



# #DigitalOptimist

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# THESE 1: DIGITAL = KERNGESCHÄFT

**17,500** ATTENDEES

**2,300** STARTUPS

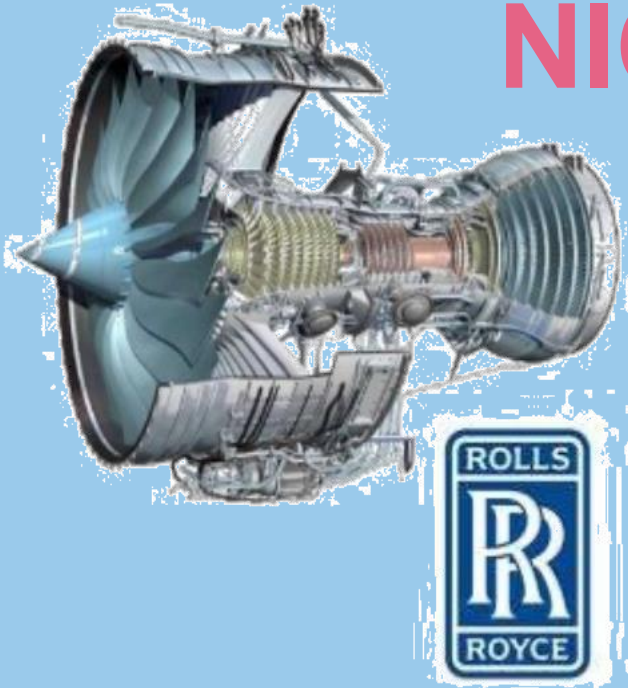
**1,100** INVESTORS

**600** JOURNALISTS

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THESE 2:  
NEUE Geschäftsmodelle sind  
**NICHTS** Neues



55+ years: POWER  
by the HOUR !

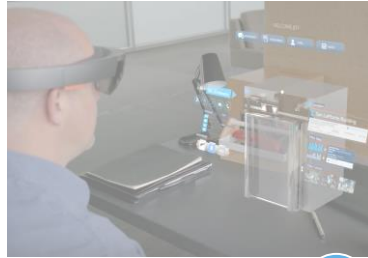
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# Unternehmen DIGITALISIEREN in Phasen vom Produkt zum Service bis zu Ecosystemen

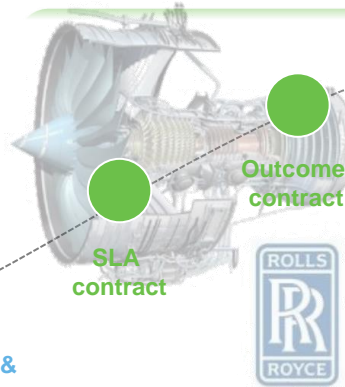
Effiziente Nutzung



Garantierte Verfügbarkeit



Garantierter NUTZEN



DATEN & Ecosysteme



Spare Parts

React & Repair

Remote monitoring

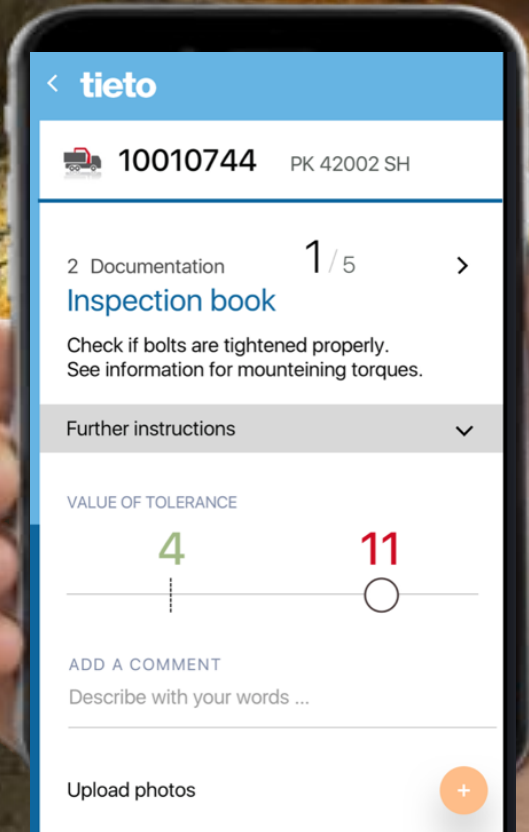
condition based service

Consulting & Upselling

# Smart Inspection: Hohe Servicequalität für Losgrösse 1

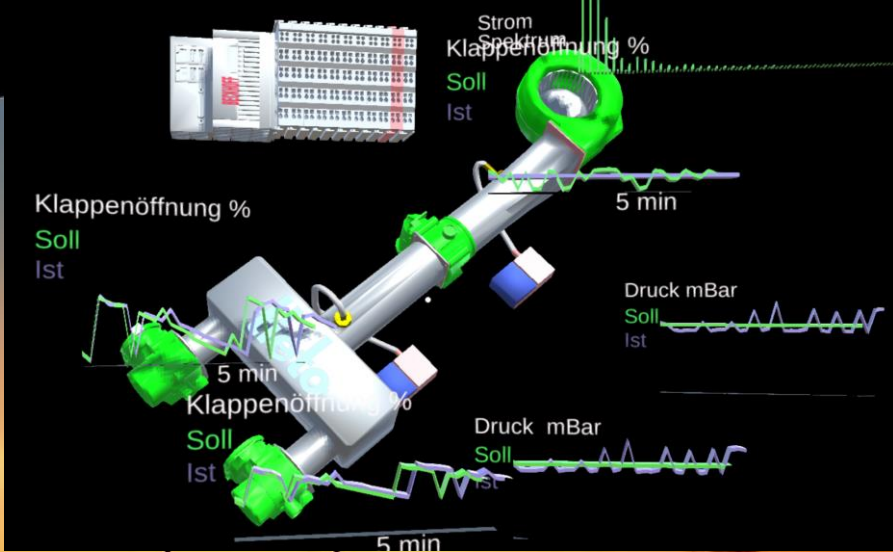
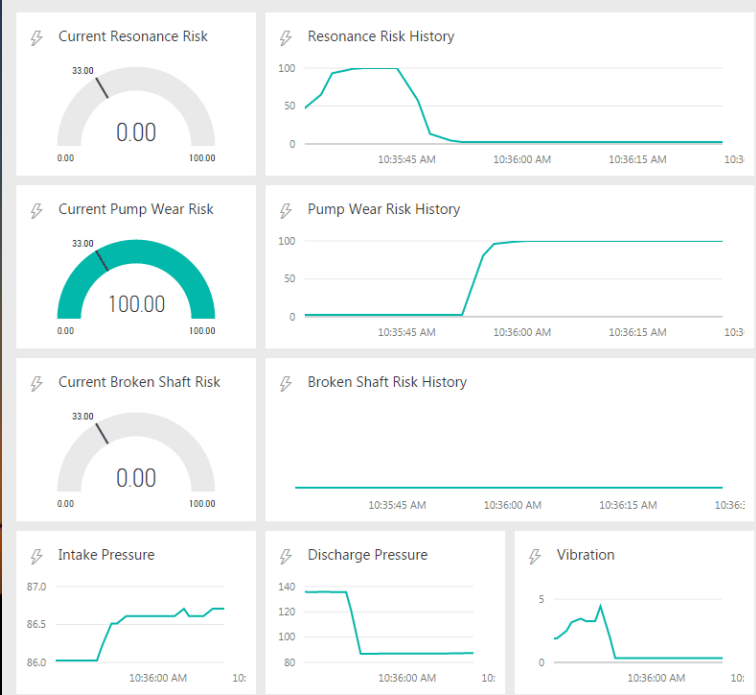
Effiziente  
Nutzung

Confid



# Digitaler Zwilling – Beispiel: Pumpen Vorhersage & Ausfall-Risiko

Verfügbarkeit



Confid



# WERTERHALT des Waldes: Frühwarnsystem: 8 Wochen bevor Auge Borkenkäferbefall erkennt.

NUTZEN



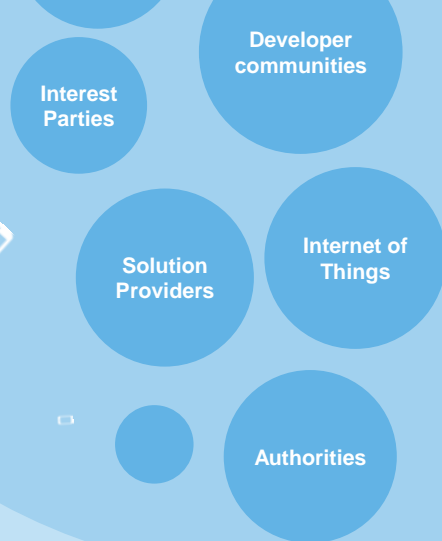
# Asset owner APIs



## Services



# DATEN & Ecosysteme



# Forest Hub Vision

- B2B Exchange**  
Financial Clearinghouse  
Web Apps for Small Companies  
Exchange of B2B information
- Real time sharing**  
Information Sharing  
(API Gateway & Management)  
Data Storage / Big Data
- Information Processing**  
Data Analytics  
Business Activity Monitoring



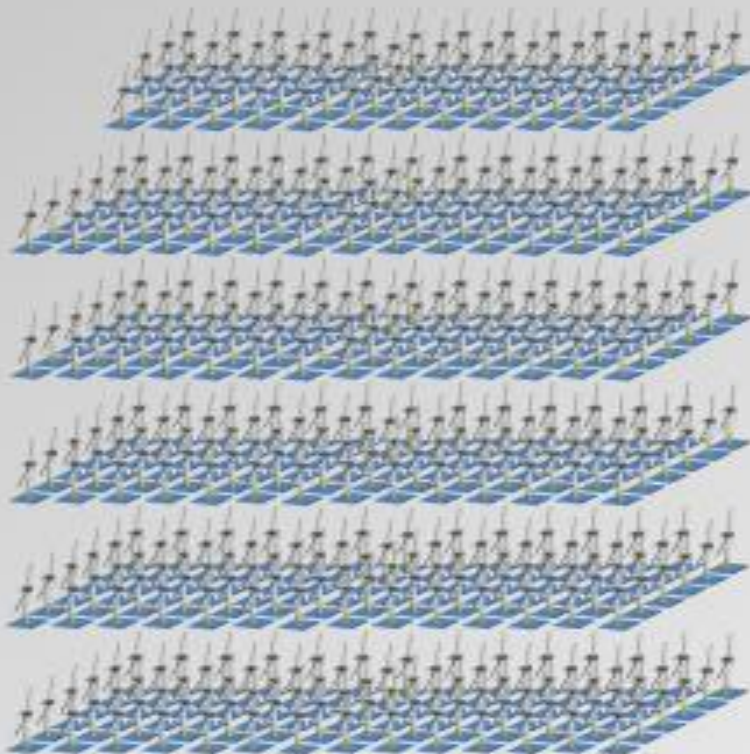
## 1 KKW

Kernkraft  
Isar II  
1400 MW  
11 TWh / Jahr



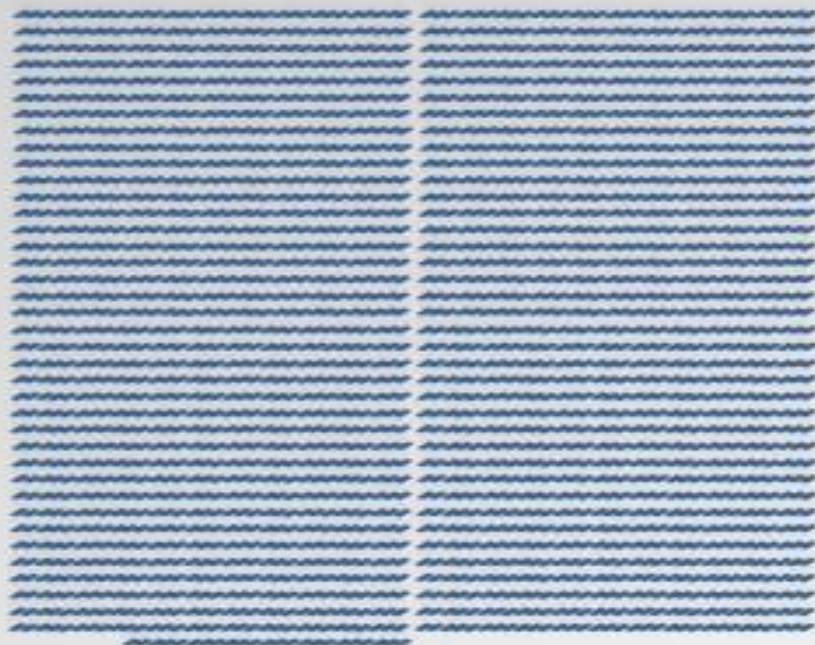
## 495 Windräder (5 MW)

Offshore-Windkraft  
alpha ventus 60 MW  
12x 5 MW  
0,267 TWh / Jahr



## 2445 PV-Parks (5 MWp)

Photovoltaik  
Freiflächenanlage  
5 MWp  
0,0045 TWh / Jahr



# MARKENUNTERNEHMEN betreiben „Virtuelle Kraftwerke“

DATEN &  
Ecosysteme

100 HOUSEHOLDS WITH ELECTRIC HEAT

100 water heaters

100 kW effect reserve



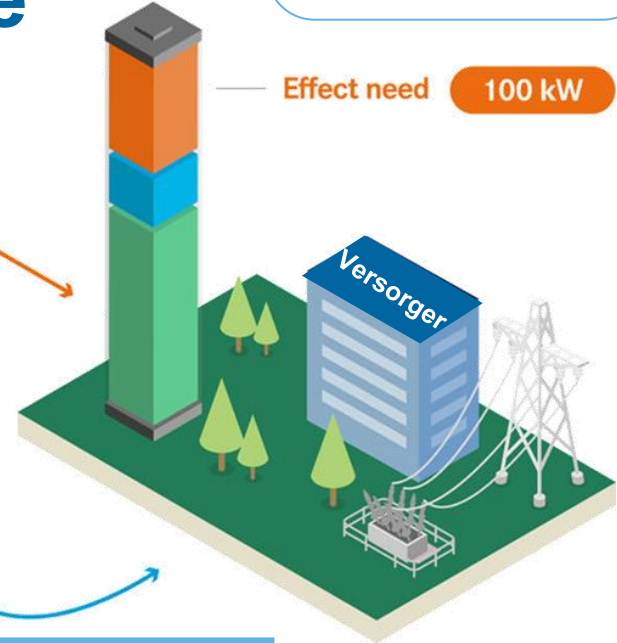
100 kW

Steering

XYZ



Effect need 100 kW



VERTRAG Produzenten &  
Plattform

VERTRAG mit  
Versorger

Quelle: Virtual Powerplant concept - Fortum

# #Internet of things ACTION!



## #GET STARTED !

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