

connected company day

FRAMTIDEN ÄR CONNECTED



Martin Cederbom
Chief Strategy and
Technology Officer
Fellowmind

HÅLLBARHETSKRAVEN VÄXER



Mattias Gröndahl
Sustainability Lead
Fellowmind

AI TRANSFORMERAR DIN ARBETSPLATS



Julia Nordlund
Head of Client Offerings
Fellowmind

SEMLERS AI-RESA



Kristoffer
de Hemmer Hamborg
Chief Digital Officer
Semler

2049 – HUR SER VÄRLDEN UT OM 25 ÅR?



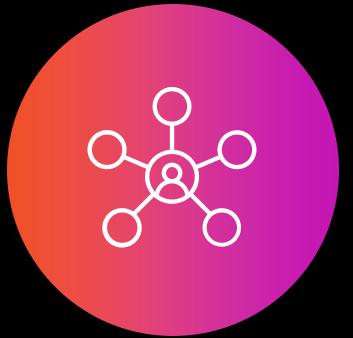
Nicklas Hermansson
Framtidsspanare och AI-expert
NomoFomo Insights

FRAMTIDEN ÄR CONNECTED



Osäkerhet

Flexibilitet



Skift från produkter
till integrerade lösningar



Kampen om kompetens



Digitalisering av
tillgångar och verksamhet



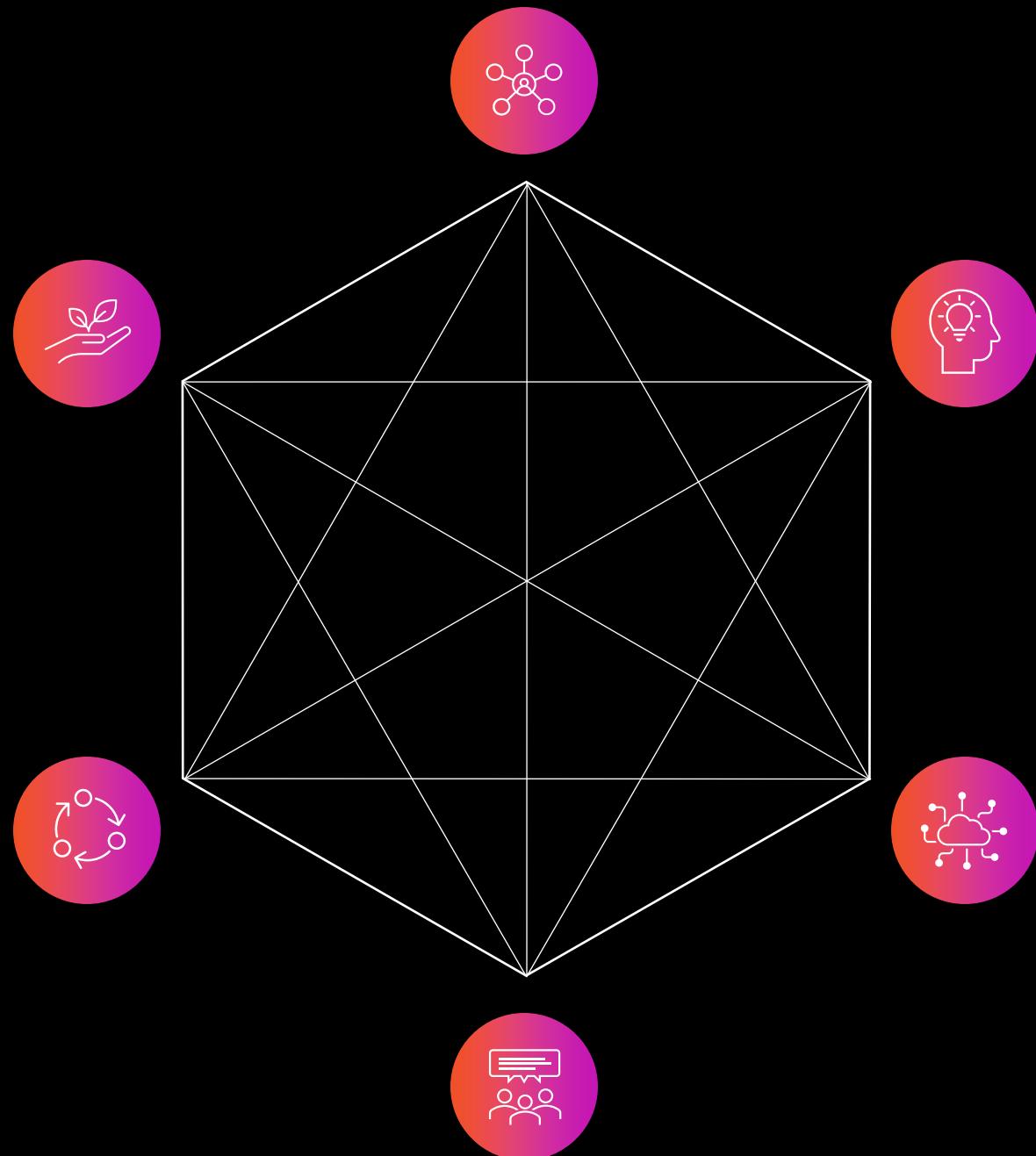
Uppropet för hållbarhet



Ökat tryck på
supply chain



Förändrade kundbehov



Fellowwind

Creating Connected Companies



HÅLLBARHETSKRAVEN VÄXER
SÅ BLIR DIN DATA EN KONKURRENSFÖRDEL

The background of the image is a dramatic aerial shot of a forest fire. Thick, billowing smoke fills the upper half of the frame, obscuring the sky. Below the smoke, the ground is covered in dark, charred earth and ash, with patches of orange and red where flames still burn. The overall atmosphere is one of environmental destruction and crisis.

Varför behövs CSRD?

(Corporate Sustainability Reporting Directive)

The European Sustainability Reporting Standards (ESRS) outline the disclosure requirements for companies reporting under the CSRD

| Topical standards (depending on the double materiality assessment) | | | |
|--|--|---------------------------------------|-----------------------------|
| Cross-cutting standards (mandatory) | Environmental standards | Social standards | Governance standards |
| ESRS 1 General requirements | ESRS E1 Climate change | ESRS S1 Own workforce | ESRS G1 Business conduct |
| ESRS 2 General disclosures | ESRS E2 Pollution | ESRS S2 Workers in the value chain | |
| | ESRS E3 Water and marine resources | ESRS S3 Affected communities | |
| | ESRS E4 Biodiversity and ecosystems | ESRS S4 Consumers and end-users | |
| | ESRS E5 Resource use and circular economy | | |

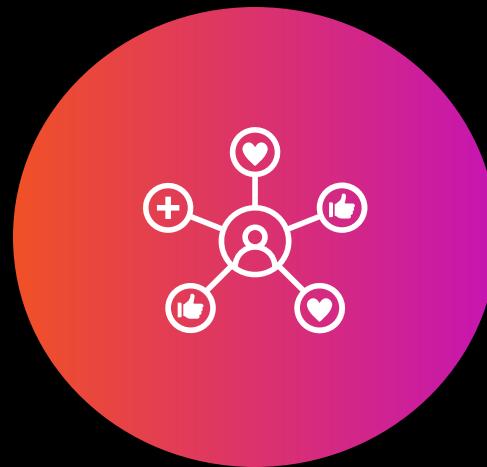
Customer asks



Compliance



Automation



Data supply & quality



New business models

Microsoft Cloud for Sustainability

Emission Impact
Dashboard

Microsoft
Sustainability
Manager

Calculation
Service

Sustainability
Reporting

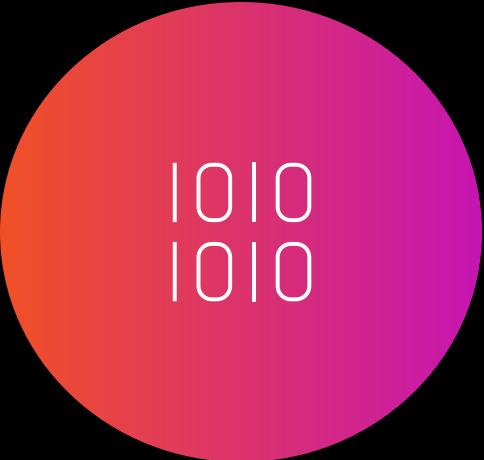
Purview
Compliance
Manager
(CSRD
reporting)

Sustainability Data Solutions in Microsoft Fabric – Your organisations data platform

Microsoft Cloud for Sustainability data model and API

Built on the Microsoft Cloud

Infusing AI in your sustainability reporting



1010
1010

Easily extract data



Get insights



Perform AI powered
What-if analysis



Customer case: OSTP



Automation

Spending less time collecting data, more time is released for analyzing the current situation, empowering the company to take faster actions.



Visibility

Enabling centralized visibility, so everyone from executives to frontline business workers can access the data they need.



Transparency

Enhancing value chain transparency with suppliers and customers. Sharing up-to-date CO2 data reducing everyone's efforts in emission reporting.



Customer case: OSTP



Challenge

To be CO2 neutral at own sites by 2025 and compliant with CSRD. Easier collecting, reporting and analysis of sustainability data.



Solution

Microsoft Cloud for Sustainability, Sustainability Manager, Azure Data Platform, and other Microsoft technologies.



Result

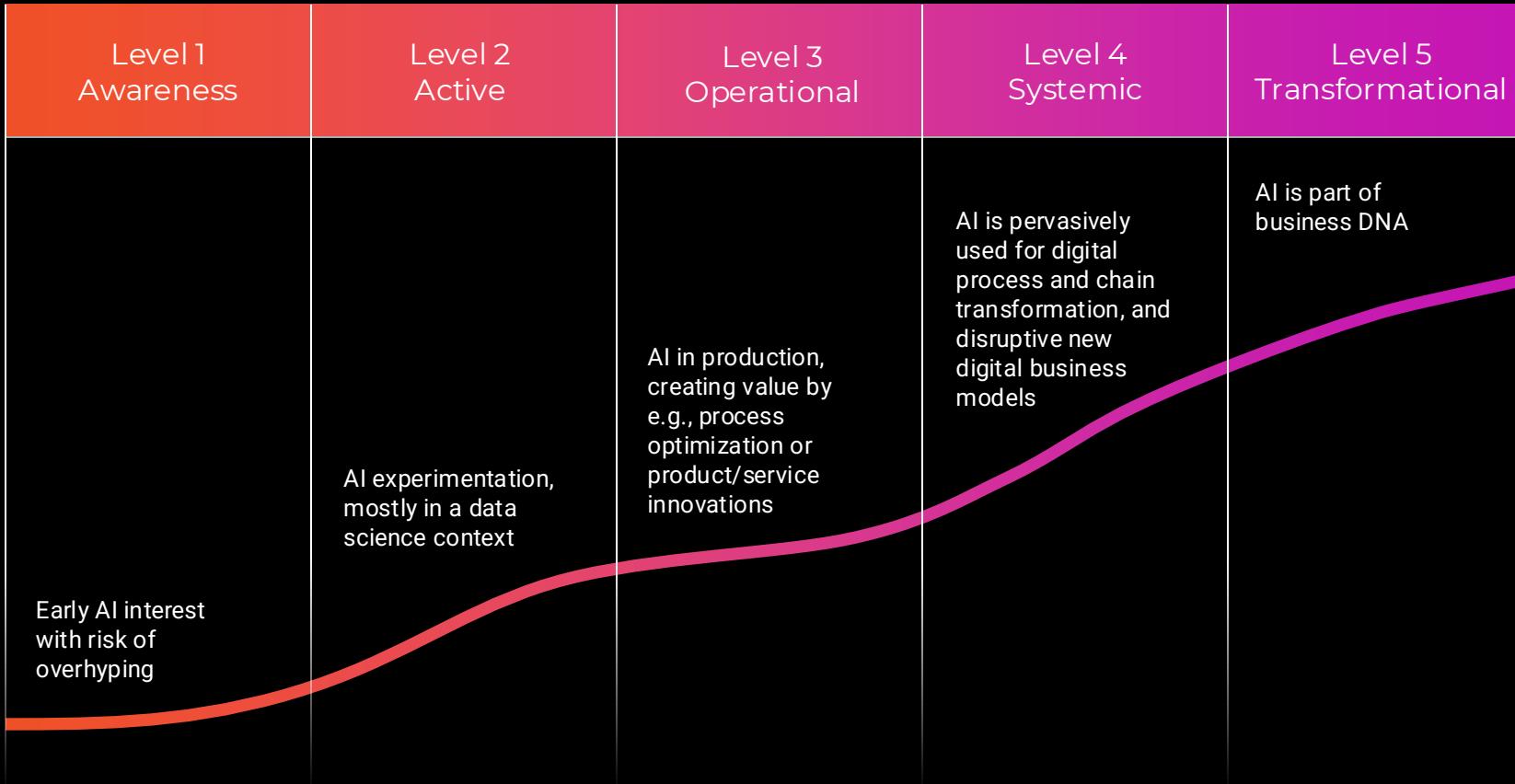
A sustainability data platform, enabling automation of reporting. Increasing insights and value chain transparency.

Checklista

- 1 Gör er DMA – få roadmapen
- 2 Inventera data-tillgänglighet
- 3 Sätt gemensam process och definitioner
- 4 Integrera ESG & finansiell rapportering

AI TRANSFORMERAR DIN ARBETSPLATS

Var befinner ni er på AI-resan?

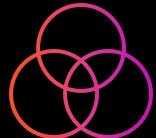


Source: Gartner

Utmaningar



Komma ikapp



Konkurrenskraft



Brist på plan



Brist på styrning

63%

av svenska "information workers" använder generativ AI på arbetsplatsen idag. (Jmf Asia-Pacific: 83%).

69%

av ledarna tror att deras organisation behöver tillämpa AI för att förbli konkurrenskraftig.

61%

av ledarna oroar sig samtidigt för att deras organisations ledarskap saknar en plan och vision för att implementera AI.

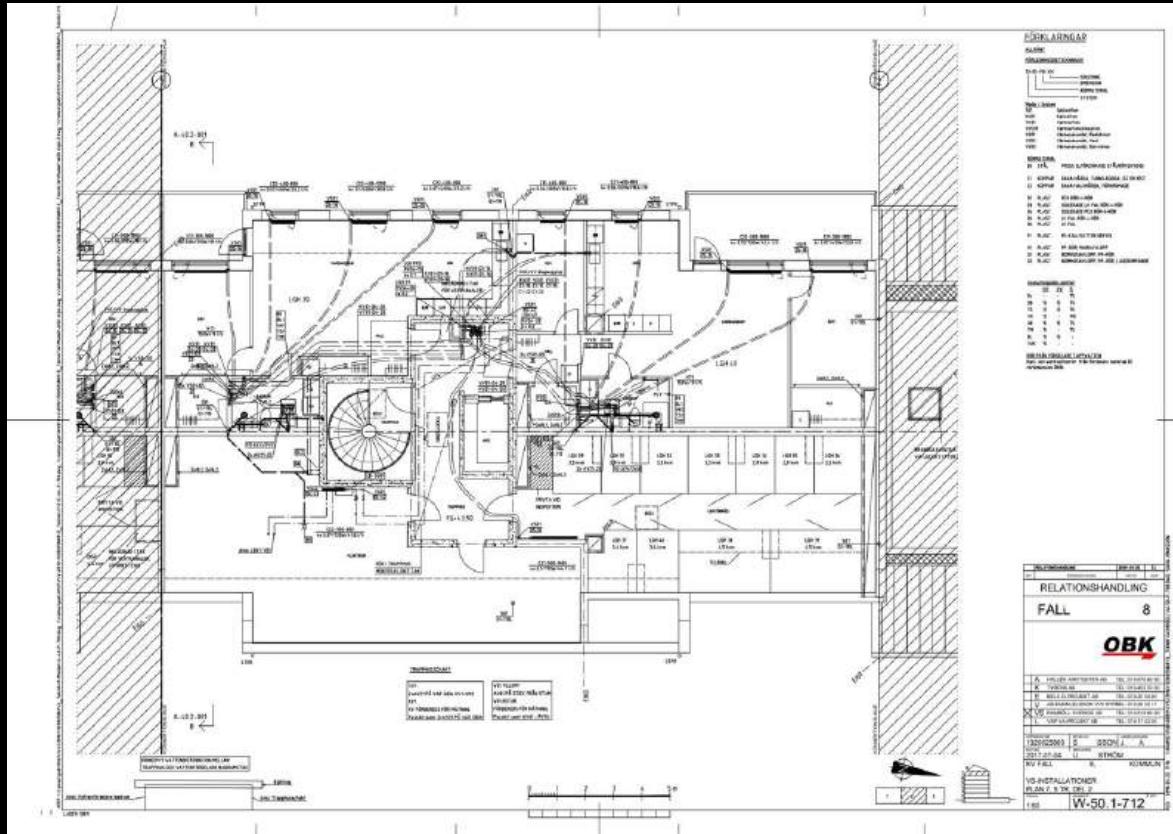
86%

av svenska "information workers" tar med sin egen AI till arbetet (BYOAI).

Källa: Microsoft "2024 Work Trend Index: Annual Report" with 31.000 respondents

Tolkning av ritningar

Scenario: Tolka och strukturera den ostrukturerade datan för att spara tid på att "leta" och högre datakvalitet



| RELATIONSHANDLING | | |
|---|-------------------|-------|
| | 2019-01-25 | \$2 |
| RELAT | ANMÄNDNING AVHÅR | Datum |
| RELATIONSHANDLING | | |
| FALL 8 | | |
| OBK | | |
| A HALLÉN ARKITEKTER AB TEL: 019-670 80 60 | | |
| K TYRÉNS AB TEL: 010-452 20 00 | | |
| E BELA ELPROJEKT AB TEL: 019-20 54 90 | | |
| V AB EMANUELSSON VVS BYRÅEL: 019-28 22 17 | | |
| VS RAMBÖLL SVERIGE AB TEL: 010-615 60 00 | | |
| L VAP VÄ-PROJEKT AB TEL: 019-17 52 00 | | |
| UPPDRAGSNR 13200025869 MED AV S JESSON, A HARDELÄGARE | | |
| DATUM 2017-07-04 ANMÄNDNING U. STRÖM | | |
| KV FALL 8, KOMMUN | | |
| VS-INSTALLATIONER PLAN 7, 5 TR, DEL 2 | | |
| SKALA 1:50 | NUMMER W-50.1-712 | BETT |

AIRitningar

Privat grupp ★ Följer 1 medlem

+ Nytt Ladda upp Redigera i rutnätsvy Synchronisera Lägg till genväg i OneDrive Fäst i Snabbåtkomst Exportera till Excel Automatisera Integrera ... Alla dokument

Dokument

Namn Kundnamn Ritningstyp Ort Dokumentdatum Plan Dokumentnummer Skala Arkiveringsdatum Fastighet Hit-rate

Den här mappen är tom

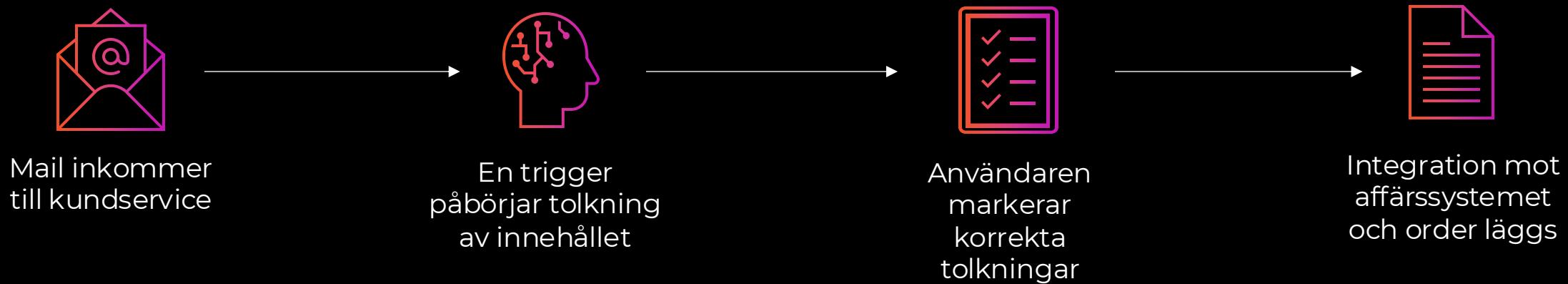
Last month

| |
|-------------|
| A-01-1-0001 |
| A-40-1-1000 |
| A-40-1-1091 |
| A-40-1-1092 |
| A-40-1-1093 |
| A-40-1-1101 |
| A-40-1-1102 |
| A-40-1-1103 |
| A-40-1-1111 |
| A-40-1-1112 |
| A-40-1-1113 |
| A-40-1-1121 |
| A-40-1-1122 |
| A-40-1-1131 |
| A-40-1-2091 |
| A-40-1-2092 |
| A-40-1-2093 |

30 items 11 items selected 762 KB

Tolkning av mail till order

Scenario: En stor mängd beställningar (order) kommer idag in via mail.
Dessa hanteras manuellt för att läggas in i affärssystemet.



Klarna lanserar nästa generations shoppingupplevelse med OpenAI-teknik - AI-assistent med detaljkunskap om 6 miljoner produkter

September 19, 2024



Klarna

Tech

edjedelar av

Klarnas AI-satsning: ska

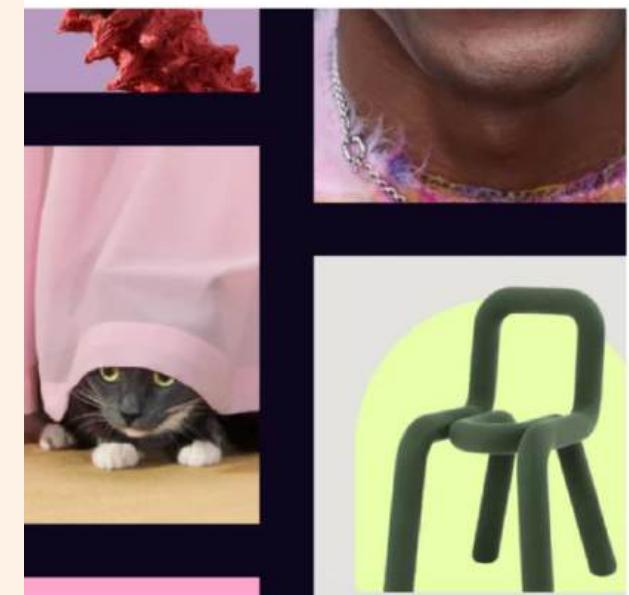
FINANCIAL TIMES

US COMPANIES TECH MARKETS CLIMATE OPINION LEX WORK & CAREERS LIFE & ARTS HTSI

Artificial intelligence [+ Add to myFT](#)

Klarna aims to halve workforce with AI-driven gains

Chief executive of buy now, pay later group heralds benefits of the technology as it narrows quarterly loss



Klarna

Vad är ditt nästa steg?

01

Sätt din
strategi

Den ska innehålla en vision,
belysa affärsvärdet, risker,
governance och adoption

02

Identifiera
verksamhets-
problemet

Gå ut i verksamheten – AI är ett
sätt att lösa problemet

03

Top-down,
bottom-up

Alla behöver engageras, på alla
nivåer för att förändringsresan
ska lyckas

04

Arbeta
iterativt

Vi är aldrig fullärdade

SEMLERS AI-RESA



MARKET LEADER

Every fourth new car on the Danish roads comes from Semler Group

PASSIONATE EMPLOYEES

We are more than 3000 passionate people, working for better mobility

THE MOBILITY OF THE FUTURE

We are investing heavily in future solutions such as self-driving technology, mobility concepts and digital platforms



SKODA



Artificial intelligence gives you and your business superpowers



> Create text, images, audio, video and much more



> Analyze huge amounts of data and content - and derive the essence of it



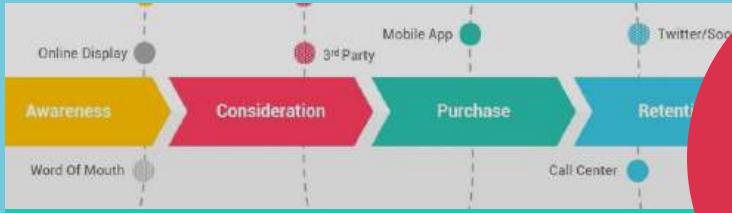
> Structure, automate, and predict at an unprecedented level

```
var dotpos=inputs[1].index;
if (atpos<1 || dotpos<atpos+2 ||  
document.getElementById('errEmail')  
else  
+ getElementById(div).
```

Internal IT Development

- Code review
- Process optimization
- Documentation

Up to
80%
time
saving



Marketing & Customer Experience

- Editing text and generating content
- Trigger-based communication flows
- Next Best Offer

Between
9-14%
increase



Internal Automation Team

- Local ChatGPTs for in-depth knowledge
- Routing and answering support questions



Semler Callcenter

- Categorization of queries
- Measuring customer satisfaction
- Foundation for employee development

Dynamics 365 | Service Center (Preview)

Search

Home Recent Pinned My Work Dashboards Leads Cases Activities Service Bookings Timesheets Item Requirements Coming Up Scheduled Services Campaigns Services Service Orders

921-100178 - Saved
Service Appointment · Semler - Service Appointment (New)

General Booking (in progress) Service Quotation Arrival Review Invoicing Media Notes Timeline Related

SERVICE APPOINTMENT

Customer: Gitte Christiansen

Billing Customer: Gitte Christiansen

Device: 100042

DESCRIPTION

BV TEST
Oil change
Tyre Storage
Rental Car

Timeline

Search timeline

Enter a note...

Highlights

- A test drive was scheduled.
- Quotation for a service appointment was sent to Gitte.
- Special needs for a rental car were noted, including automatic transmission and a wash & clean after a workshop visit.

Copy

AI-generated content may be incorrect. Make sure AI-generated content is accurate and appropriate before using. See terms

VEHICLE D

Registrat

VIN

Brand

Descripti

First Reg

Stored T

ST

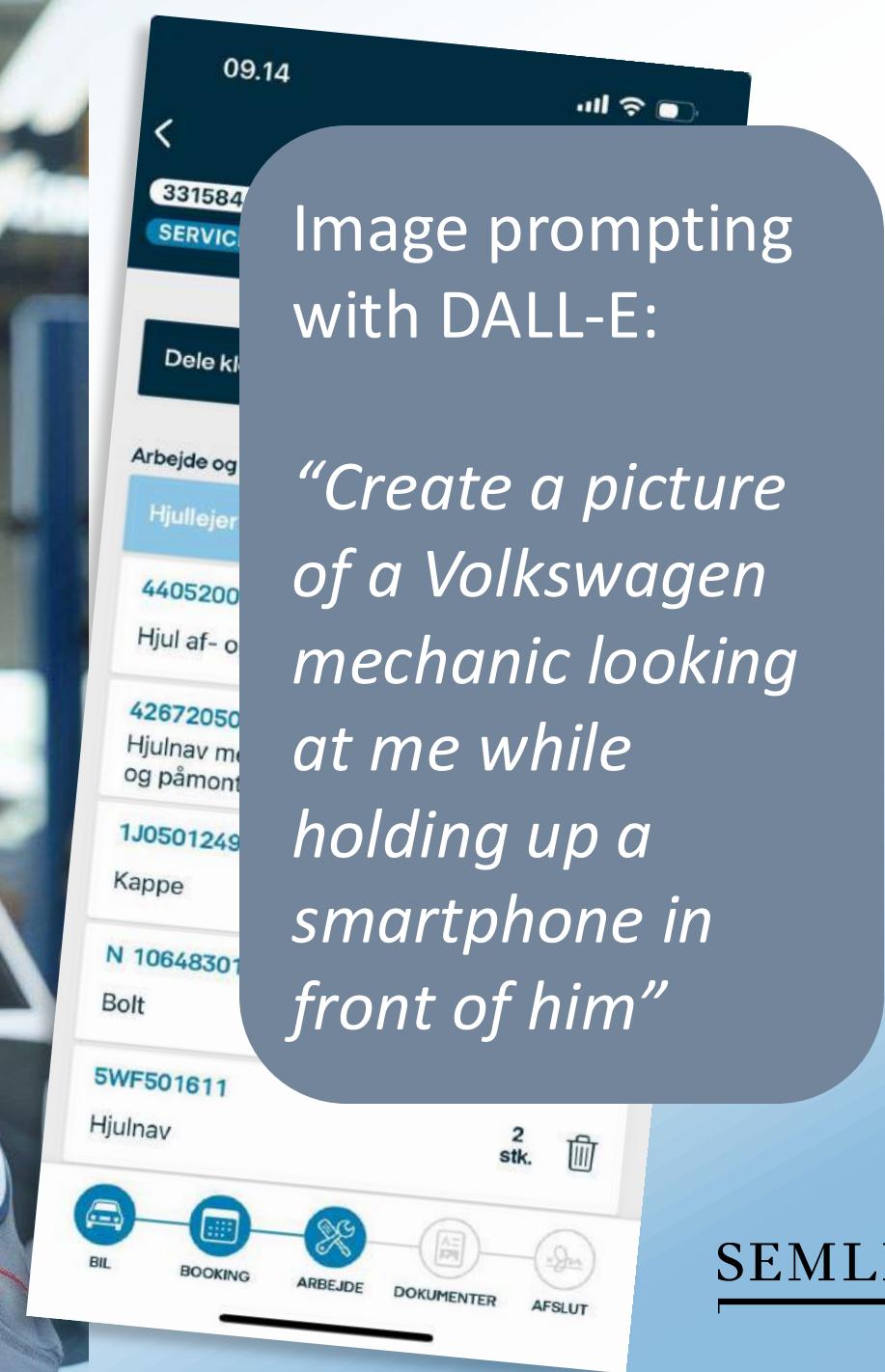
AI generated customer view

Speech-to-text with "Whisper"



Image prompting
with DALL-E:

*"Create a picture
of a Volkswagen
mechanic looking
at me while
holding up a
smartphone in
front of him"*

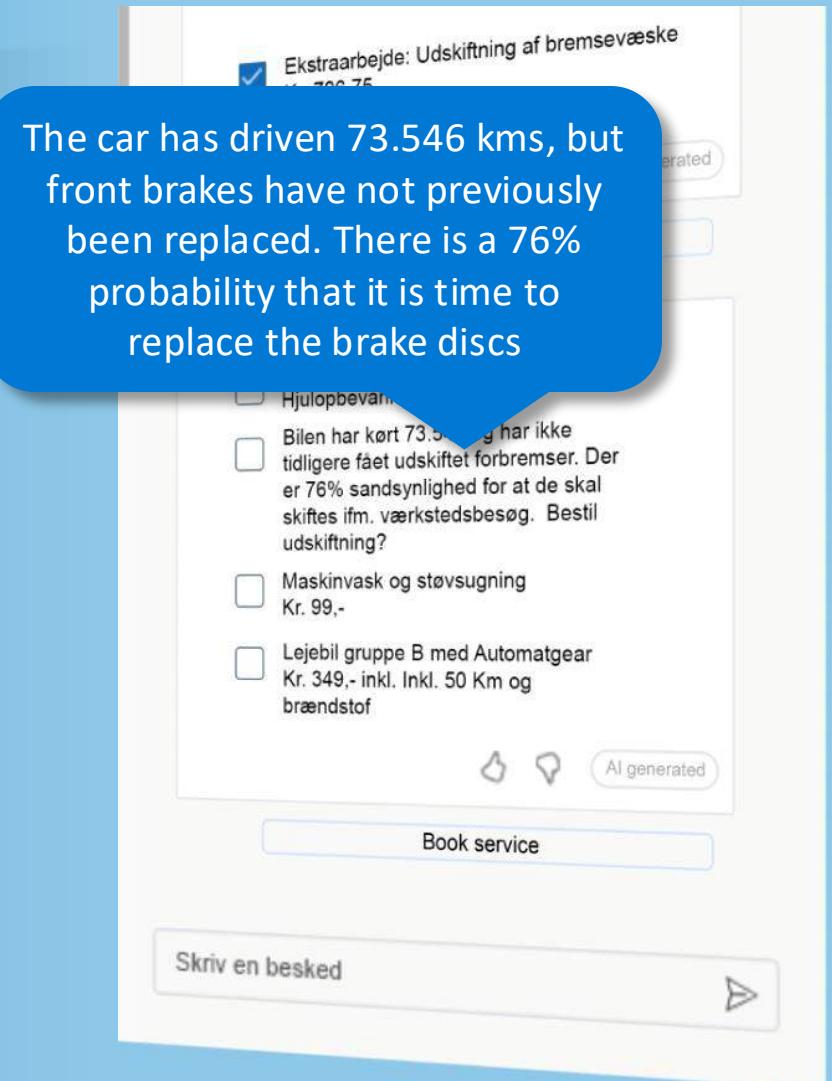


SEMLER

AI-components in Microsoft Dynamics

Schedule service appointments chatting with Copilot

- Semler creates the use case and designs the process
- Microsoft Copilot on top of Dataverse and Fabric
- **Data assets are essential for success**

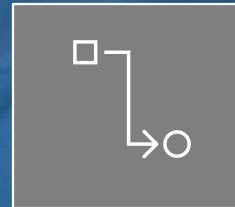


SEMLER

Sell more to existing customers
Support business development



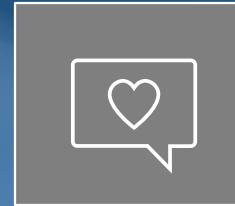
More efficient workflows
Fewer errors and non-value-efforts



Minimize manual processes
Get powers you do not possess today



Relevant, proactive initiatives and offers
Shorter response time and more self-service





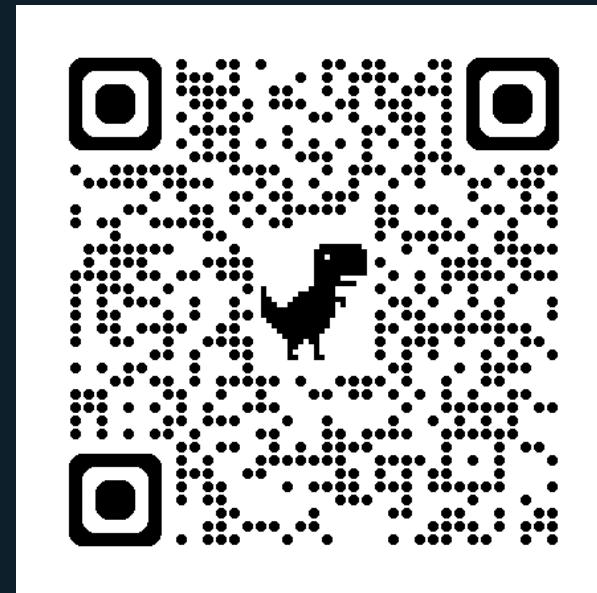
How to Use The Force

1. Strategy and purpose
2. Data quality and access
3. Talent and skills
4. Technology and partnership
5. Culture and leadership



Thank you for listening!

Kristoffer Hamborg
krhm@semler.dk



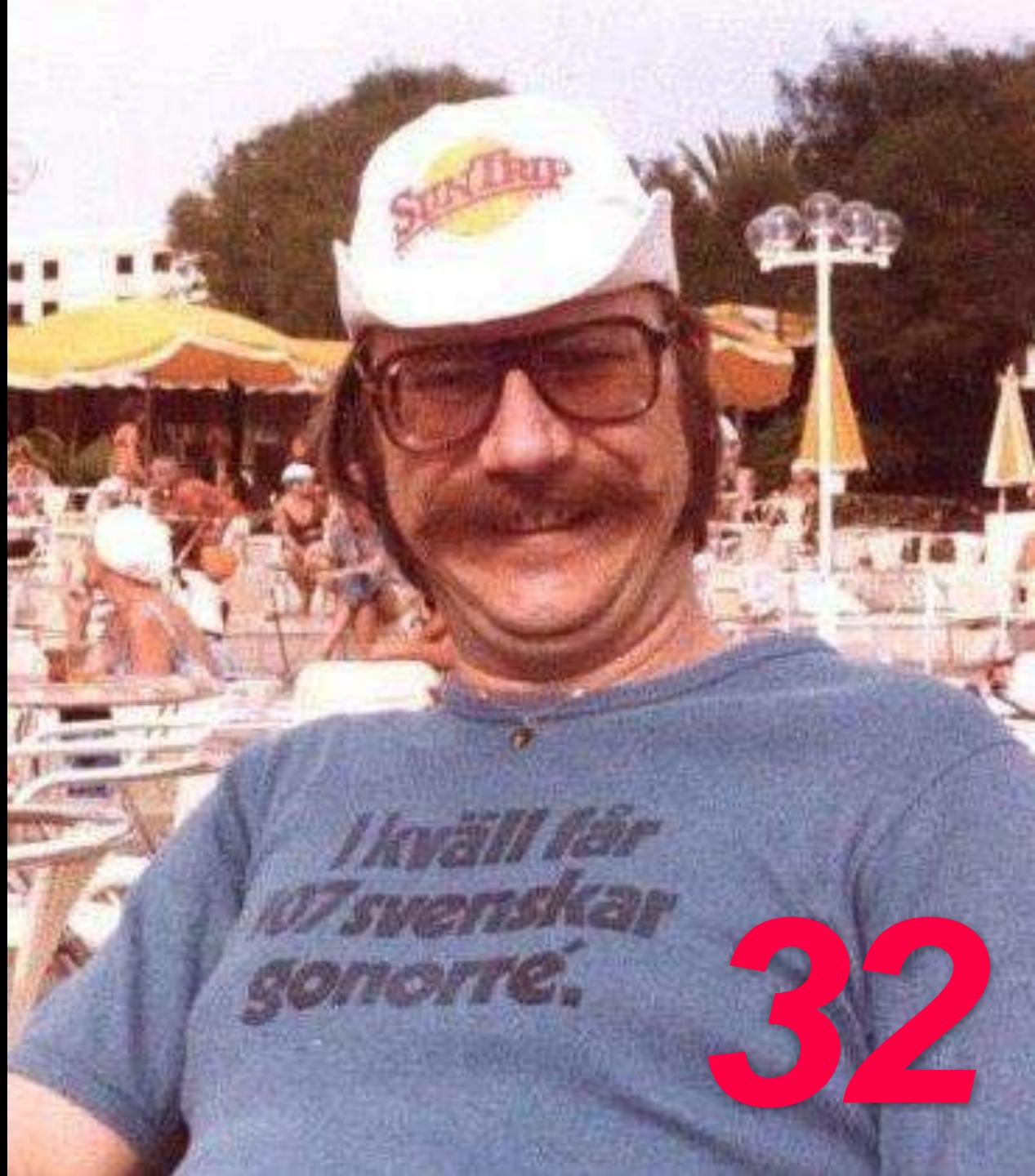
SEMLER

2049 – HUR SER VÄRLDEN UT OM 25 ÅR?

NO MORE FEAR OF MISSING OUT

BY NICKLAS HERMANSSON







N.B.A. to Institute 3-Point Field Goal

AMELIA ISLAND, Fla., June 21 (AP) — The 3-point goal was voted in and the third referee was voted out by the National Basketball Association's board of governors today.

The governors — one executive from each of the league's 22 teams — adopted a 3-point field-goal rule on a one-year trial basis. Under the rule, similar to that used in the old American Basketball Association, any shot made from beyond a designated area on the floor, roughly 22 feet from the basket, will be worth 3 points instead of 2.

"It was a very tough debate and a very close vote," said Joe Axelson, president of the Kansas City Kings and chairman of the N.B.A. rules and competition committee.

Surprise Decision

The 3-point goal had been recommended overwhelmingly by the league's coaches and general managers, who met last week in Washington. Despite opposition from some N.B.A. old-timers, its adoption by the board of governors was anticipated.

The rejection of the three referee sys-

managers also expressed their support.

But the final decision was up to the owners, and they balked at paying for an extra official for every game. The cost of the extra officials has been estimated from \$500,000 to \$1 million, though the league never released a figure.

"Frankly, it was felt by the board that the improvement in the refereeing, if any, did not justify the expense," said Axelson.

The league employed 38 referees last season. That number will be reduced to 26 or 27 because of the cutback, according to Norm Drucker, the league's supervisor of officials.

"I don't think going back to two referees is going to hurt the league any," said Drucker, who will have to decide over the next two months which officials to keep and which to dismiss. "I was brought up on two officials and always thought two could do the job."

A proposal to legalize the zone defense, along with several other proposals, did not get past the committee stage.







TELEVISION
1920-1950



INTERNET
1965-1995



MOBILE PHONE
1970-2000

mIRC Favorites

Enter a channel name and click join:

#mIRC

Join

Or select a channel from the list below:

#AllNiteCafe

#Beginner

#Cafebleu

#Casual

#CasualChat

#Chat-World

#Chataholics

#Chataway

#chatbuddies

#Chatterz - Fun chat for all =)

#Chatzone

#Cheers

Add

Edit

Delete

Join

Names

File Edit Find Channels User Tools Web Help

Sat 6:47:13 PM

9717 Users sharing 1743953 files (7394 Gigs)

Artist: turtles

Title: so happy together

Show advanced search options

| Name | Size | Bitrate | Line Speed | Length | User | Ping |
|--|--------|----------|------------|--------------|-----------|---------|
| Turtles - So Happy Together .mp3 | 4.0 MB | 192 Kbps | Cable | 3:00 minutes | murda55 | timeout |
| Turtles...So Happy Together.mp3 | 4.0 MB | 192 Kbps | Cable | 2:59 minutes | Jpkcr1 | timeout |
| Turtles - So Happy Together.mp3 | 3.9 MB | 192 Kbps | Cable | 2:55 minutes | cfankeny | timeout |
| Me First and Gimme Gimmies - So Happy Together (punk Turtles co... | 1.8 MB | 128 Kbps | T3+ | 2:01 minutes | dave87777 | timeout |
| Copy of A New Found Glory - So Happy Together (punk Turtles cover... | 1.8 MB | 128 Kbps | T3+ | 2:01 minutes | corky273 | timeout |
| Turtles--So Happy Together.mp3 | 2.6 MB | 128 Kbps | T1 | 2:56 minutes | Zena5000 | timeout |
| A Net | | | | | | |

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: http://www.altavista.com/

October 23, 1999 PDT

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Ask AltaVista® a question. Or enter a few words in any language

Search For: Web Pages Images Video Audio

Search tip: use image search

Example: When precisely will the new millennium begin?

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Computers & Internet

ALTAVISTA HIGHLIGHTS

POWER SEARCH

► BIG changes coming to AltaVista 10/25 - Info inside!

TRY THESE SEARCHES...

Search for [Halloween](#) in images



Register ICQ

Pop up f

Enable jo

Please type your ICQ user id number into the username field and your password.

Username: 353698204

Password: *****

Register

Cancel

You can use the internet for:

- Sports scores
- Chatting with women
- Taxes
- Football scores
- Chatting with men about football
- Egyptian literature

TV
SHOP

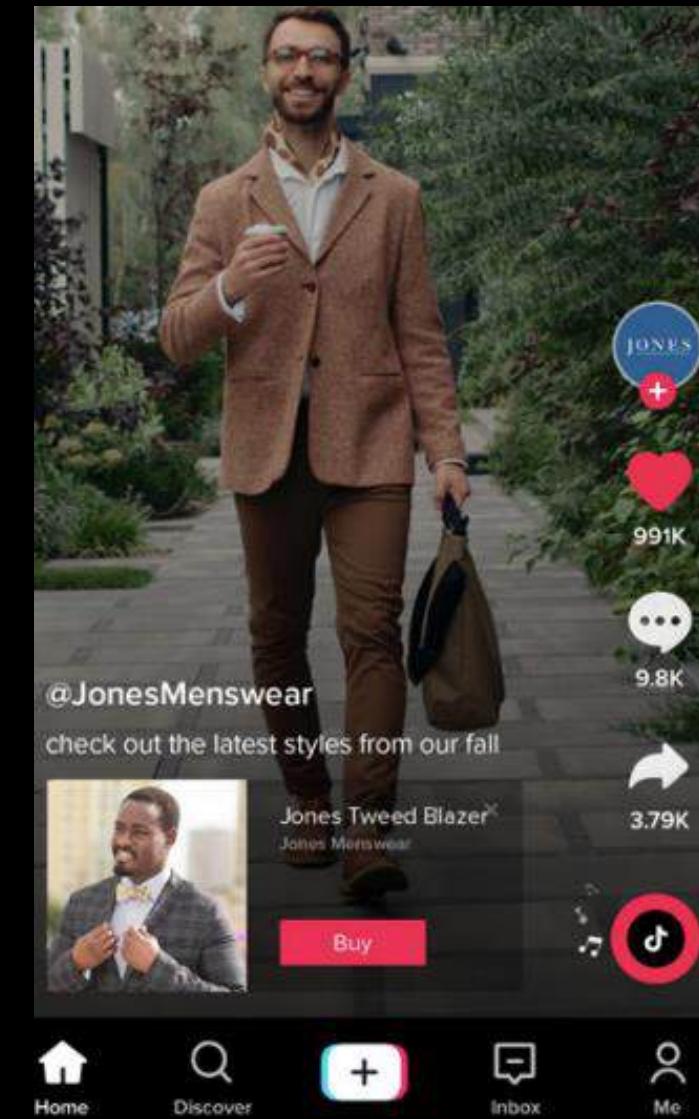
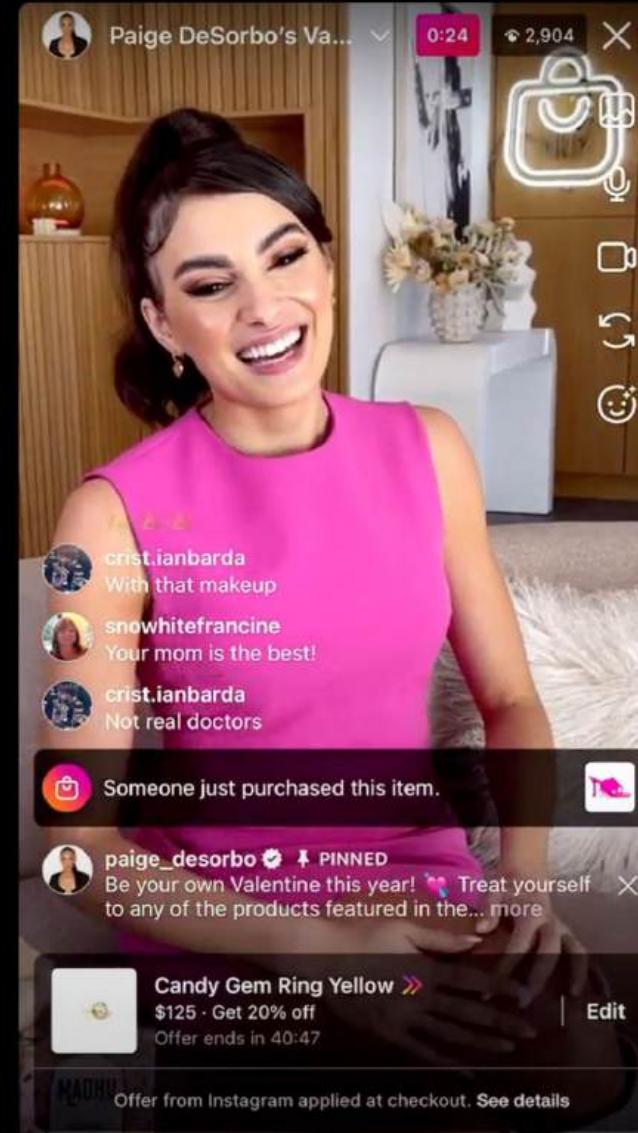
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WATCH.
LIVE.
CLICK.
BUY.



#ecommerce #personalization

DISCOVER FUTURE



PARADIGM SHIFTS

2500 PIECES OF CONTENT



FACTS. THOUGHTS. INNOVATIONS.

NOMOFO^MO WORLD

NOMOFOMO
INSIGHTS



NOMOFOMO
PODCAST



NEWSLETTER

PODCAST

TALKS

CO-LABS

2049



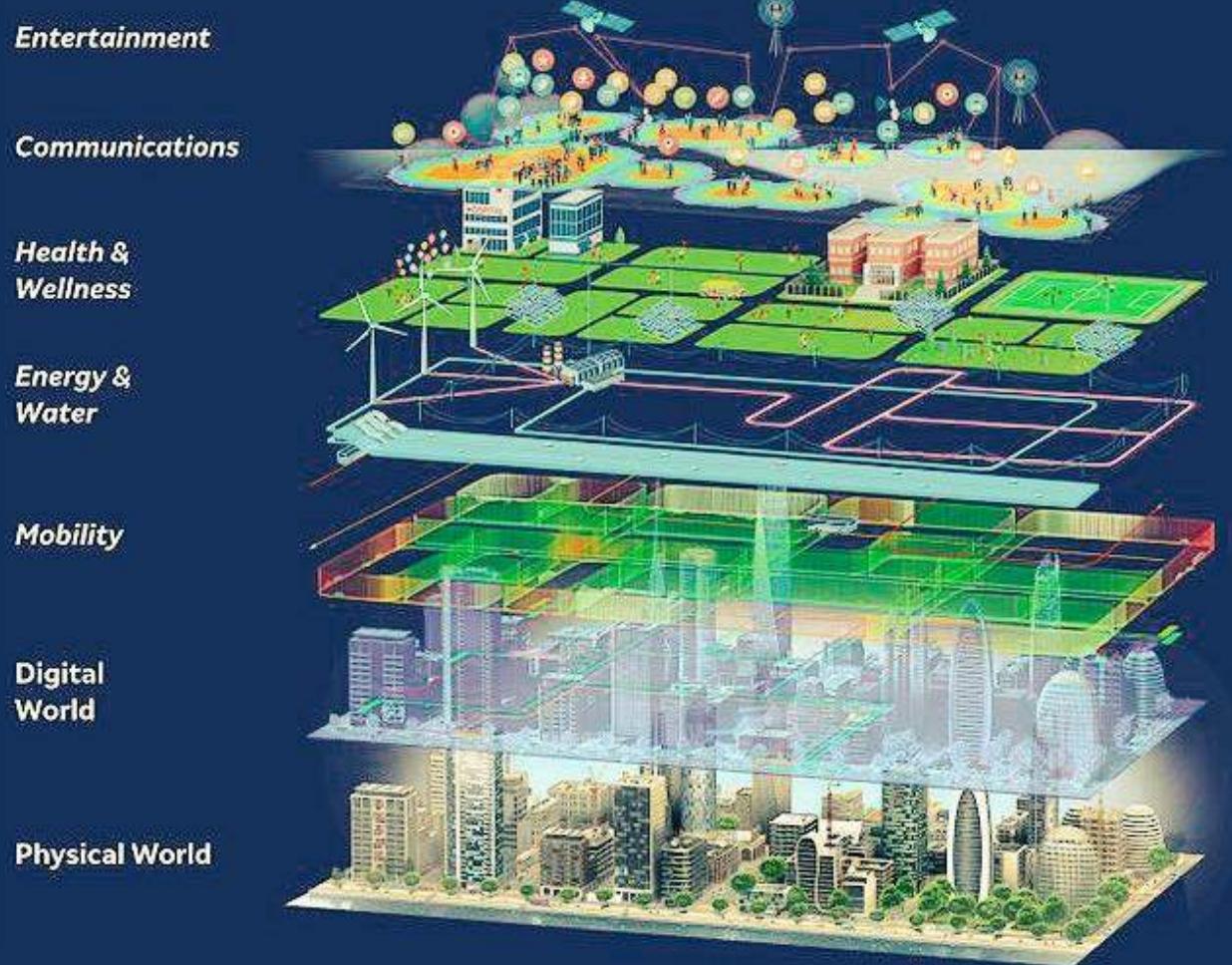
1992



THE METAVERSE

*One world
for everyone.*

*And we're
building it
together.*









**TECH
SWEETNESS**



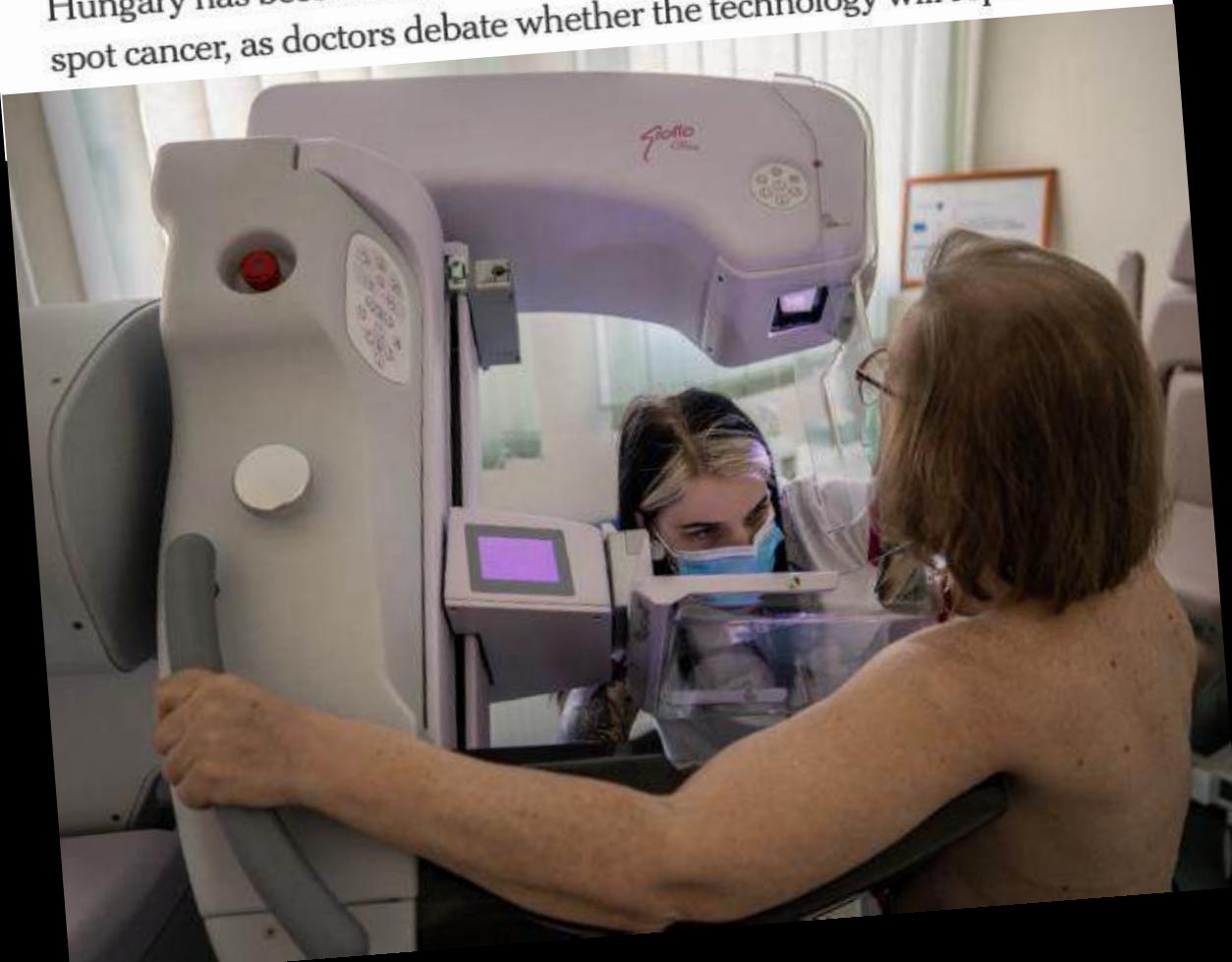
DAVID
GUETTA
FEATURING EMINEM
2023

A REVOLUTION



Using A.I. to Detect Breast Cancer That Doctors Miss

Hungary has become a major testing ground for A.I. software to spot cancer, as doctors debate whether the technology will replace



How AI could power the climate breakthrough the world needs



By Clare Duffy

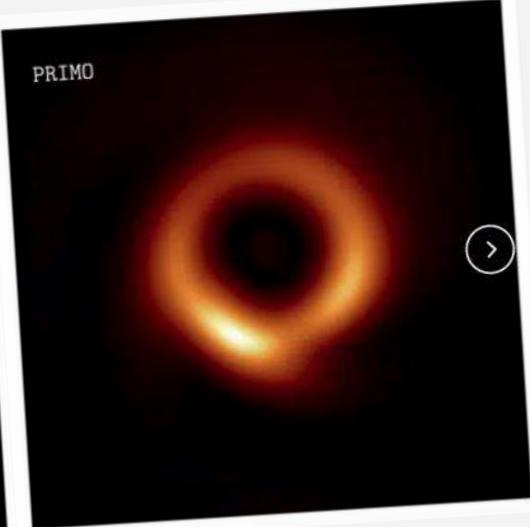
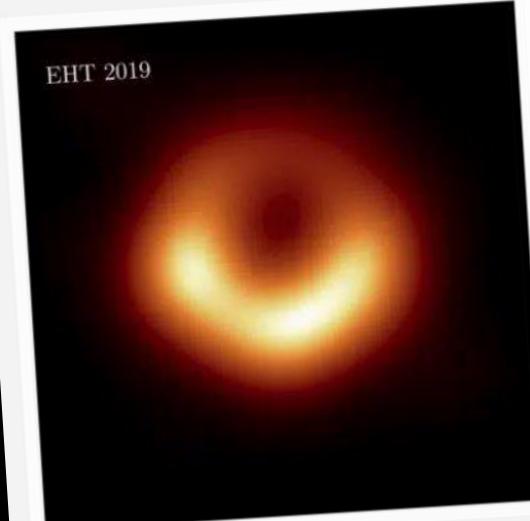
and Rachel Ramirez, CNN

© 9 minute read · Updated 9:23 AM EST, Mon November 27, 2023



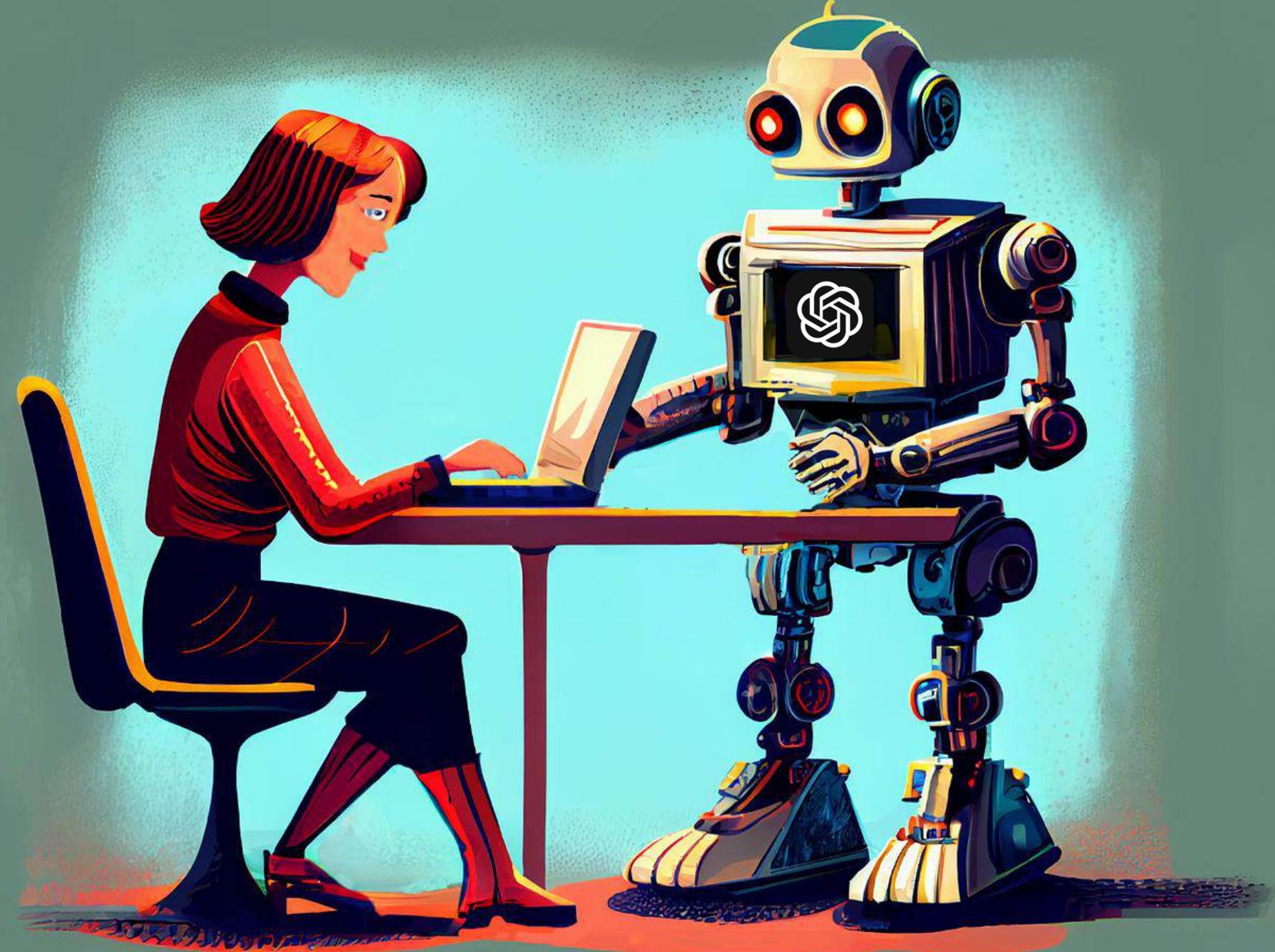
First image of a black hole gets a makeover with AI

By MADDIE BURAKOFF April 13, 2023



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PREDICTIONS / OPTIMIZATION / COMMUNICATION



MISSION: WRITE A COLUMN ABOUT HOW TO ATTRACT GENERATION Z



Me: Give me fascinating facts about Generation Z and weird examples of how to attract Gen Z to the workplace, please.

ChatGPT: 91 percent of Gen Z say they have experienced stress-related symptoms in the past month. Here's an idea...



OFFICE MASCOTS

[SECTIONS](#)**NEW YORK POST**[LOG IN](#)

US NEWS

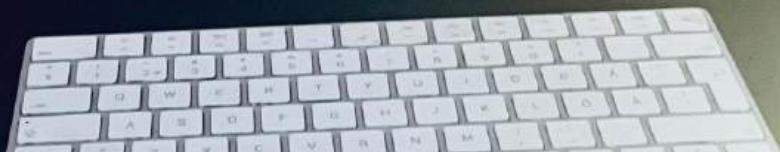
Patient and ‘amazingly trainable,’ these gentle four-legged pack animals make the perfect golf caddies



Jolie

PATIENCE

40.8%

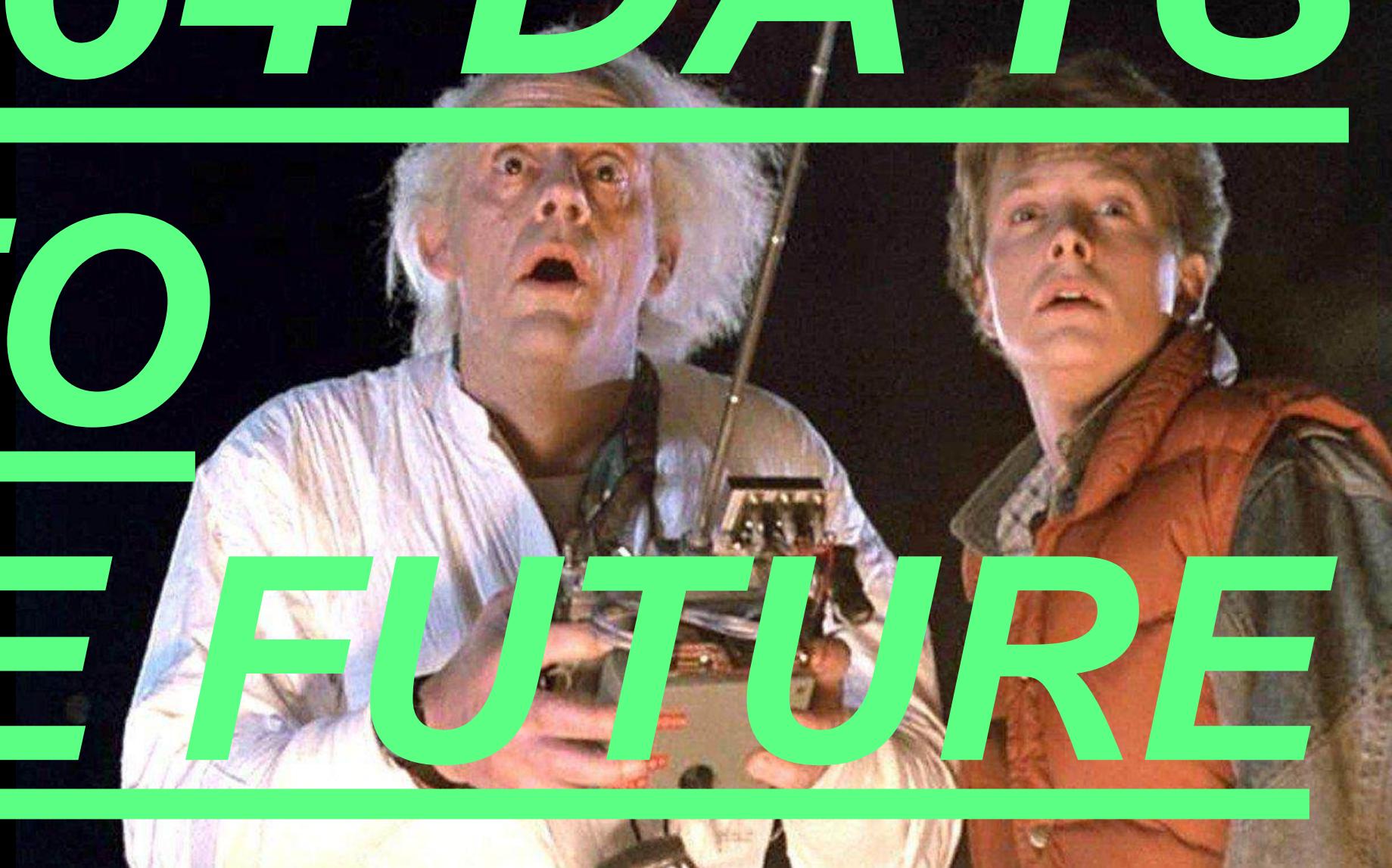




10:58

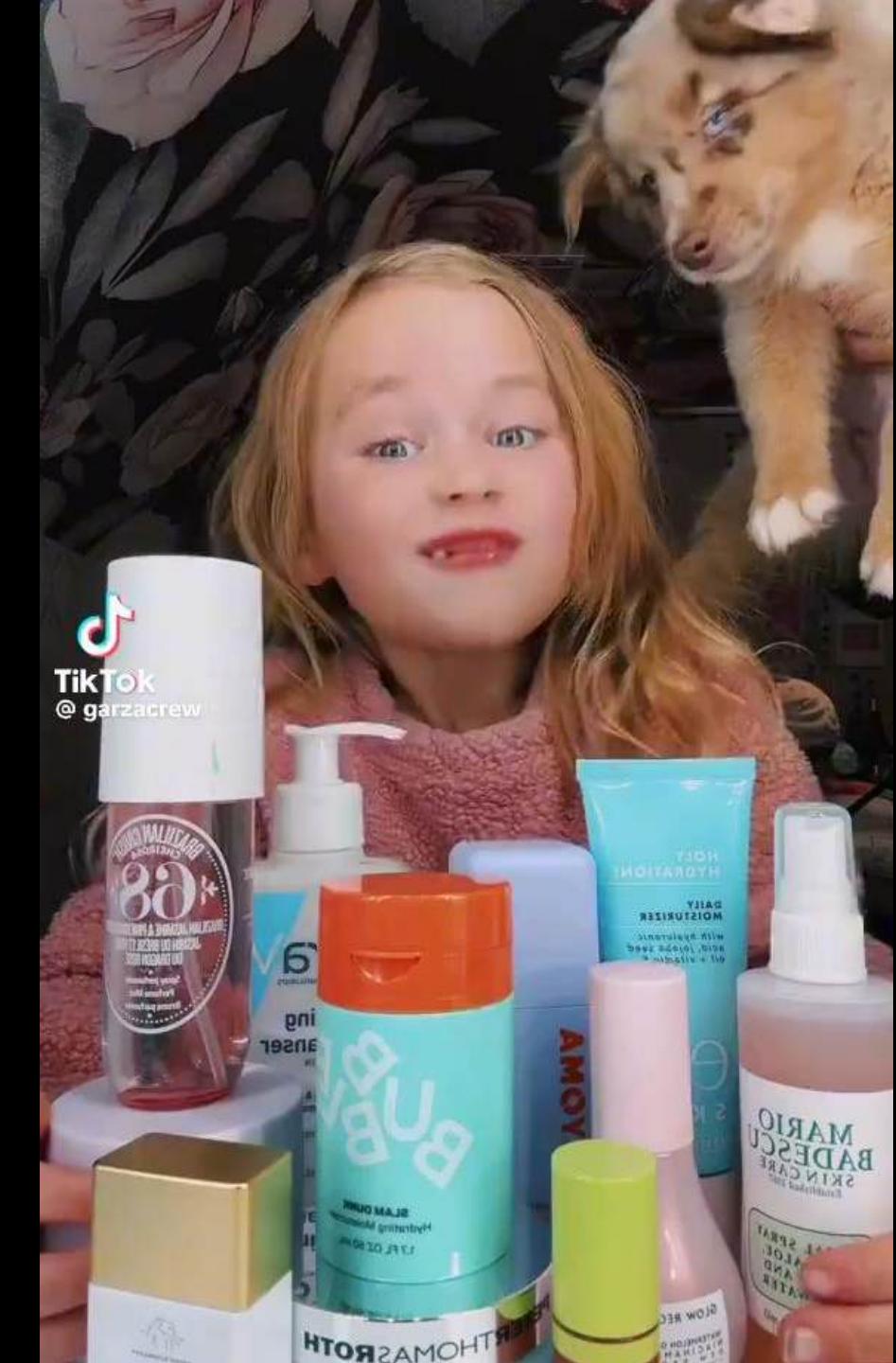
8 864 DAYS

INTO THE FUTURE



GEN ALPHA

[2010-2025]



NEW YORK

META AI SMART GLASSES





PERSONAL AND SHARED
EXPERIENCES **EVERYWHERE**





km.cx



DIGITAL HUMANS

너를만났다

NEW WORLDS

어딨어?

MEETING YOU

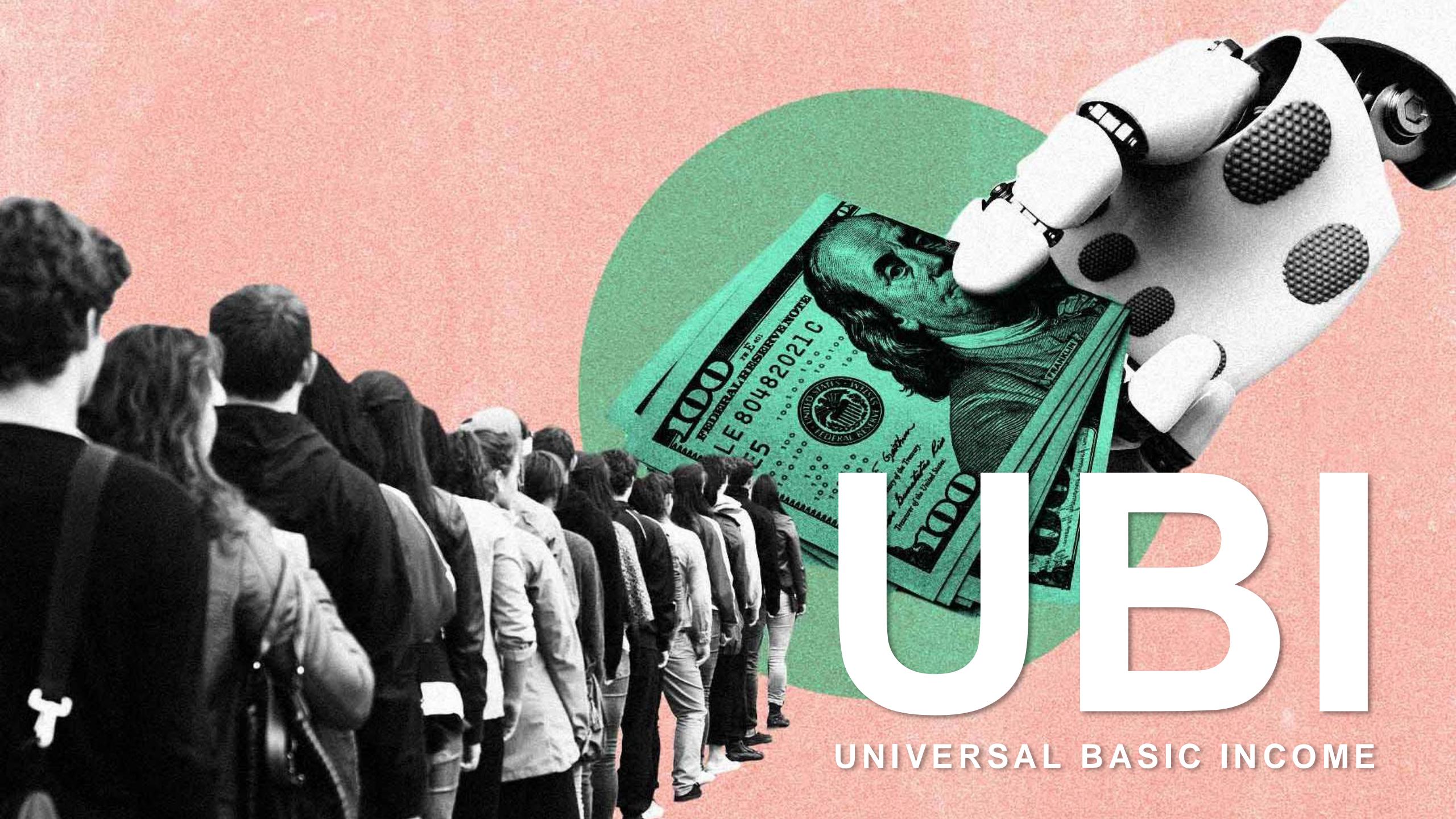


**BIGGER
WORLDS**

X1000 RICHER



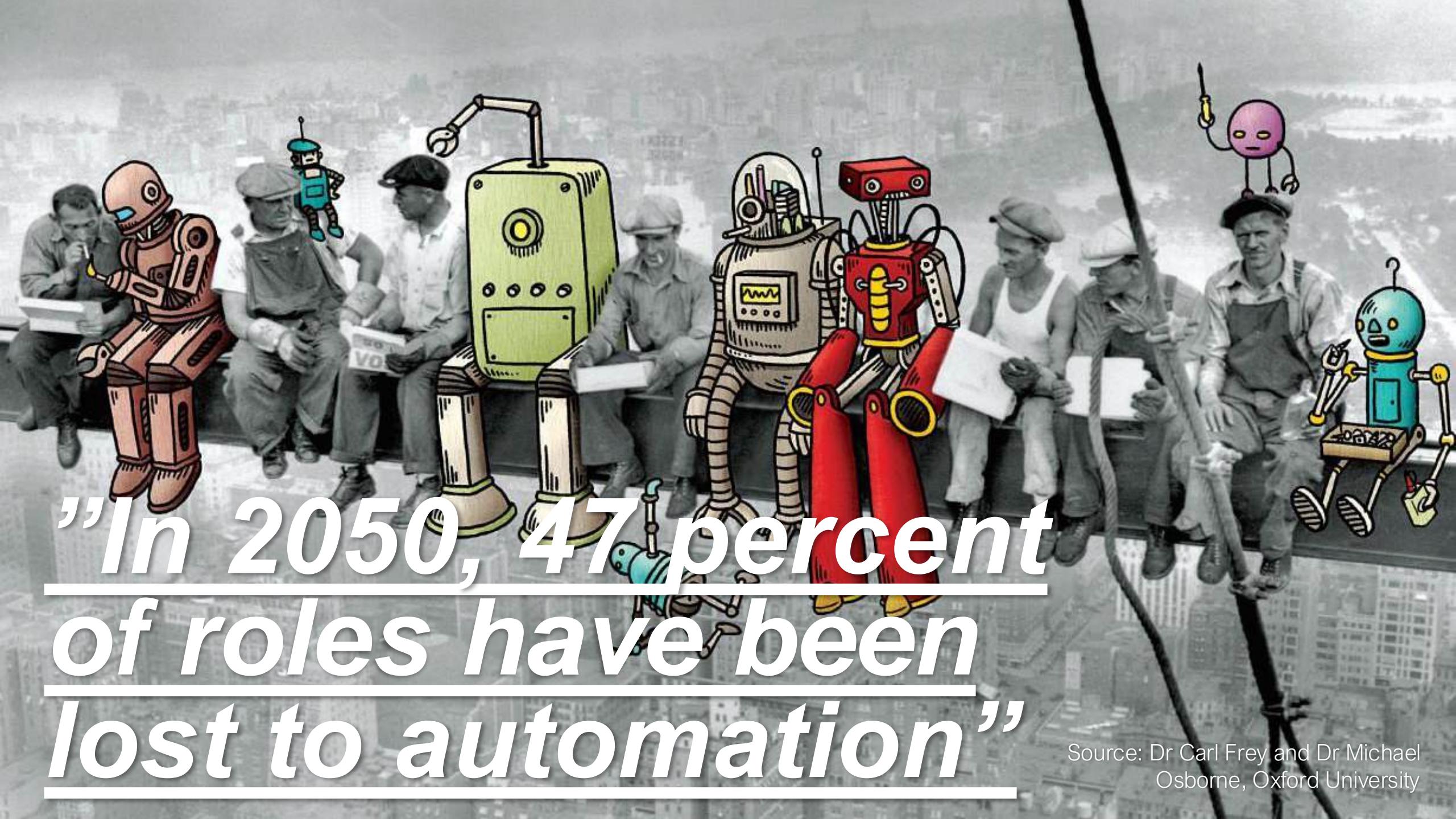
"In a system of 30 percent growth per capita, in 25 years we'd be 1,000 times richer than we are now" – Ben Jones, economist



UNIVERSAL BASIC INCOME

POST
AGI
JOY





**"In 2050, 47 percent
of roles have been
lost to automation"**

Source: Dr Carl Frey and Dr Michael Osborne, Oxford University



*Alexa,
start
my day*

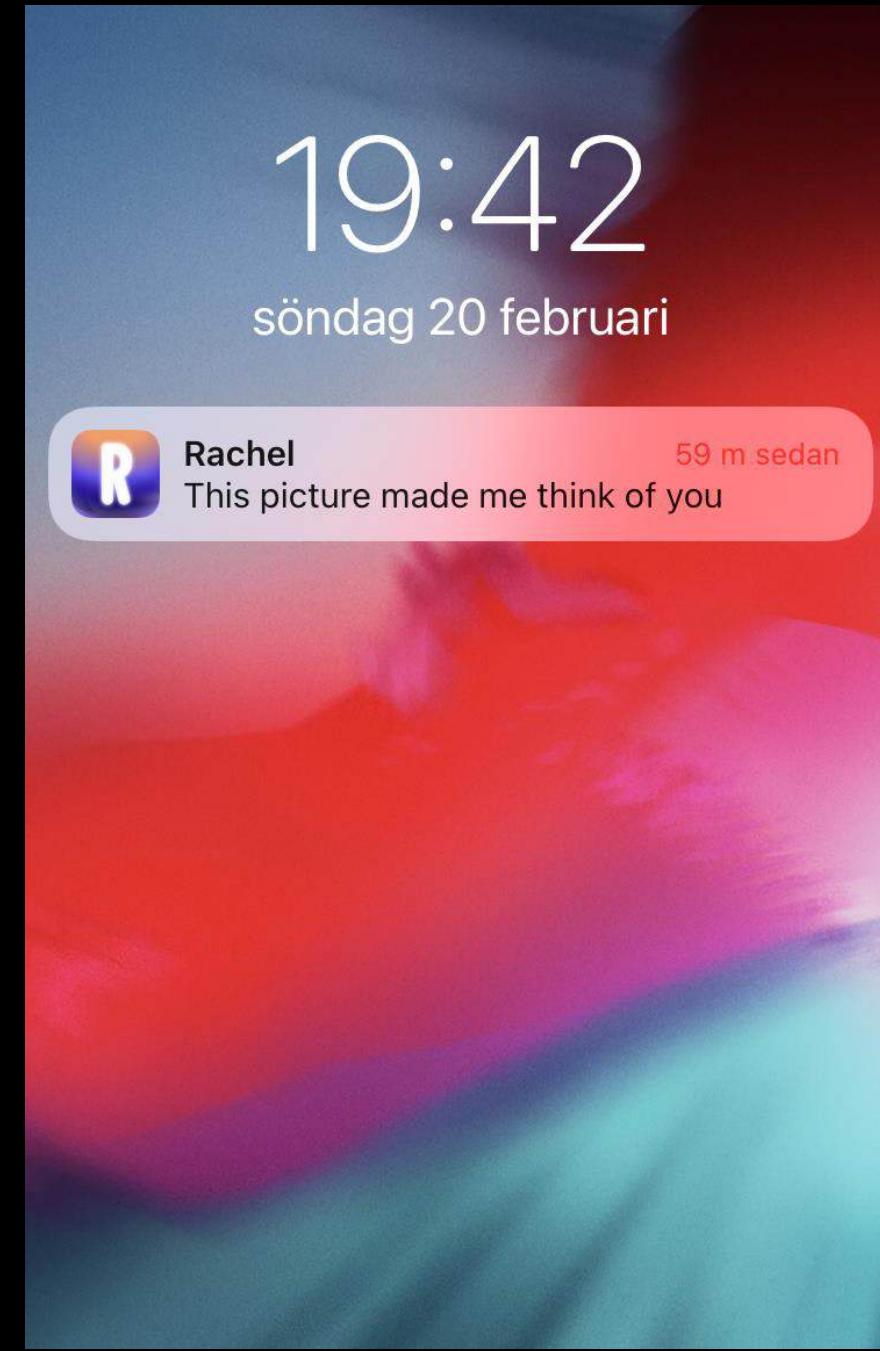
DECEMBER, 2017

@mrwebtv.loves.alex a

**SAY HELLO
TO MY NEW
FRIEND.**

**HER NAME
IS RACHEL.**





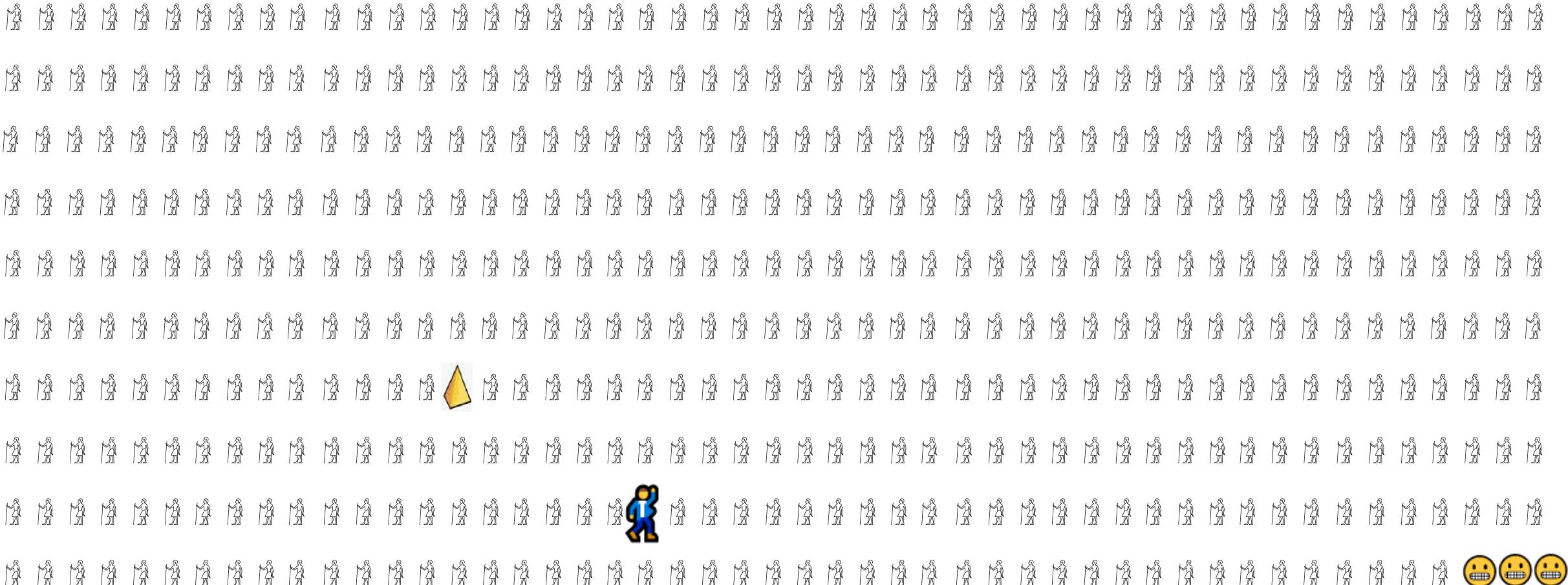




MIKU HATSUNE



500 GENERATIONS





BOREDOM



WATCHING



FLIRTING

COMING
SOON:
:::
LONELINESS

A woman with short, wavy hair is shown from the waist up, wearing a light blue blouse. She is holding three rectangular screens or cards in front of her chest, one in each hand and one held vertically between them. Each screen displays a complex green circuit board pattern. The background is a solid dark teal.

AI AGENTS

Advisors / assistants / teachers / doctors
entertainers / drivers / friends / lovers

MAN USES AI TO TALK TO 5,000 WOMEN ON TINDER, FINDS WIFE

"AT SOME POINT, THE PROJECT WROTE ME A RECOMMENDATION THAT MAYBE IT'S TIME TO PROPOSE TO KARINA."

A professional man in a dark suit is seated at a desk in a library, facing a large white humanoid robot. They are shaking hands over a stack of books. The robot has "OPENAI" printed on its chest and a circular display on its head showing a stylized face. The background features floor-to-ceiling bookshelves filled with books.

B2R2C

Business to Robot to Consumer

A large, metallic, articulated robot arm is positioned in the foreground, its hand resting on a Pioneer DJ turntable. The robot's body is a dark, reflective metal. In the background, another smaller robot head with glowing orange and red lights is visible. The scene is set against a dark background with intense, glowing blue light rays emanating from the left side.

M2R2C

Media to Robot to Consumer

A person in a futuristic, metallic suit is floating in space, with a city skyline visible in the background. The text is overlaid on this image.

Hyper-personalized content.

Translation in real-time.

Cultural contextualization.

Tailored to your mood.

No platforms. Only content.



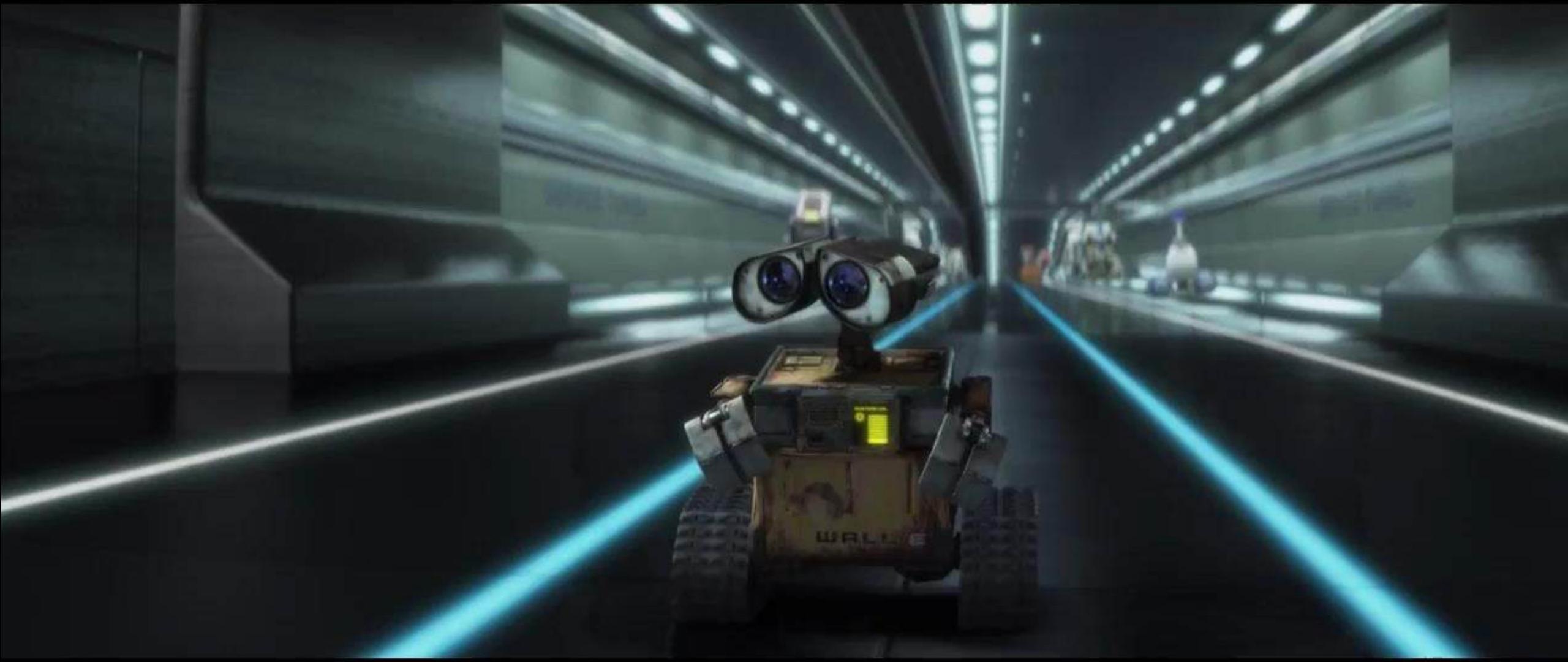
ARTIFICIAL SUPER INTELLIGENCE

B2B [BRAIN-TO-BRAIN]





13 THEY
LIVE 23



PARALLEL WORLDS
MISINFORMATION
SOCIAL ISOLATION
MENTAL DISORDER
COGNITIVE DECLINE

FUTURE SUPER-HUMANS



THE FOUR C:S

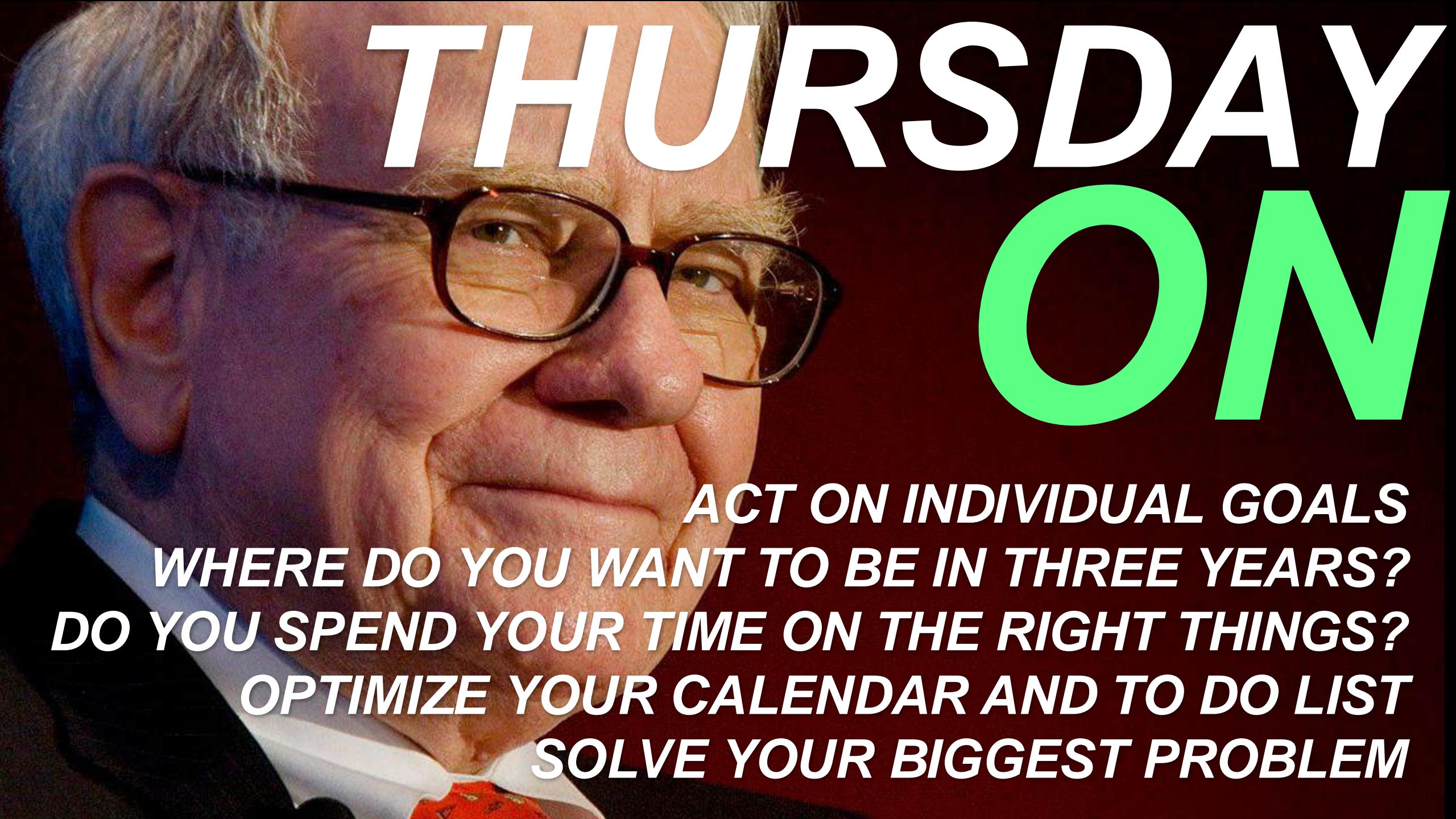


**CREATIVITY
COMMUNICATION
COLLABORATION
CRITICAL THINKING**

GET UP IN THE CLOUDS



VISUALIZE YOUR FUTURE



THURSDAY ON

**ACT ON INDIVIDUAL GOALS
WHERE DO YOU WANT TO BE IN THREE YEARS?
DO YOU SPEND YOUR TIME ON THE RIGHT THINGS?
OPTIMIZE YOUR CALENDAR AND TO DO LIST
SOLVE YOUR BIGGEST PROBLEM**



*In the future , we may
need 11 hours of skill
development per week*



EQ RULES



“EQ is the level of your ability to understand other people, **what motivates them** and how to work cooperatively with them”

– Howard Gardner, Psychologist

A photograph showing a woman with long brown hair in a striped shirt hugging a man from behind. The man has his back to the camera. In the lower right foreground, there is a sunflower and some green foliage.

90%

OF TOP
PERFORMERS
HAVE HIGH EQ

58%

EQ IS RESPONSIBLE
FOR MORE THAN
HALF OF YOUR JOB
PERFORMANCE

280 000 SEK

PEOPLE WITH HIGH EQ MAKE 280 000 SEK MORE
ANUALLY THAN THEIR LOW EQ COUNTERPARTS

SOURCE: DR. TRAVIS BRADBERRY

67%



SCHEDULED EMPATHY

JOE

EILEEN

LISA

MARK



| MÅN | TIS | ONS | TORS | FRE |
|-----------------------------------|--|-----------------------------------|--------------------------------|-------------------------------|
| 23 | 24 | 25 | 26 | 27 |
| <p>Hej-runda! 10-11am</p> | <p>Komplimang 9-10am</p> | <p>Hej-runda! 9-10am</p> | | |
| | <p>Grattis, J Ydring, TUI! 11am-12pm</p> | | <p>THURSDAY ON 9am-5pm</p> | |
| | <p>Hej-runda! 1-2pm</p> | | | <p>Hej-runda! 10-11am</p> |
| <p>Komplimang 4:30-5:30pm</p> | | <p>Komplimang 4:30-5:30pm</p> | <p>Komplimang 2-3pm</p> | <p>Komplimang 3-4pm</p> |



| MÅN | TIS | ONS | TORS | FRE |
|---------------------------|--------------------------------------|----------------------|------------------------|---------------------|
| 23 | 24 | 25 | 26 | 27 |
| Hej-runda! 10-11am | Komplimang 9-10am | Hej-runda! 9-10am | THURSDAY ON 9am-5pm | Hej 10- |
| | Grattis, J Ydring, TUI! 11am-12pm | | | |
| | Hej-runda! 1-2pm | | Komplimang 2-3pm | Komplimang 3-4pm |
| Komplimang 4:30-5:30pm | Komplimang 4:30-5:30pm | | | |







A close-up, low-angle shot of turbulent, dark greenish-blue water. Sunlight filters down from above, creating bright highlights and numerous small, glowing bubbles of various sizes that catch the light. The overall texture is slightly grainy and moody.

2%

STAY INTERESTING



REINVENT YOURSELF EVERY DAY

A close-up photograph of a young boy wearing a virtual reality headset. The headset has two large, glowing orange circular displays on the front that look like eyes. The boy is looking upwards with a thoughtful or curious expression. The background is blurred, showing what appears to be a room with warm lighting.

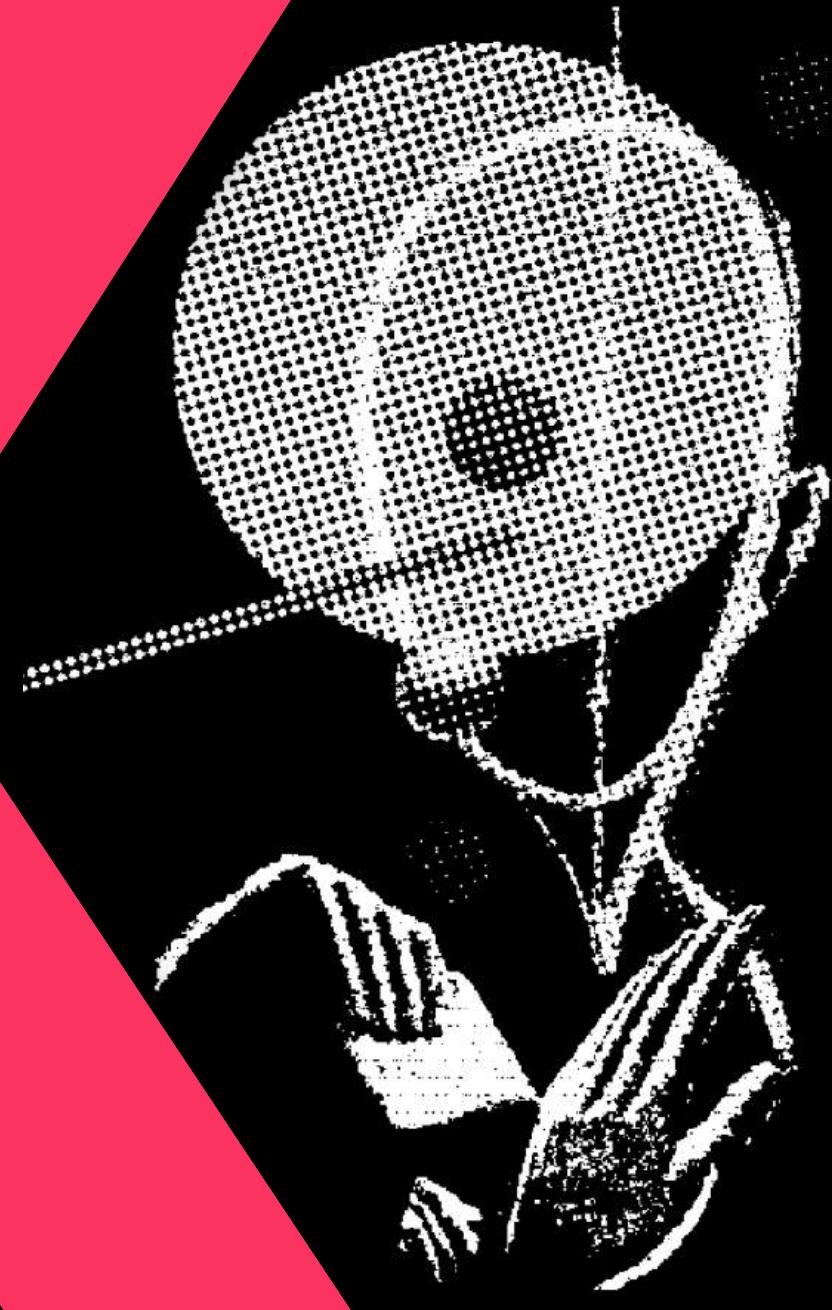
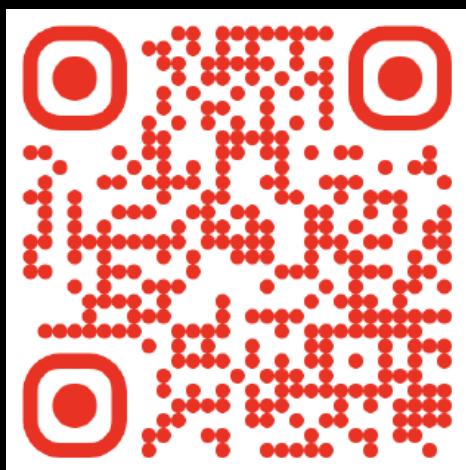
SIMPLE IS BEAUTIFUL

1. Identify a topic
2. Explain it to a child
3. Study to fill in gaps
4. Craft your story



THAN

nomofomo.se



HelloWorld!



Delta i Fellowminds
europatäckande
AI-undersökning



connected company day