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Minimum Lovable Products

From the Blame Game to Minimum, Lovable Products in 10 Weeks

2025: AUTONOMOUS SUPPLY CHAINS

Milestones / Goals:



3D printing

Spare parts for maintenance



Supply Chain control towers

Sense and react to business in real-time



Smart contracts on blockchain

Basing decisions on rules and artificial intelligence



IoT

Sensor based supply / demand automation

Main characteristics:



Technology Driven



Highly Autonomous



Proactive Decisions



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«SMALLER, LESS, NOW»

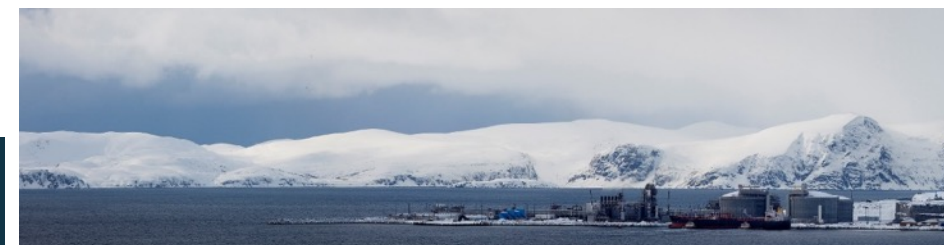
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MINIMUM LOVABLE PRODUCT IN 10 WEEKS

- Eirik Solberg -
Digital Inc Tribe lead at Equinor

We are Equinor

Turning natural resources
into energy for people and
progress for society



The Equinor Supply Chains has extensive size and footprint



 Demand planning	 Procurement	 Inbound Logistics	 Warehousing	 Outbound Logistics	 Receive & Pay	 Return & Repairs
Needs: 900 Thousand	Spend: 141 BNOK	Road transports: 150 Thousand	Inventory: 27 BNOK	Tonnage: 1.6 Million	Invoices: 745 Thousand	CCUs in pool: 26 Thousand
Work Orders: 280 Thousand	Purchase orders: 250 Thousand	Goods receipts: 200 Thousand	Materials: 850 Thousand	Vessels: 45	Lifts: 230 Thousand	Repairs: 4200
Customers: 20 Thousand	Suppliers: 10 Thousand	Daily Truck Fleet: 90	Goods receipts: 203 Thousand	Helicopters: 19	Installations: 40+	CCU turnaround: 9.2 Days



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«GREAT COMPANIES ARE BUILT,
WITH HARD WORK BY A TEAM»

- Emily Chang -
Head of technology journalism at Bloomberg

TRIBE GOAL



Performance culture;

Business outcome and metrics driven,
upfront enablement, ringfenced teams,
visual mgmt and engagement



Clear framing;

Purpose, task, value, targets,
linkage and journey



The 4 Cs;

Cross-functional, committed,
co-located and collaborative



Venture and start-up environment;

Cultivating entrepreneurship
dedication and commercial thinking
(«think big, act small»)



Customer and Outside-In orientation;

Openness, engagement, solve real business
problems, create pull-effect



Speed and agility;

Rapid prototyping, validation, MVPs,
work sprints, fail fast/cheap,
dynamically learn/adapt



Fit for purpose office landscape and collaboration tools;

Dedicated area, o365 toolbox



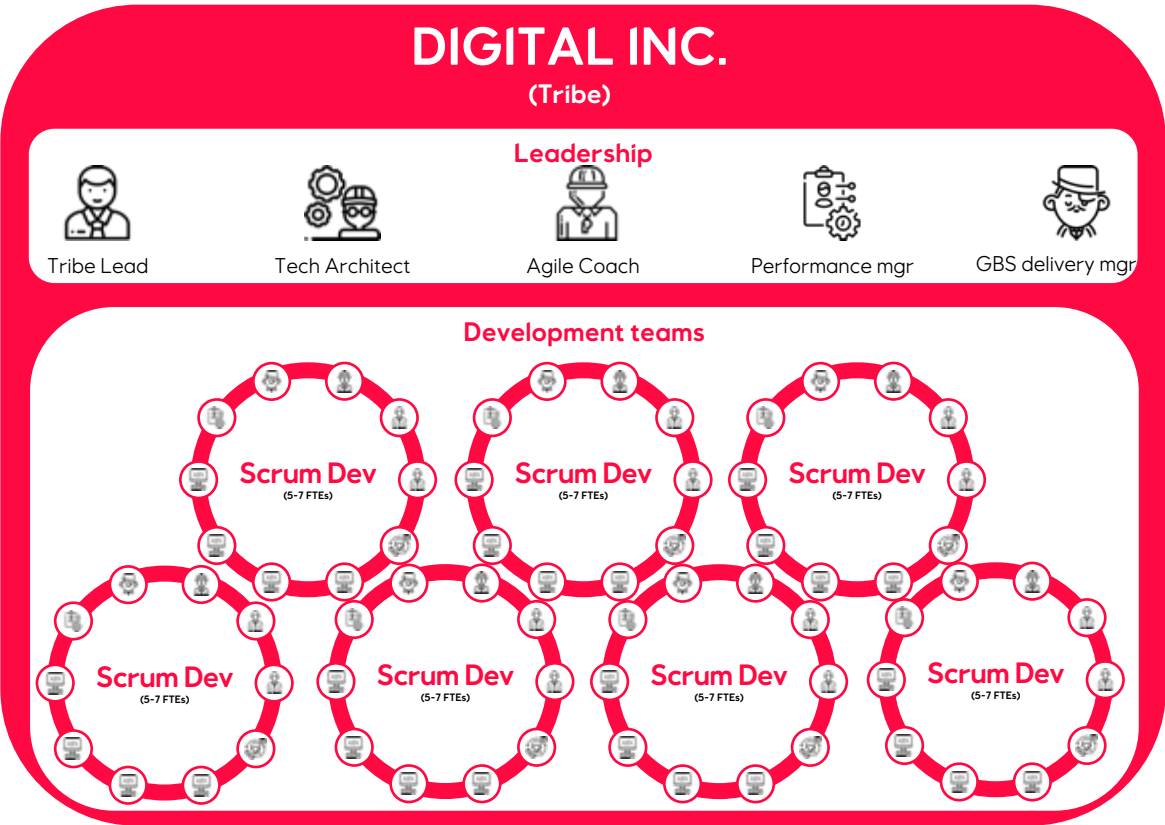
Leverage best of proven methodologies;

Agile, Design Thinking and
Lean Startup

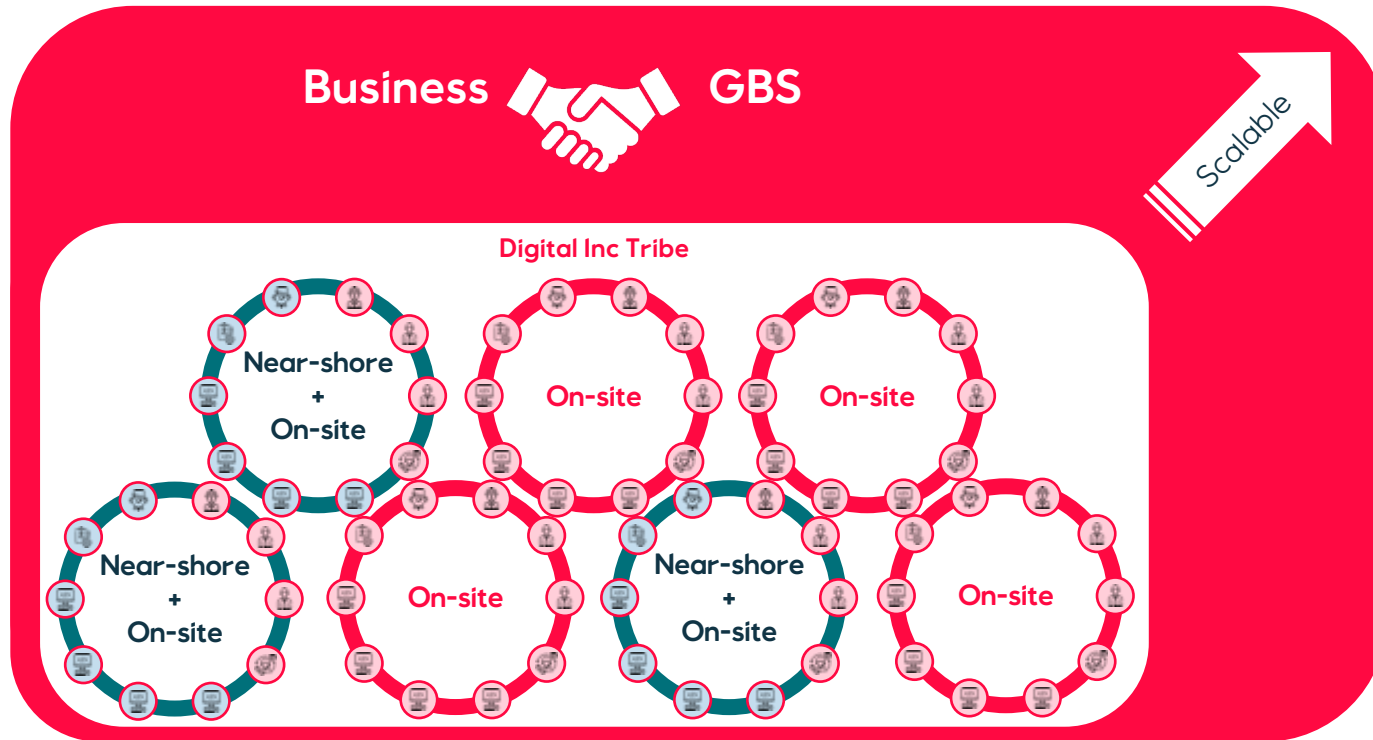


TRIBE

STRUCTURE (CURRENT)



TRIBE STRUCTURE (TEAMS)



Main characteristics:



On-site & Mixed Teams

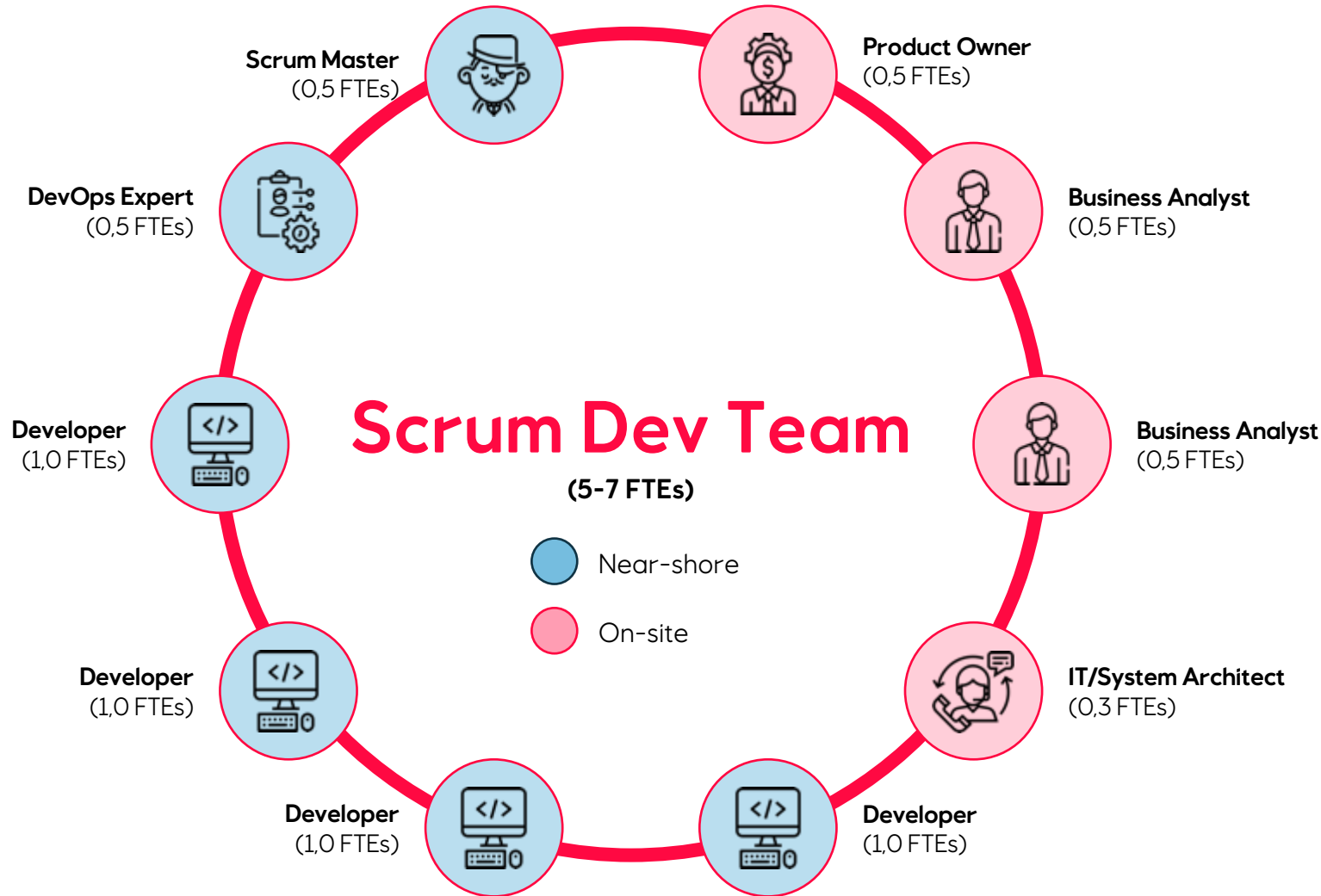


Highly scalable model



Close collaboration & innovation

DIGITAL FACTORY STRUCTURE (MIXED TEAMS)





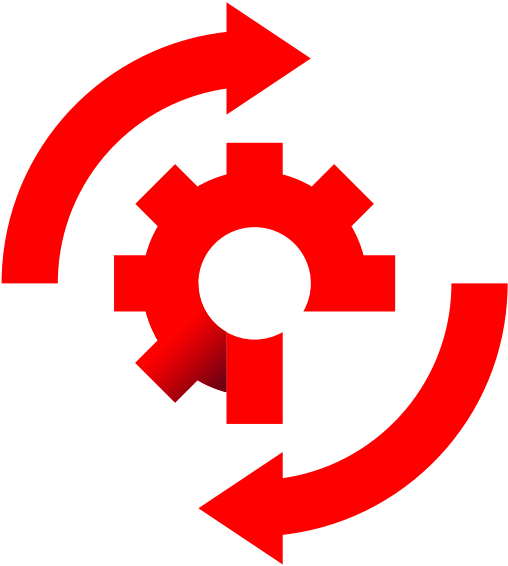
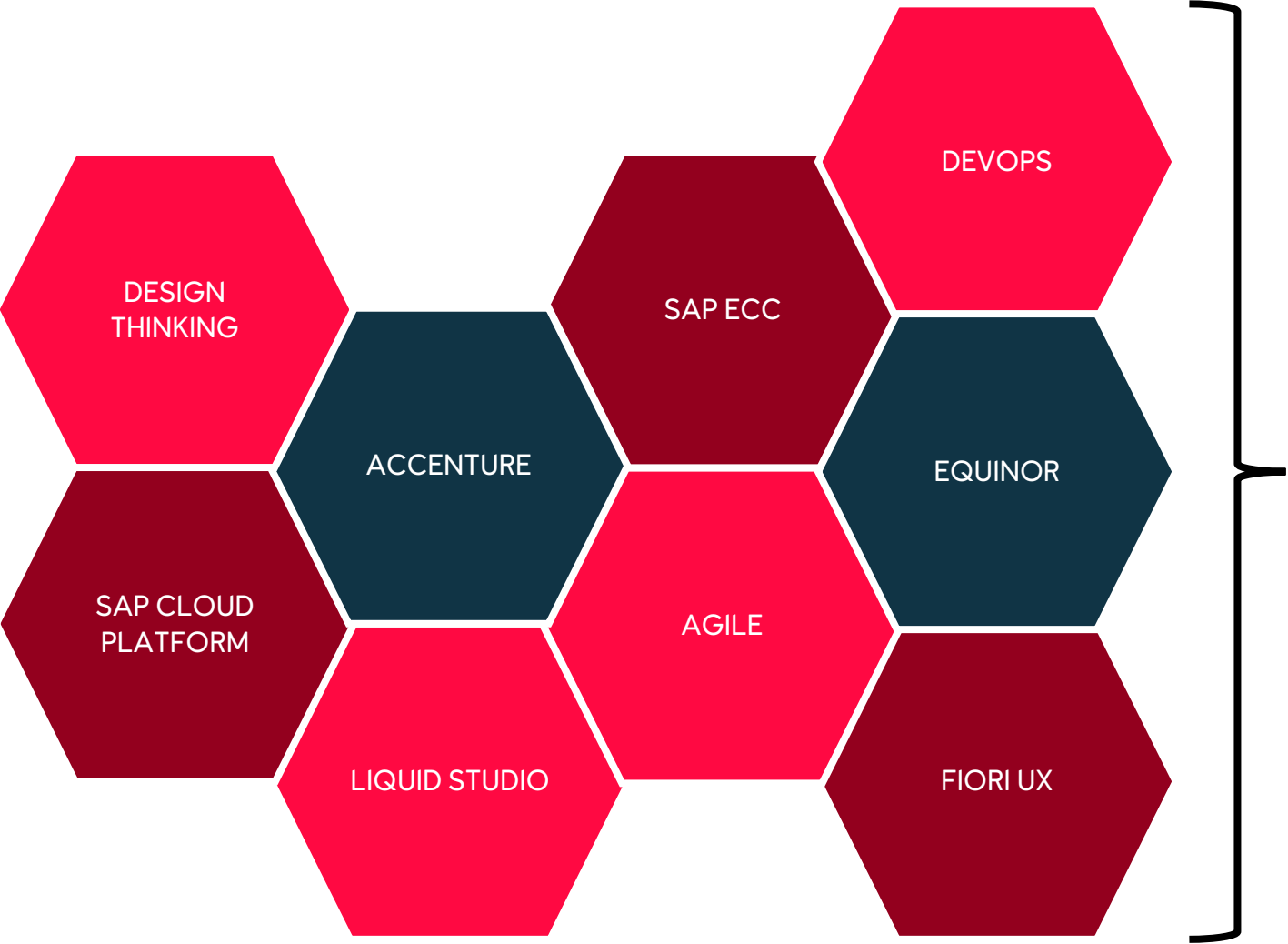
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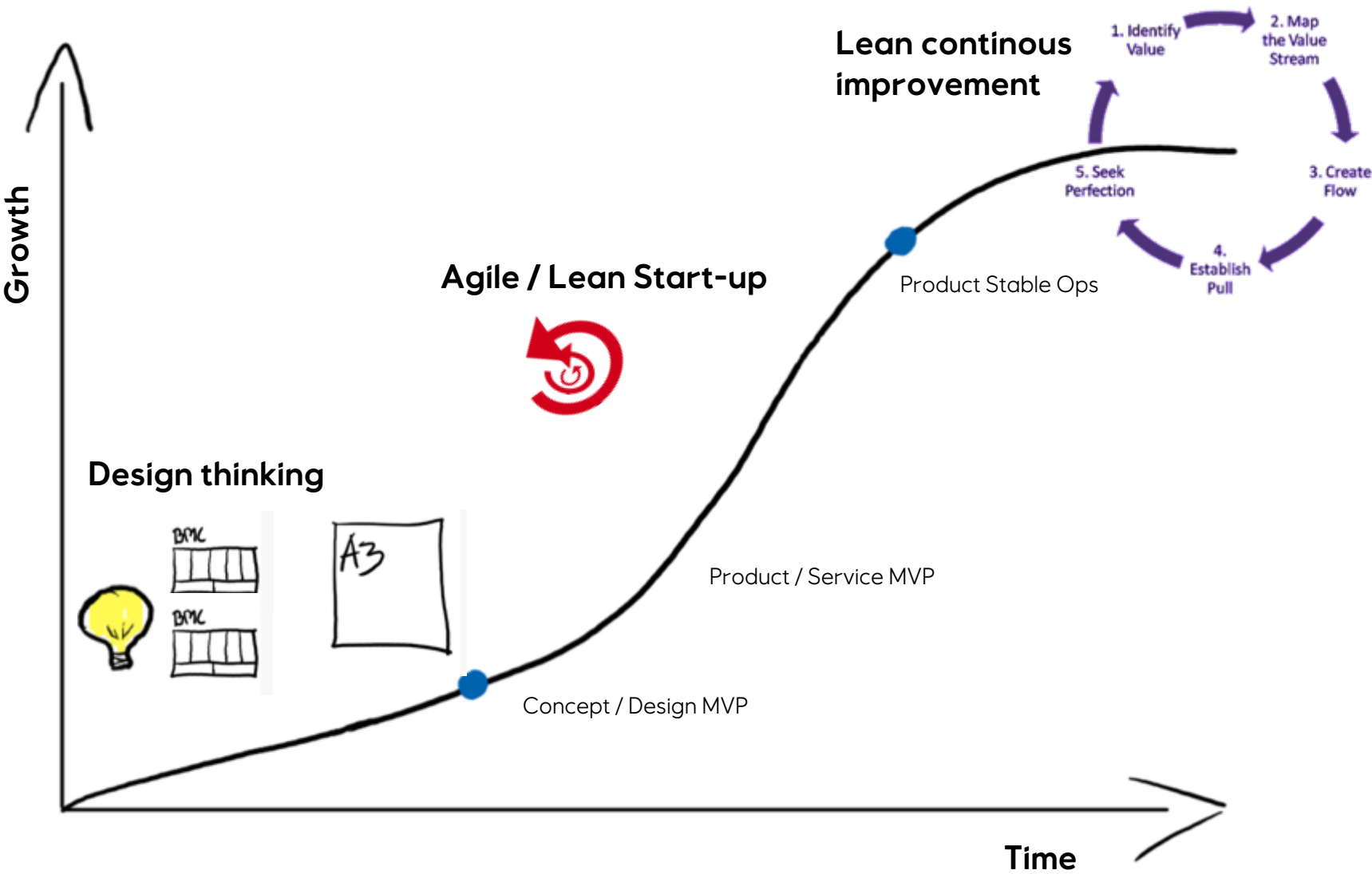
«FAILING FAST IS
THE KEY TO SUCCESS»

– Janis Petersons –
Agile, design thinking coach at Accenture Latvia

DIGITAL FACTORY APPROACH



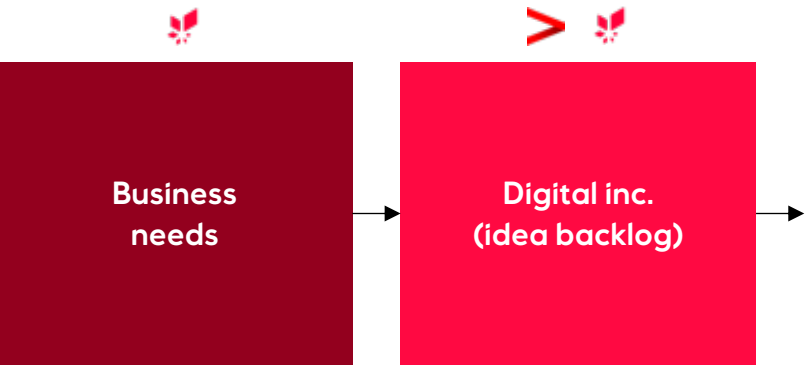
**Continuous digital innovation
factory**



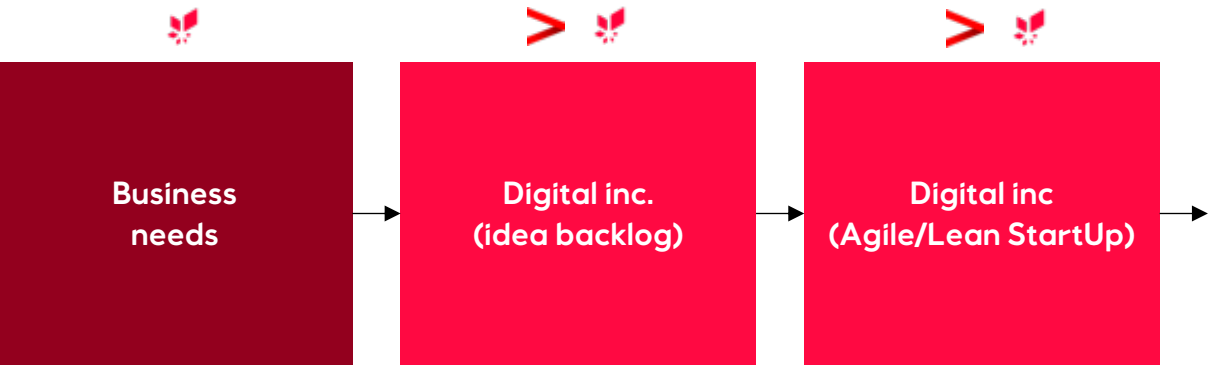
DIGITAL FACTORY PRODUCT LIFECYCLE



DIGITAL FACTORY PRODUCT LIFECYCLE

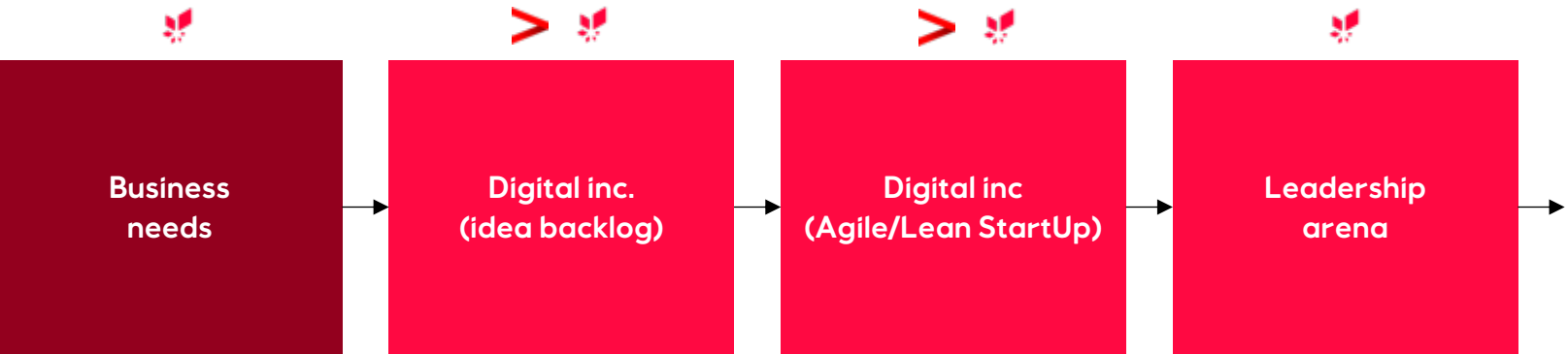


DIGITAL FACTORY PRODUCT LIFECYCLE

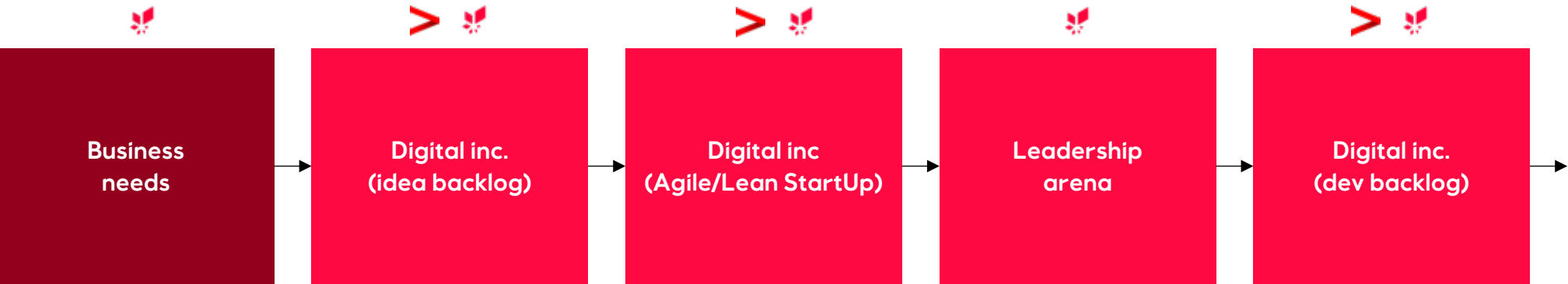


DIGITAL FACTORY

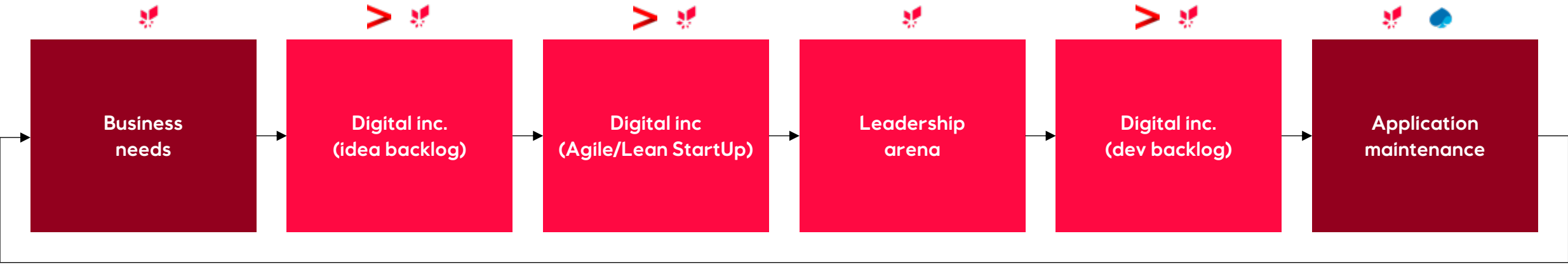
PRODUCT LIFECYCLE



DIGITAL FACTORY PRODUCT LIFECYCLE



DIGITAL FACTORY PRODUCT LIFECYCLE



DIGITAL FACTORY BENEFITS



Change enabled



Highly scalable



Process transparency



High performing



Faster time to market



Early feedback



Reduced risk



Problem solving oriented





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«THE FACTORY IS THE MACHINE
THAT BUILDS THE MACHINE»

– *Elon Musk* –
Founder and CEO at SpaceX, Tesla

DIGITAL FACTORY RESULTS

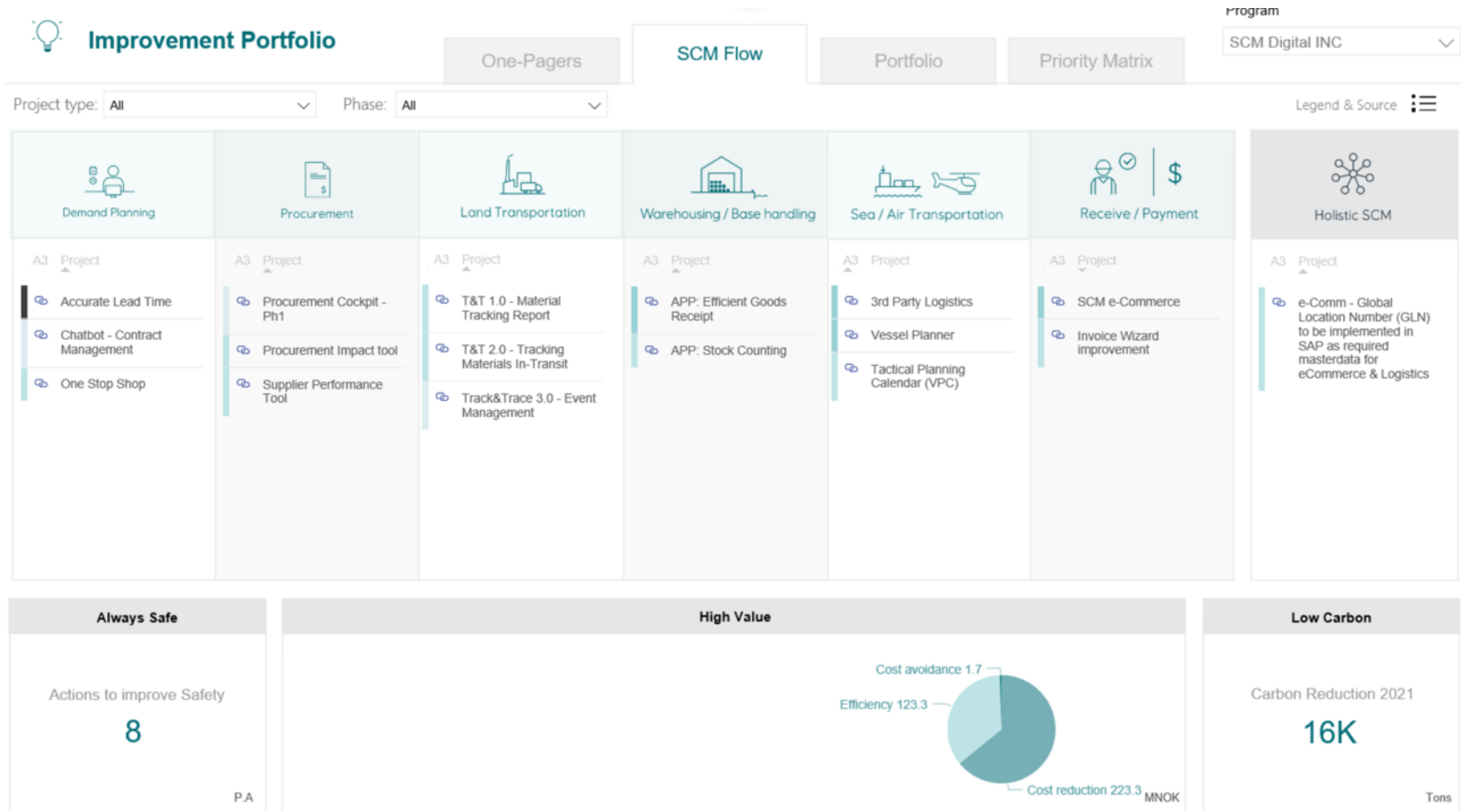
10+12
SOLUTIONS

7+8

Logistics / Materials Mgmt

4+3

Procurement



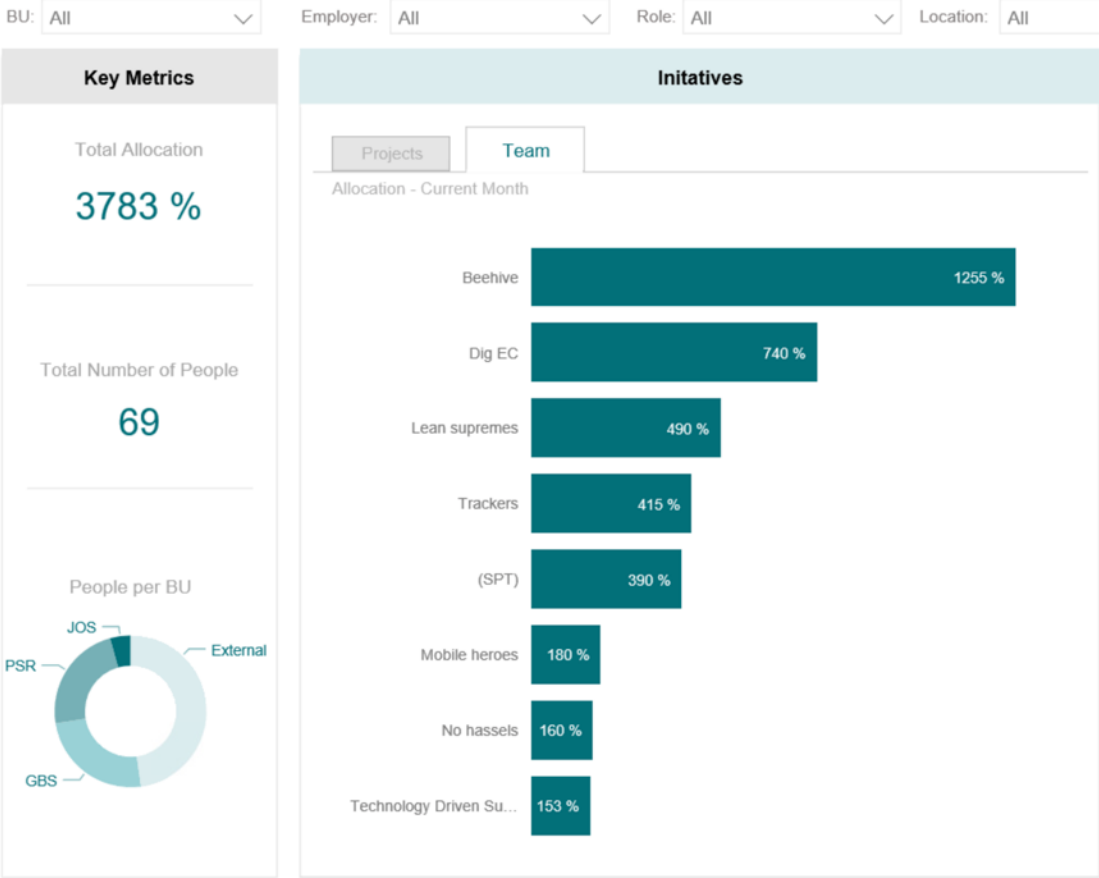
DIGITAL FACTORY RESULTS



69
Developers/BAs/POs/SMs

5
Leadership

People [Sharepoint](#)

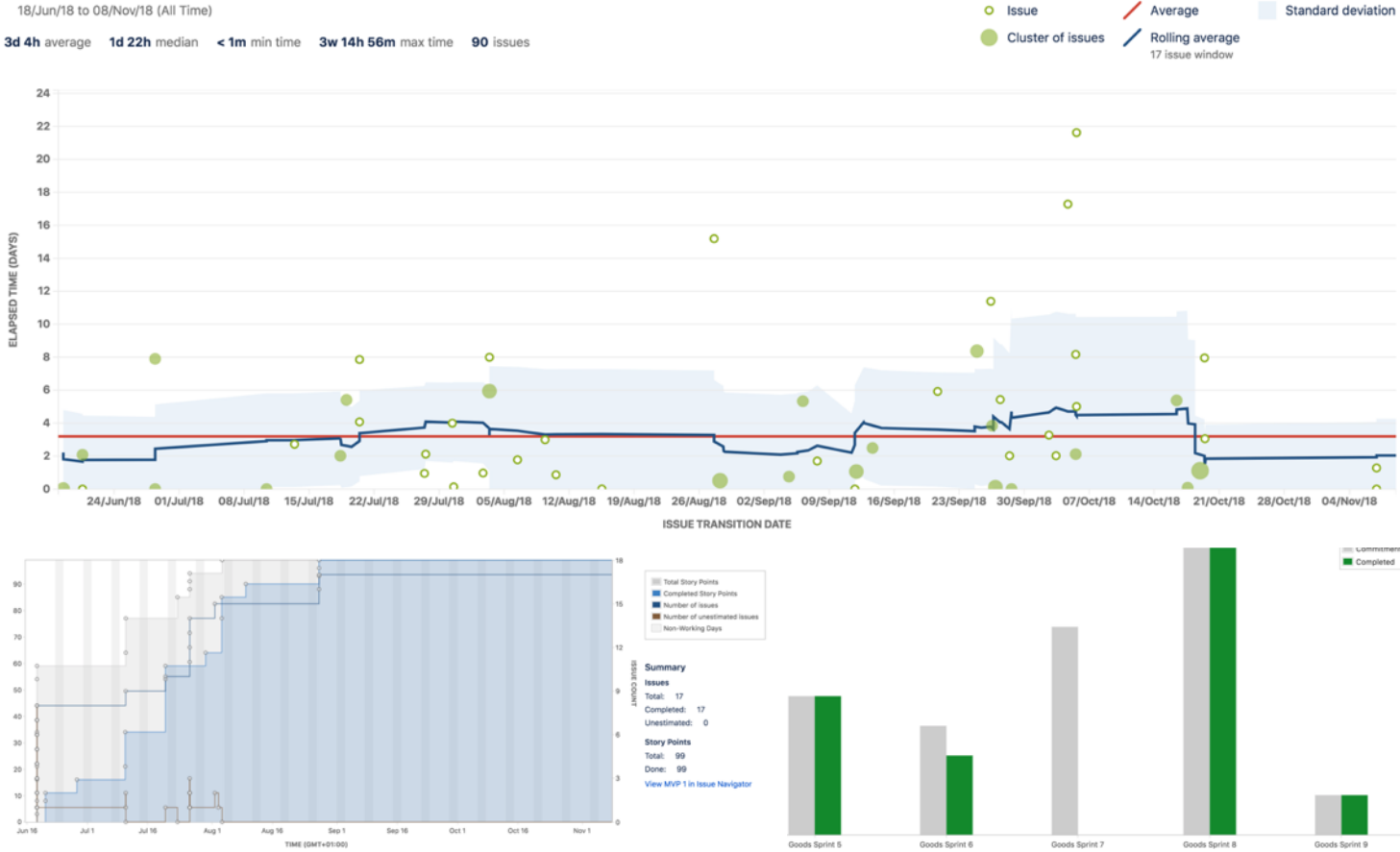


DIGITAL FACTORY RESULTS

3+12
MONTHS

±1270
Work items

±89%
Accuracy

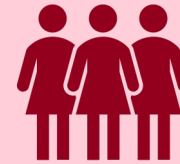


DIGITAL FACTORY

LEARNINGS & TAKEWAYS



**People & diversity bring
true innovation**



**Long lasting teams
deliver faster**



Prototype, test & repeat



Plan for scale early



**Balance between existing
processes and innovation**



**New ways of working accross
organization**



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