



# International Digital Services

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Executive Vice President

**CMD2018**

- 1 Method for business development
- 2 Promising high-growth opportunities
  - Elisa Automate
  - Elisa Smart Factory
  - Elisa Videra
- 3 Management priorities

**Elisa's unique strategy generates profit and growth**

Profit and growth generation

# Elisa's unique approach generates profit and growth

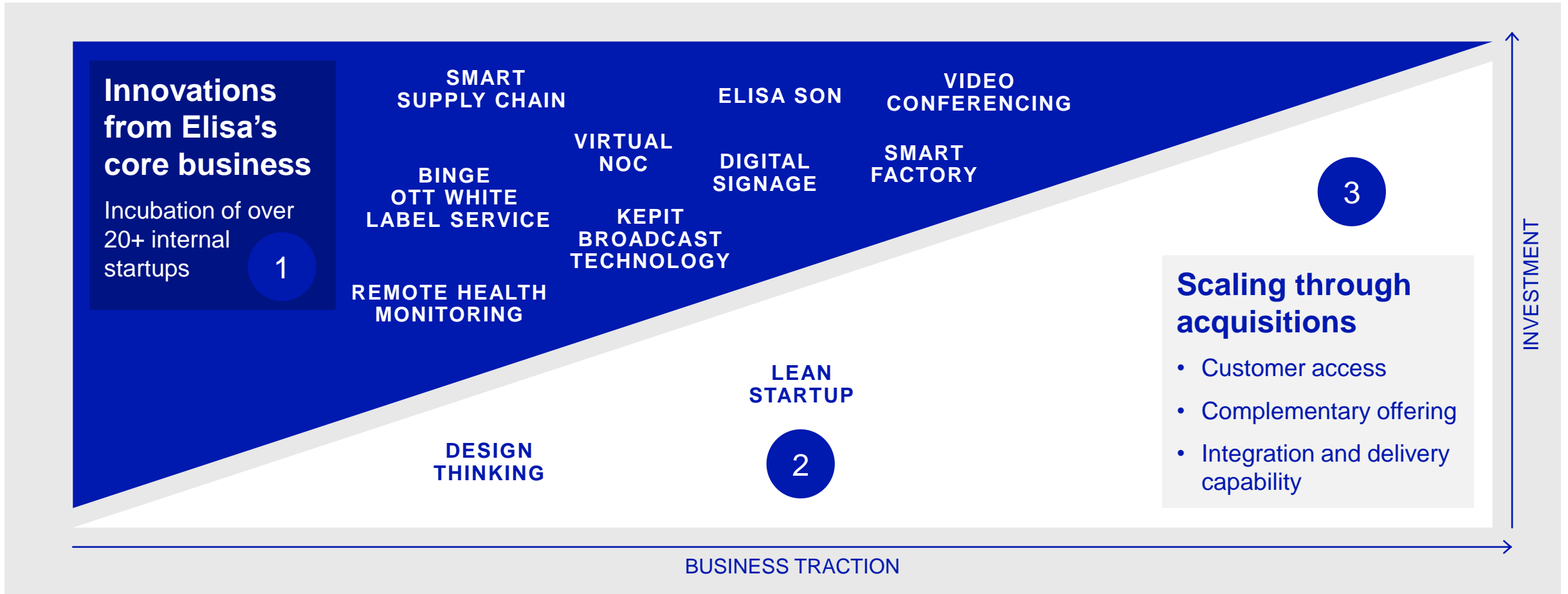
Increase mobile and fixed service revenues

Grow digital service businesses

Improve efficiency and quality

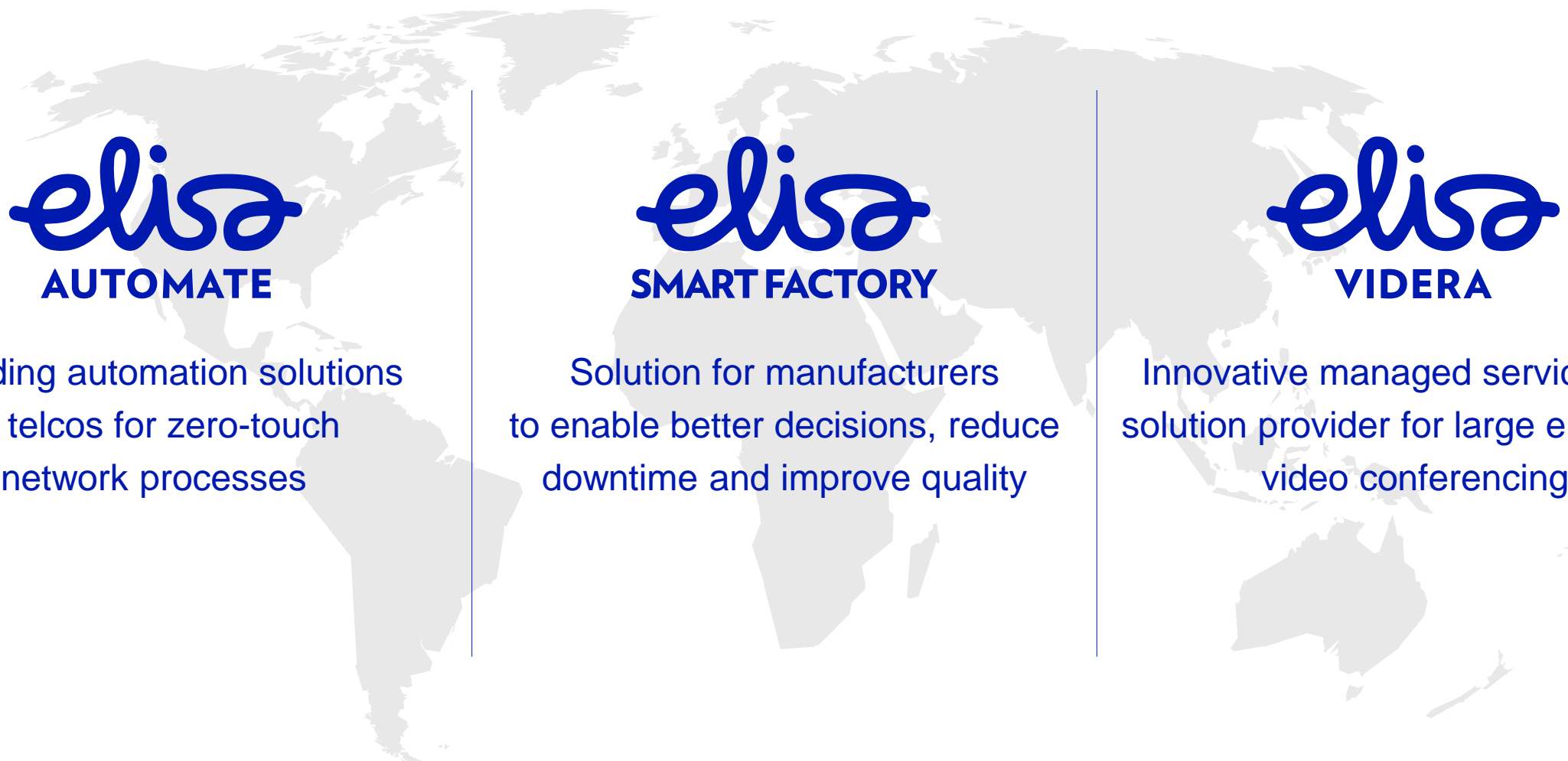
Method for business development

# Innovations in Elisa's core business provide solid ground for pursuing international growth opportunities...



Internal startups

...some of which already have good traction while others are still experimenting



**elisa**  
**AUTOMATE**

Providing automation solutions  
to telcos for zero-touch  
network processes

**elisa**  
**SMART FACTORY**

Solution for manufacturers  
to enable better decisions, reduce  
downtime and improve quality

**elisa**  
**VIDERA**

Innovative managed services and  
solution provider for large enterprise  
video conferencing

# CMD2018

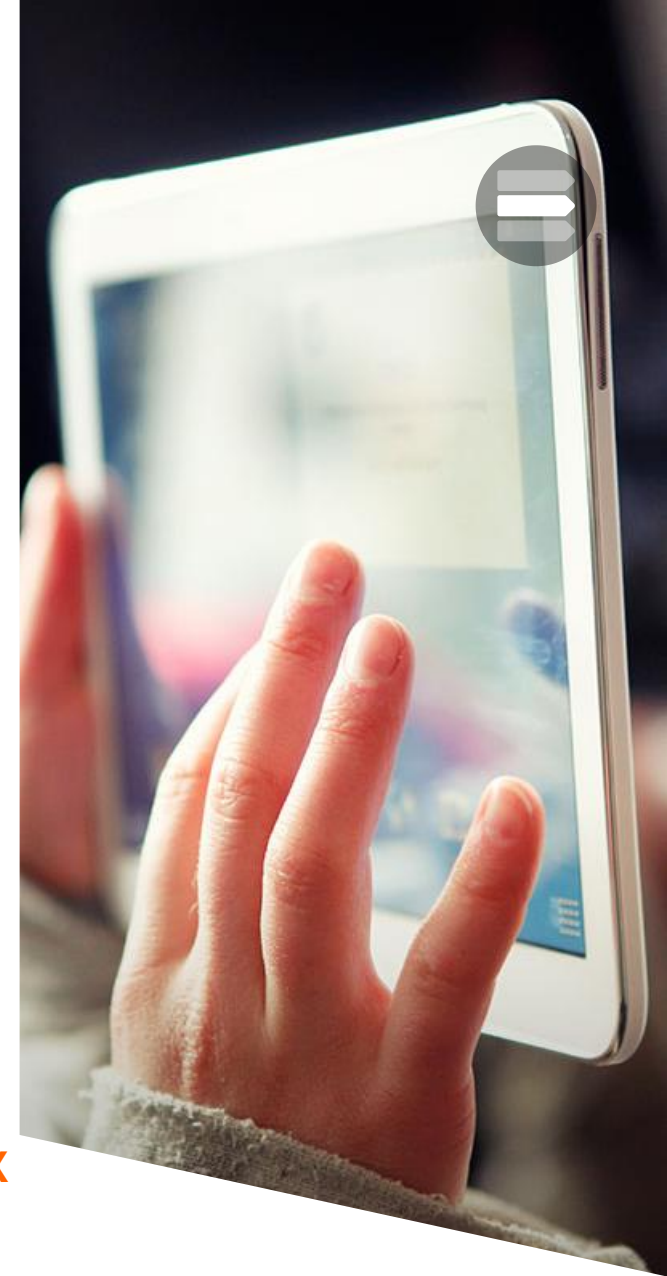
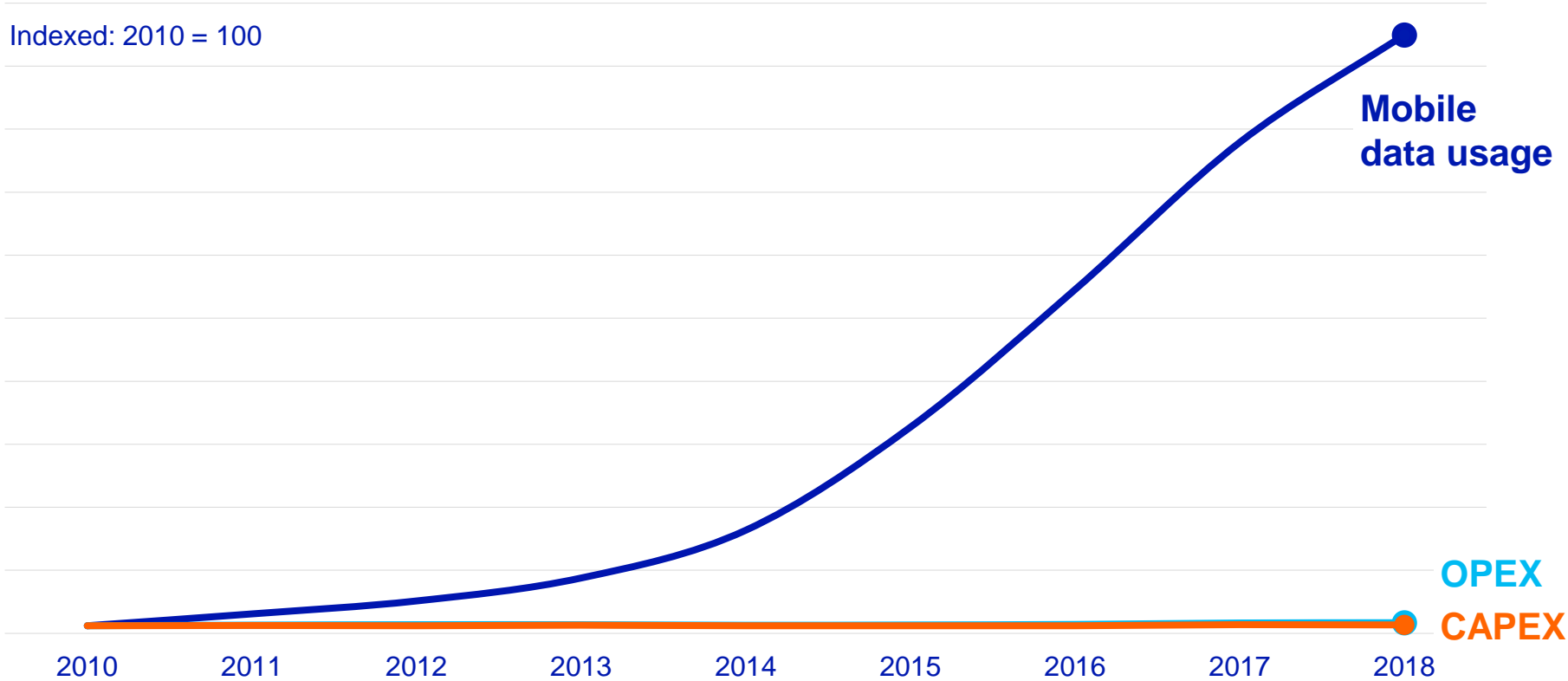
Providing automation  
solutions to telcos for  
zero-touch  
network processes



Elisa Automate

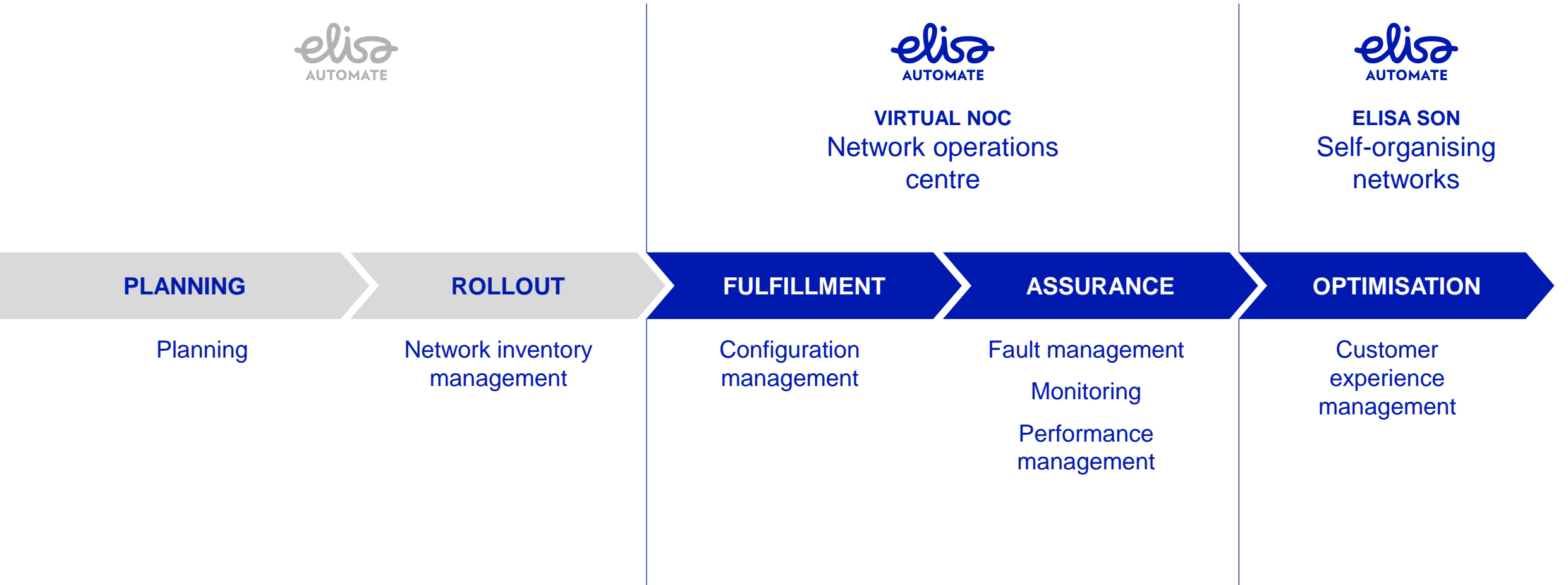
Elisa is a world leader in telecom process efficiency with 10 years of experience in innovating automation solutions...

Indexed: 2010 = 100



Elisa Automate

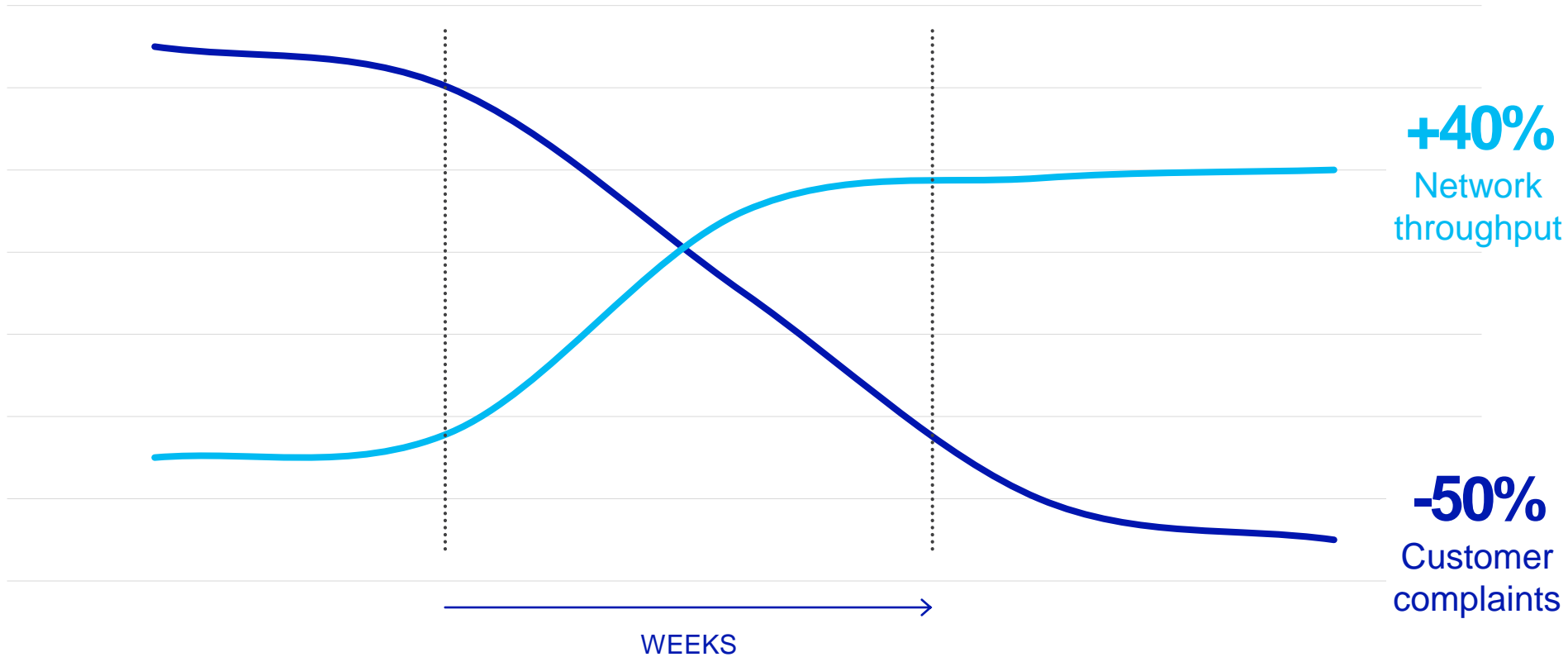
...and is now capitalising on its unique software innovations...



Elisa Automate

# ...with proven OPEX and CAPEX benefits for telecom service providers...

Example: Benefits of taking the LTE load-balancing algorithm into use



“

The Elisa SON solution also helps us track and anticipate problems before they have to be handled by our costliest level of service: customer support.”

- CTO of a customer telco

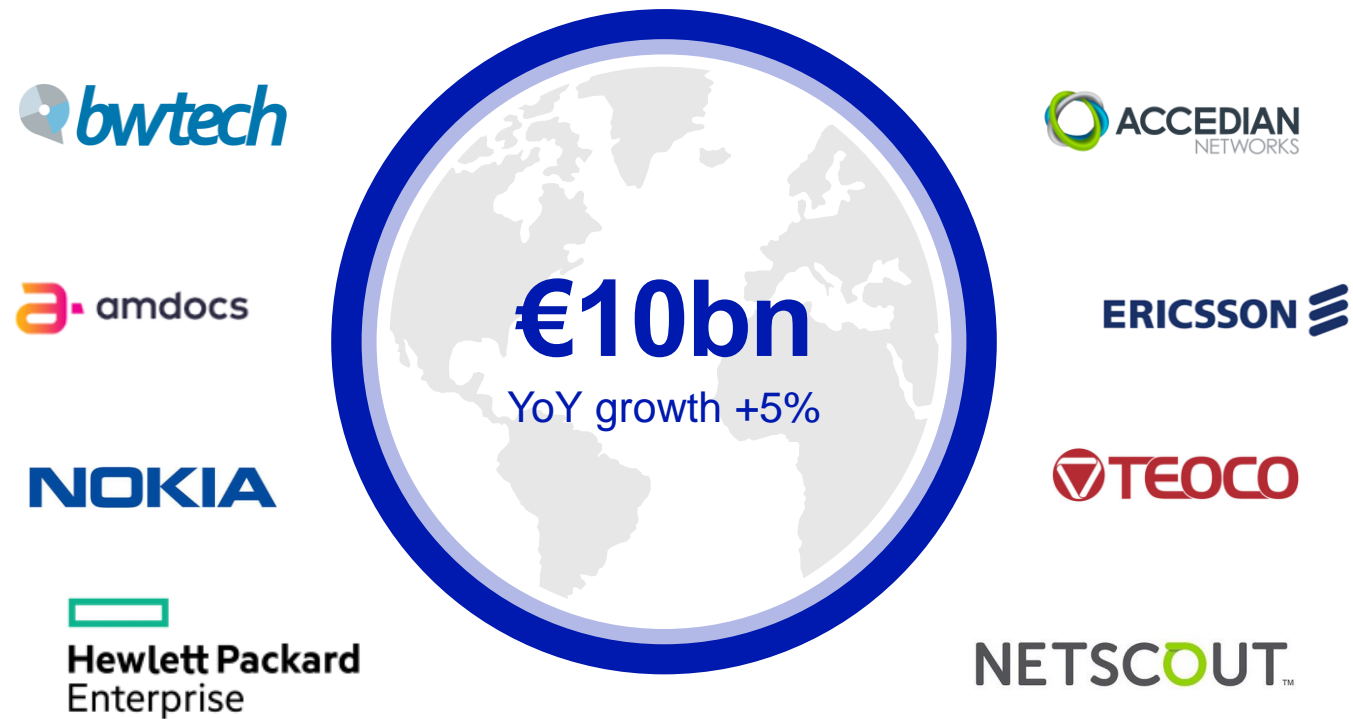


Elisa Automate

# ...in a sizable growth market



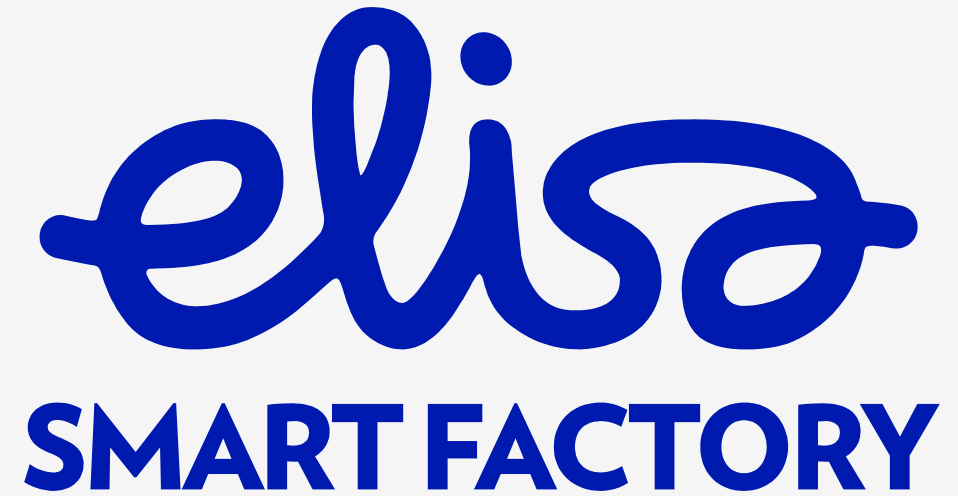
## Global telco software market for planning & optimisation



Source: Analysis Mason 2017, Elisa analysis

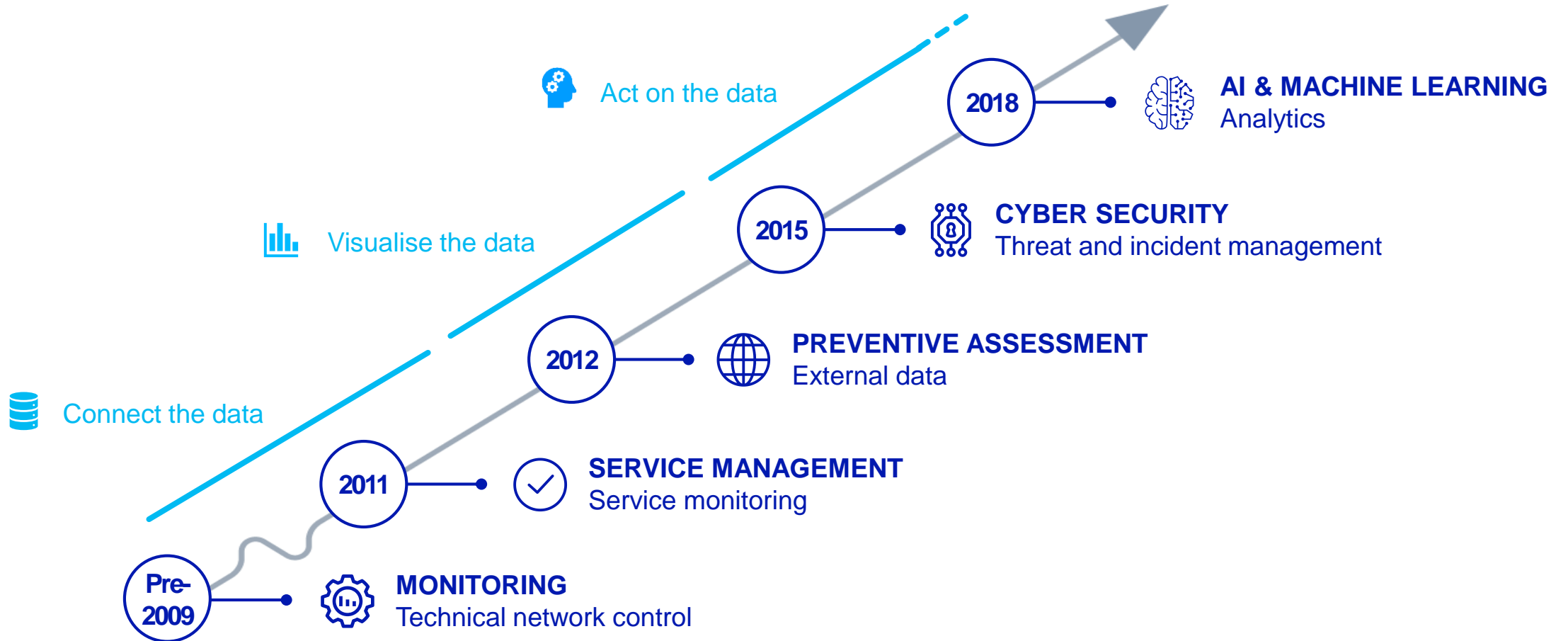
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Solution for manufacturers  
to enable better decisions,  
reduce downtime and  
improve quality



Elisa Smart Factory

# Elisa Smart Factory stems from our experience in telecom automation...



Elisa Smart Factory

# ...now applied in another industry: manufacturing...



## TRADITIONAL APPROACH \*

- L4** | Business systems (ERP, SCM, PLM)  
Governance & planning
- L3** | Production execution  
(MES / MOM)
- L2** | Process monitoring  
(HMI-SCADA)
- L1** | Process sensing,  
manipulation (PLC)

## IIoT CREATES A NEW LAYER OF DIGITAL TECHNOLOGY

### L5 | ELISA SMART FACTORY



#### CONNECT DATA

Integrate data  
Understand data  
Define models  
& KPIs



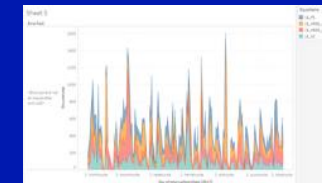
#### VISUALISE DATA

Real-time, role-based  
dashboards  
3D/2D views of  
equipment and  
processes

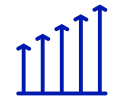


#### ACT ON DATA

Real-time alerts  
Automation through  
analysing data  
AI and machine  
learning enable  
better and faster  
decisions



**Reduce  
downtime**



**Improve product  
quality**



**Efficiency  
& safety**

\* ISA-95

Elisa Smart Factory

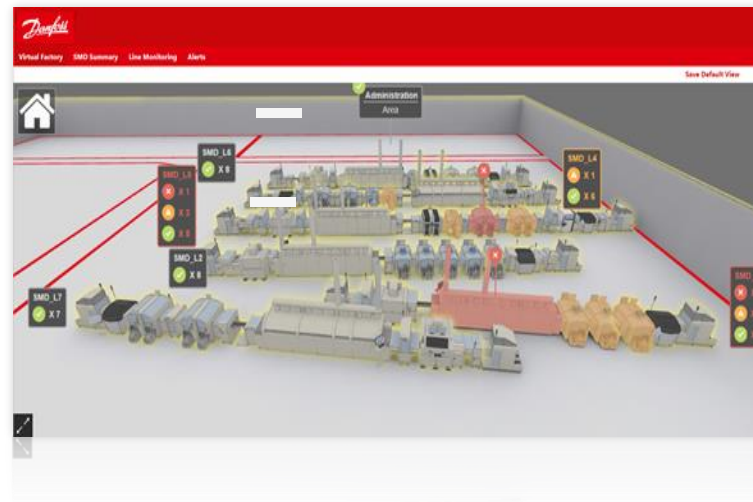
# ...with multiple applications creating customer value...



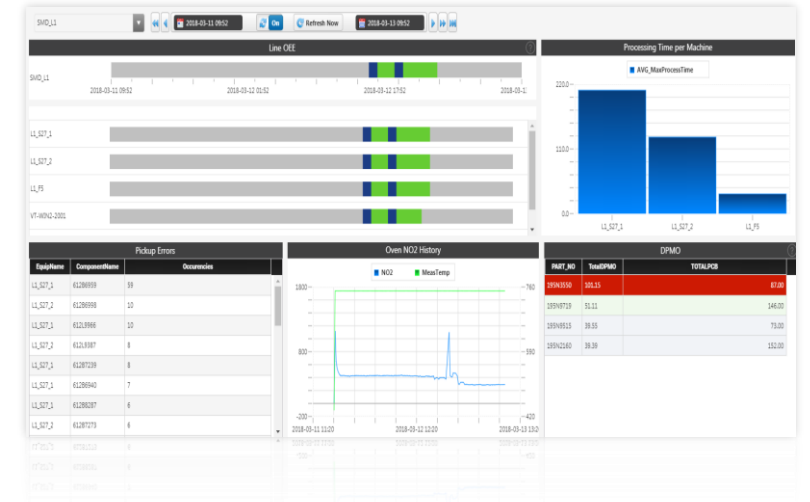
## Unique comprehensive KPI view



## Virtual factory view with real-time data



## Production optimisation with machine learning



Elisa Smart Factory

# ...in a very large growth market



## Global manufacturing software in Industrial IoT market



Source: Gartner 2017; IoT professional services spending, Elisa analysis

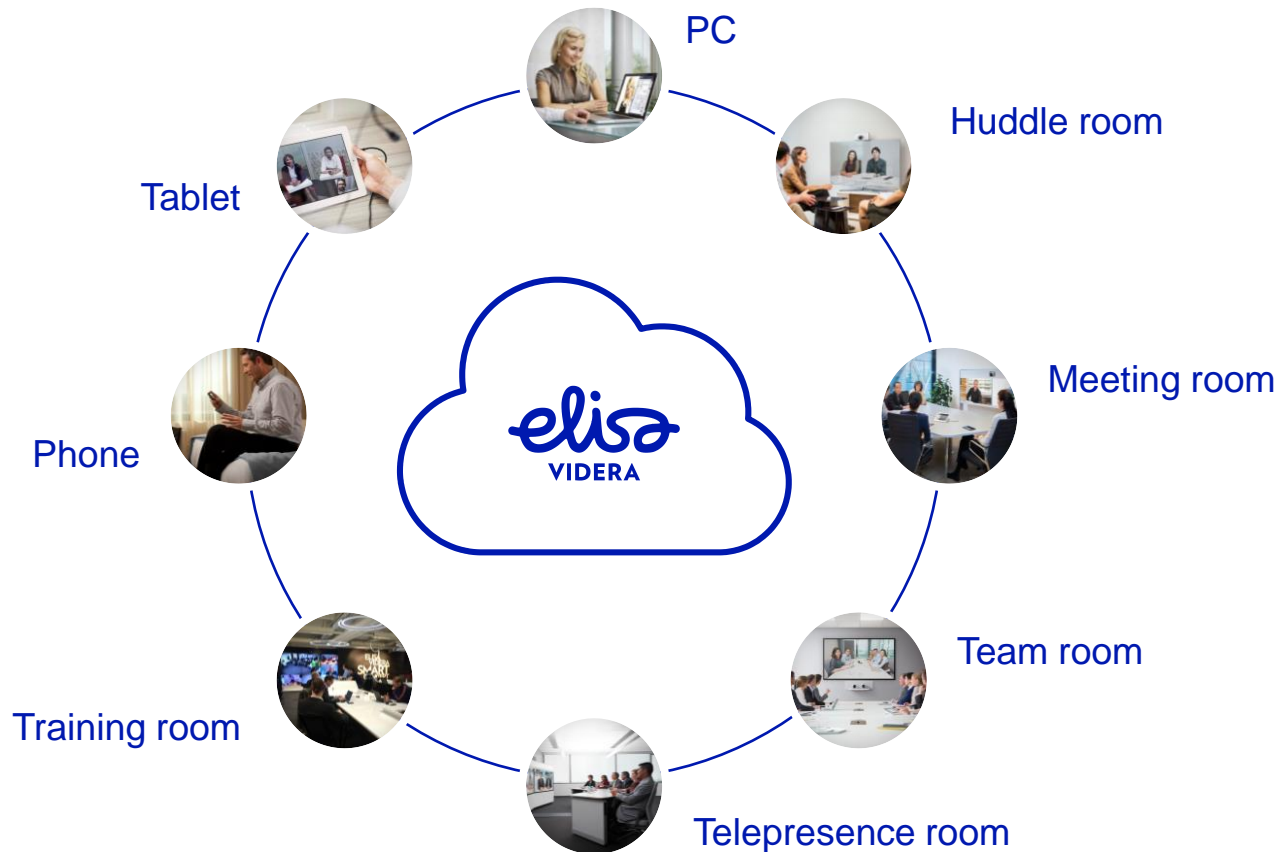
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Innovative managed  
services and solution  
provider for large enterprise  
video conferencing



Elisa Videra

# Elisa Videra provides video conferencing solutions from the cloud to global corporations...



 **+90**  
countries

 **+14,000**  
endpoints delivered



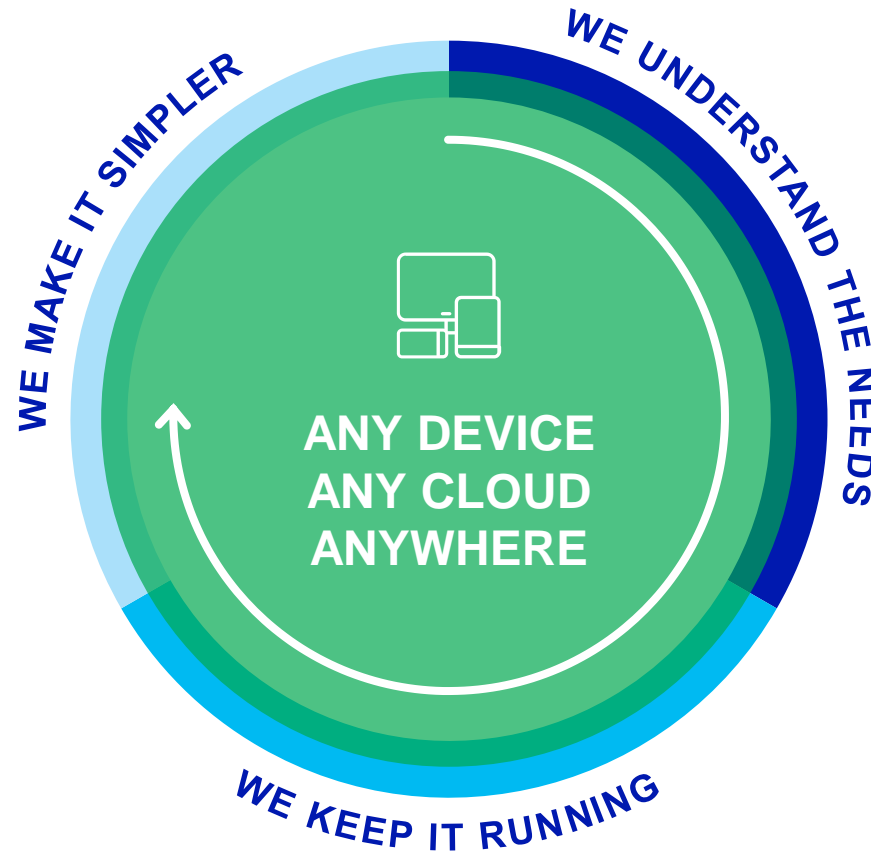
**Certified operations**

Elisa Videra

## ...with unique value propositions...

- Easy to use and to manage with self-service
- Multi-vendor and technology-agnostic

- Global delivery and integration
- Multilingual 24/7 support and remote monitoring



- Tailored solutions enabled by video experts
- Flexible and scalable deployment models

- Carrier-class secure infrastructure
- Preventive service and estate management

Elisa Videra




# ...materialising in partnerships for interoperability and customer access...

**A dedicated platform and fully managed video service from Elisa Videra**

"The partnership we've forged with Elisa Videra enables us to both benefit from our collective strengths and bring something truly unique to market."

Vodafone Principle Collaboration Manager



	Polycom	Platinum Partner – highest level of certification
	CISCO	CMSP <sup>1)</sup> – highest-tier certificate
	pexip	STORM Service Provider Expert
	LG	Preferred global partner
	SAMSUNG	Direct global partner

<sup>1)</sup> CMSP: Cloud and Managed Services Program, of Cisco's tens of thousands of global partners, only 19 have been granted certificates for video and telepresence

Elisa Videra

# ...and growing globally with customers...



Elisa Videra

# ...outpacing market growth



## Elisa Videra growth YTD Q1-Q3

Active endpoints  
**+28%**

Video minutes  
**+31%**

Virtual meeting rooms  
**+410%**

Video revenues  
**+32%**

## Global video service market



Source: Gartner, Wainhouse research, Elisa analysis; Video Service Market analysis

## Management priorities

# Elisa's unique strategy generates profit and growth

## Elisa's strategy

## Profit and growth generation

Increase mobile and fixed service revenues

Grow digital service businesses

Improve efficiency and quality

1. Continue innovation in our core business and leverage internationally
2. Smart with small investments, only gradually increase
3. Scale up opportunities with traction and accelerate growth with bolt-on acquisitions

*elisa*

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THANK YOU.

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