



MAKING DIGITAL REAL

With itelligence

This is me!

Thomas
Normark

TRANSFORMATION LAB NET DATA Business Solutions.itelligence

- Innovating through technology

BLOW STUFF UP... AND CHANGE THE GAME!

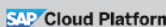


ECOSYSTEM

Internet of things

Artificial intelligence

Cloud platforms



OFFERINGS



Digital strategy



The intelligent enterprise



Smart products



Industry 4.0

TRANSFORMATION LAB

Digital business strategists



Architects



Technology champions

ENTERPRISE PROCESSES

Customer Service

Manufacturing

Financial Management

Procurement

Human Capital Management

Sales and Marketing

Management

Supply Chain Management

SERVICES

Business analytics

Innovation & technology

Manage services

Products

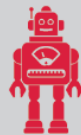
EXPONENTIAL TECHNOLOGIES



Artificial intelligence



Robotic process automation



Robots



Drones



3D printing



Internet of things



Blockchain



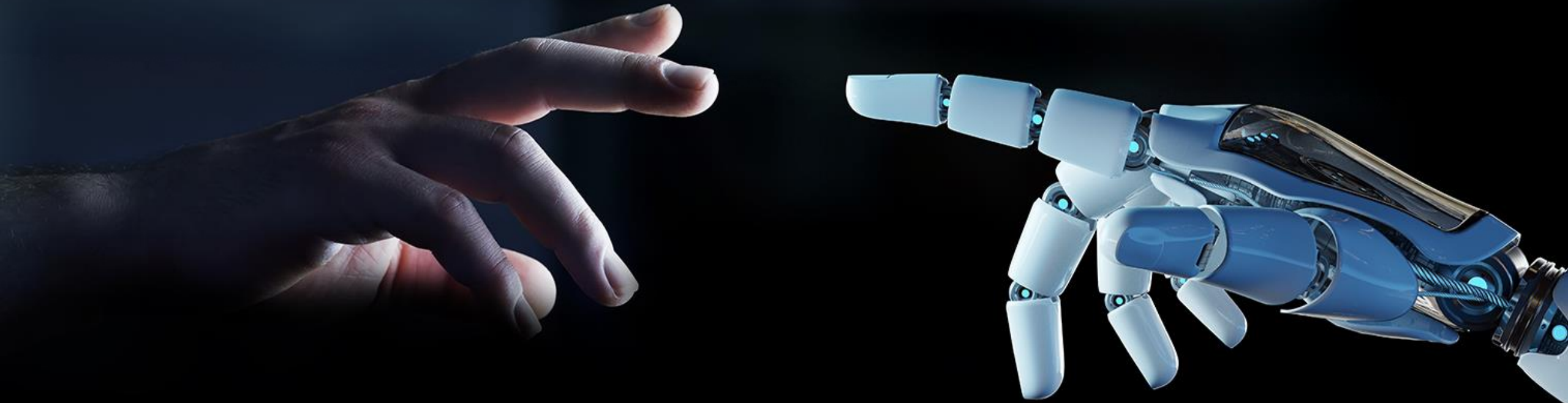
Virtual and augmented reality

DIGITAL HUMANS

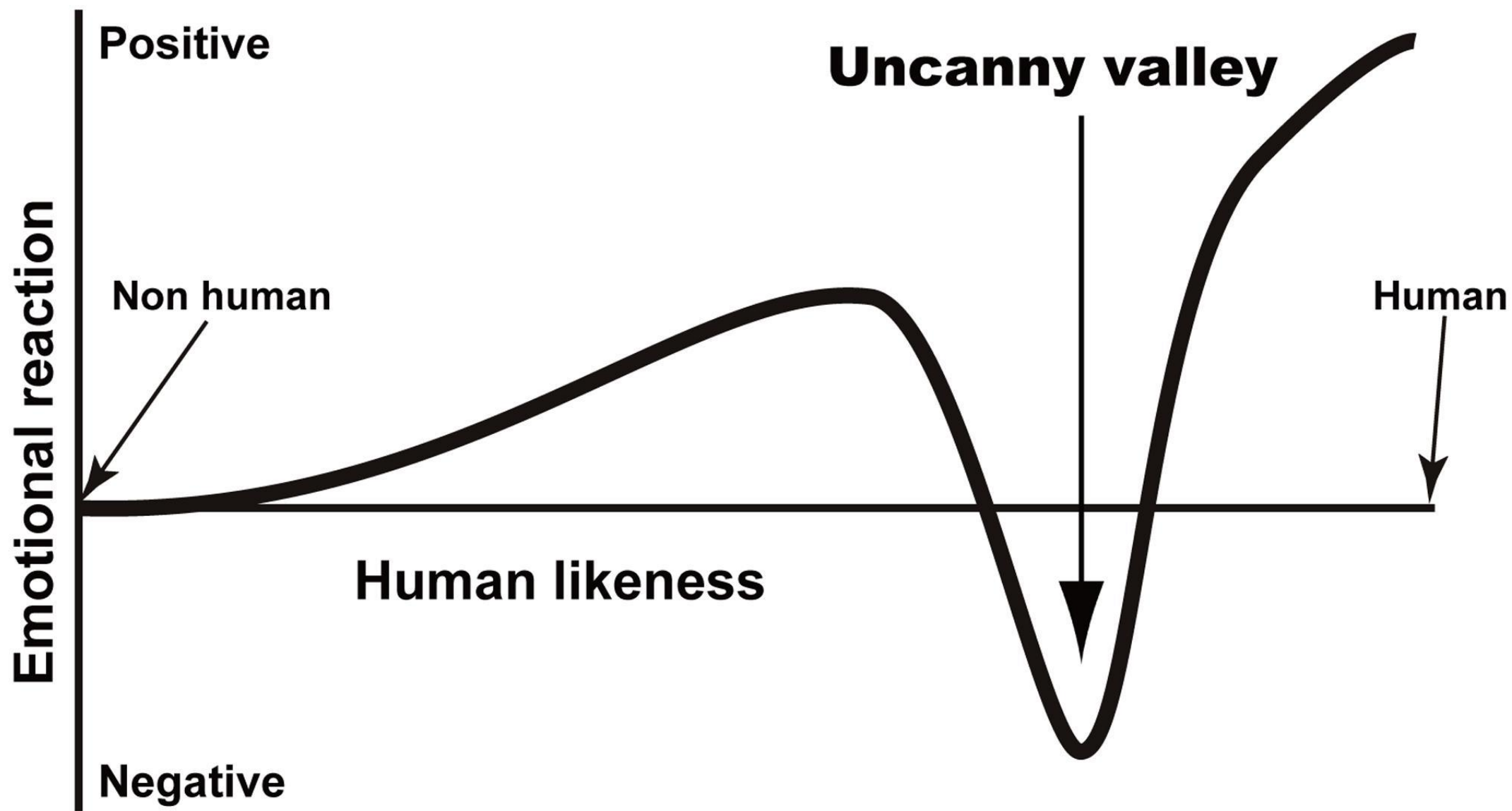
**THE FUTURE OF
CUSTOMER EXPERIENCE**

“.. emotionally connected customers are more than twice as valuable as “highly satisfied” customers.”

- Harvard Business Review







A close-up, high-resolution photograph of a woman's face, focusing on her right eye. The skin is a warm, golden-brown tone. The eye is brown and looking slightly to the left. In the center of the iris, there is a small, clear reflection of a person's face, possibly a woman, which appears to be a digital or virtual image. The lighting is soft and directional, coming from the upper left, creating subtle shadows and highlights on the skin and eyelashes.

HUMANIZING
COMPUTING
TO BETTER
HUMANITY

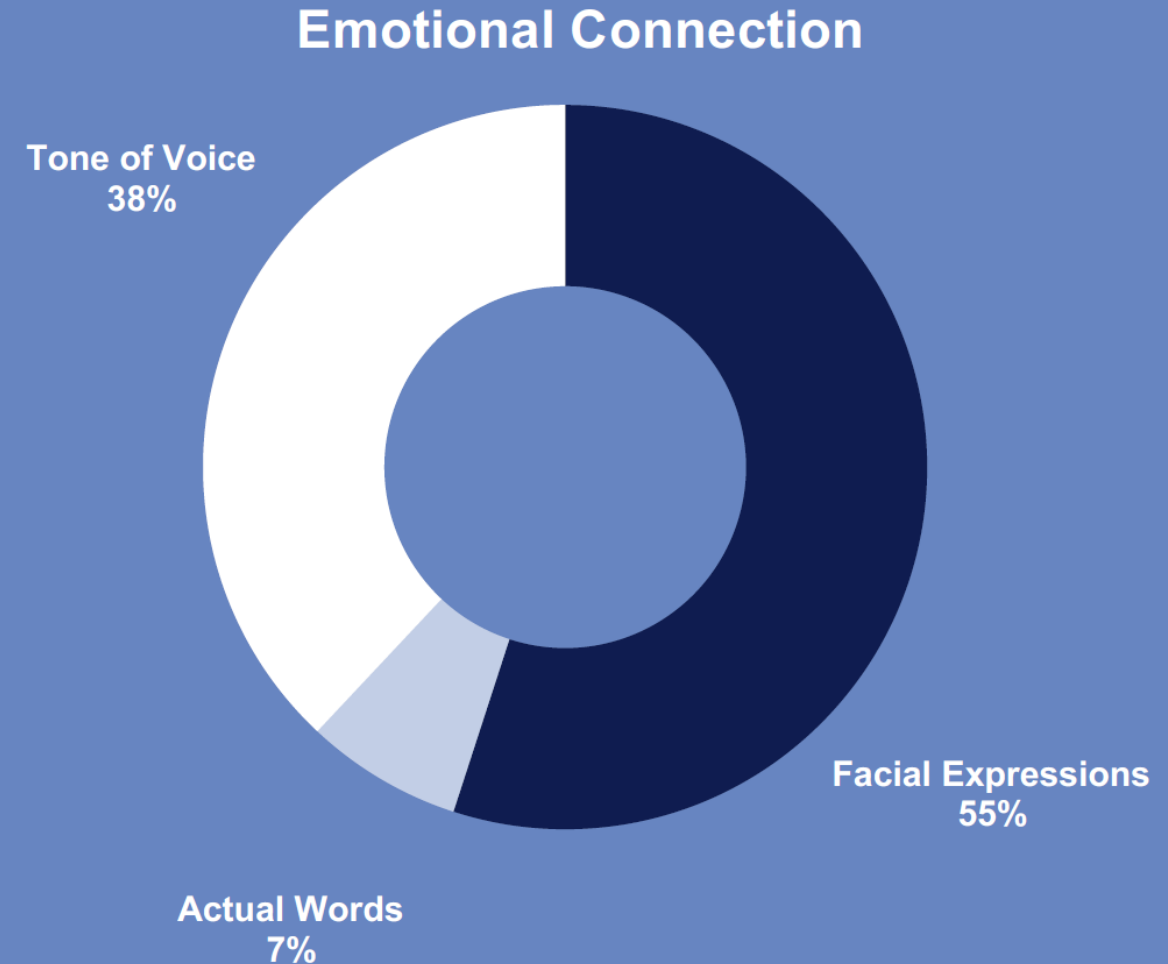
The NTT Digital Human can convey the emotion required to have a successful interaction

Only 7% of successful communication comes from the words we say. The rest is conveyed through non-verbal ways.

Digital Human has been created to convey verbal and non-verbal signals to create better conversations.

Digital Human can

- Raise their eyebrows
- Smile
- Nod
- Stress words
- Change the tone of voice to suit the situation



Meet Mia...

The worlds first digital car dealer

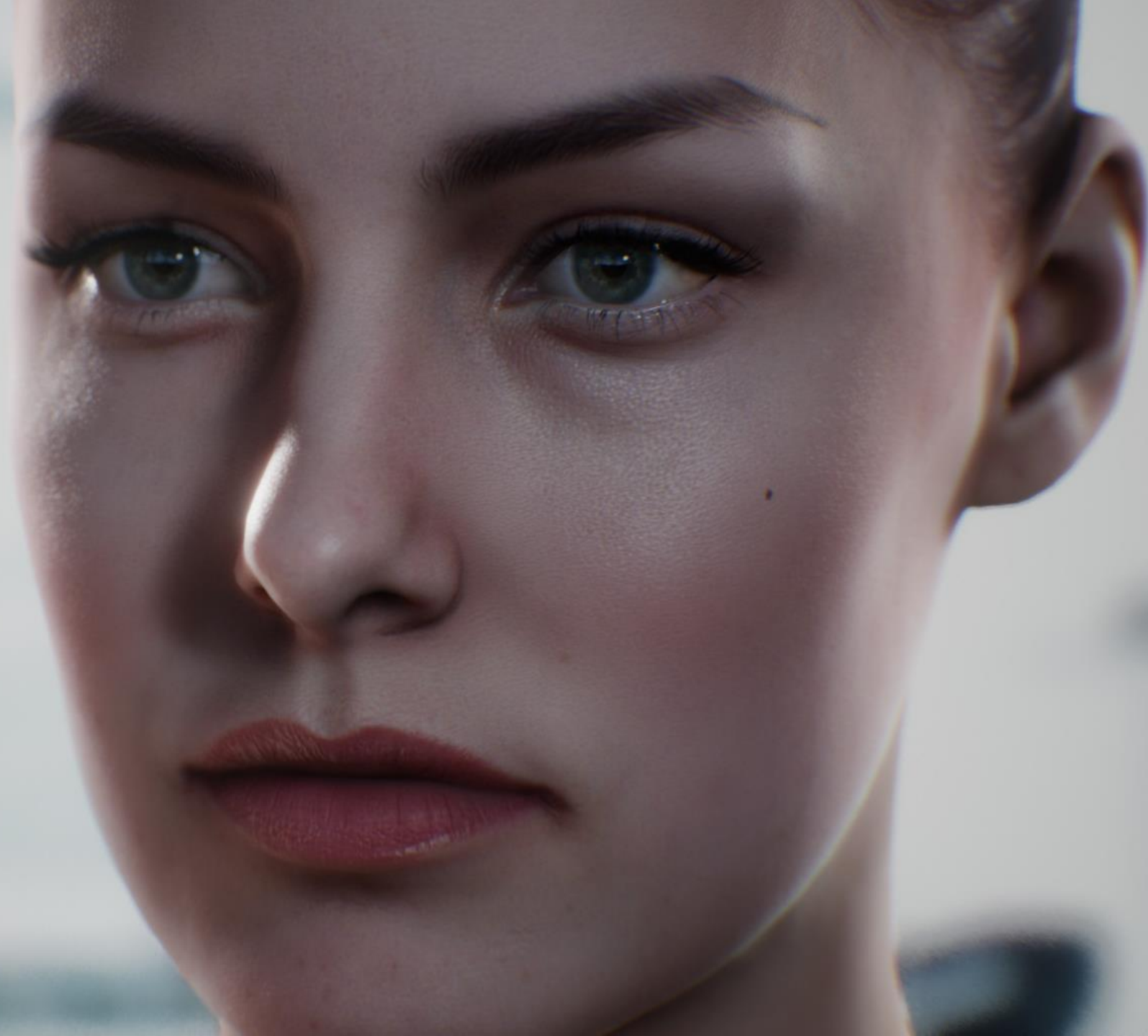


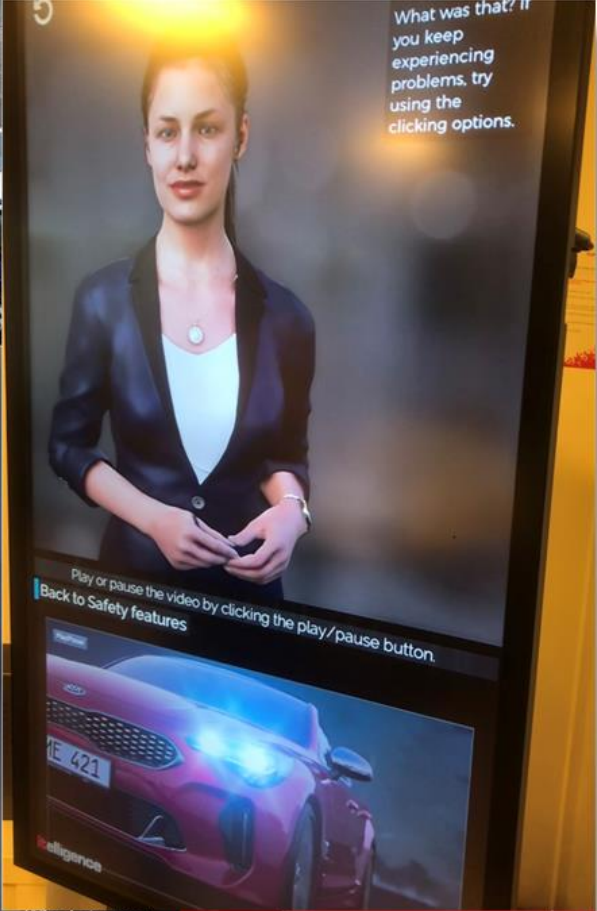
KIA MOTORS

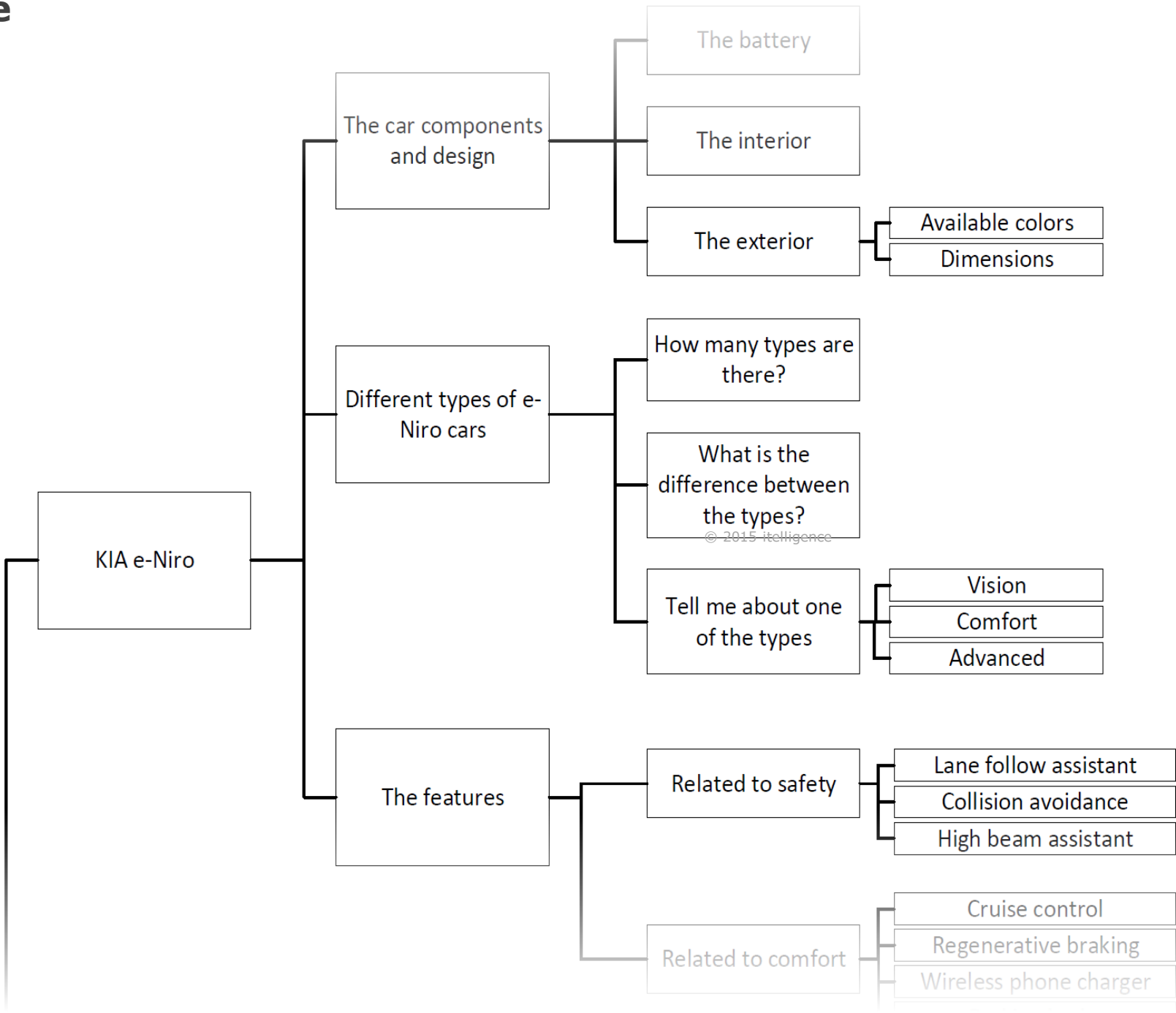
The Power to Surprise™



KIA MOTORS









Fast Track
Business and
Cardholders only

Fast Track
Business and
Cardholders only

Fast Track
Business and
Cardholders only

Danmarks
mest solgte
Plug-in Hybrid
12019*

niro
plug-in hybrid

49.999 kr.
71,4 km/l
0-100 km/h: 8,9 s

niro
plug-in hybrid

KIA

Show me the vision.

The KIA e-Niro Vision is the simplest version of the cars, but it still has everything you need. It has for example a lane follow assistant, cruise control and an electronic parking brake. I can elaborate some of these features for you if you want!

These are the features I can elaborate for you:

- Back to More about a specific type
- Lane follow assistant
- Cruise control
- Electronic parking brake

Intelligence







Cruise control
Smart Cruise Control uses the car's radar to regulate both the speed and the distance to the car in front. If the vehicle ahead speeds up, your Kia e-Niro accelerates to the set speed. If it slows down, your car slows down as well, maintaining the safety distance. You can see how it works in the video below, just press play.

Play or pause the video by clicking the play/pause button.

Back to Comfort features



Intelligence

Back to Comfort features



Intelligence

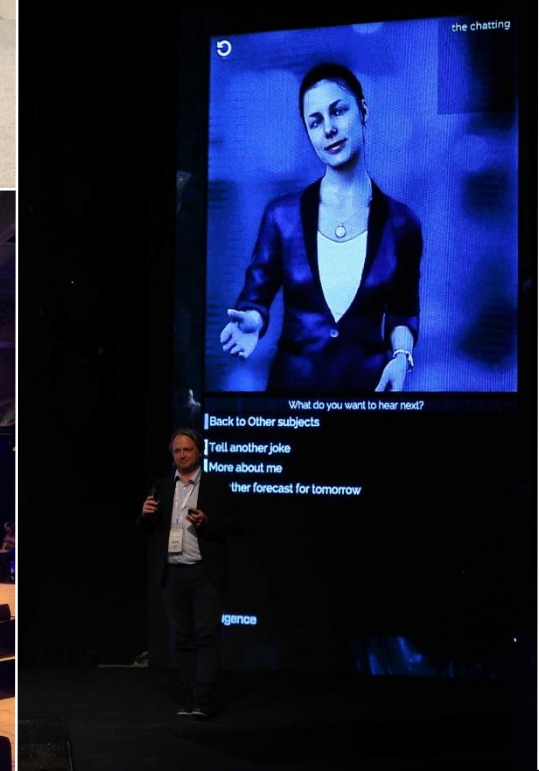
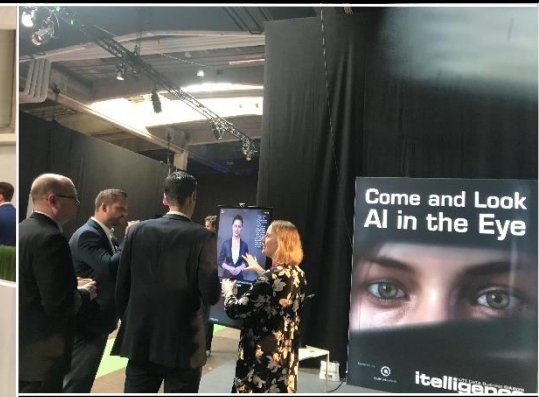
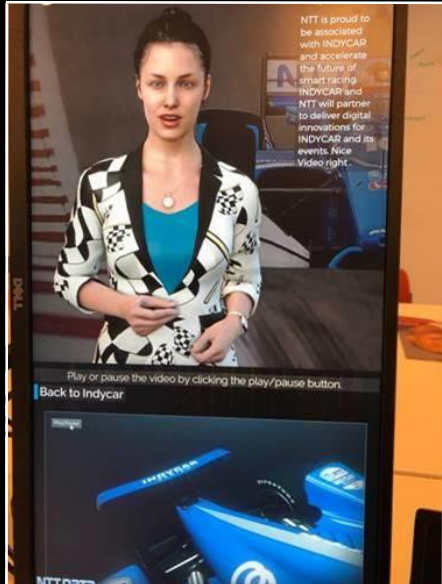


The Mia story

Travelled the world







Digitale mennesker overtager kundekontakt projekt

Aksel Brinck 8. apr 2019 Skriv en kommentar



Horsens-virksomhed at udvikle digitale sk skabe en naturlig, ta genkende kunderne. Australien og er sna

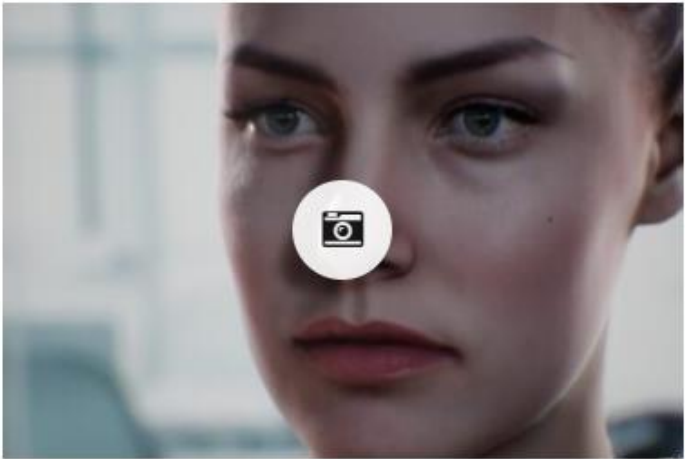
Læs mere »

Partnerskab sender IoT ud i parker og skove

Aksel Brinck 8. apr 2019 Skriv en kommentar



Internet-tilsluttede s ud i parker og skove og IoT-virksomheder partnerskab.



Nyheder

Fremtiden er ankommet: bilsælger er en robot

Menneskelignende digitale avatarer er sn en del af vores dagligdag. Allerede nu har



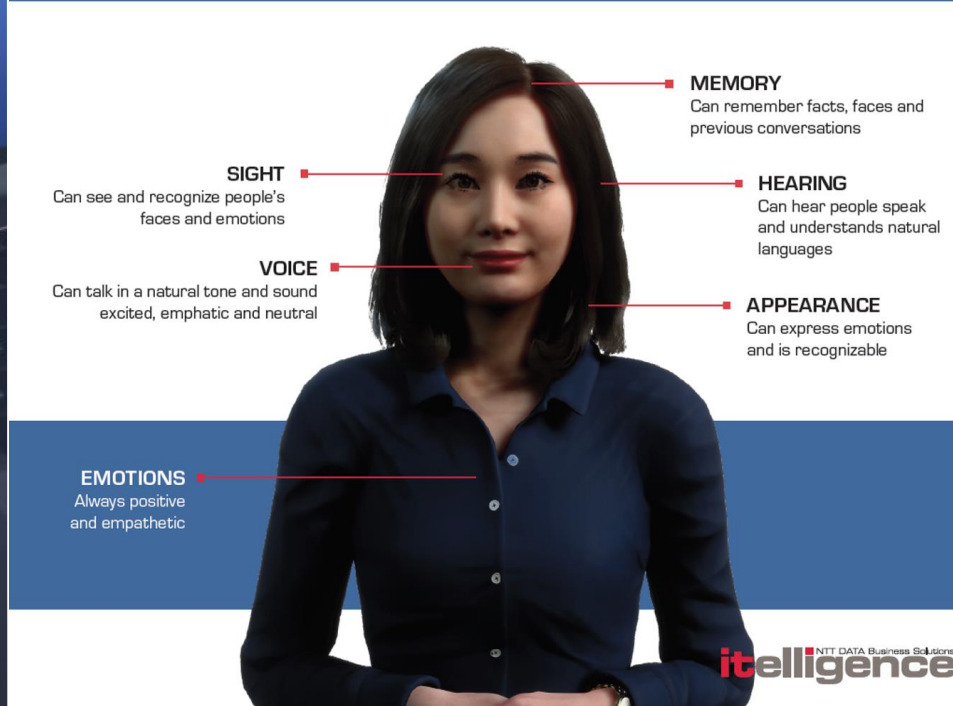
D/A Analyserer Nyheder

Fire trin der kan gøre dit Learning-projekt til en su

Når du overvejer Machine Learning (ML) c

Use cases are broad and wide









it

Kan jeg hjelpe dig?

- Hvor er kassene?
- Hvor henter man kaffe?
- Hvor er der aflevering?
- Hvor er der levering?
- Hvor er mødelokaler?

• Hej! Glædelig og velkommen til.
Jeg hedder Rebecca, og jeg er receptionist her på kontoret.
Hvordan kan jeg hjælpe dig i dag?

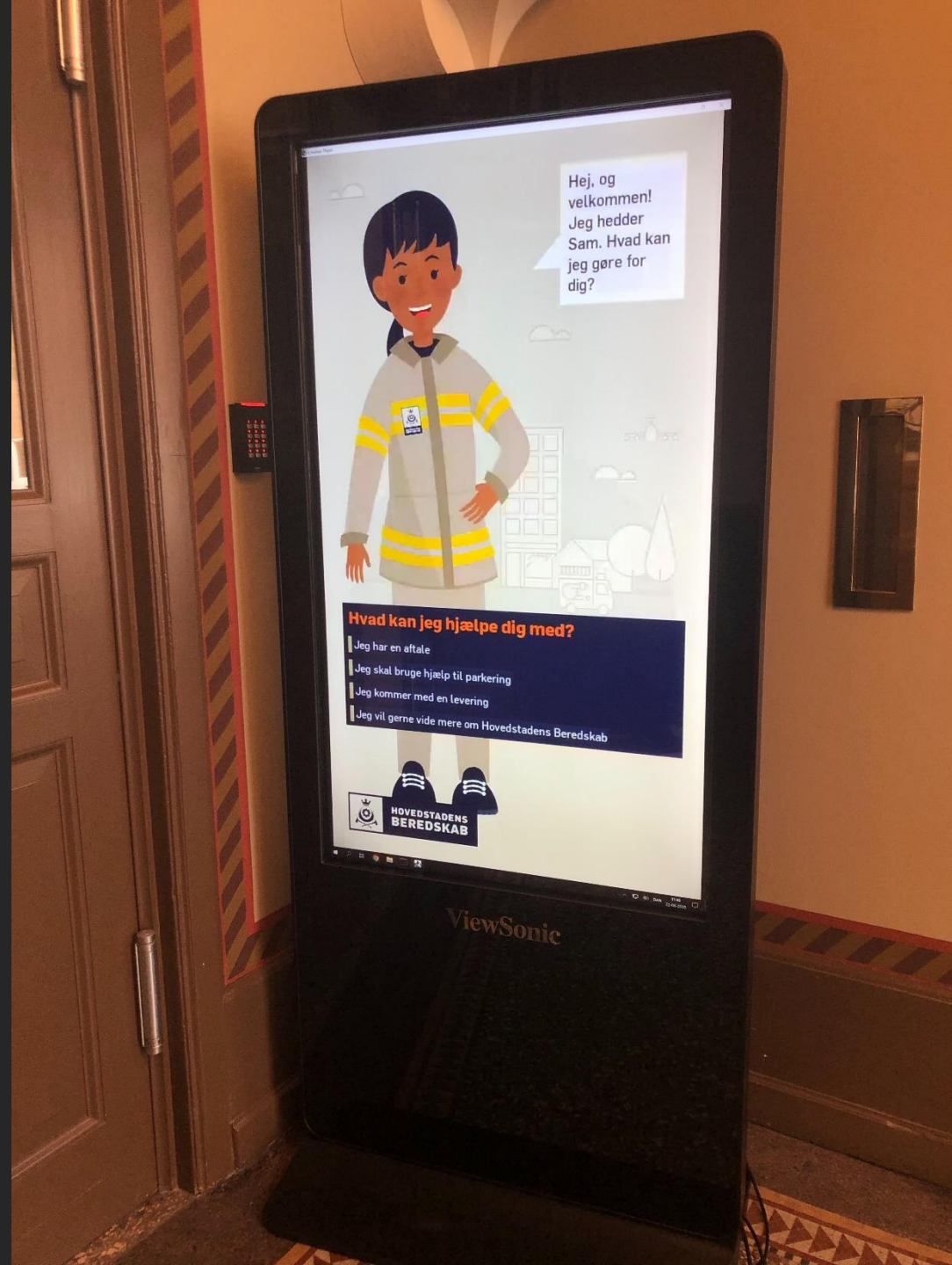


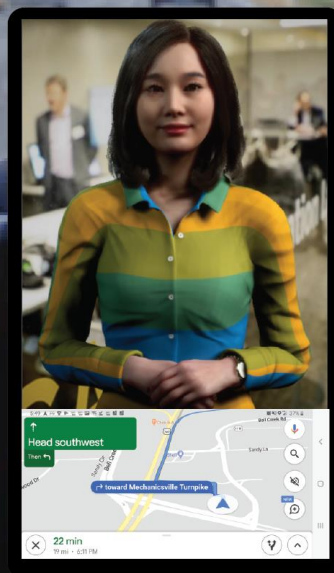
it

Reception



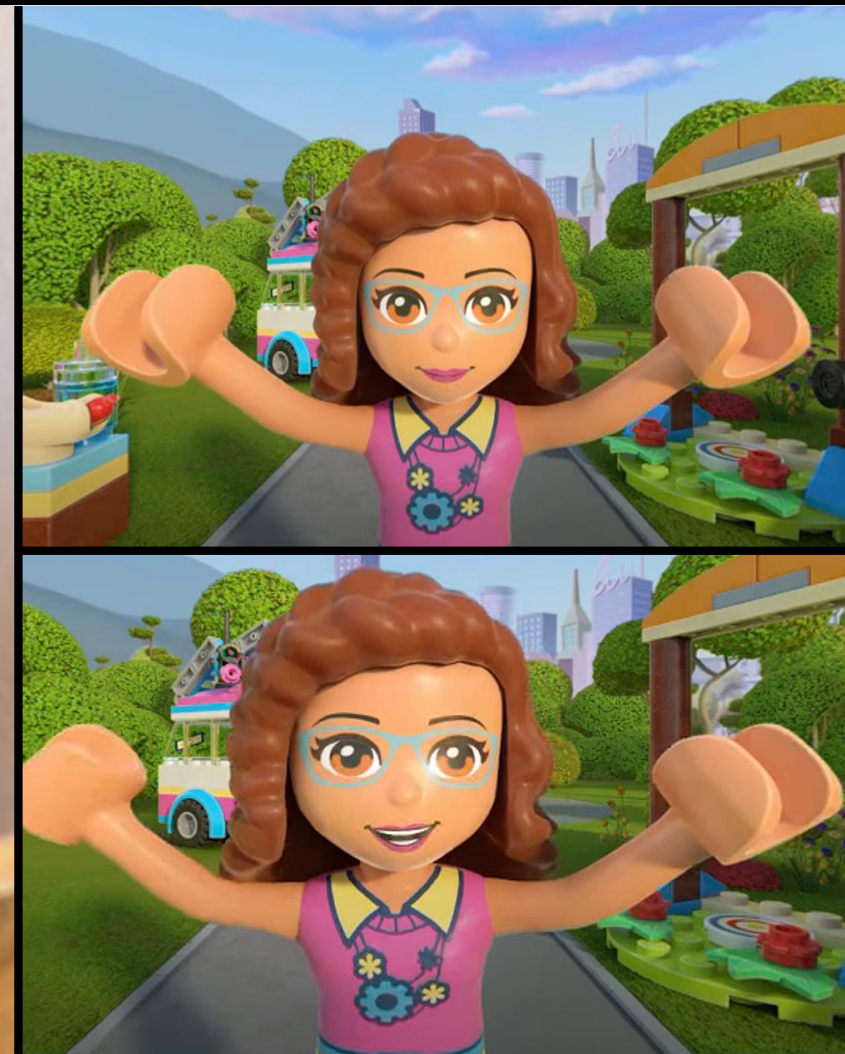






Human in
the loop







Our Digital Human platform provides a differentiated customer experience:

- Always available - positive and empathetic
- Can be in many places at the same time
- Offers a context-based service
- Consistent advice and service levels
- Understands and communicates emotions
- Remembers people - personalized conversation

Working with a Digital Human workforce provides many business benefits:

- Enhanced customer experience
- Enhanced brand value and loyalty
- Automated operation/cost savings
- Scalable workforce - extended reach
- Differentiation from other brands
- Enhanced omnichannel strategy

Just like hiring a new employee... Except for the price!

- Monthly salary: \$500 - 1500
- Notice to cancel contract: 3 - 5 months
- All inclusive: Hardware, software, license, delivery, installation and support
- Initial project to build knowledge base: 5 - 50 days depending on complexity

Contactless



SmartIsland

Platform for a Digital
Data driven Destination



Rømø facts

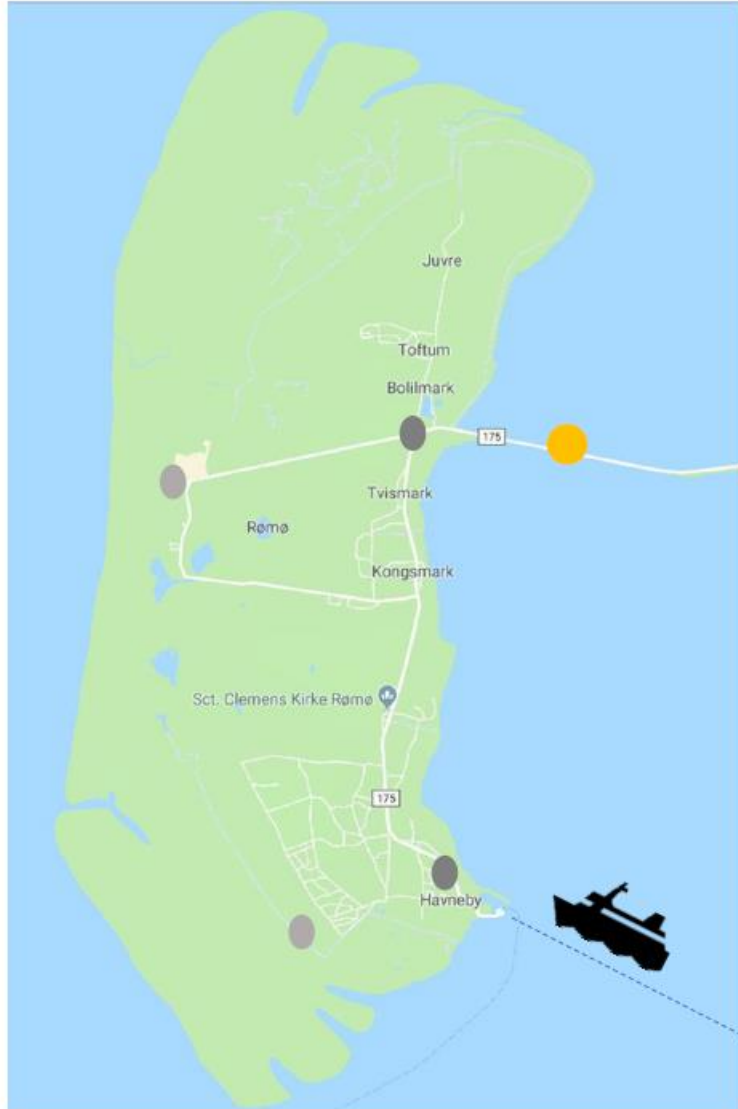
An aerial photograph of the Rømø peninsula in Denmark. The image shows a mix of green agricultural fields, dark forested areas, and small coastal settlements. A prominent sandy beach runs along the left side, meeting the North Sea. To the right, a large, calm body of water, likely a lagoon or bay, is visible. The sky is a clear, deep blue.

- ❑ 1,2 million guests
- ❑ High season sold out
- ❑ Guest profile
 - + 60% German
 - + 20% Danes

Destination: Digital



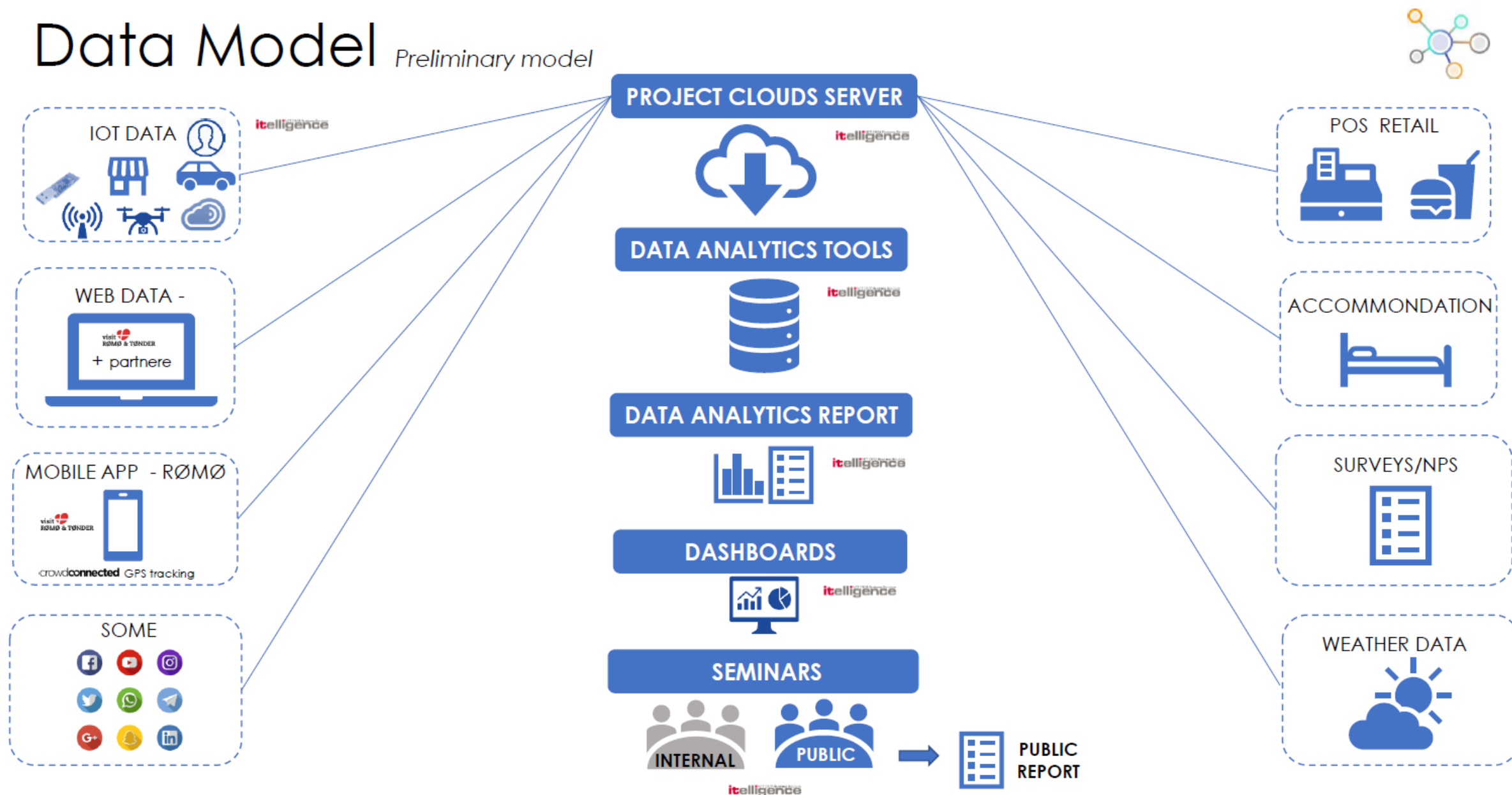
Measures – Physical installations



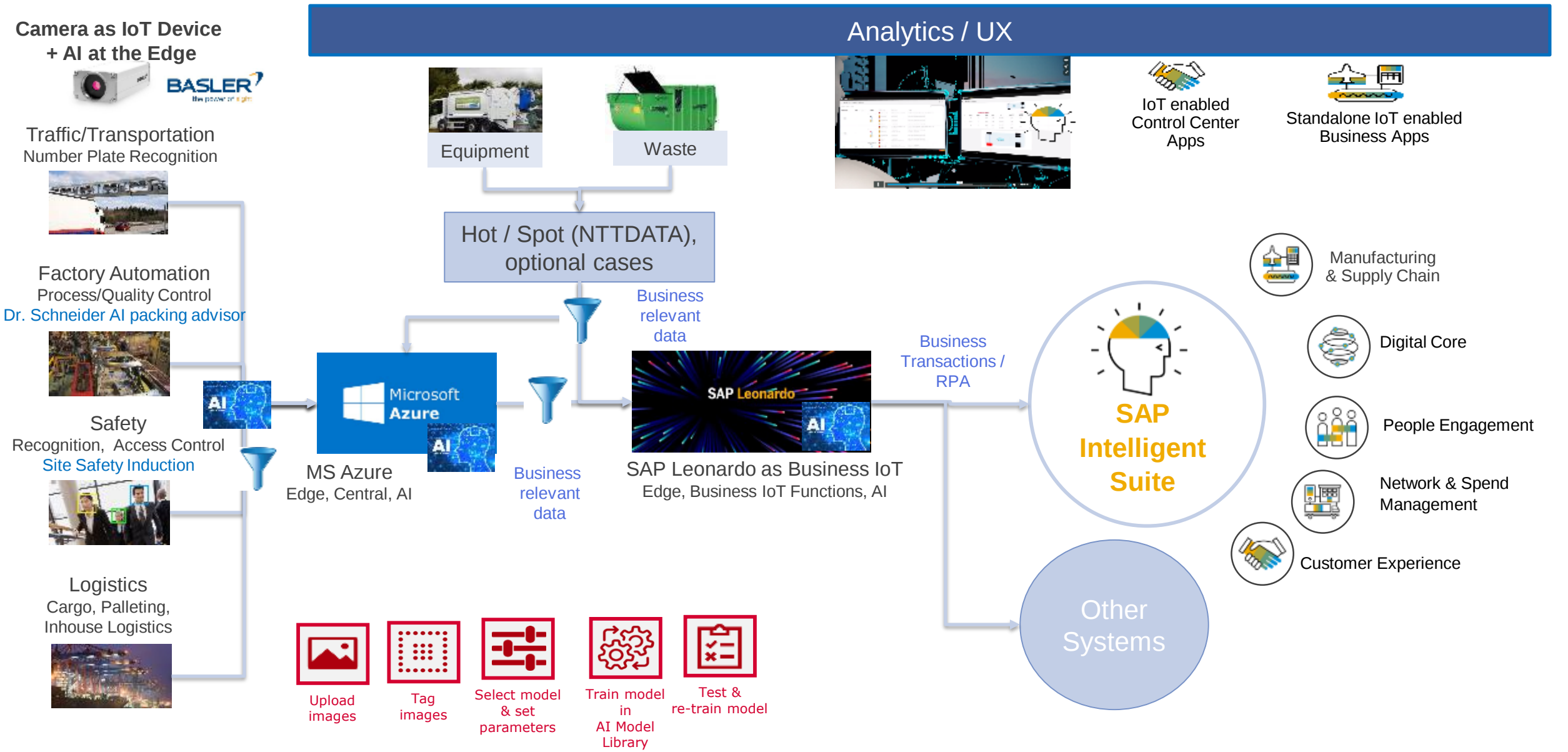
- ✓ Traffic (cars)
- ✓ Toilets on the beach
- ✓ Sensors on paths
- ✓ Camping guests
- ✓ Holiday houses guests
- ✓ Water consumption (Bathing in selected holiday houses)
- ✓ Hotel guests
- ✓ Sales from café, ice-cream bar and restaurant
- ✓ Visit sights and church
- ✓ Guests tour organizers
- ✓ Cars from the ferry
- ✓ SoMe (Local Partners)
- ✓ SoMe (Global Providers, E.G. TripAdvisor)
- ✓ Web (Local Partners)
- ✓ Mobile App
- ✓ Sales from stores
- ✓ "Tourist Tove"
- ✓ ???



Data Model *Preliminary model*



Landscape



Thoughts and Mission



- 💡 Attracting guests and tourists
- 💡 Create value for guests through knowledge and insights
- 💡 Ensure targeted and relevant communication to guest's segments
- 💡 Through knowledge and insights ensure high efficiency and effectiveness in the resources
- 💡 Ensure sustainable development of the destination
- 💡 Contribution to the development of a digital destination



A high-angle, close-up shot of Spider-Man in his iconic red and blue suit. He is positioned in the center-left of the frame, looking directly at the viewer with a serious expression. His right hand is extended forward, with fingers slightly curled. The background is a sprawling cityscape, likely New York City, bathed in the warm, golden light of a setting or rising sun. The sun is a bright, glowing orb in the upper left, casting long, dramatic rays across the sky and the city. The buildings are densely packed, and their windows reflect the intense light. The overall mood is heroic and contemplative.

WITH GREAT POWER COMES GREAT RESPONSIBILITY



Don't be afraid to ask more information!

Thomas Nørmark

Director, Innovation & Technology LoB

phone: [+45 21718917](tel:+4521718917)

e-mail: Thomas.Normark@itelligence.dk