



Digitalisering

Magnus Fagertun



Digitalisering

Bærekraft

Kunstig intelligens

Blokkjede





«Digitalisering handler om å levere det samme som før, men nå ved hjelp av en digital teknologi.»

Rasmus Ulfsnes, forsker i Sintef Digital, og Nils Brede Moe, sjef forsker i Sintef Digital



Digitalisering



**Forbedrede
forretnings-
prosesser**

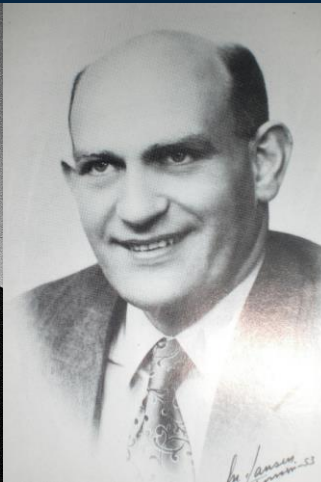
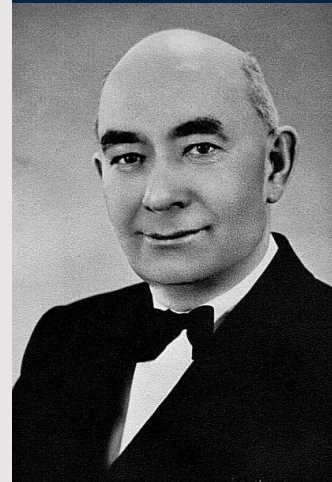


Data



**Br Karlsen Holding AS
is a seafood corporation
on the island of Senja
headquartered at Husøy.**

Brkarlsen.com



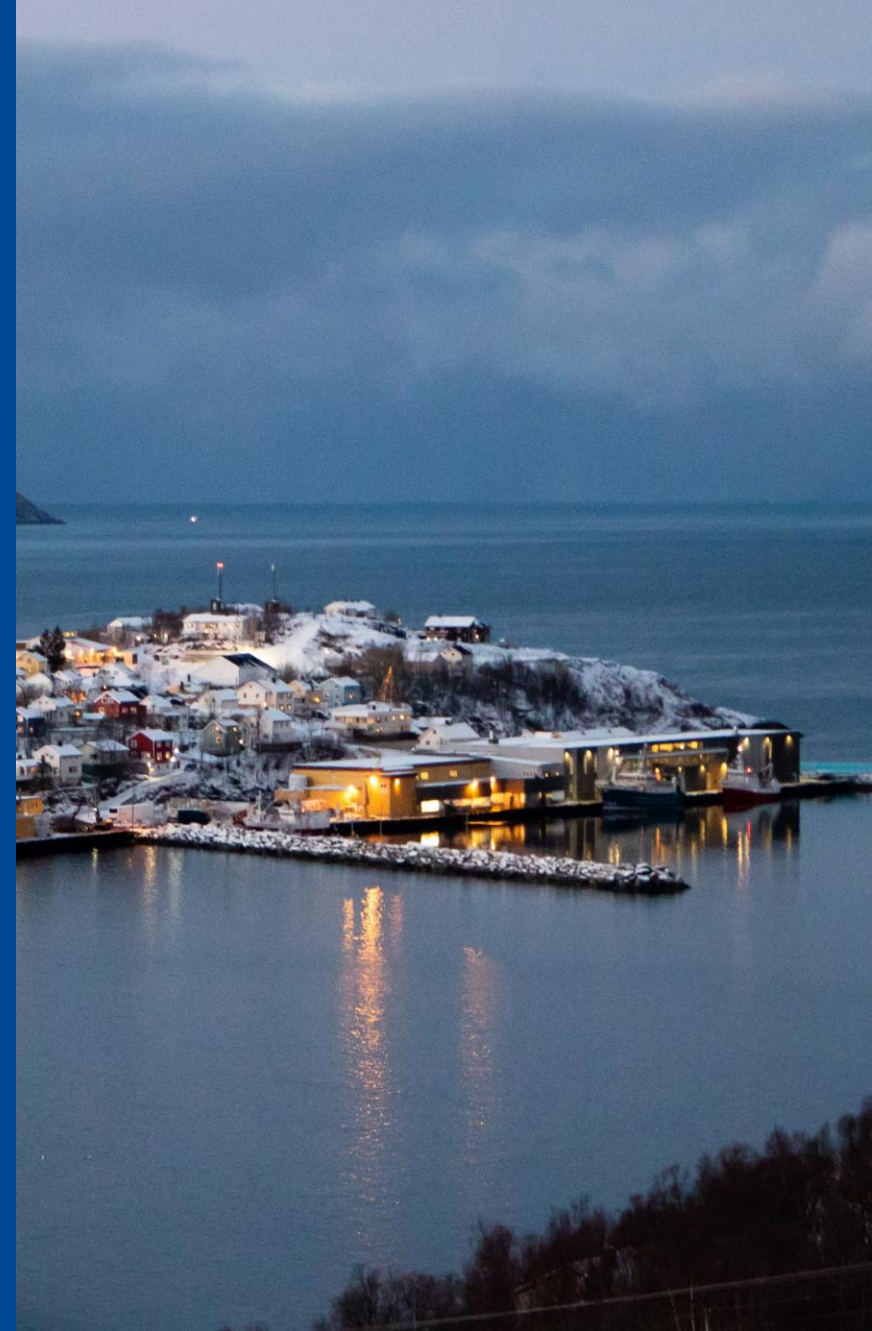


Br Karlsen AS

Fully integrated total
supplier of farmed
and wild fish

KEY FACTS

- Located on the island of Husøy in Senja
- Unique location at the gateway to the Barents Sea
- Partners with a modern and active fishing fleet in addition to expert farmers





Akvafarm AS

Expert producer of
fresh and healthy
salmon smolt

KEY FACTS

- 2 production facilities
- Skaland and Sørfjord
- Ca. 7,5 mill smolt and fry





Flakstadvåg laks

Sustainable and
healthy salmon
farming

First ASC locality
certified march 2020



KEY FACTS

- 6 licenses for salmon and trout
- The first producer of organic salmon in Norway. 60% of the volume is organic today



Hvem er jeg?

Bakgrunn



Mål for firma

Hvordan digitalisering understøtter dette

- Bygge opp salgsteam
- Desentralisert salgsteam
- Bedre sporing i produksjon
- Automatisert rapportering

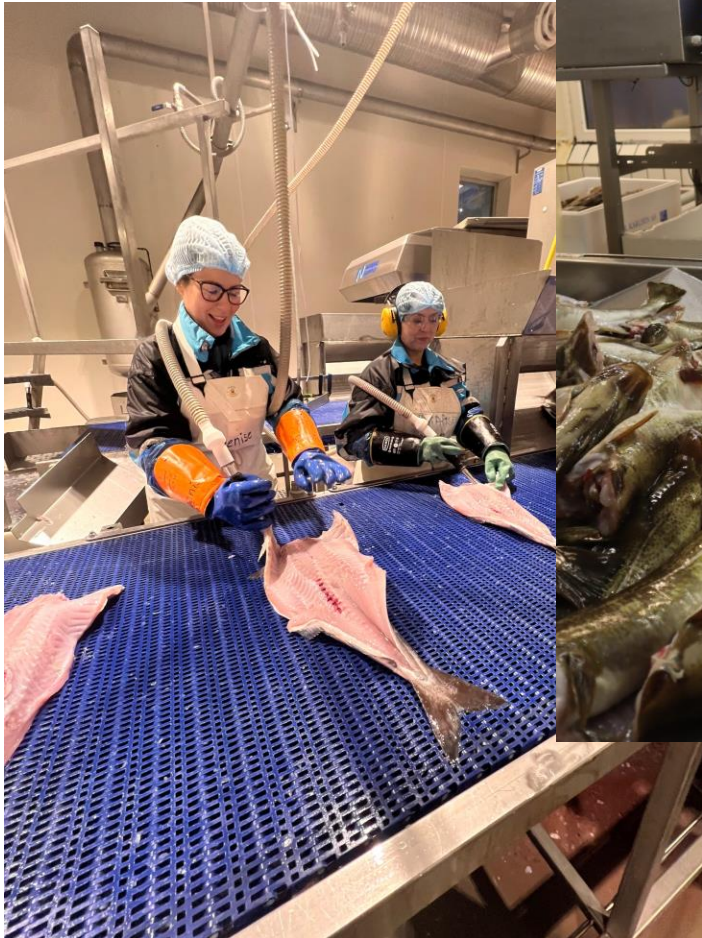


Hvordan kan IT støtte opp om dette?



Send systemene til skyen





Beholder
produksjonsnære
systemer som ikke er
laget for sky lokalt



“Hva hvis internett går ned?”







Hva gjør et system skybasert

1. Nettside/app man kan åpne fra hvor som helst
2. Enkel onboarding
3. Prismodell, betaling per måned
4. Åpne API for å hente data
5. Åpne API for å gjøre operasjoner i systemet





Expectations towards the tech ecosystem

- Build services and solutions based on open APIs – Industry 4.0 compliant components.
- Focus on understanding the complexity of the biological production
- Comply to established standards in the industry
- There are no “one-solution-fix-it-all” out there.. (yet!) Although the pricing indicates so..
- Multi-purpose technology/services are the future.. The industry want “More with less”!
- Address information security in all aspects – including field service personnel..
- The customer owns the data and require access to them via APIs



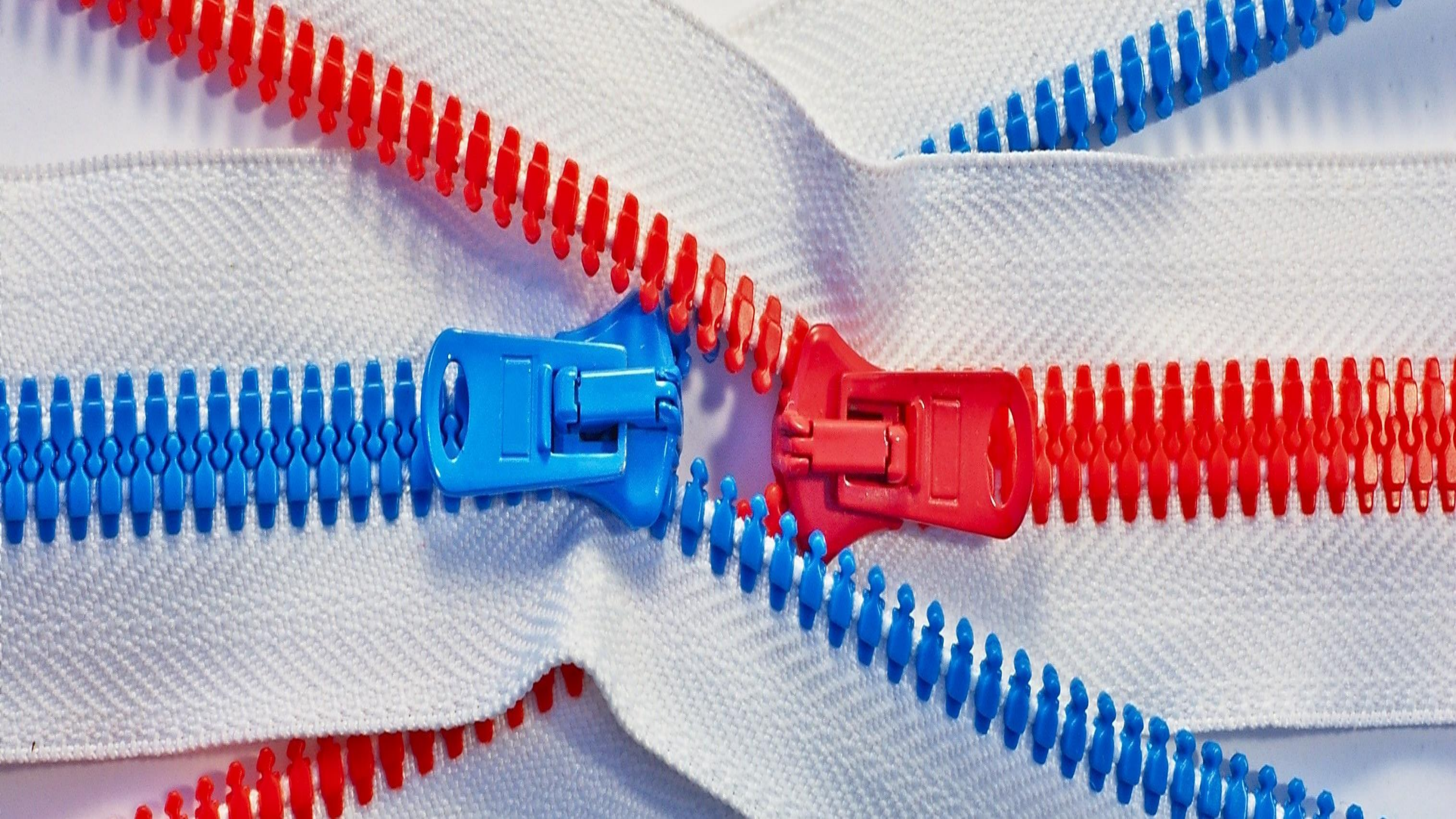
Internal



**Hvem sin feil
er det?**



Fordelene med sky er ikke alltid umiddelbare





Hvordan støtte en større salgsorganisasjon



Nytt CRM system 2023



Produksjon
Lager
Kjøp/Salg

Kunde og salgsdata



CRM system

Leads
Salgshistorikk
Kommunikasjon med kunde



Timer
Fravær



Lusetelling
Passeringer



Produksjonsplanlegging



Produksjon
Lager
Salg



CRM system

Leads
Salgshistorikk
Kommunikasjon med kunde



Gradere, inntaksveker

NAVIAQ

extend



Timer
Fravær



Lusetelling
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Produksjonsplanlegging



Produksjon
Lager
Salg



CRM system

Leads
Salgshistorikk
Kommunikasjon med kunde



Gradere, inntaksvektor



NAVIAQ

extend



Hvem skal lage dette?

Hva vil det koste?





Timer
Fravær



Lusetelling
Passeringer



Produksjonsplanlegging



Produksjon
Lager
Kjøp/Salg



CRM system

Leads
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Gradere, inntaksveker

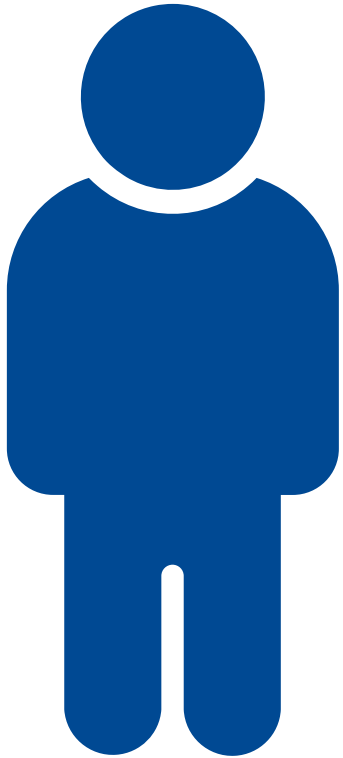


NAVIAQ

extend



Viktig å være nært brukerne

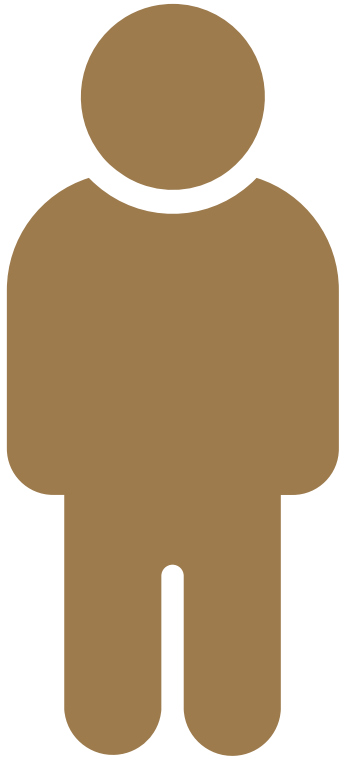


Hvor mye er produsert
Yield per dag/uke
Kostnad for produksjon

Kjetil - Produksjonsleder



Viktig å være nært brukerne



Antall passeringer
Antall lus funnet

Vilde - Laseroperatør



**Datakunnskap er nødvendig for å
komme oss fremover**



Verktøyene er billigere





Kom raskt igang med skyen





Low code verktøy for integrasjon

Enklere å lage integrasjoner eller app-er for brukere





Set the organization up for data sharing

 Companies are varyingly mature to engage in a data ecosystem. To succeed, it is critical to take an integrated approach where digitalization permeates operation and decision making.



Critical components to set up organizations for success in data sharing

Strategy

- A well-defined strategy for digital transformation that defines the company's ambitions is **essential** to success
- To ensure consistency, the digital strategy should be **integrated** with the overall business strategy
- The strategy should be used **consistently** to guide investments

Capabilities

- New digital services and technologies require different **expertise and skill sets**
- It is critical that businesses acquire necessary digital **capabilities and competence**, also among decision-makers and in procurement
- If necessary, companies should **source capabilities externally** from other industries
- The organization must also have **data collection competence** to ensure input quality of data

People & processes

- Digital transformations have significant impact on **employees and operational processes** – and success depends on the people
- To succeed with data sharing and usage, it is necessary to apply a **company-wide and people-centric** change management approach
- **Operating personnel must understand their role** in data sharing as it depends on correct and standardized data input coming from operations

Communication & commitment

Communication and commitment to the company's data sharing ambitions must transcend all activities and decisions, to enforce the agenda and ensure alignment



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