

# FIIF

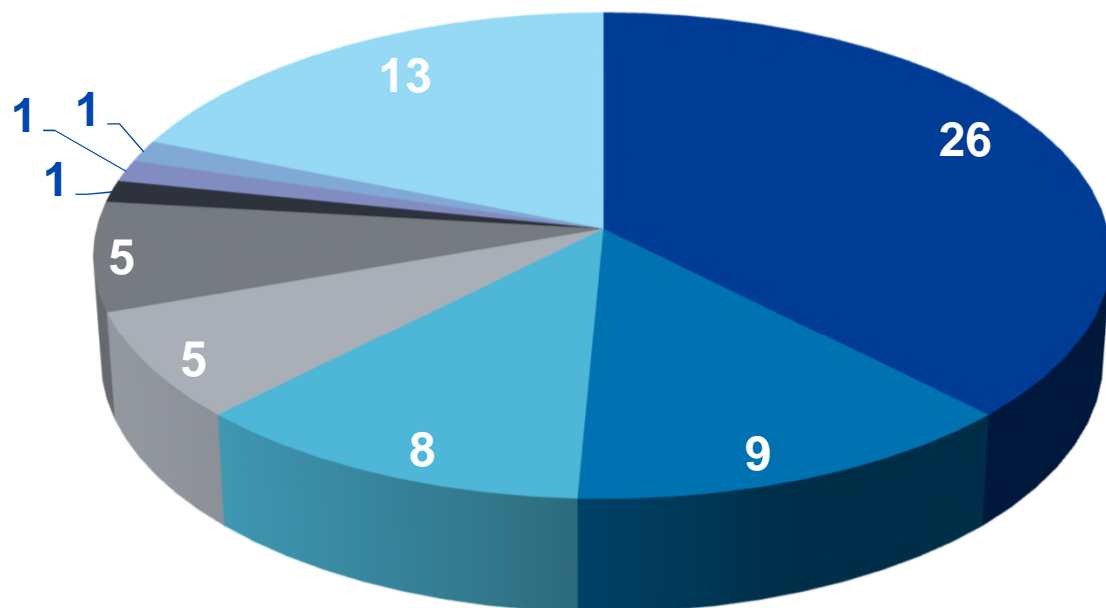
## FIIF Steering Group March 19, 2018

Essi Huttu, Risto Lehtinen, Arto Peltomaa



# **FIIF survey and interviews**

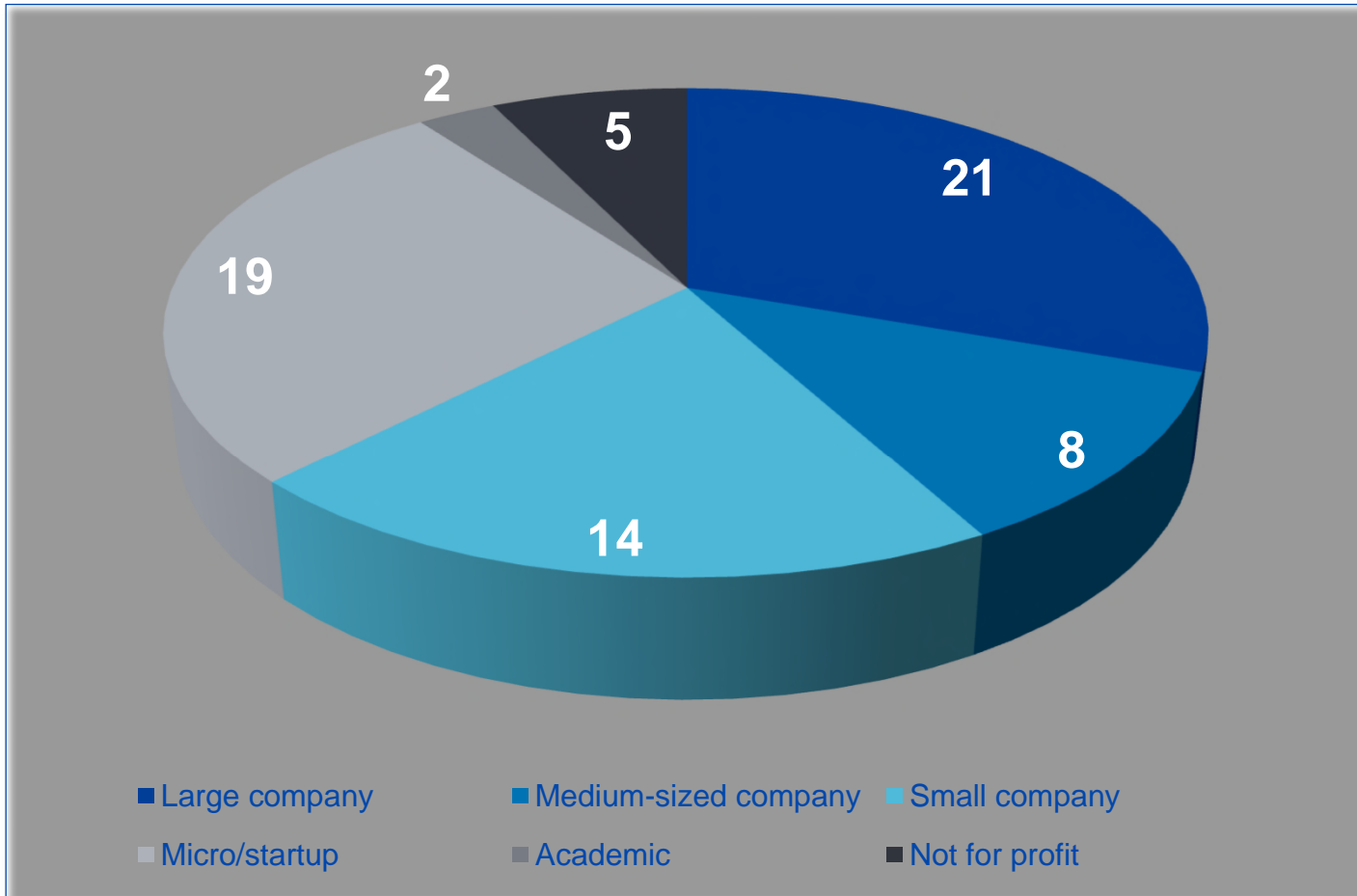
**February - March 2018**



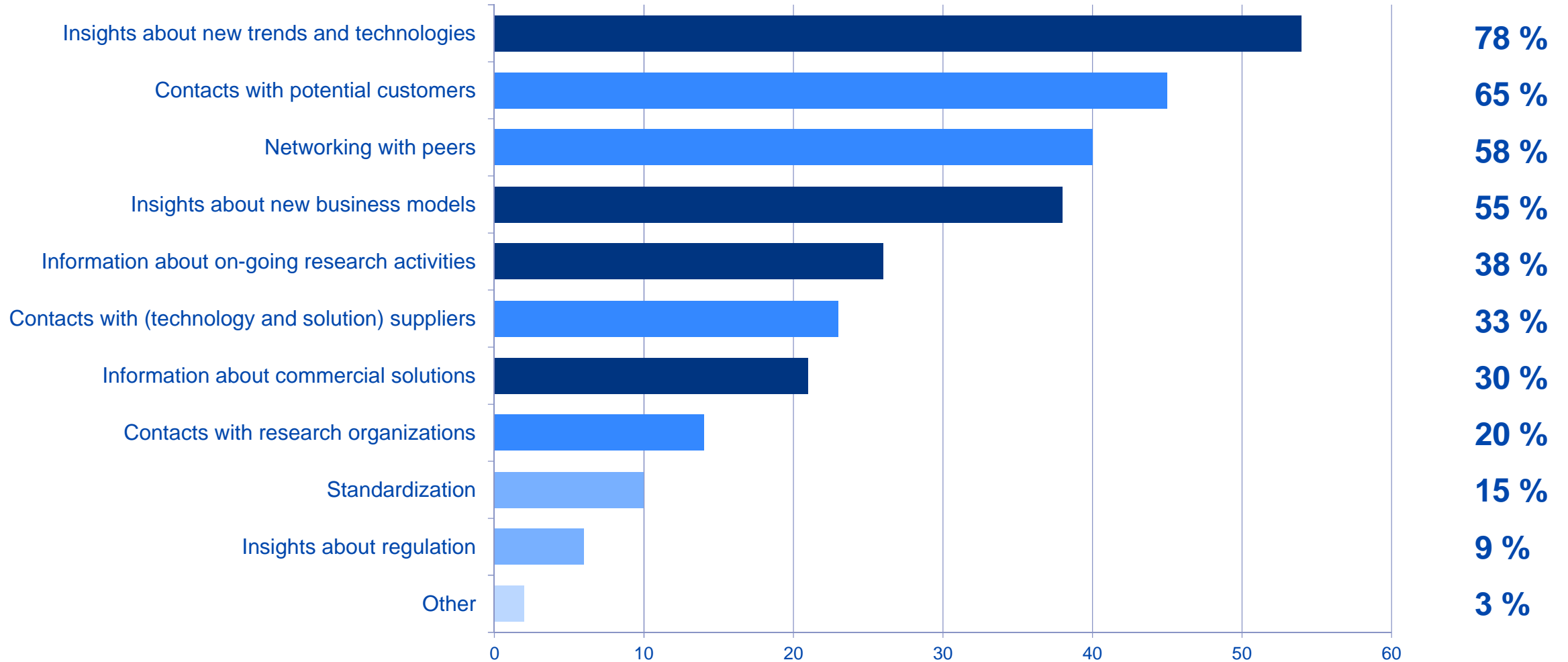
### Other businesses (13):

- Consulting
- HR consulting and recruiting
- Innovation consultancy
- Management consulting
- Software development, consultancy and related activities
- Additive manufacturing
- Intelligent transport systems and services
- Lobbying organization
- Gov[ernment]
- Foundation, supporting Finnish SME/start-up companies in IoT area
- Translation and localisation with own Translation & Localisation Management Systems via digitised platforms in cloud
- IoT connectivity and software for industrial systems and platforms
- Marine Technology

- |                                    |                          |                          |
|------------------------------------|--------------------------|--------------------------|
| ■ Information technology           | ■ Education and research | ■ Consulting engineering |
| ■ Electronics and electrotechnical | ■ Mechanical engineering | ■ Chemical industry      |
| ■ Energy industry                  | ■ Mining and minerals    | ■ Other                  |



N = 69

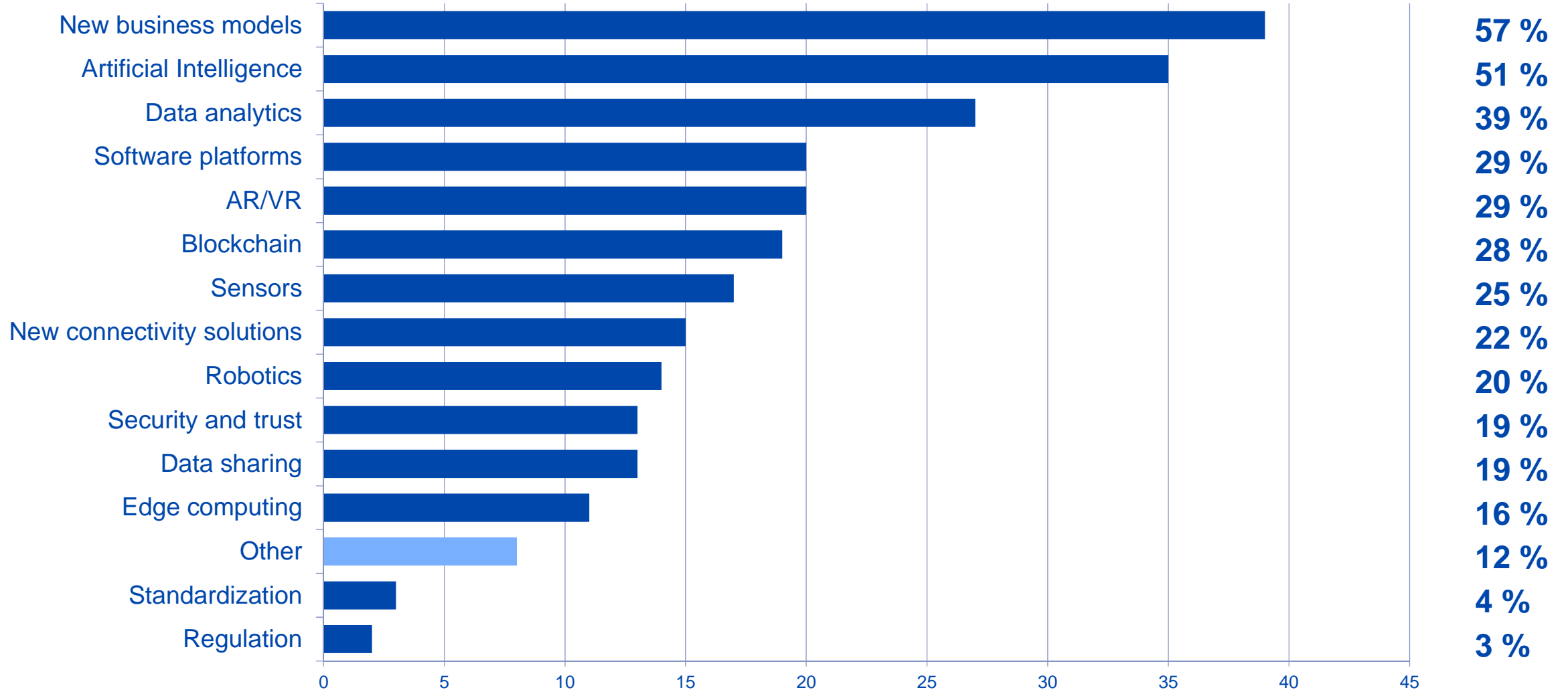


N = 69

# DIMECC Most interesting Hot Topics



FINNISH  
INDUSTRIAL  
INTERNET  
FORUM



N = 69



## Other proposals:

- How to increase common understanding in businesses of the high importance of Digital Transformation
- Holistic view in digitalization/development of organizations, e.g. <https://digimaturity.vtt.fi/>
- Digitalization of maintenance
- Cognitive Factory
- Supply Chain IoT
- Human perspective
- Implementation of tech & organizational processes (tech & people)
- Additive manufacturing



	Not well at all				Very well	N/A
Networking with peers	0	6	14	21	13	10
Insights about new trends and technologies	1	5	23	24	5	9
Contacts with (technology and solution) suppliers	2	5	17	22	5	10
Information about on-going research activities	0	13	17	16	8	11
Information about commercial solutions	2	11	17	15	7	10
Contacts with research organizations	1	8	24	12	5	12
Contacts with potential customers	3	15	20	9	6	11
Insights about regulation	1	12	20	9	1	19
Insights about new business models	4	15	21	14	2	10
Standardization	1	18	17	5	1	21

N = 69





	Not well at all				Very well	N/A
How well do FIIF's current activities support achieving FIIF's main objectives?	3	8	22	14	3	19
How satisfied are you with FIIF's current activities?	2	12	24	13	2	16

N = 69



<b>Events</b>	<ul style="list-style-type: none"> <li>• Meetings. Systematic events. JAM, Hot Spots, Future Avenues.</li> <li>• Good knowledge, good events. Events are informal. Compact schedule.</li> <li>• Seminars have been interesting and presentations of business cases.</li> <li>• The meetings have been well crowded, that means there is a place for the meetings...</li> </ul>
<b>Contacts and networking</b>	<ul style="list-style-type: none"> <li>• Networking. Networking and sharing of activities.</li> <li>• Good to have those meetings and networking. Networking/speed dates.</li> <li>• Really useful contacts to people that actually know.</li> <li>• Some new contacts.</li> </ul>
<b>Presentations and discussions</b>	<ul style="list-style-type: none"> <li>• Company case presentations. Good company presentations. Interesting topics, experienced speakers.</li> <li>• Open discussion and excellent presentations. Round table discussions</li> <li>• Concise presentations. Different themes/activities.</li> <li>• Sharing information: IIoT trends, solution examples, etc.</li> <li>• Interesting speakers.</li> <li>• Well, I was only in one session but topics were really interesting.</li> </ul>
<b>Arrangements</b>	<ul style="list-style-type: none"> <li>• All arrangements always good.</li> <li>• General arrangements.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• I think you have done excellent job. We have been too passive and that is the only reason why it is quite difficult to give better estimation of your actions.</li> <li>• Concept is ok, you should get more potential customers. Also from small business sector.</li> <li>• EIT Digital Innovation Day was a good collaboration!</li> </ul>



<p><b>More customer/ user organizations</b></p>	<ul style="list-style-type: none"> <li>• How to get bigger corporation to participate in more seminars. In FIIF seminars quite often participants were mainly startup companies. As consultant entrepreneur, I would be interested to meet representatives from bigger companies (potential prospects).</li> <li>• Unfortunately, most of the sessions have been only with other suppliers. It would be great to spread the word about new technologies within customers as well.</li> <li>• How to better network the solution providers and large industrial companies, what are the main challenges they face?</li> <li>• More meetings to business. Less sales approach by all various service providers.</li> <li>• Quite many offering organizations, not so many potential customers...</li> <li>• Better acquisition success in attracting businesses to join. Whole idea is to combine different views of many companies.</li> </ul>
<p><b>More focus on concrete stuff</b></p>	<ul style="list-style-type: none"> <li>• More companies talking about their business challenges i.e. potential cases which we could solve.</li> <li>• More presentations about achieved results.</li> <li>• More concrete examples and cases, demonstrations, creation of new demos, etc - more business minded.</li> </ul>
<p><b>Less focus on research</b></p>	<ul style="list-style-type: none"> <li>• Less research organization presentations, more real use cases from end user companies.</li> <li>• Keep more focus in business cases, not so much in public research cases.</li> <li>• Guest speakers talking about leadership/organizational/culture/people issues, thinking big.</li> </ul>
<p><b>Better facilitation in events</b></p>	<ul style="list-style-type: none"> <li>• Longer time allocated for discussions and properly organized (with a chairman?).</li> <li>• Use professional facilitators. Content of the events. More interactions in the events.</li> <li>• Opportunity to set up meetings in advance with participants.</li> <li>• More match-making and industry participants. Maybe startup pitching sometimes.</li> </ul>
<p><b>Go international!</b></p>	<ul style="list-style-type: none"> <li>• Works as a silo, so making it international would work better for FIIF.</li> <li>• Examples from abroad - Finland may not be the forerunner anymore. Check e.g. <a href="https://digitalsupercluster.ca/">https://digitalsupercluster.ca/</a></li> </ul>
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Web pages. Better visibility of FIIF events. Influencing through media.</li> <li>• Attending events remotely - e.g. live streaming and webinars made available.</li> <li>• Only problem is my own lack of time. Haven't participated enough to the activities lately.</li> </ul>



## Keep

### Activities

- It is now well organized. Enthusiastic way in the target area.
- The approach to run things peer-to-peer.
- Activity. Most of the current activities. Different themes/activities.
- Match-making and industry presentations at the meet ups.
- Networking. Roundtables.

### Focus

- Open Network, target to create new business for the whole cluster.
- Focus on actual implementations and ongoing industry projects.
- The current focus of topics. Variety of topics.

### Presentations

- Quality of presentations.
- Concise presentations.
- Interesting topics and keynotes.

## Get rid of ...

- **Supplier-focus:** There are too many suppliers and research agency participants and too little companies with IoT needs.
- Too much **VTT**. Too much **research**. Too much **Helsinki**-focused.
- The idea of making it into a **silos**.



## What has been good

- **Potential** = enough different types of participants (needs, expertise, etc.).
- **Approach** = think big, act pragmatic.
- Early start.
- Fast ramp-up of activities.
- **Structure** (for example, Jam Sessions).
- **Match-making**.
- **Networking** → spread understanding, avoid panicking.
- Industrial Internet is a big (business) opportunity! Not yet mainstream or business-as-usual!

## Areas of improvement

- **Member profile:** too many "nerd" companies (subcontractors), too few implementors and customers.
- From "sell" content to "buy" content.
- Events could be longer (full day?) → more topics, deeper analysis.
- From technology to **business**: sample cases, practices, business models (data ownership and use, billing, etc.).
- **International co-operation** – but don't underestimate own expertise!
- Lack of visibility → low recognition → low **impact**.

## Opportunities:

### FIIF 2.0 = opportunity for "constructive destruction"

- Sharing of data and experiences.
- Database of successful implementations.
- Database of startup companies.
- Learning from other members (e.g. business models and logic → new value and revenue).
- Better resourcing → more opportunities (new services and activities) → better results.
- From "follow-up" to proper "dialogue".
- How to better leverage DIMECC owners.
- International co-operation (Germany, USA).
- Improve **visibility**, especially in social media (continuous, at right pace).
- Links to students and not-for-profit organizations (offer commercial solutions for free → grow future customer and user base).



## Events:

- Maybe more **events outside capital area** to reach more companies and regional actors?
- Attending the events is not always an option as that requires full day travelling. Could you please provide events also **outside Helsinki region** and/or **virtually on the internet**? Webinars etc. would be nice.
- Link to **other similar events** (as already done sometimes)
- Concrete services and well facilitated events and concrete actions with concrete topics and targets, more: hackathons, Demobooster events etc. **Less talking!**
- **Guest speakers**
- Industrial Internet/Industry 4.0 is an American & German initiative. Inviting experts from these countries and having **sessions in English** should be encouraged.
- FIIF events are good, but the audience seems to be mostly experienced middle-aged people from well-established companies. IoT is a hot topic ... where are all the **startups with young people**? How about some event to make these two communities clash?



## Collaboration, co-creation and networking:

- More workshops and organized brainstorming events on common topics where both **partners and clients** can get together
- More events where to meet potential **customers**
- More active **match-making** between members
- Involve more **industry participants and business people**
- More **collaboration** with members to arrange events together to cross-pollinate between organizations





## New viewpoints:

- More case examples on actual working business revenue models. What-Why-How. This kind of presentations should be in every agenda. I think many are interested on turning hype into revenue.
- **Moving from technology and product point of view** more to leadership/organizational/culture/people issues
- Ecosystem boost
- **API economy** meaning for IoT area
- Dissemination channel for EU funded projects with Finnish partners
- AI & IoT
- Machine Learning and AI

# FIIF 2.0

**FIIF Steering Group  
March 19, 2018**

**Essi Huttu, Risto Lehtinen, Arto Peltomaa**



## VISION

FIIF is a company-driven activity driving testing and co-creation activities and experience sharing capitalizing on Industrial Internet sustainable business of Finnish companies.



## MISSION

Boost initiatives and practical actions that turn the Industrial Internet visions into business that ensures the competitive edge of the Finnish businesses in international markets



## GENERAL OBJECTIVES

- Speeding up new businesses enabled by the Industrial Internet:
  - New business and growth for existing companies and their value chains
  - New seeds for SME growth through new products, services and markets
  - Boosting startup companies to grasp new opportunities
- Linking to training and education to ensure flow of skilled people



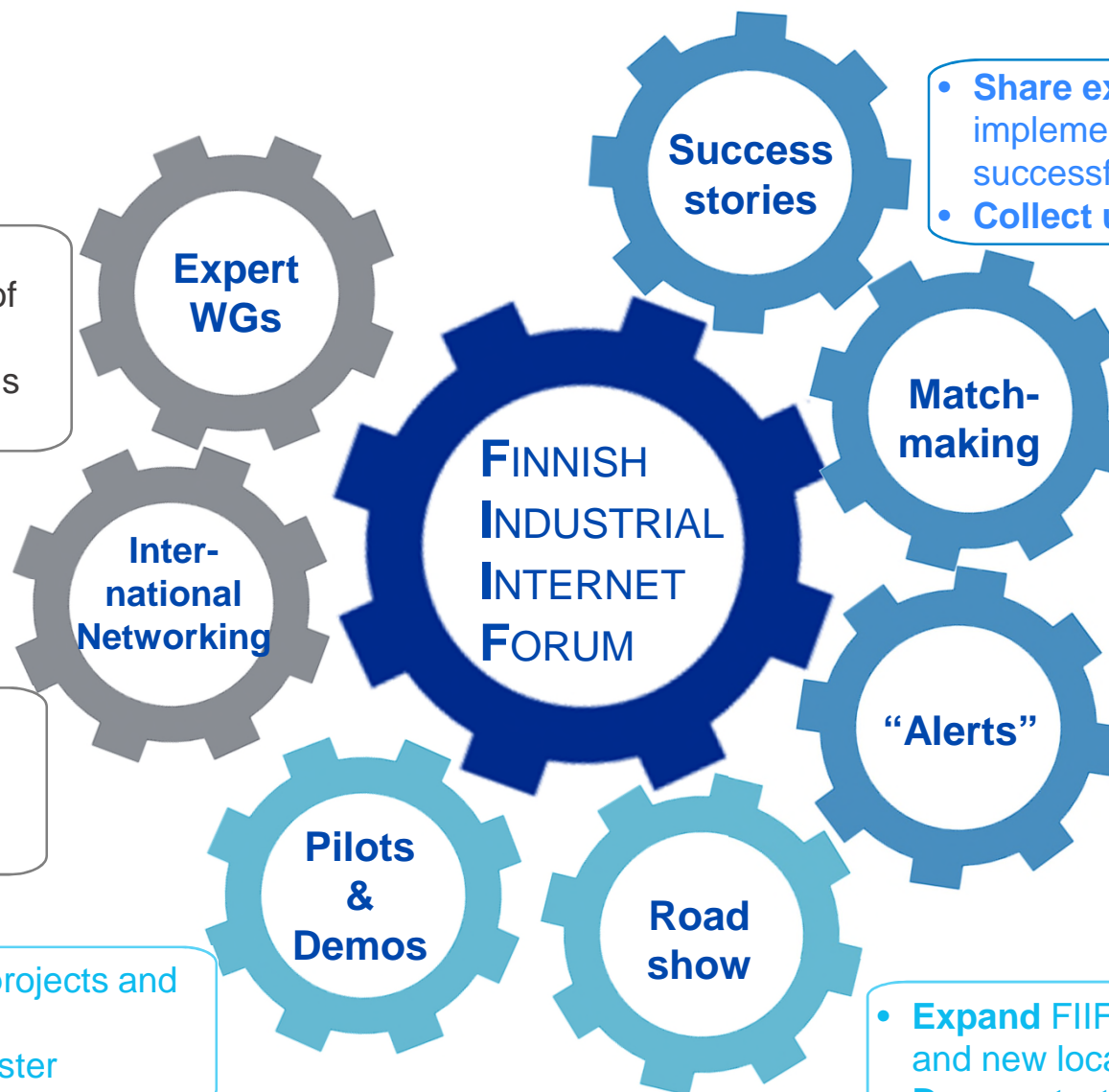
## HOW?

On a practical level, in the area of Industrial Internet:

- **Bring together** relevant players (technology providers, solution builders, application developers, big and small companies, research organizations, etc.).
- **Share experiences and knowledge** about practical implementations – both successful and not so successful.
- **Share information** about the international "state-of-the-art".
- **Benchmark** with the leading players (solutions, practices, etc.), especially in EU and in the U.S..
- **Arrange** fast pilot projects and demonstrations.
- **Identify and launch** co-creation activities between organizations and across value chains.
- **Support** planning and launching of future training and education programs.

## WHAT?

- **Local events** with facilitated networking and matchmaking sessions (research, development, testing, commercial)
    - **PoDoCo marketplace** (i.e. matching companies and young PhD's).
    - Link with **Demobooster** (i.e. concrete pilots and test cases).
    - Strengthen **international network** building (e.g. IIC).
    - Collect **use cases and success stories**.
    - Establish **Advisory Group**.
  - Establish **Expert Working Groups**
  - Collect **regularly ideas and feedback** from members through surveys and questionnaires
  - Order and distribute **reports** from third parties
  - Create and distribute own **publications and reports**
- New activities in 2H2018**
- New activities in 2019**



- **Identify and launch** co-creation
- **Support** planning and launching of training and education programs
- **Create and distribute** publications and reports

- **Share experiences** and knowledge about practical implementations – both successful and not so successful
- **Collect use cases & success stories**

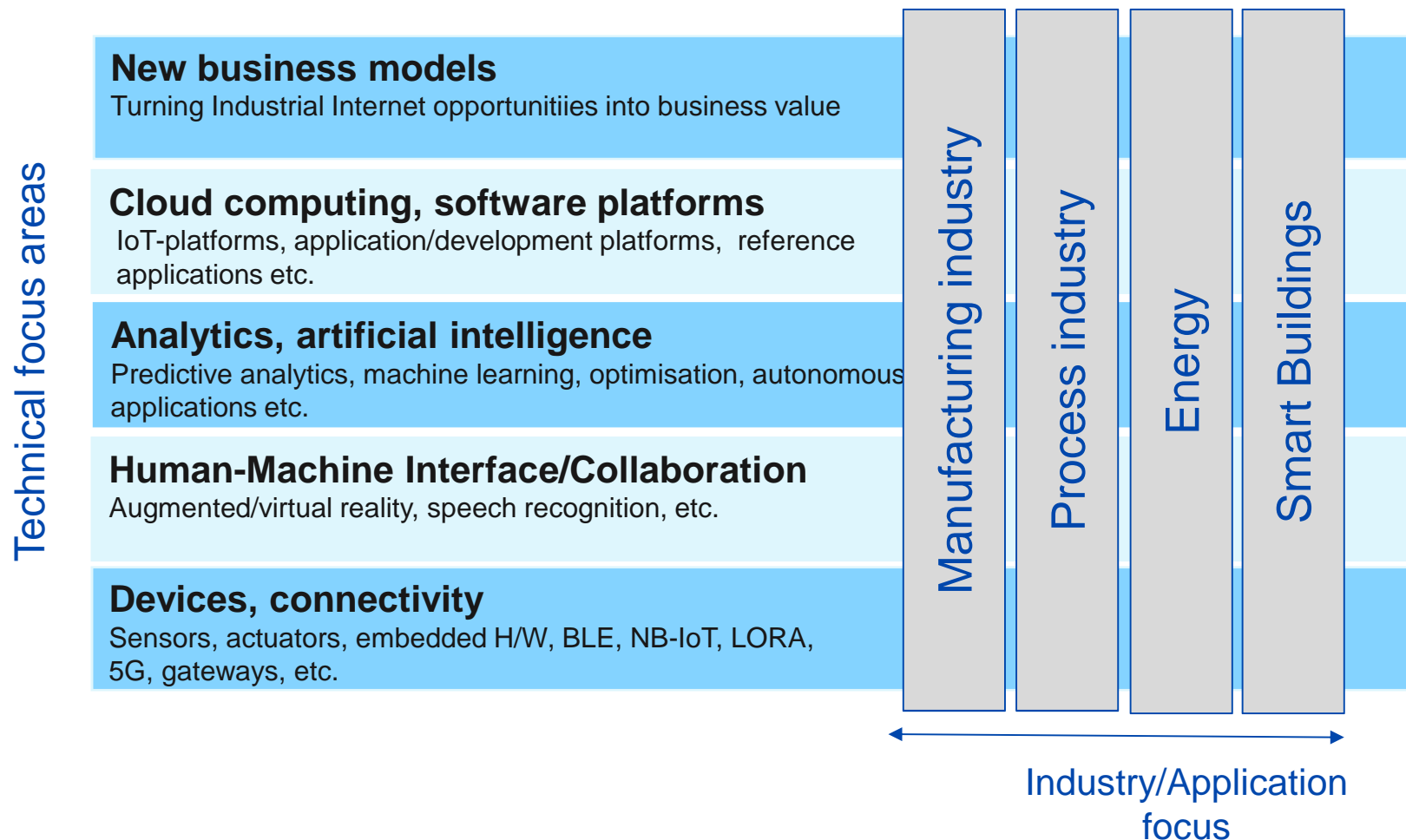
- **Bring together relevant players** (technology providers, solution builders, application developers, big and small companies, research organizations)

- **Share information** about the international state-of-the-art
- **Benchmark** with the leading players

- **Identify** new and emerging opportunities and technologies
- **Screen** future trends

- **Arrange** fast pilot projects and demonstrations
- **Link** with Demobooster

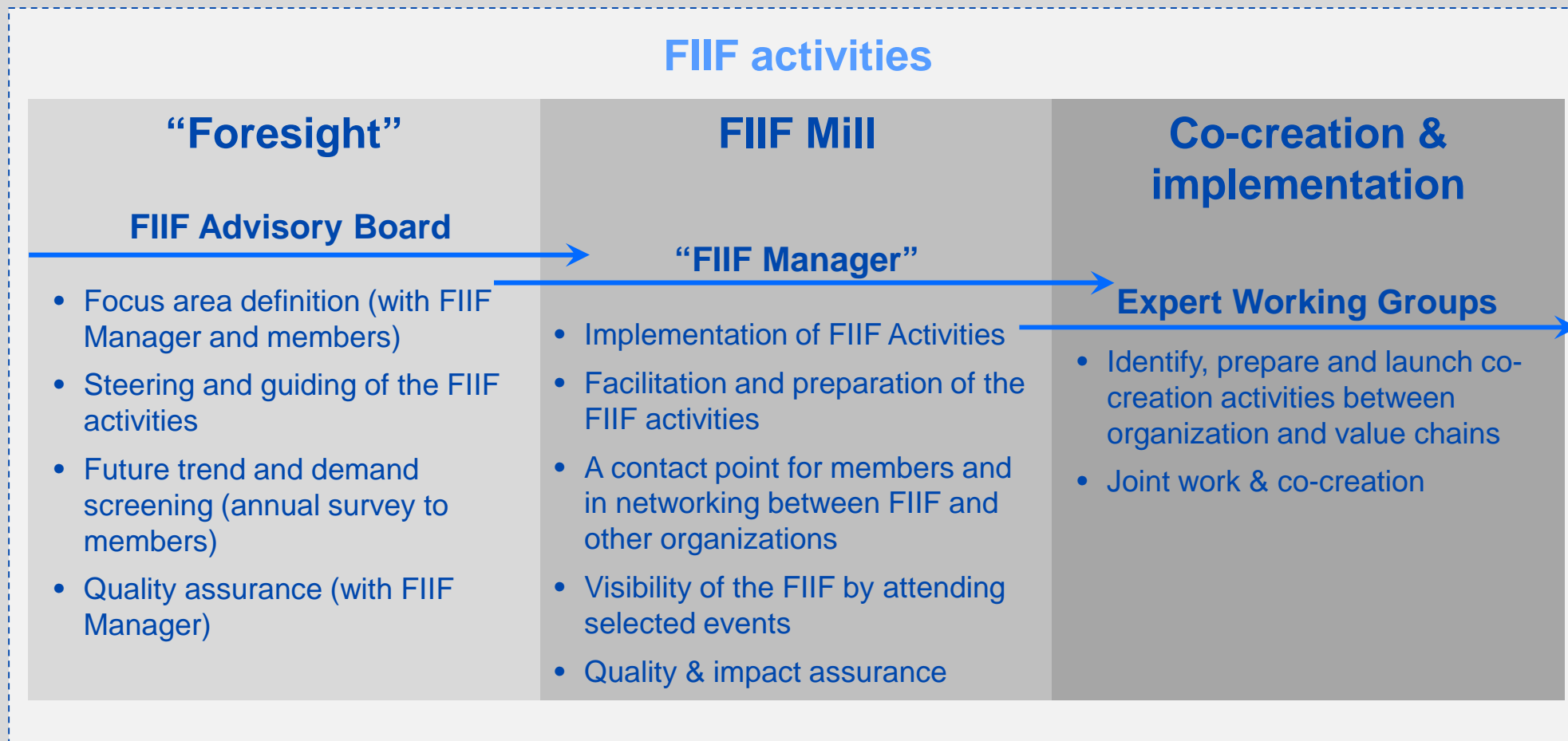
- **Expand** FIIF activities to new areas and new locations
- **Demonstrate real** solutions on site



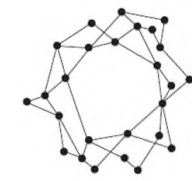


## FIIF Member Community: Focus area definition

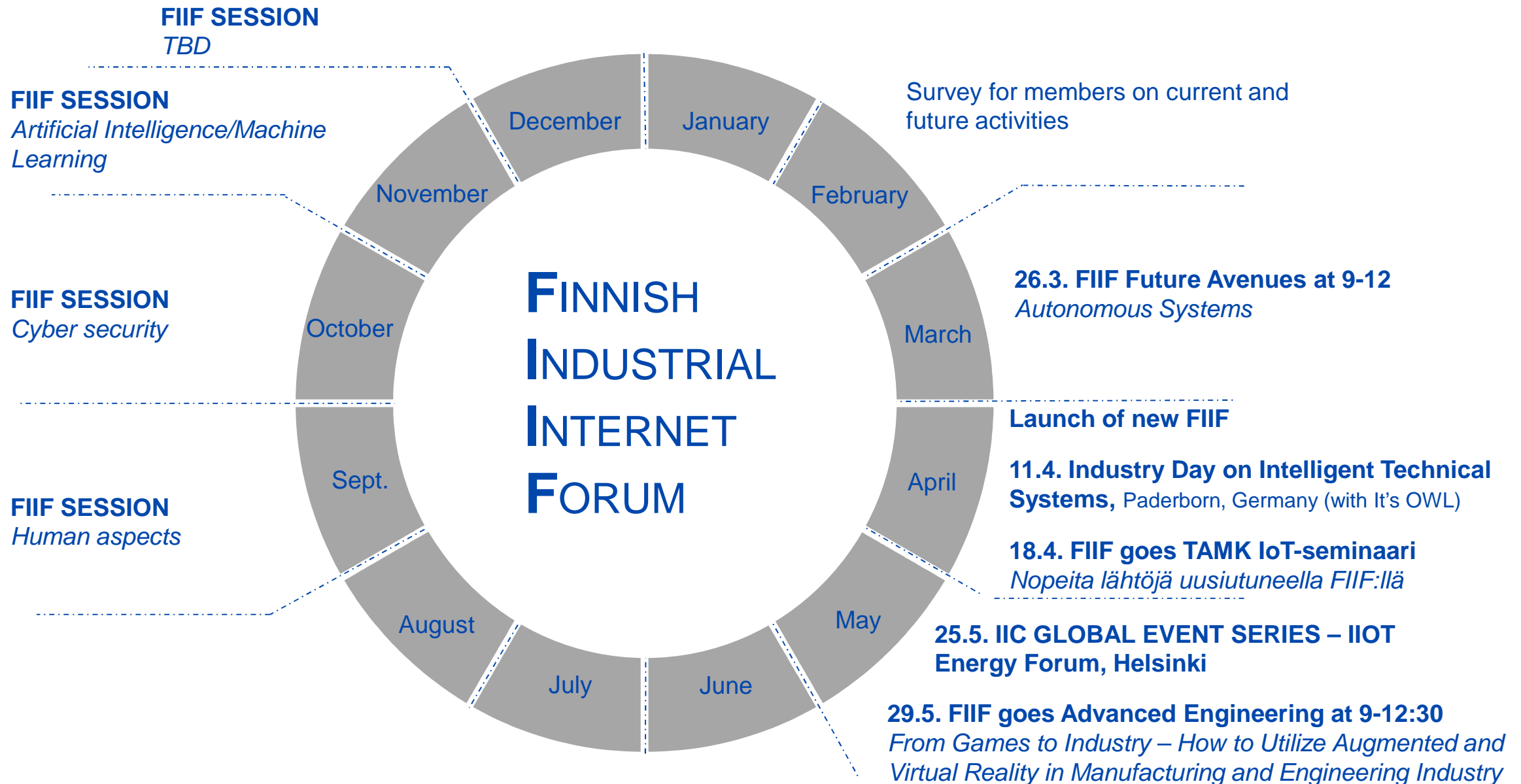
### FIIF activities



# DIMECC FIIF Annual Schedule



FINNISH  
INDUSTRIAL  
INTERNET  
FORUM







**Where leaders  
and winners meet**