



elisa

**Digitalisation**  
is shaping our future

Timo Katajisto, EVP, Corporate Customers, Elisa



3D printing

Cloud

Analytics

IoT

Data

Software

Big data

Automation

Wireless

Mobile

Systems

Things

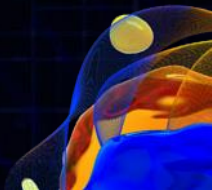
Devices

Smart

# Digitalisation

Real-time

Control



INTERNET

TECHNOLOGY

Everything  
will  
be  
connected



Technology  
will  
be  
everywhere

# Global



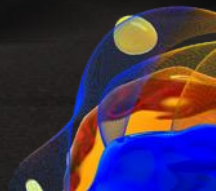
# Local

- Legislation
- Language barriers
- Cultural differences
- Shopping behaviour
- International deliveries



Faster

GLOBAL MARKET →




From hardware to software to systems



← Value →

You might not be in the software business.

Yet.

A close-up photograph of a man in a dark suit and light blue shirt, looking thoughtfully to the left. He is holding a black pen in his right hand, with his left hand resting on a surface. The background is dark and out of focus.

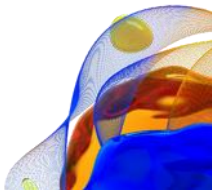
You should never  
think only technology  
– It's business management

# How should we do it?

1  
CEO ownership  
Customer first

2  
Digital first  
Investments

3  
Pilots and experiments  
Fail fast, scale fast






A close-up photograph of a child's feet walking on a path made of dark, smooth, rounded stones. The child is wearing dark shorts. The path is composed of many small, dark, rounded stones that create a textured surface. The lighting is bright, casting soft shadows on the stones.

How do we learn to walk?

Or innovate?

A colorful, abstract graphic element in the bottom right corner, featuring a blue and yellow shape with a red and orange gradient, resembling a stylized flame or a modern logo.



Thank you.

