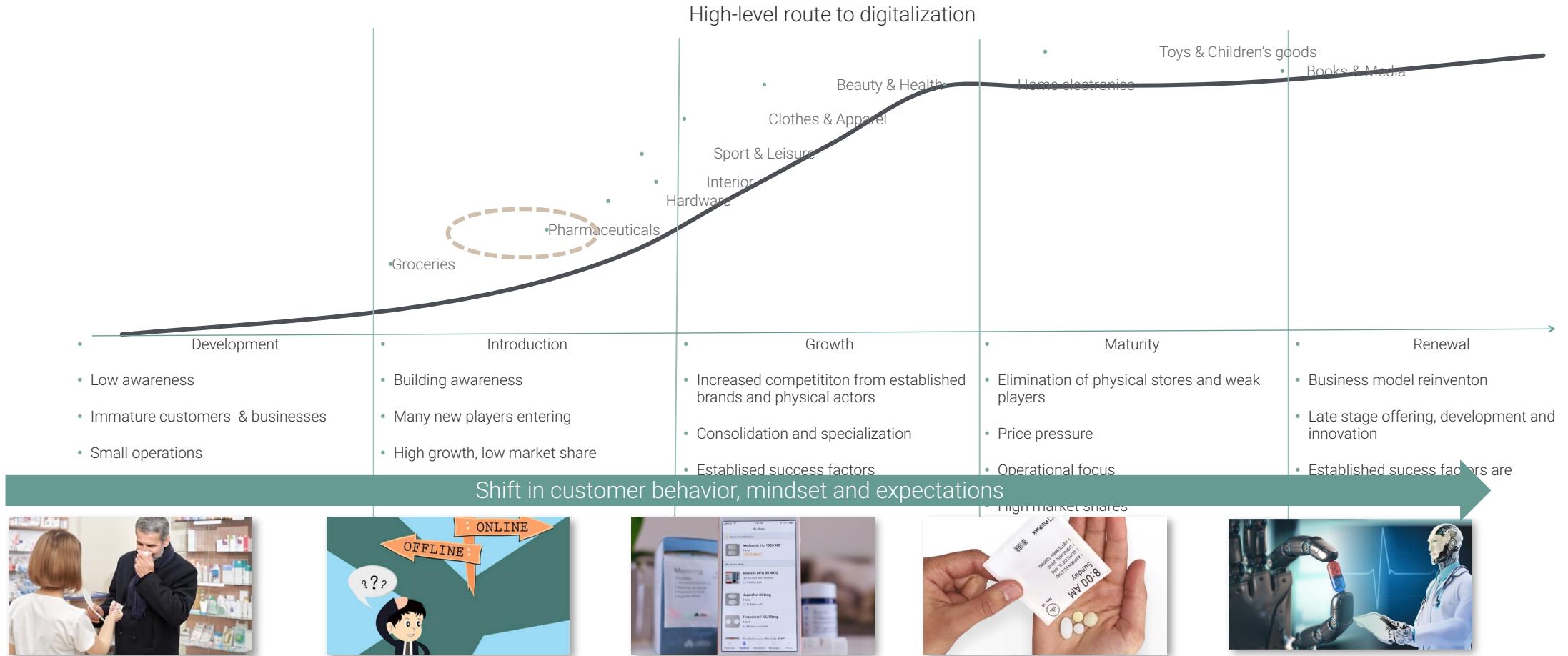
Pharmaceuticals is the category with most online population growth in recent years...



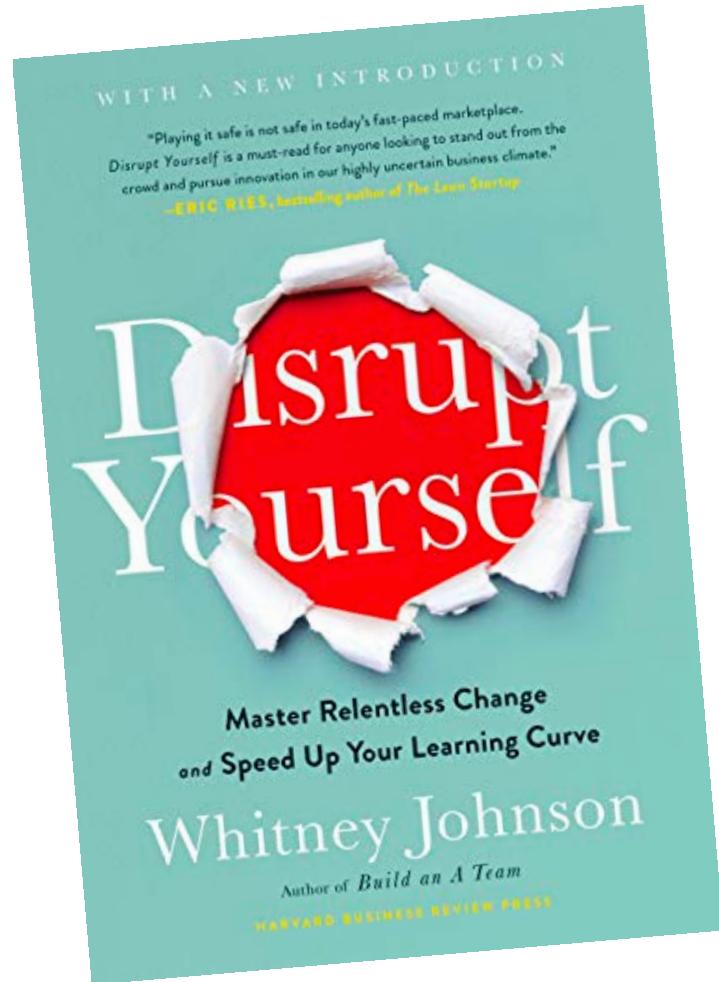
... yet maturity is low compared to other categories, demonstrating future growth potential



The pharmacy market is following other product categories' route to digitization



Source: HUI Research, Svensk Handel data, Handels utredningsgrupp, Curamando analysis
© Curamando 2019



“Disrupt yourself or somebody else will”

Innovationsstress!!!



A pair of heavy red velvet curtains is drawn back to reveal a dark, textured stage. The curtains are tied back at the sides and have a decorative ruched top.

Now playing:
Innovation
theater



På svenska:
Digital
Transformation

Vilket är ert största problem?

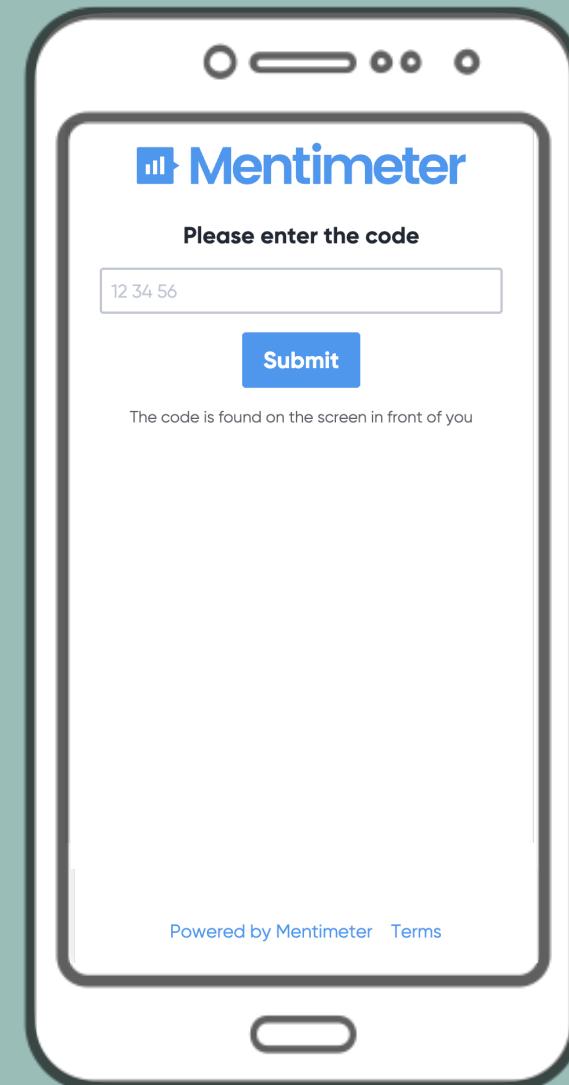
Vi är inte tillräckligt
duktiga på att kläckka
nya innovativa idéer

Vi är inte tillräckligt
duktiga på att
omsätta innovation i
nya lönsamma
produkter & tjänster

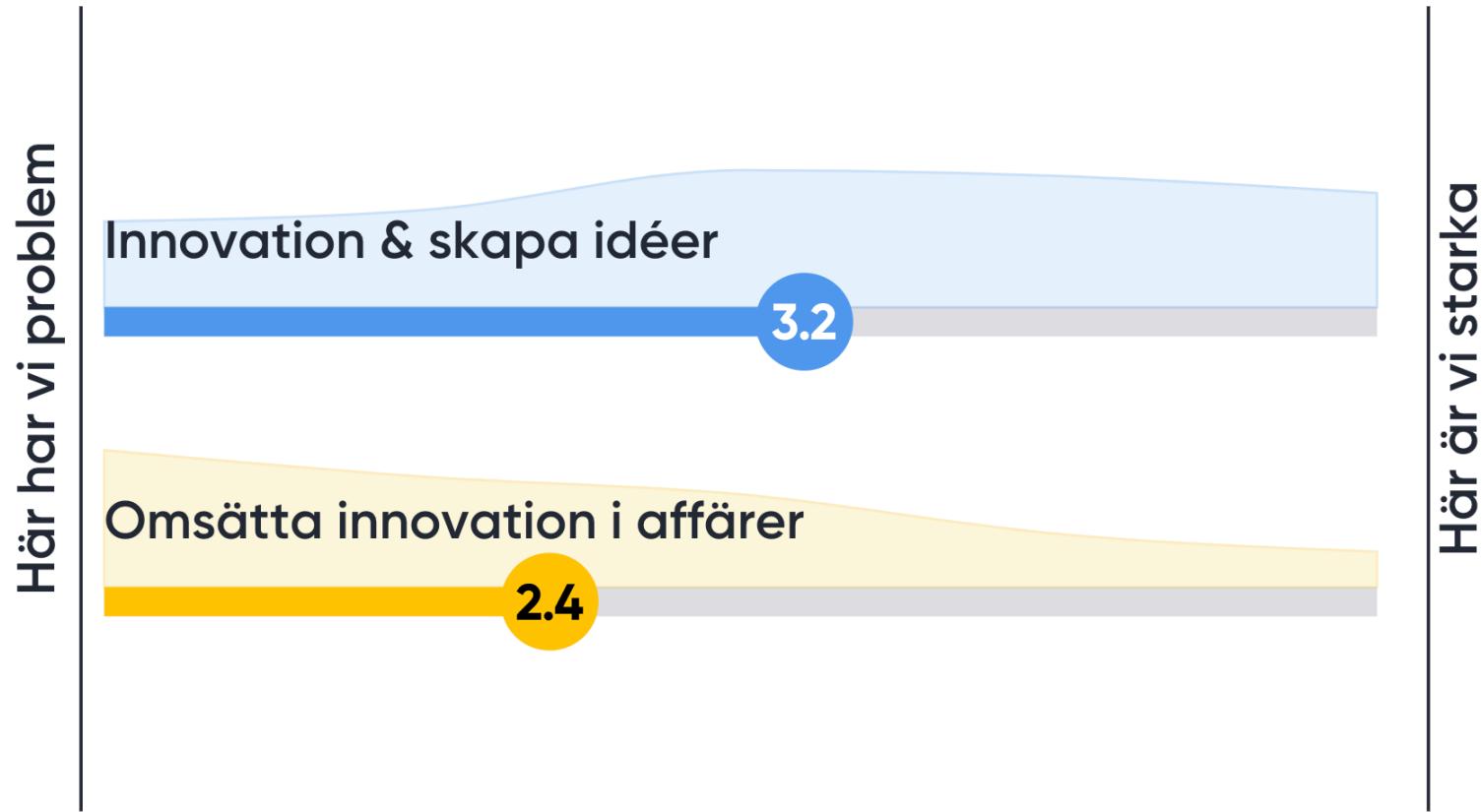


It's Mentimeter time!

Go to Menti.com



Vilket är ert största problem?



Tänk om vi kunde.....??



Er
kärna



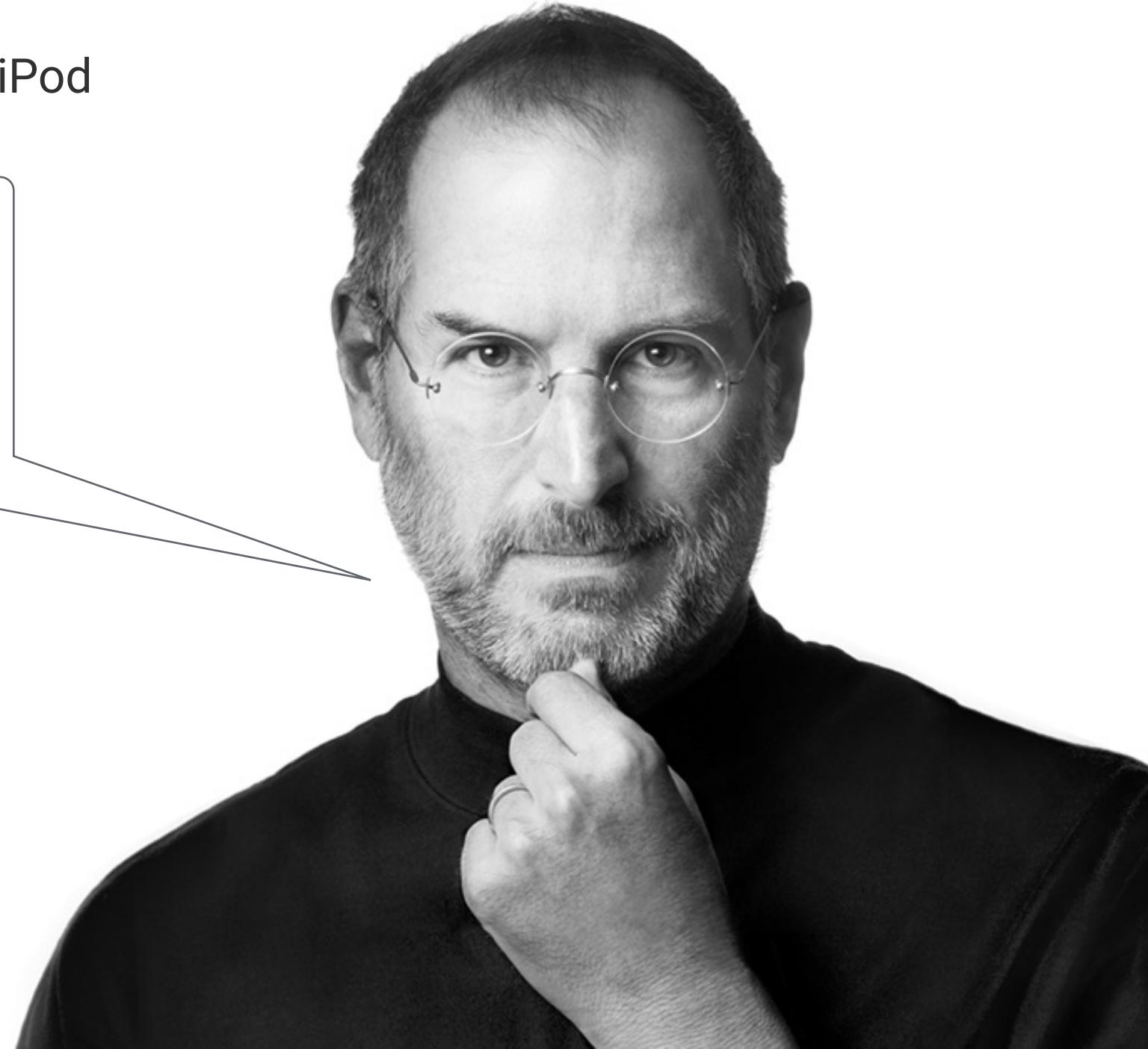
"Miracle
on ice"

The Miracle On Ice



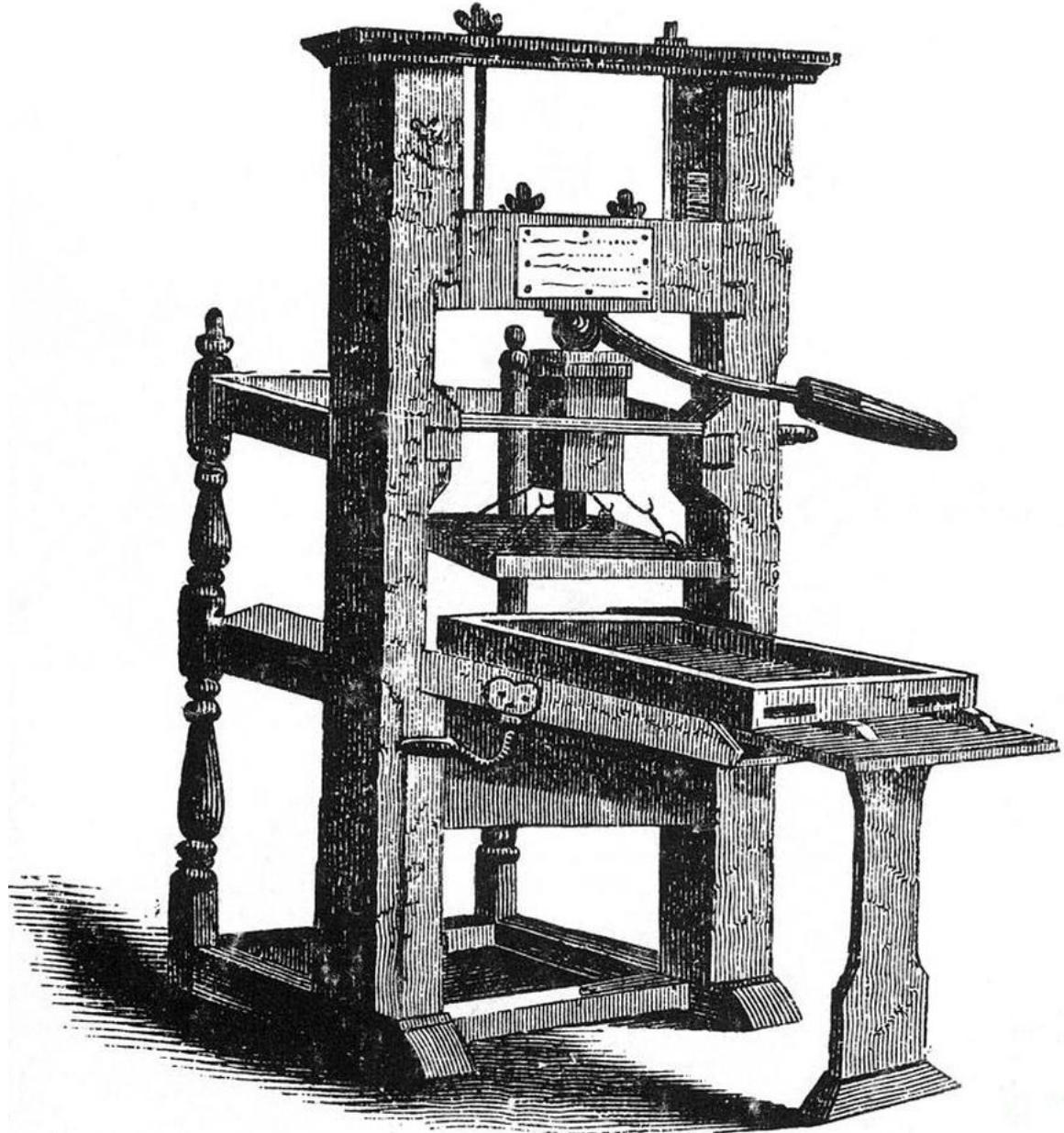
Steve efter succén med iPod

*"I'm going to
wait for the
next big thing"*



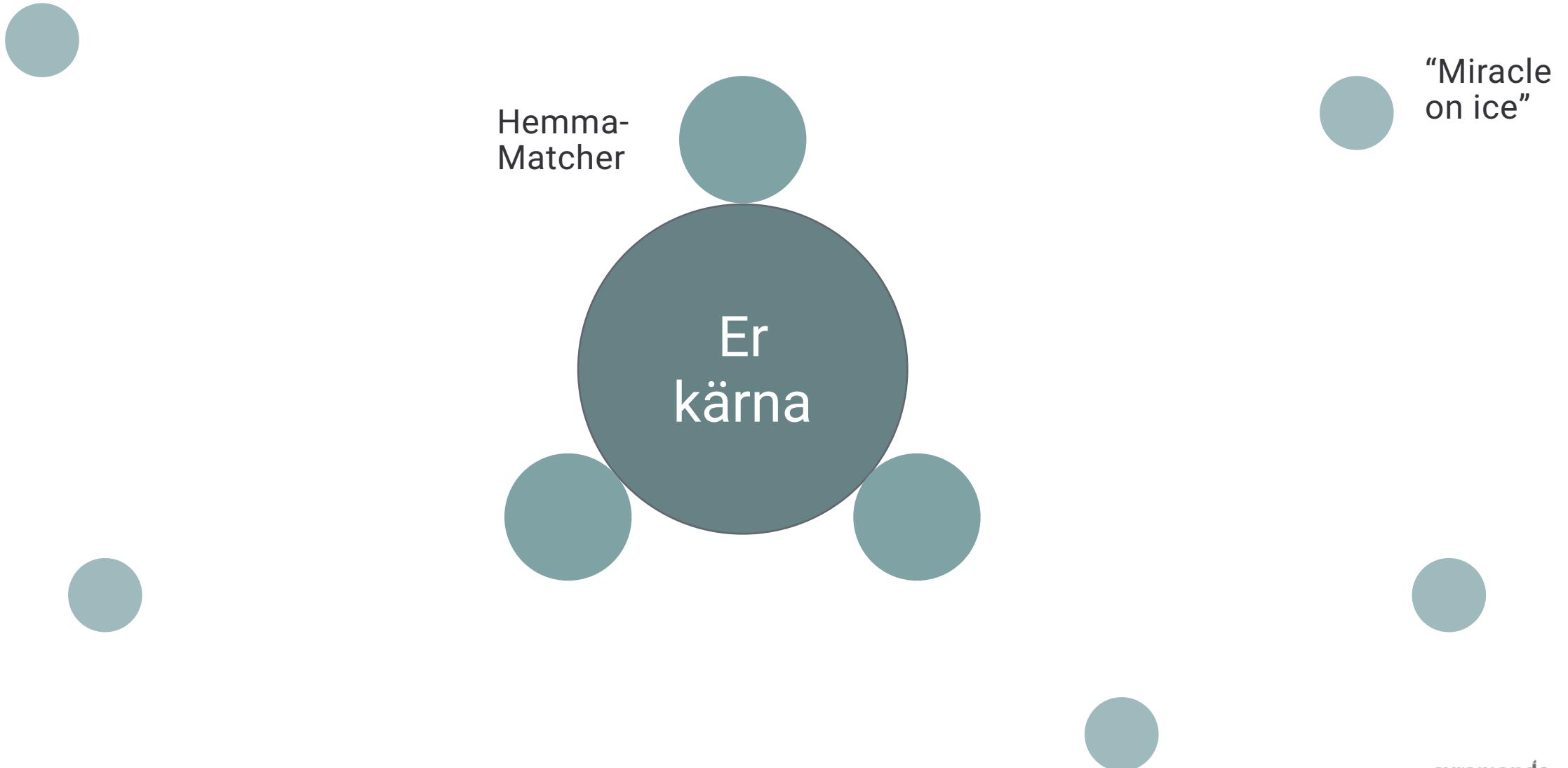
Så 2007..... händer det här





En tysk snubbe uppfann den
här grejen.....

Börja med er kärna!



Spela de matcher där ni har störst chans att vinna



Spela de matcher där ni har störst chans att vinna



CTIONS

HOME SEARCH

The New York Times

Amazon to Buy Whole Foods for \$13.4 Billion

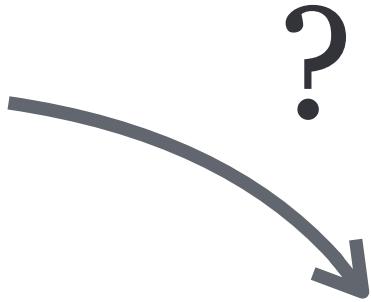
By NICK WINGFIELD and MICHAEL J. de la MERCED JUNE 16, 2017



4 veckor!!!



Om Amazon vore en svensk stad?



341



570



950

Om Amazon vore en svensk stad?



341



560

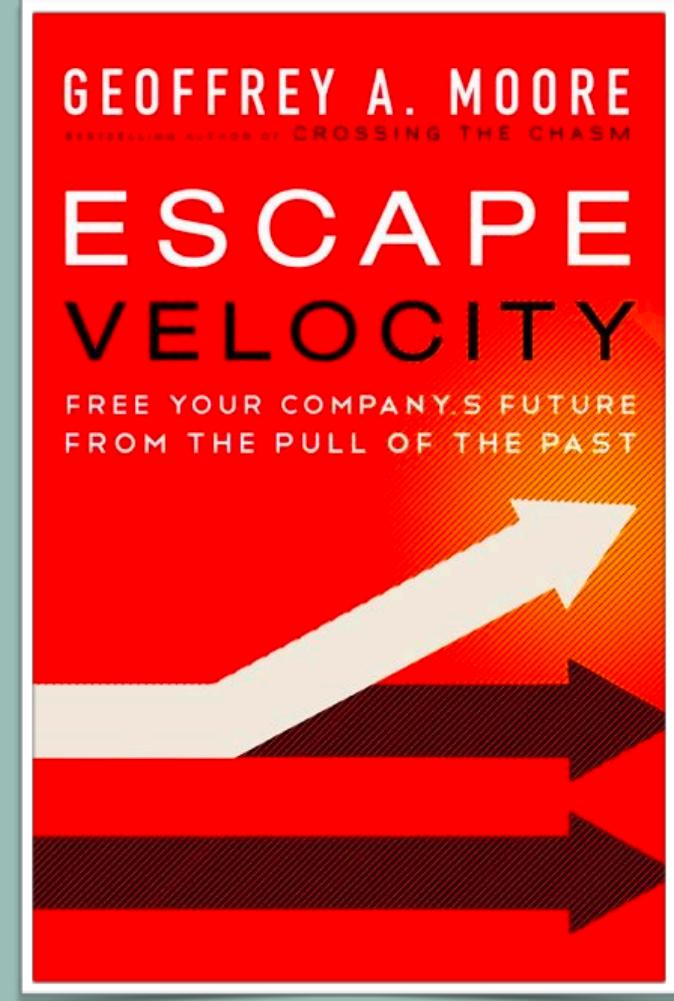


570



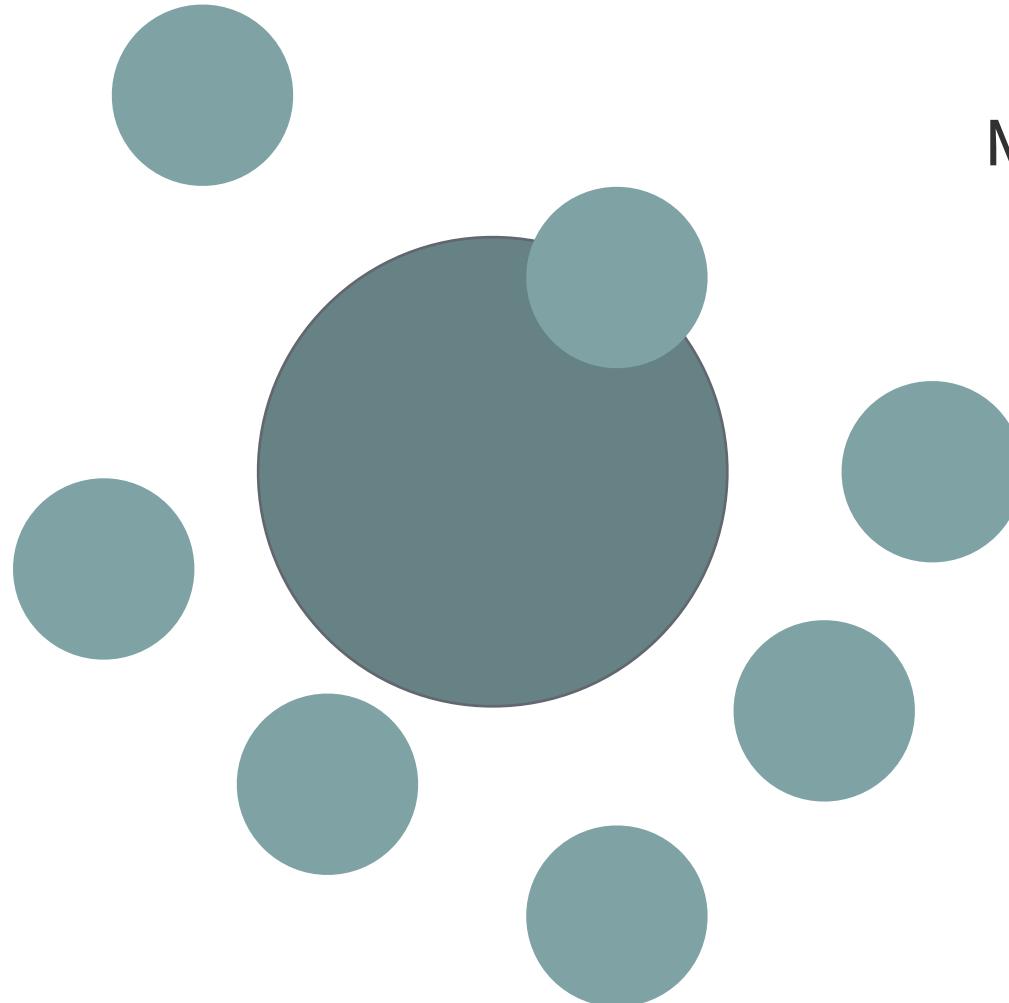
950

Free your company's future
from the pull of the past

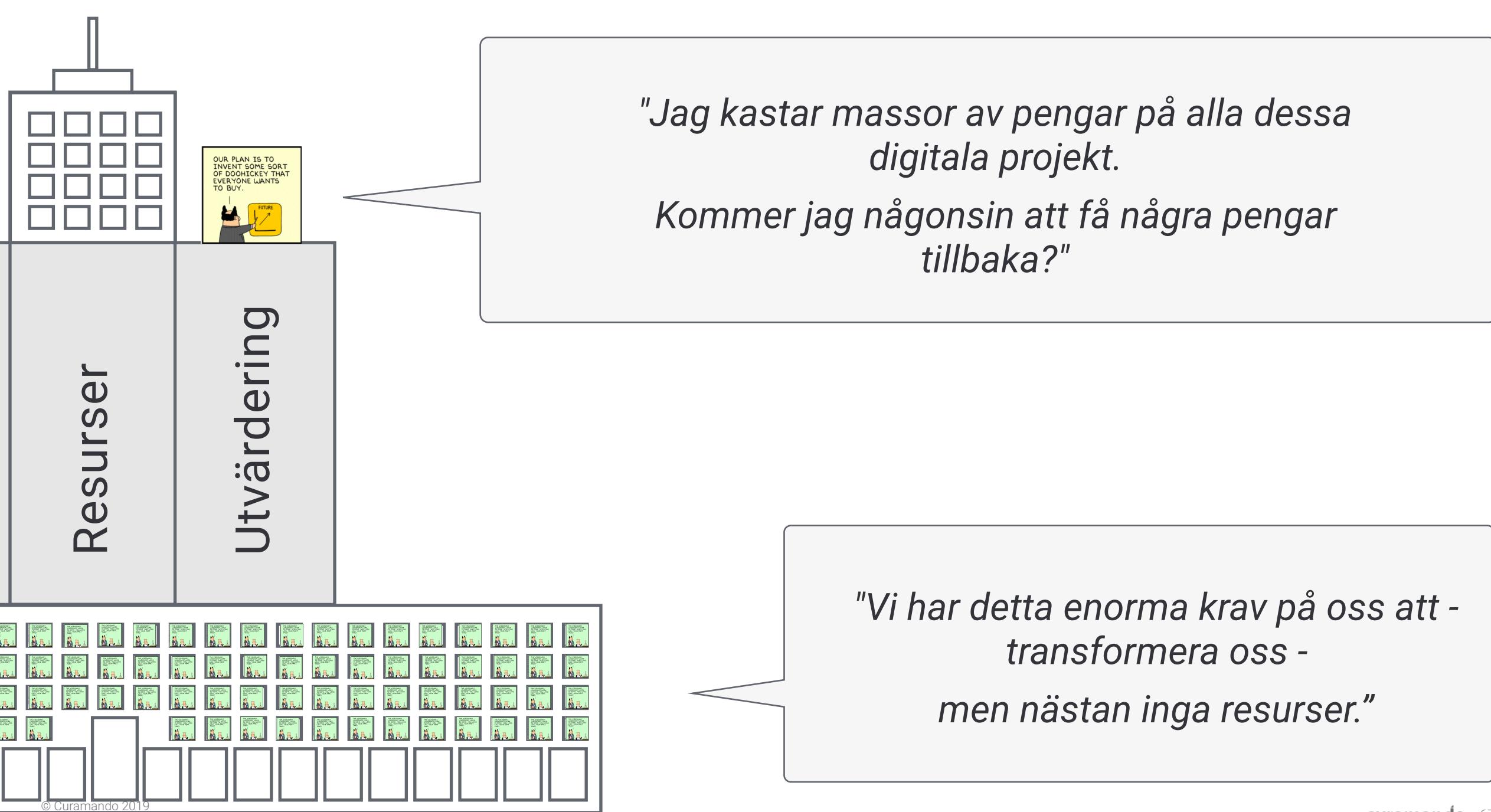


Escape velocity, meh?!

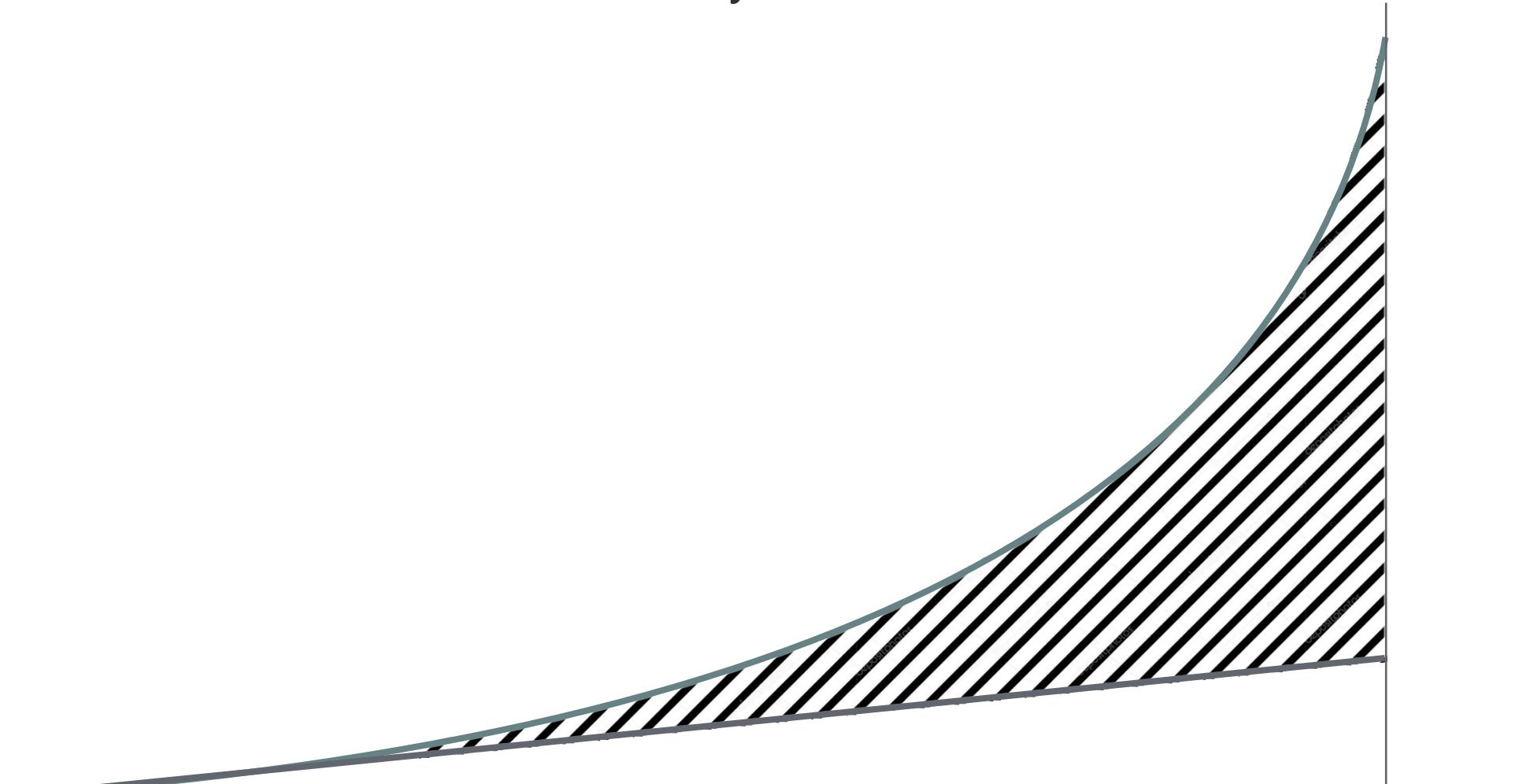
Gravitation
=
Minimera risk



Maximera möjligheter
=
Nytt regelsystem



Hockey-klubban



Typ nu

Något år senare

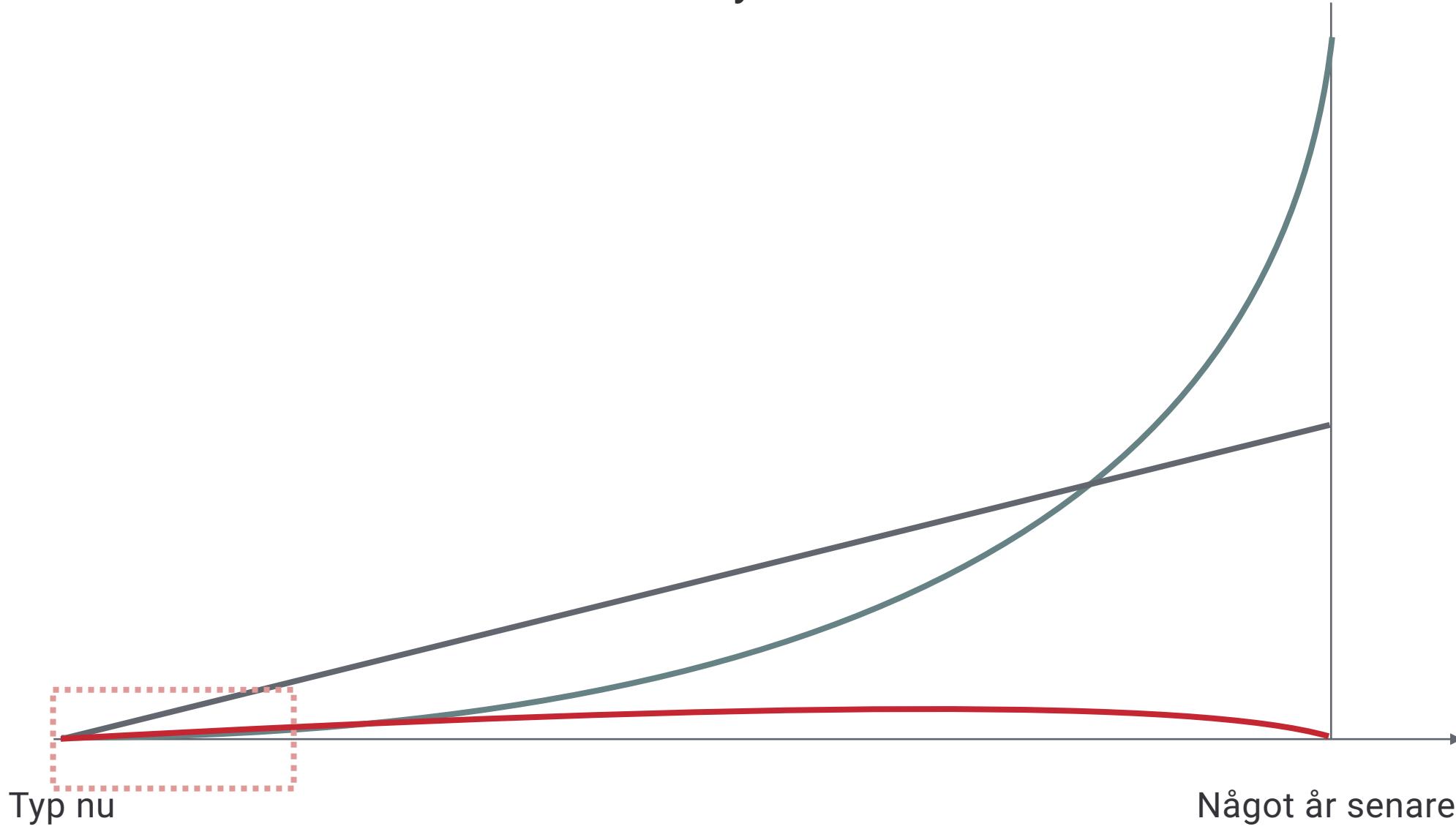
Den brutala verkligheten



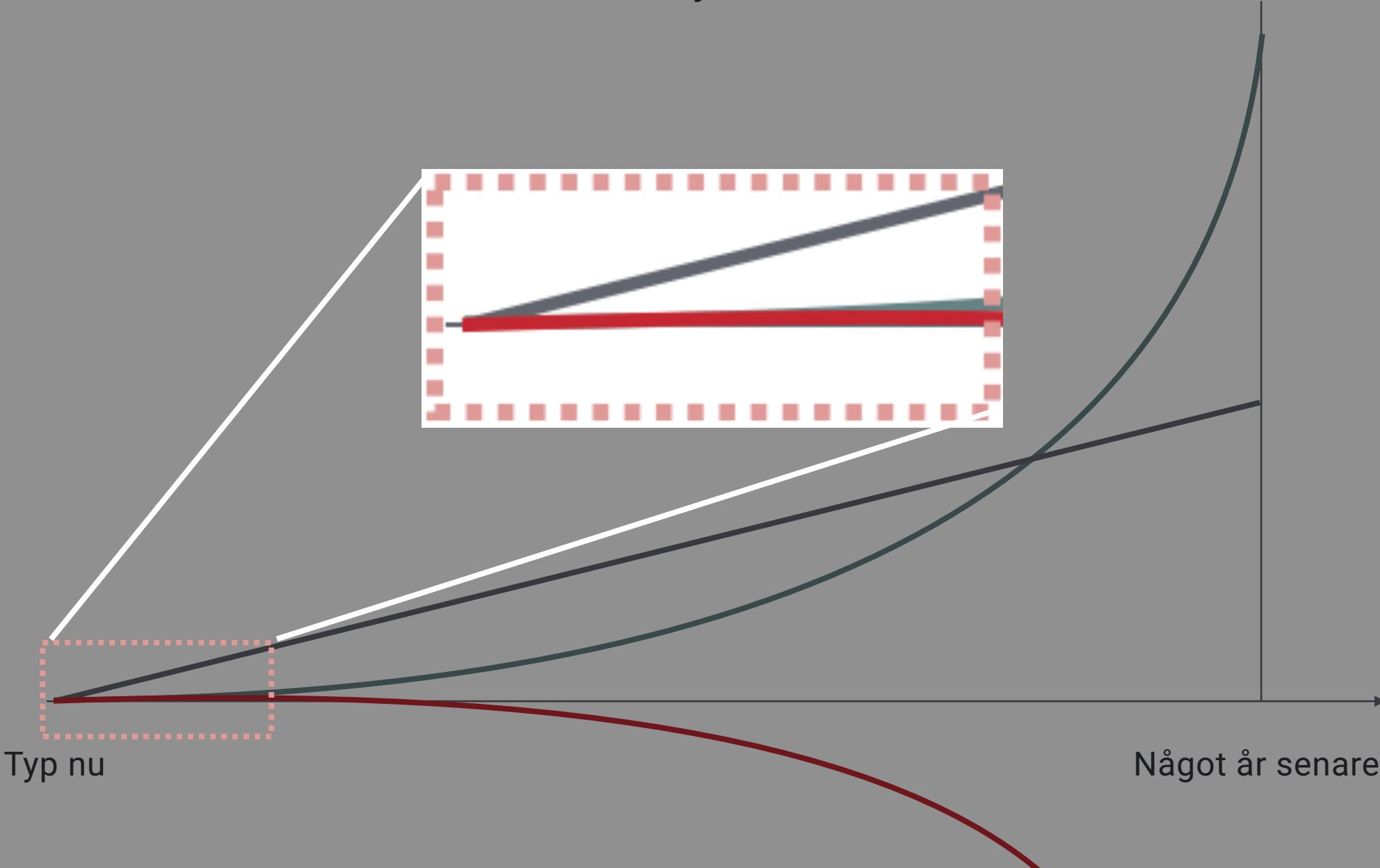
Typ nu

Något år senare

The scary unknown

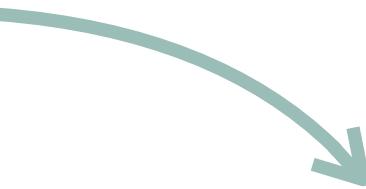


The scary unknown



We are twice clueless

?



Return

on

?

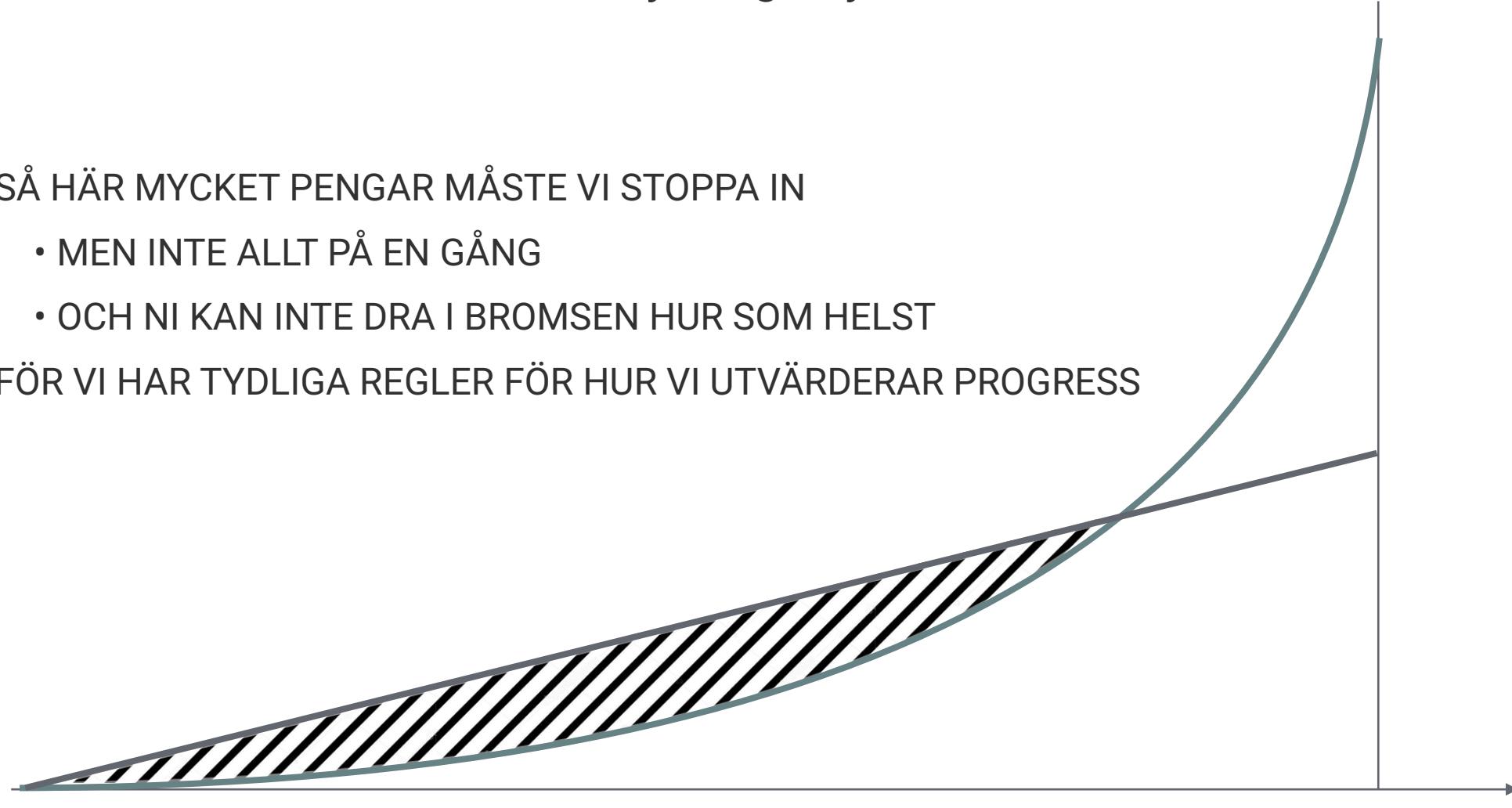


Investment



Ert nya regelsystem

- SÅ HÄR MYCKET PENGAR MÅSTE VI STOPPA IN
 - MEN INTE ALLT PÅ EN GÅNG
 - OCH NI KAN INTET DRA I BROMSEN HUR SOM HELST
- FÖR VI HAR TYDLIGA REGLER FÖR HUR VI UTVÄRDERAR PROGRESS



Typ nu

Något år senare

Amazon skapade
sina egna regler

CTIONS  HOME SEARCH

The New York Times

Amazon to Buy Whole Foods for \$13.4 Billion

By NICK WINGFIELD and MICHAEL J. de la MERCED JUNE 16, 2017



A photograph showing the interior of a Whole Foods grocery store. In the foreground, a man in a blue sweater and white cap pushes a shopping cart. A woman in a black coat stands nearby, looking at a product. The store is well-lit with overhead lights and features wooden beams in the ceiling. Shelves are stocked with various grocery items. A prominent orange circular sign hangs from the ceiling, reading "Low Price Great Quality". The background shows more aisles and people shopping.

Vad är trasigt i

DIGITAL TRANSFORMATION

4

Vi måste skapa ett nytt
regelsystem för hur vi
allokerar resurser och
utvärderar projekt

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Effektivitet

Effektivitet

Efficiency

Göra saker rätt

Hastighet

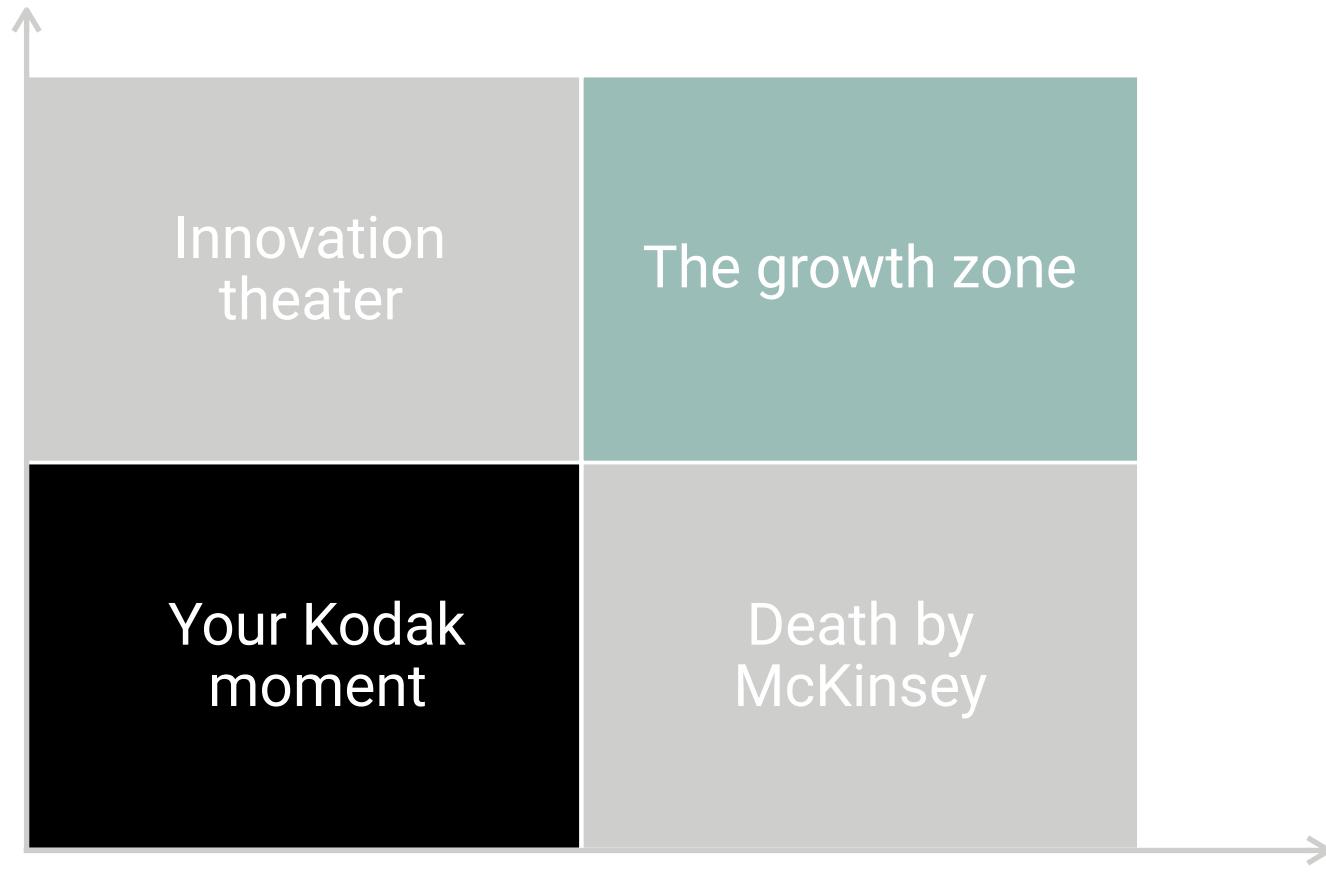
Effectiveness

Göra rätt saker

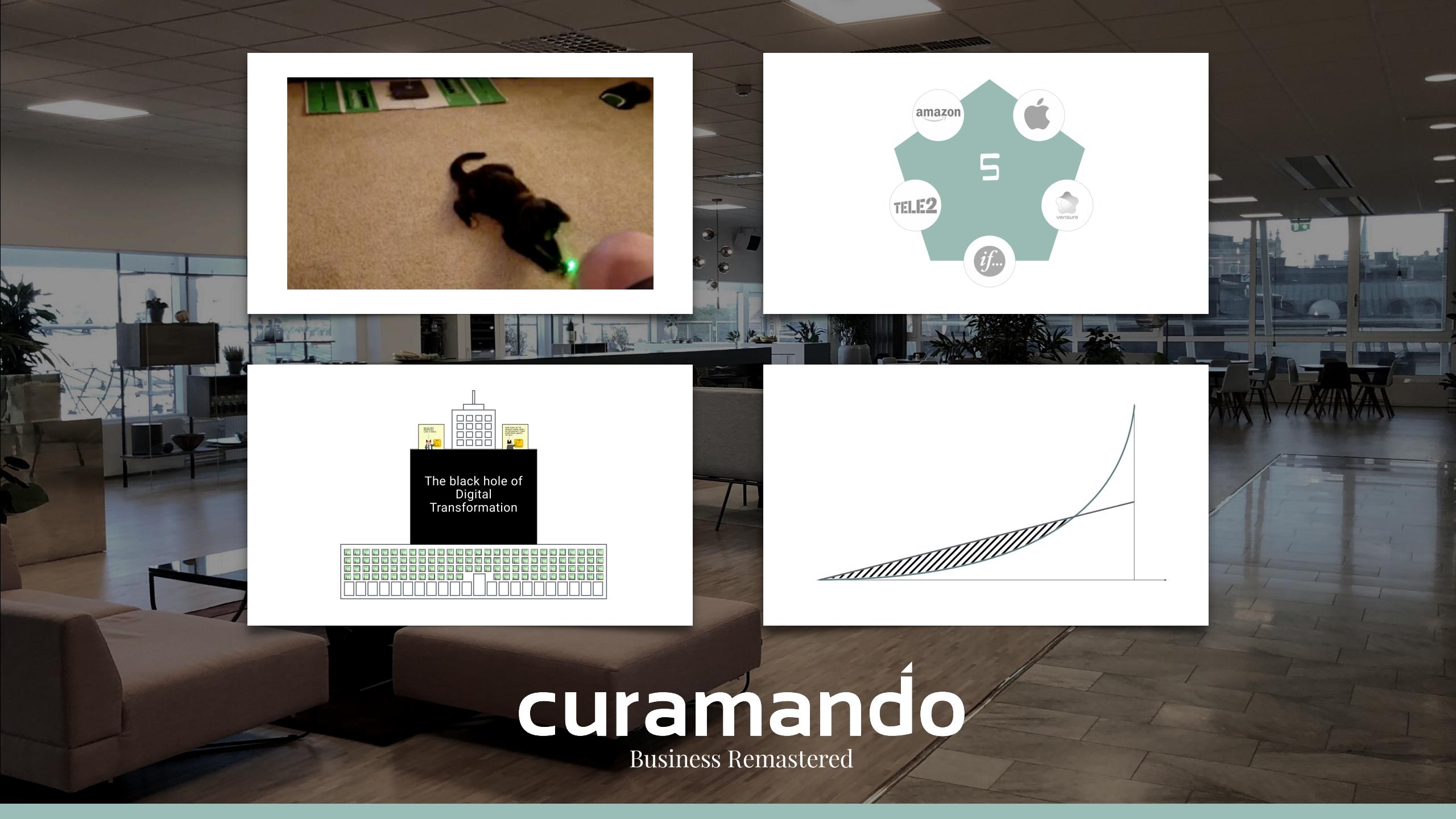
Riktning

Ni måste göra både och!

Hastighet



Riktning



curamando

Business Remastered

A professional portrait of a man with grey hair and a beard, wearing glasses, a dark shirt, and a red bow tie. He is smiling and has his arms crossed.

Grab me
anytime!

John Ekman

john.ekman@curamando.com

