

**Things and System by  
DIGITALIZATION  
-Intelligent Pathways-**

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# Global Forum 2017

Formulate Digital Strategy

Transform Legacy Architecture

Business,

Industry,

Innovation,

System

HR

Incorporate new business mechanisms into the companies.

Sell out business model

Product based business model Revenue from

Products

Product based business design Revenue from Services

Competitive on the Products

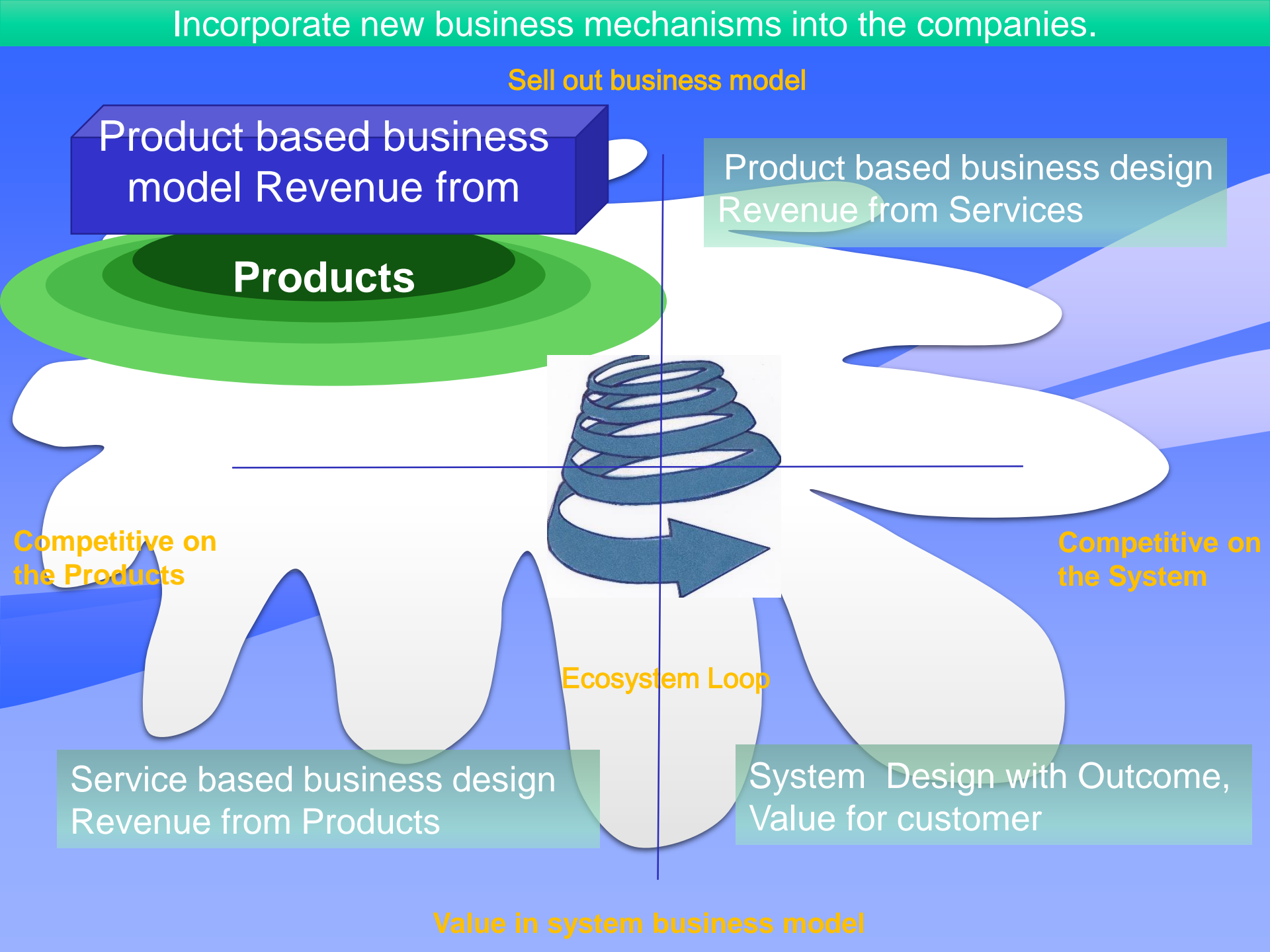
Competitive on the System

Ecosystem Loop

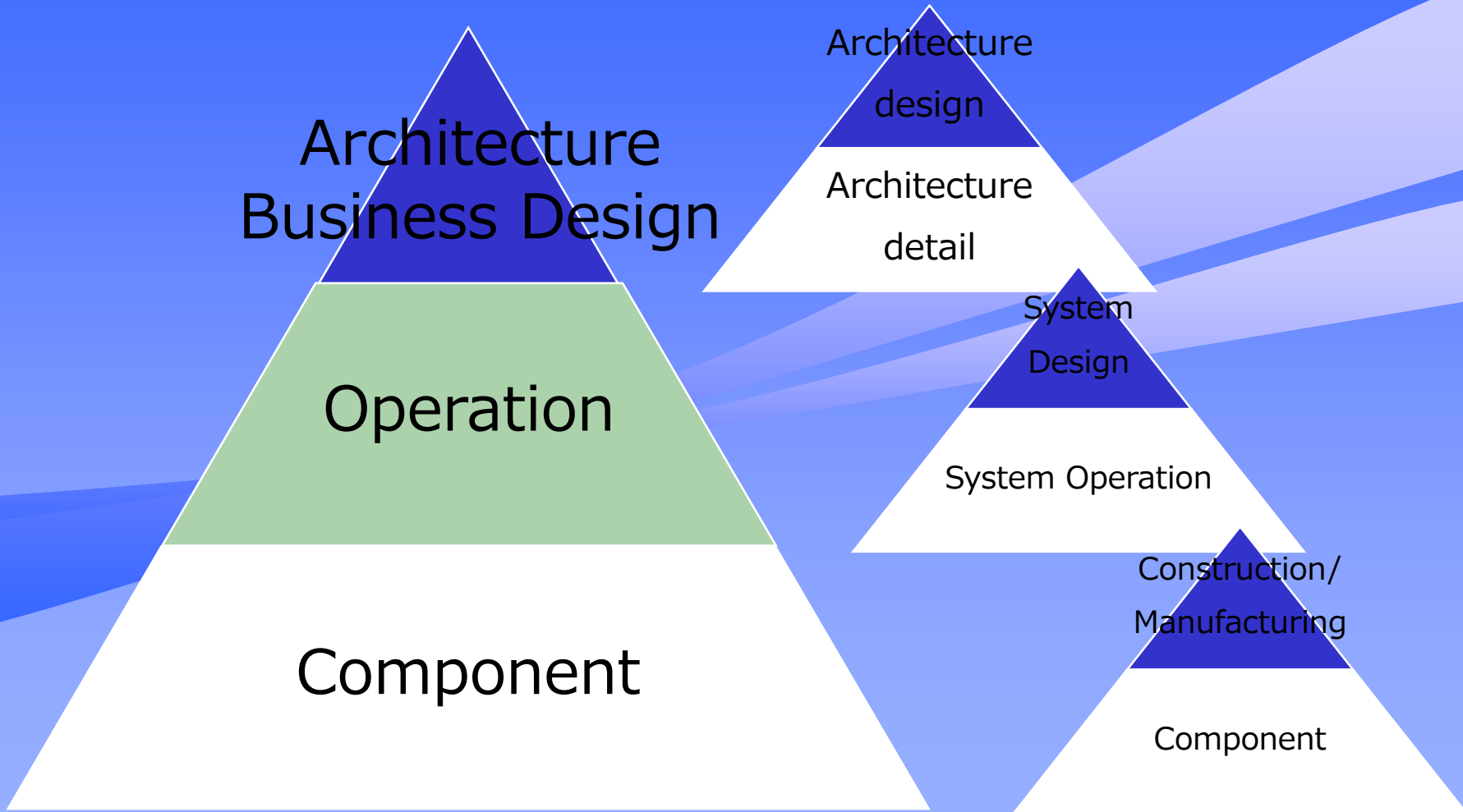
Service based business design Revenue from Products

System Design with Outcome, Value for customer

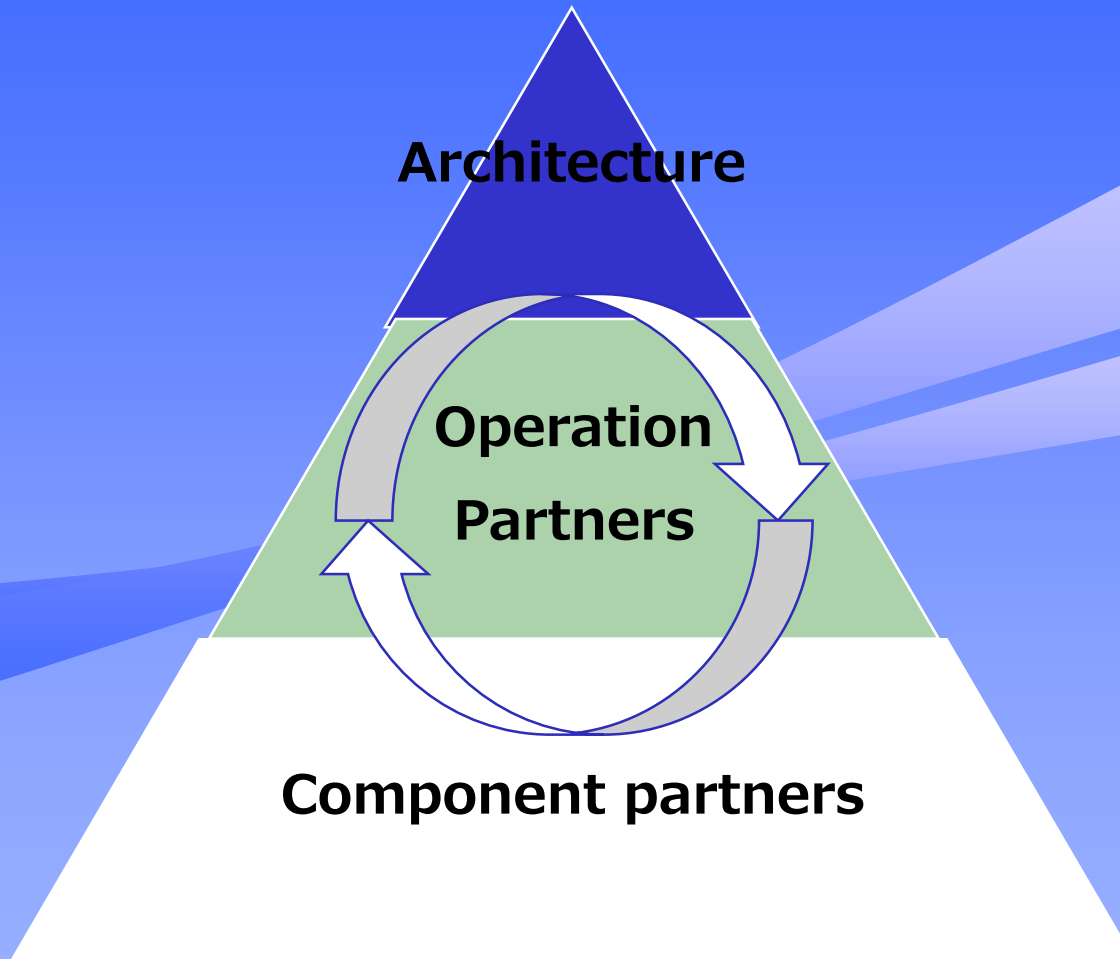
Value in system business model



# Current Business Architecture



# New Business Architecture

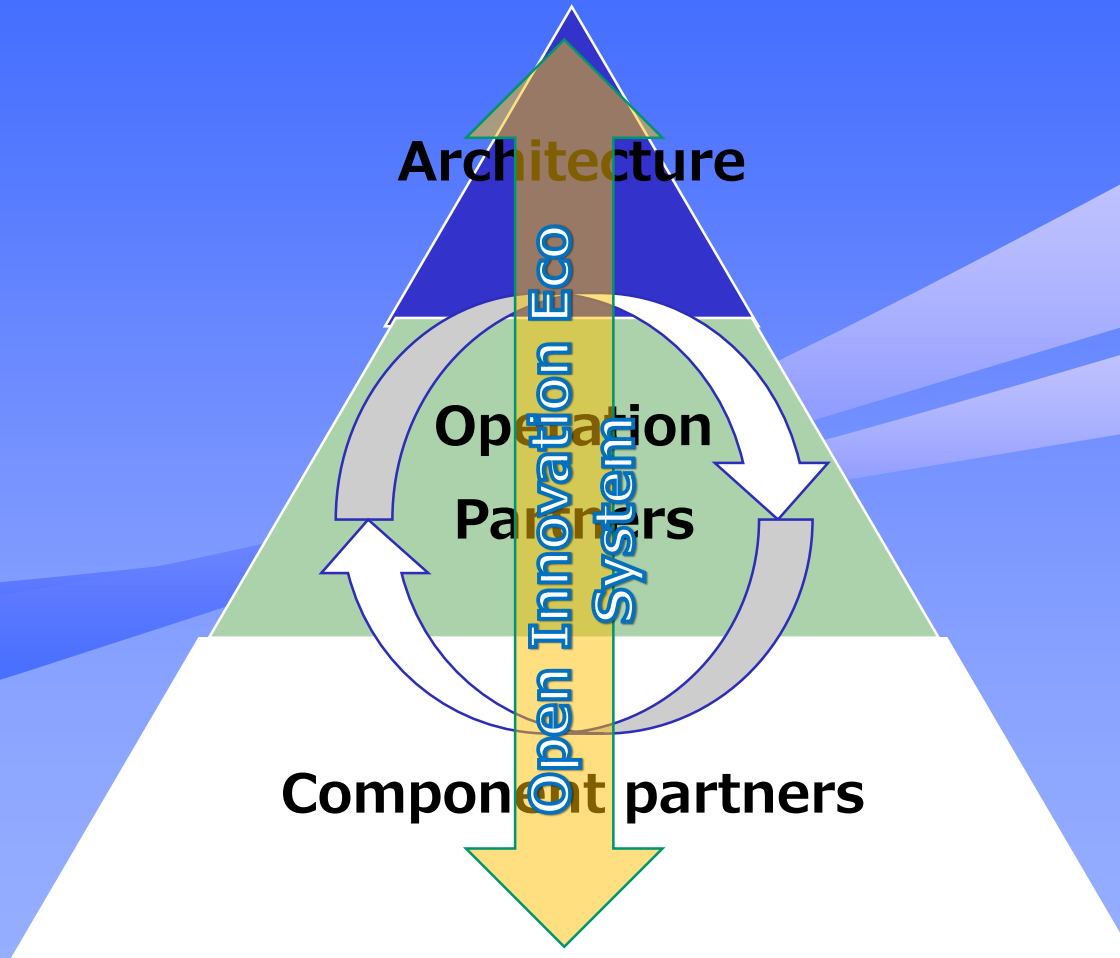


**Architecture**

**Operation  
Partners**

**Component partners**

# New Business Architecture



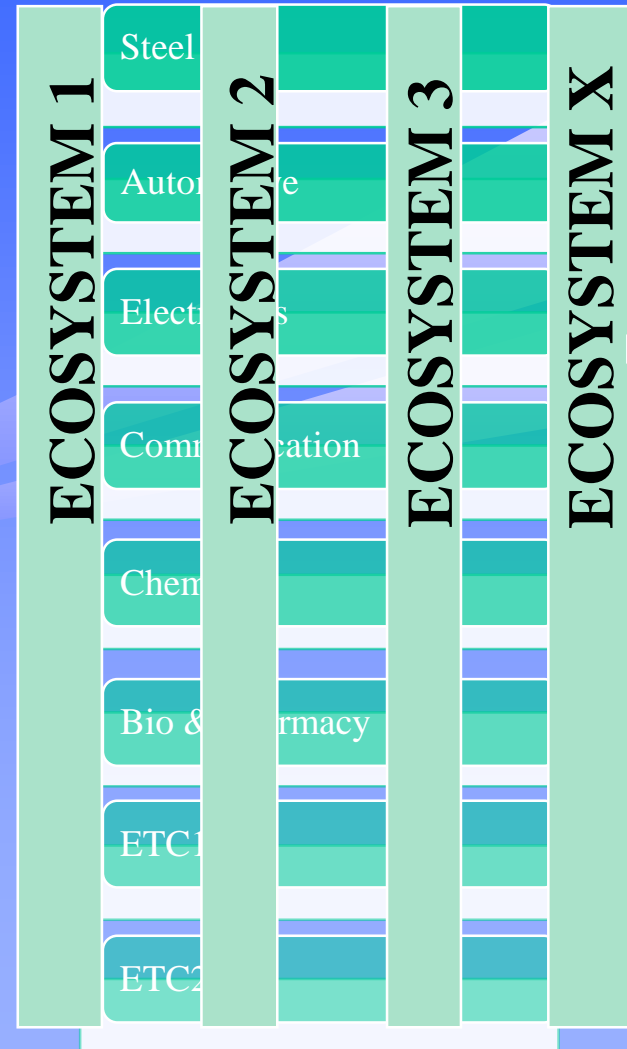
# Industry Architecture

## Current



**CHANGE  
TO**

## Ideal



**Thank you**

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**Thank You**

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