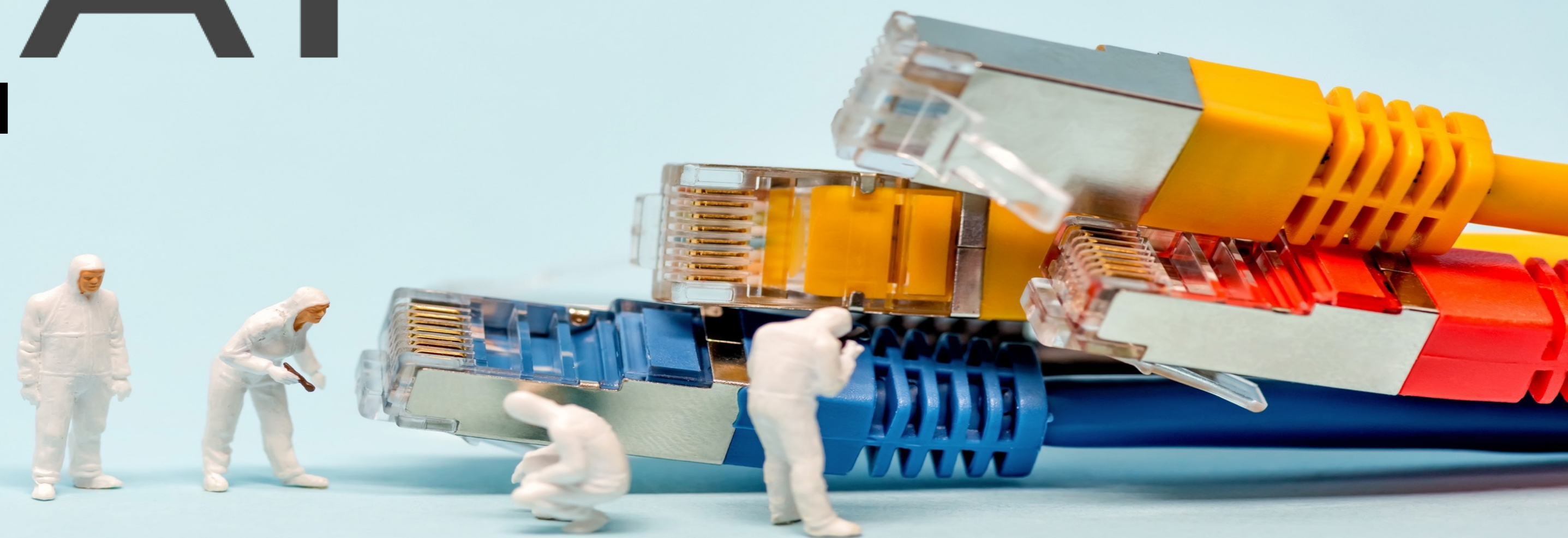




Always connected
– that's GREAT



Trendspaning från
CES



Om GREAT

2004
startade

50
medlemmar

8-10
aktiviteter/år

WELL
connected



Medlemmar

Huvudsponsorer



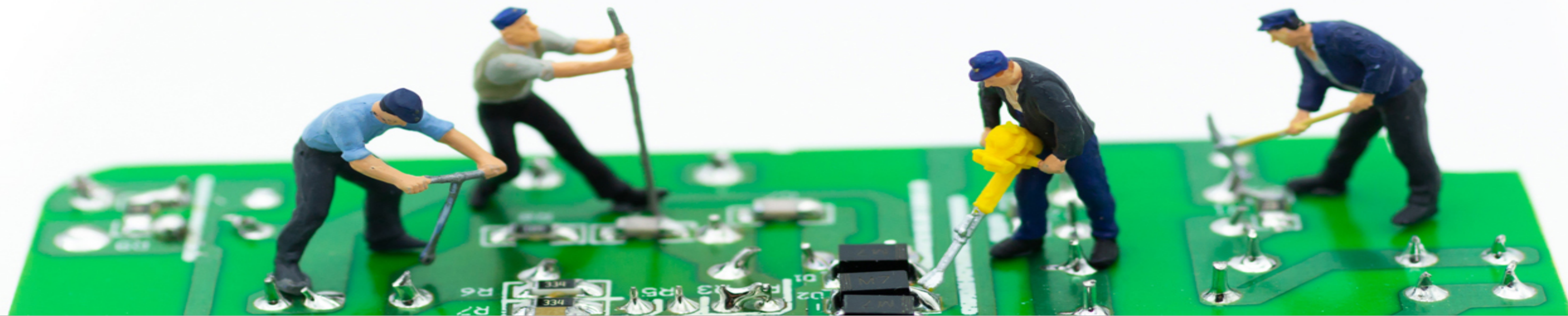
Framtidens
Bredband



Göteborgs Stad



Västra
Götalandsregionen



Verksamhet

Infrastruktur

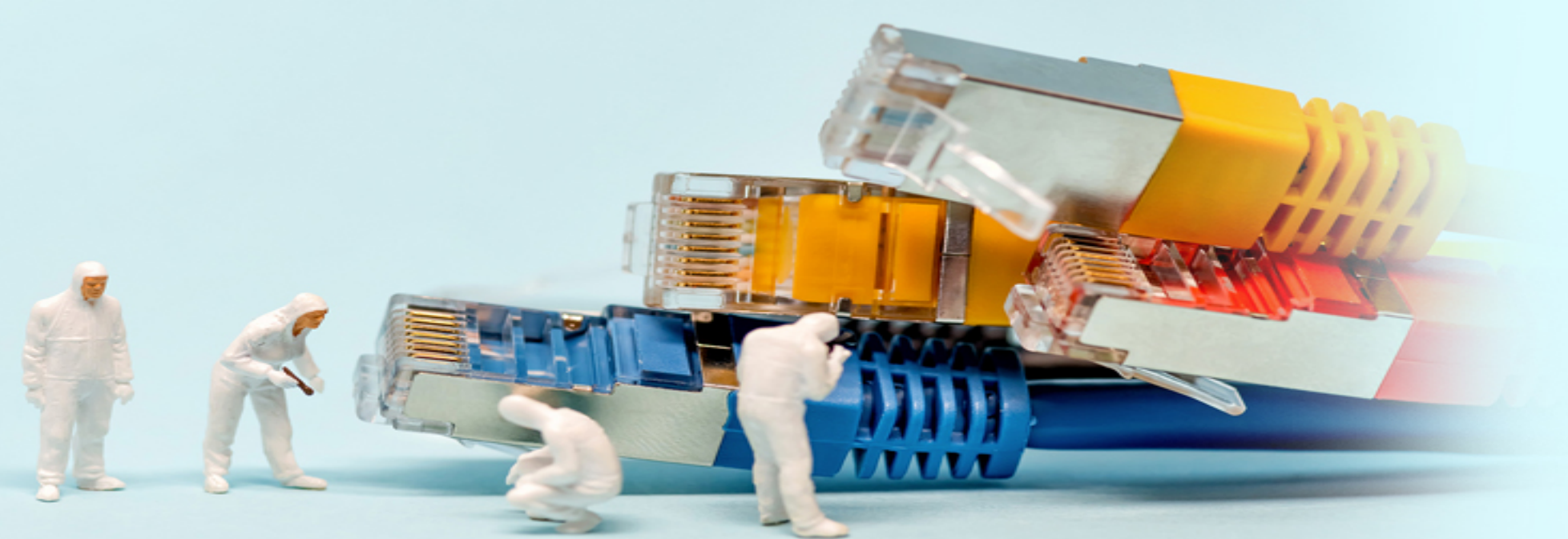


Välfärdssamhället 2.0



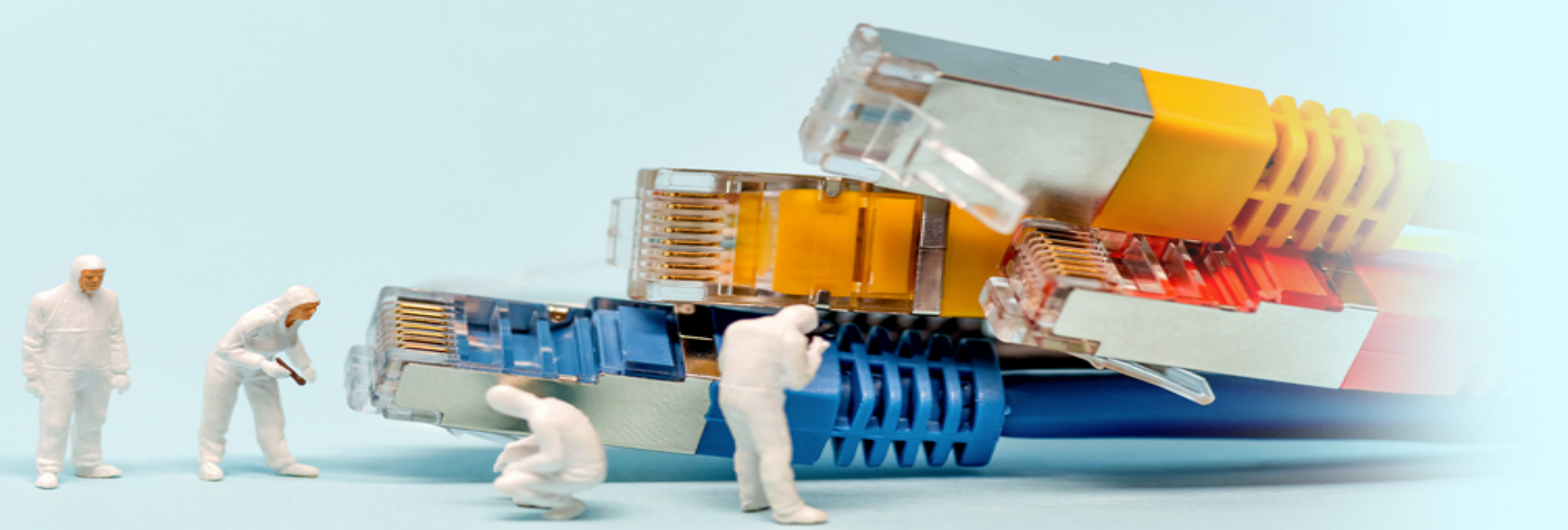
Internet of Things





GREAT verkar för det digitala samhällets utveckling, innovation och livskvalitet för individer, företag och organisationer.

great-it.se

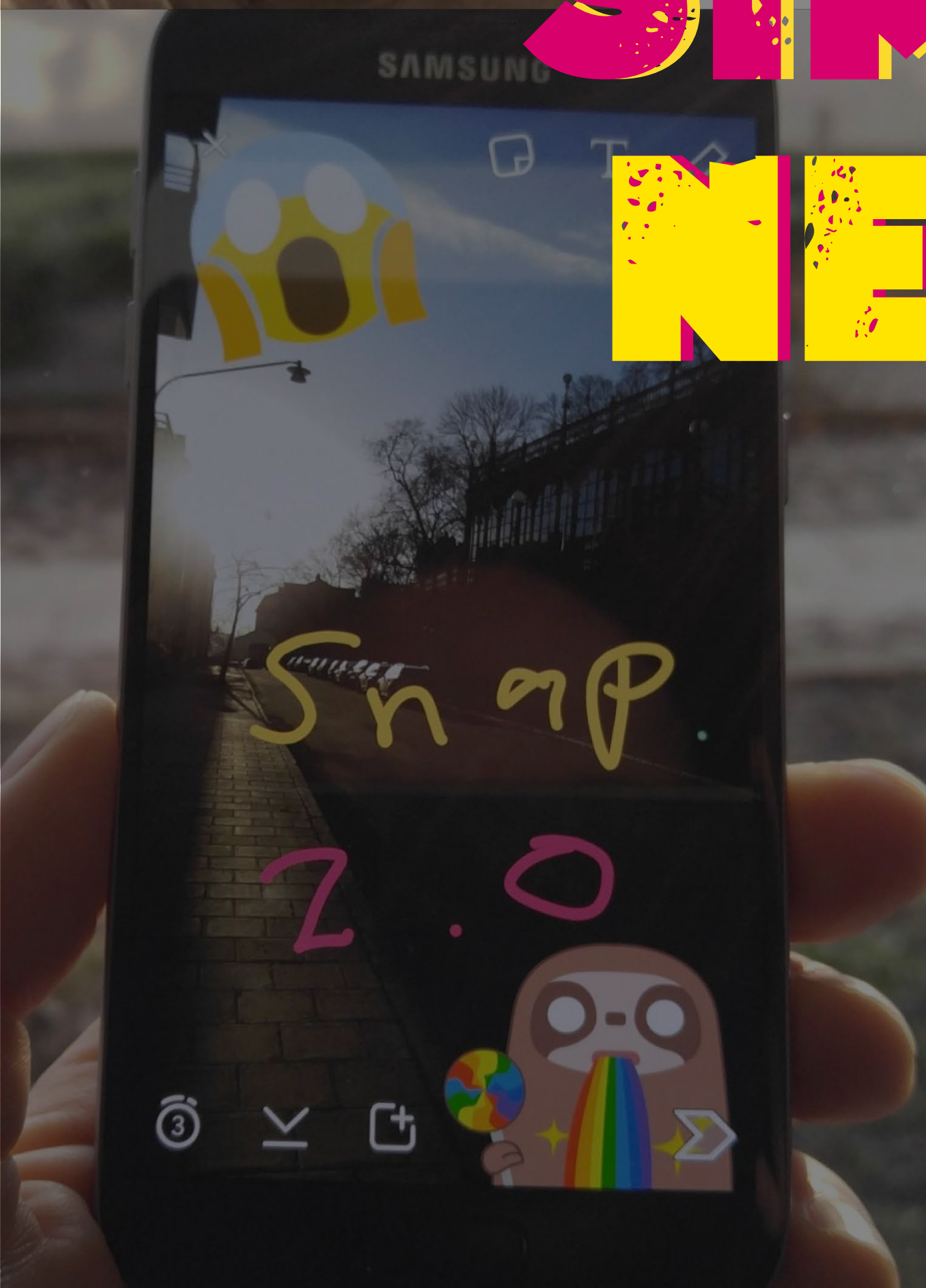


- MWC, 8/3 Lindholmen
- 5G Ericsson
- GDPR Setterwalls
- Kommundag i april





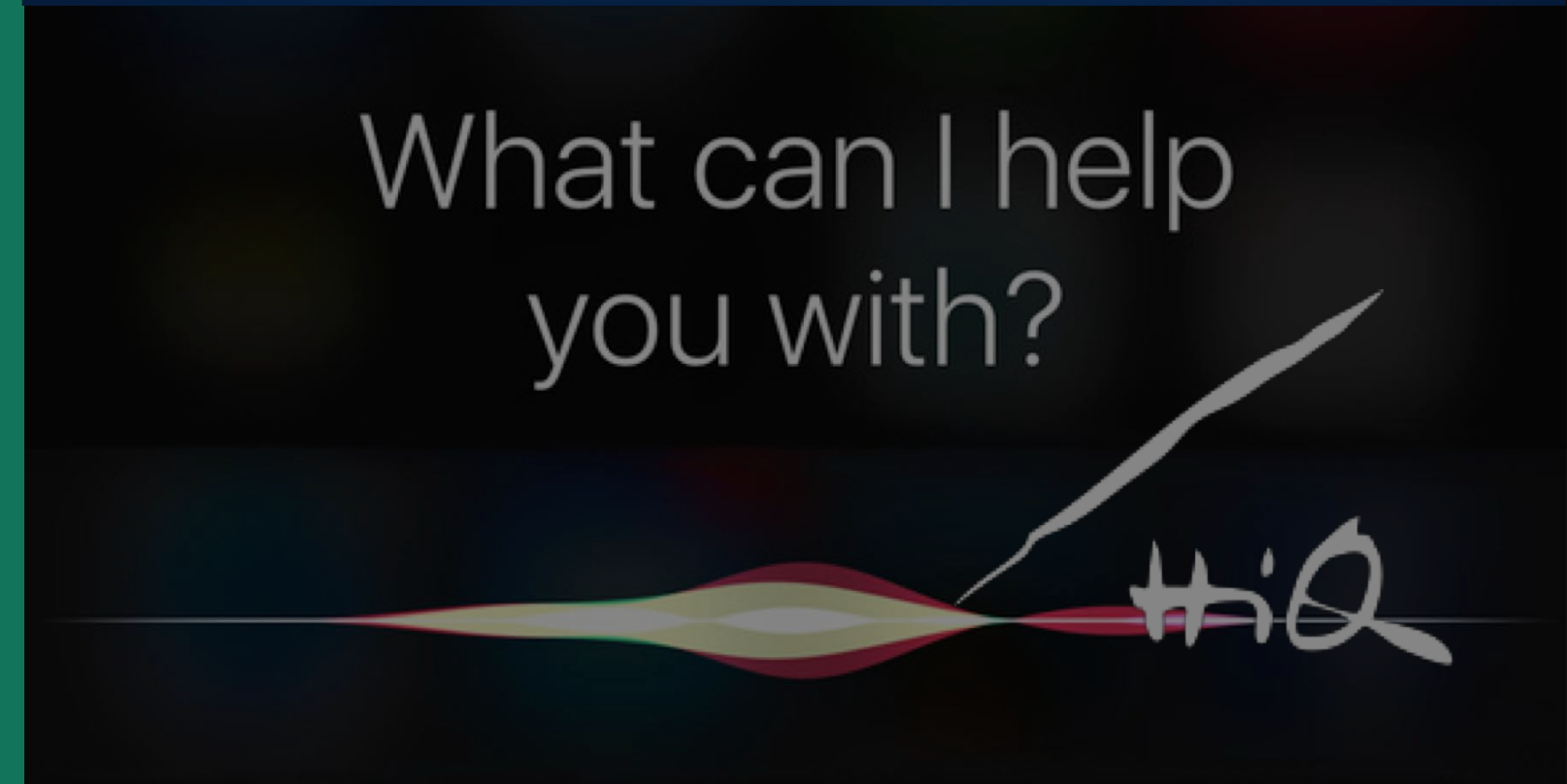
SIMPLICITY IS THE NEW INNOVATION



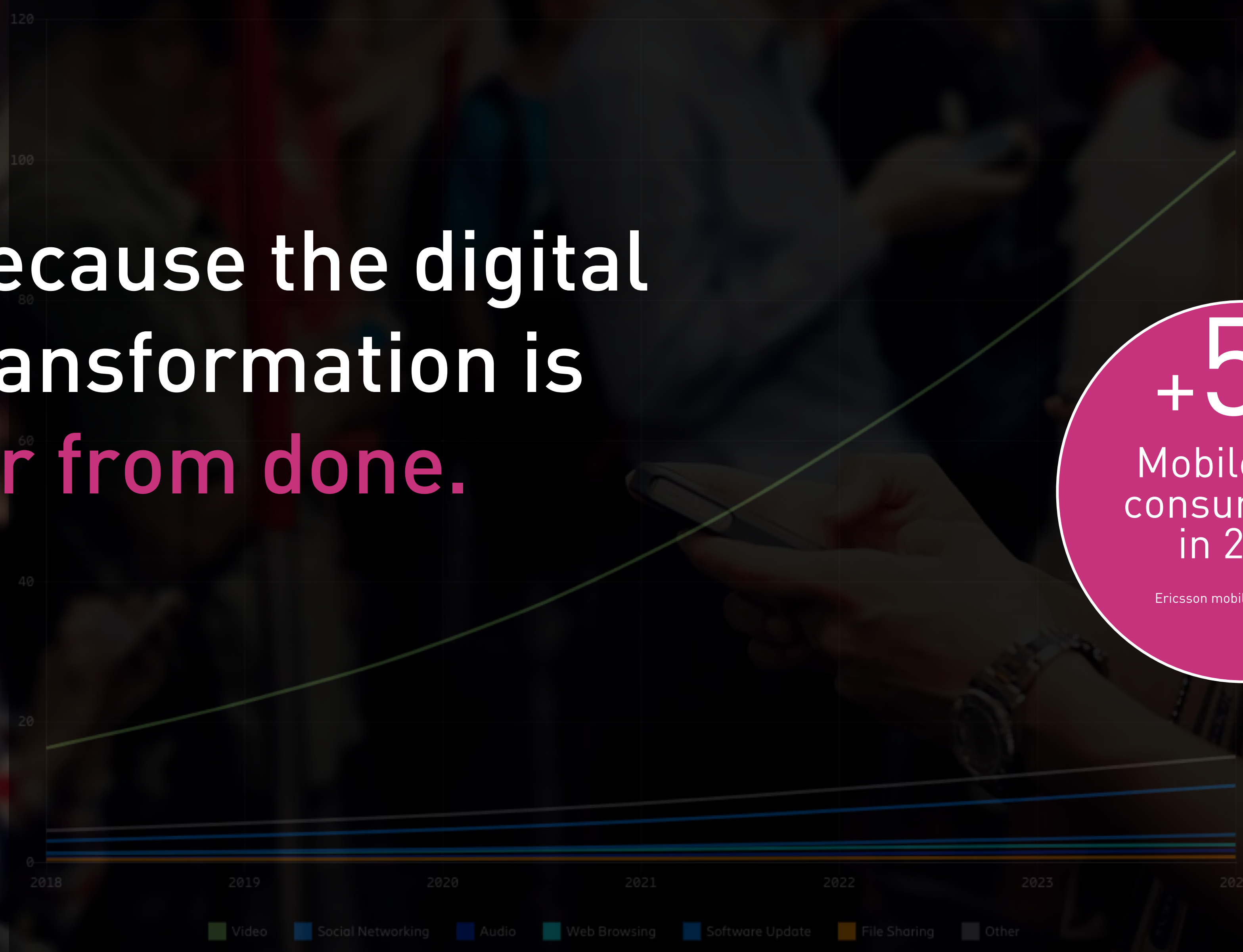
Let's get you a quote – it only takes a few seconds.

My zipcode is

Zip code is required to get a quote

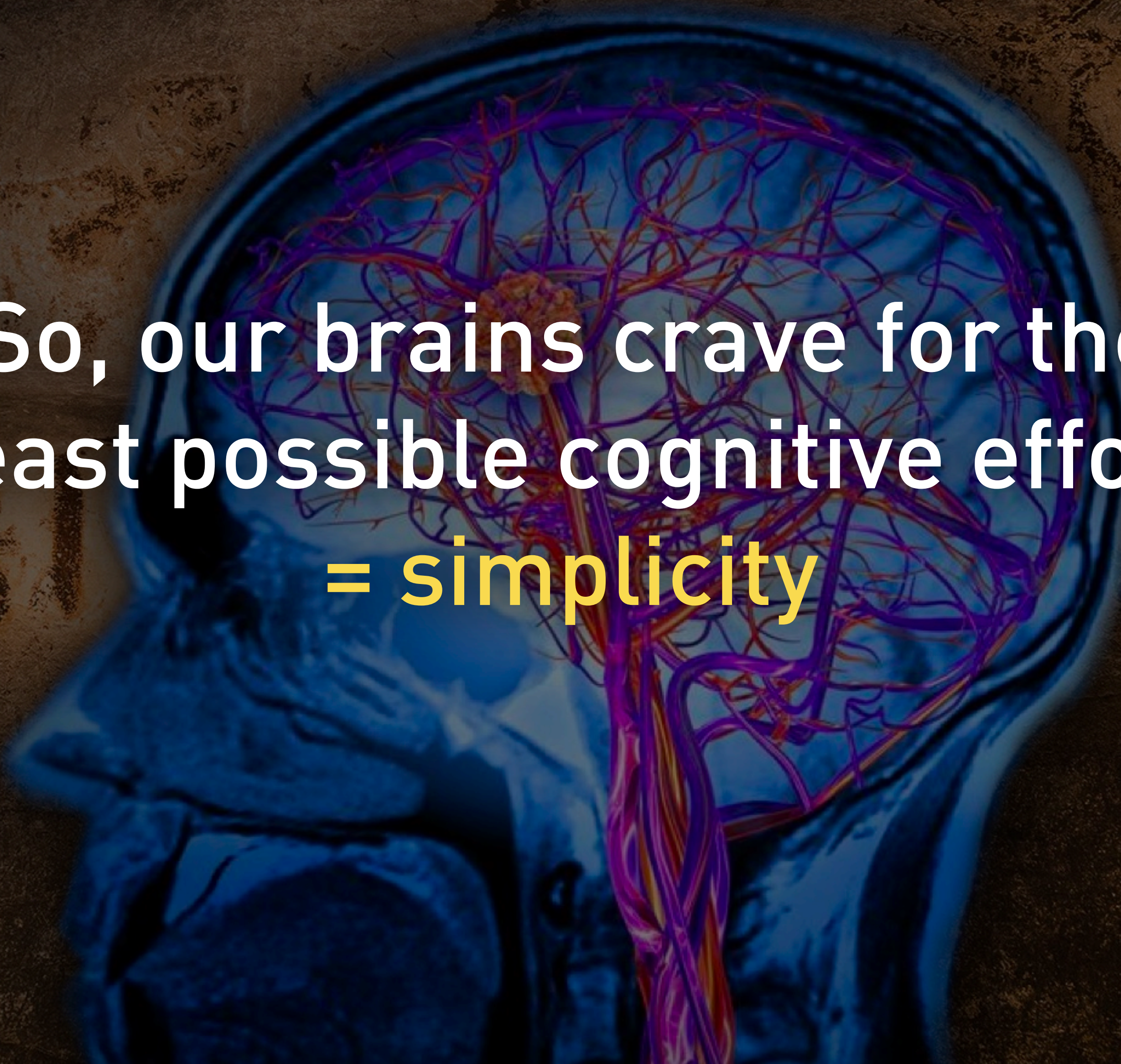


Because the digital transformation is far from done.



+5x
Mobile data consumption in 2024
Ericsson mobility report 2018





So, our brains crave for the
least possible cognitive effort
= simplicity

In the last 15 years, **52%** of the Fortune 500 companies have either gone bankrupt, been acquired or ceased to exist.

Source: Constellation Research



**WHAT SUCCESSFACTORS
DO THEY ALL HAVE IN COMMON?**



Personalised

They understand users demand simplicity:

On-demand

Automated

Effortless

MENU





People are increasingly expecting new technology to **automate the boring elements** of life, and in the process, hopefully allow us to spend more time on interesting things.”



Young millennials (21-24) are nearly **twice as likely to be bored at work** ... Bored employees are twice as likely to **leave or job hop** in the next three to six months”

Study released by Udemy



SIMPLICITY CHANGES WHAT WE EXPECT:

Digital	—————>	Digi-physical
Browse	—————>	Autostart
Search	—————>	Suggestions
Click	—————>	Gestures & voice command
Buy	—————>	Subscribe
Own	—————>	Share
Story driven	—————>	Built in story
Manual	—————>	AI deep learning

