

Neste generasjons betalinger og konkurransen fra de store globale digitale aktørene

Narve Hansen

Chief Innovation Officer



THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



Top 5 Publicly Traded Companies (by Market Cap)



Tech



Other

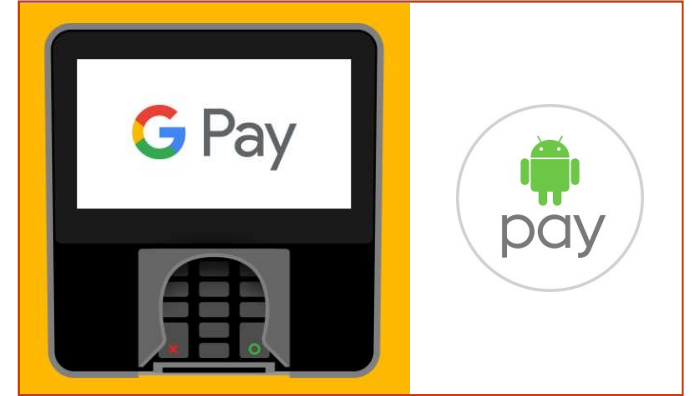


Tencent Joins U.S. Tech Quintet in \$500 Billion Club

Market capitalization of the world's most valuable companies (as of November 21, 2017)



Kilde: Statista



**HVORFOR? ID + DATA OM HVA KUNDEN KJØPER +
SKAPE SØMLØS KUNDE OPPLEVELSE**

vopps  bankID™ 

**Det handler om
plattformer, sømløse og
verdiøkende tjenester**

AMAZON VS ALIBABA





NEW & INTERESTING FINDS ON AMAZON

EXPLORE



amazon

All Echo



Send books to inspire kids in need

Departments

Shipping History

Get the Deal

Today's Deals

Gift Cards & Registry

Gift

Help

Prime

Account & Lists

Orders

Prime

Cart

1-15 of 441,928 results for "Echo" Report a search issue

Sort by: Relevance

Prime FREE One-Day Delivery

FREE One-Day Delivery

Get FREE One-Day Delivery on qualifying orders over \$35.

Show results for

Amazon Echo

Search

Media & TV

Amazon Video

DVD

Video Store

Amazon Devices

Amazon Echo

Amazon Echo Home Control

Children's Interactive Fiction

See more

Electronics

Home Audio & Theater

Products

Home Audio Speakers

Black Radio Power Adapter

Streaming Media Players

Portable Bluetooth Speakers

See more

Books

Children's Books

Children's Interactive Fiction

Computers & Technology

Children's Reading & Arts

Books & Young Adult Interactive Fiction

See more



Which Echo device is right for you?

Designed around your voice, Echo devices start at \$49.99. Shop now.



Amazon's Choice

Amazon Echo - Black

by Amazon

\$179.99

4.5 out of 5 stars (1,100)

in stock as of February 20, 2017

Product Description

Amazon Echo is a hands-free speaker you control with your voice.



All-New Echo Dot (2nd Generation) - Black

by Amazon

\$49.99

4.5 out of 5 stars (1,100)

in stock as of March 5, 2017

Free Shipping (Amazon)

Product Description

Amazon Echo is a hands-free speaker you control with your voice.



Amazon Echo - White

by Amazon

\$179.99

4.5 out of 5 stars (1,100)

in stock as of February 20, 2017

Product Description

Amazon Echo is a hands-free speaker you control with your voice.



Amazon Tap - Alexa-Enabled Portable Bluetooth Speaker

by Amazon

\$129.99

4.5 out of 5 stars (1,100)

Product Description

Amazon Tap is a hands-free speaker you control with your voice.



Amazon's Choice

Amazon Echo Show 5 (2nd Gen)

by Amazon

\$124.99

4.5 out of 5 stars (1,100)

in stock as of February 20, 2017

Product Description

Amazon Echo Show 5 is a hands-free speaker you control with your voice.



Amazon Echo Show 8 (2nd Gen)

by Amazon

\$115.99

4.5 out of 5 stars (1,100)

in stock as of February 20, 2017

Product Description

Amazon Echo Show 8 is a hands-free speaker you control with your voice.



Amazon Echo Show 15

by Amazon

\$199.99

4.5 out of 5 stars (1,100)

in stock as of February 20, 2017

Product Description

Amazon Echo Show 15 is a hands-free speaker you control with your voice.

Amazon Prime

MUSIKK



FILMER



BØKER



MAT

amazonfresh

Groceries & fresh produce
delivered to your door

Shop now >



= **12,99** \$ pr mnd
102 kr i mnd

- Free 2 day shipping (alt)
- Free same day (nærme byer)
- 2 hour delivery (mat)



The background of the entire image is a stylized, colorful illustration of a city skyline with various buildings in shades of blue, green, and orange. In the foreground, there is a green lawn with a black lamppost on the left and a brown park bench on the right. A light-colored path leads from the bottom towards the center. The Amazon logo is centered in the upper half, and the Prime Now logo is centered below it. The text 'One-Hour Delivery on Thousands of Products' is written below the Prime Now logo. A small bird icon is positioned below the text, and the Amazon 'a' logo is in the bottom right corner.

amazon

Primenow

One-Hour Delivery on Thousands of Products







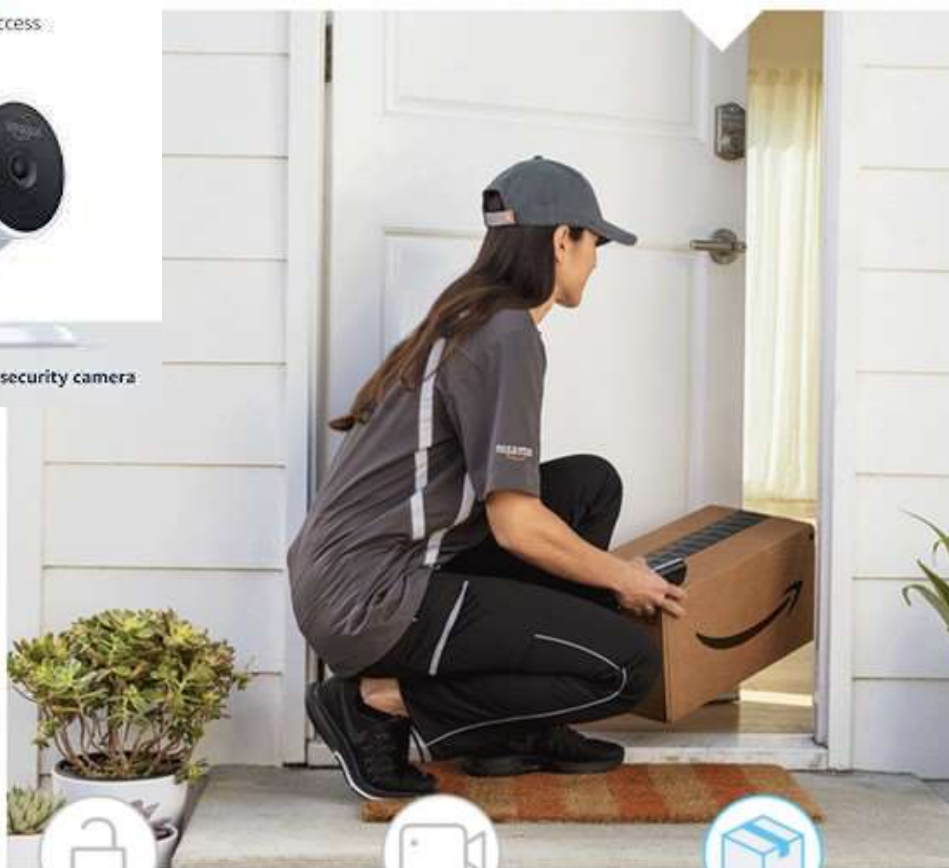
How in-home delivery works

Introducing
amazon key

In-Home Delivery and Access



Includes smart lock and Cloud Cam security camera



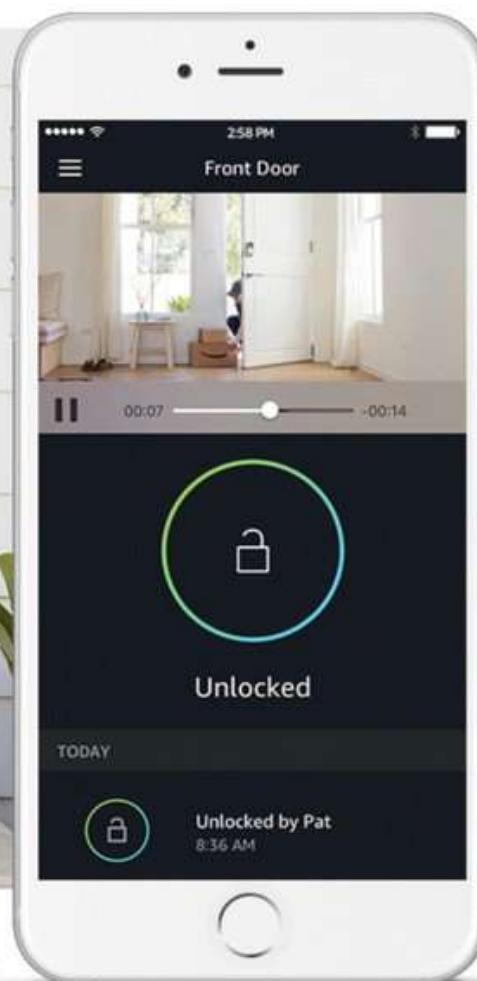
1. Amazon authorizes the delivery, turns on Cloud Cam and unlocks your door

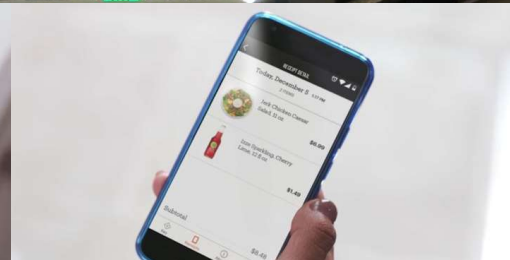


2. You'll get confirmation that your package was safely delivered



3. You can watch the delivery live or view a video clip of it after







WHOLE FOODS MARKET

BUILDING ENTRANCE
AT PLAZA

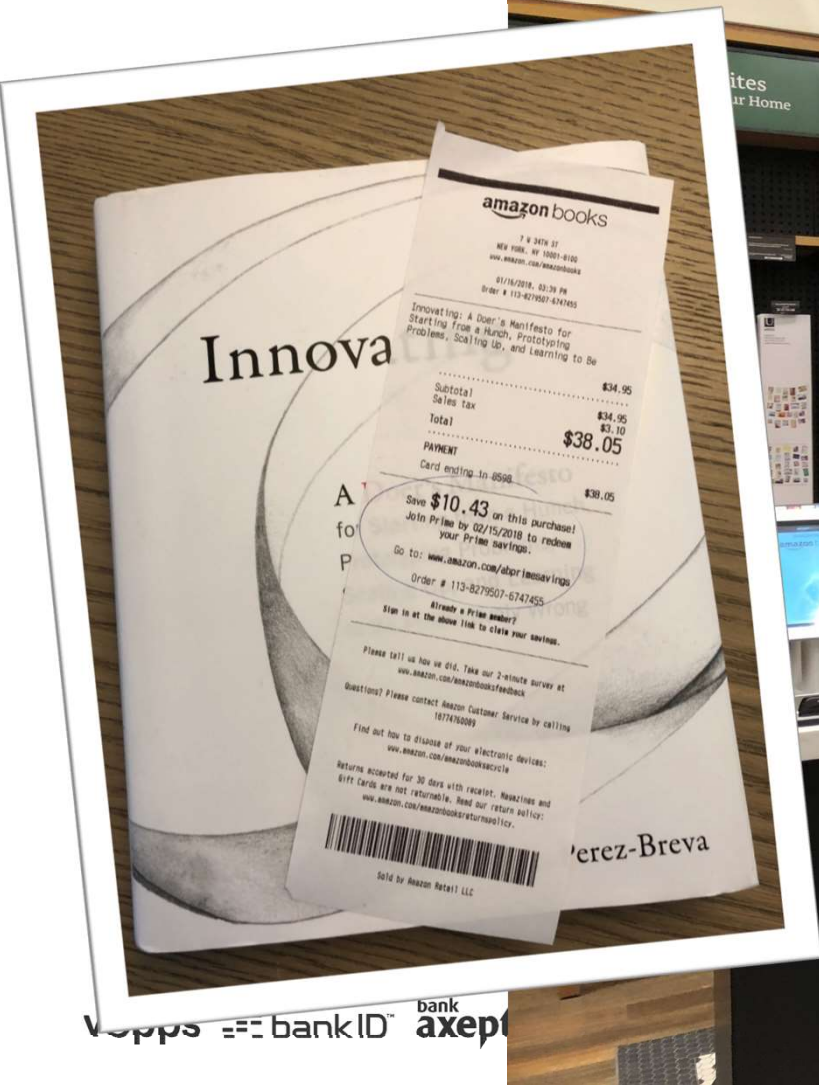
FOOD HALL

OUR FOOD HALL
WALK THROUGH OUR KITCHEN
MEET THE CHEFS
JOIN US FOR HAPPY HOUR

WHOLE FOODS MARKET







- Tjenester fra Amazon:

- Høre på musikk
- Lytte til bøker
- Koblet mot navigasjon og steder
- Starte og åpner bilen

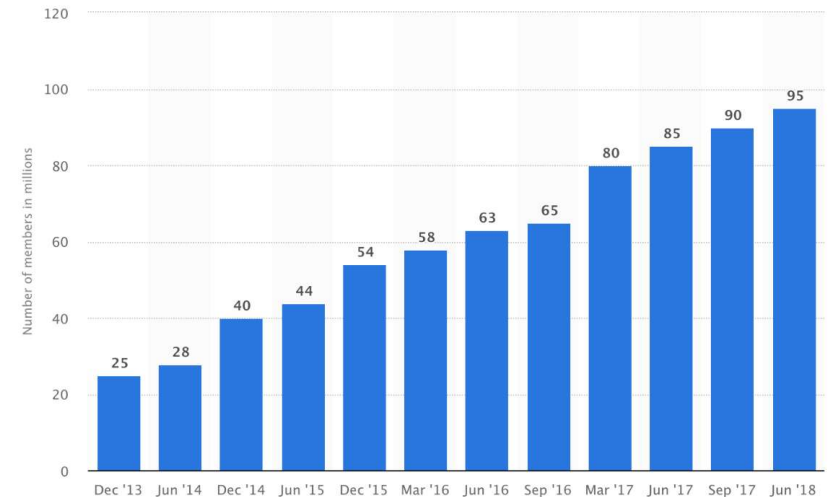




PERCENT OF AMERICAN HOUSEHOLDS 2016



67%



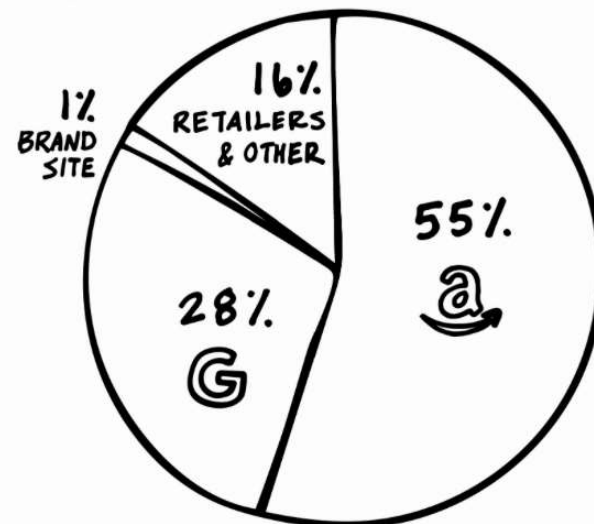
Data visualized by + a b l e a u

© Statista 2018





WHERE PEOPLE START PRODUCT SEARCHES 2016



Amazon in Sweden - Eskilstuna, Västerås



- Tyskland
- Irland
- Luxemburg (HQ)
- Holland
- Polen
- Romania
- UK
- Sweden (next)



AMAZON MODEL



- Close system
- All owned & operated by Amazon
- Standardization & consistency on UX

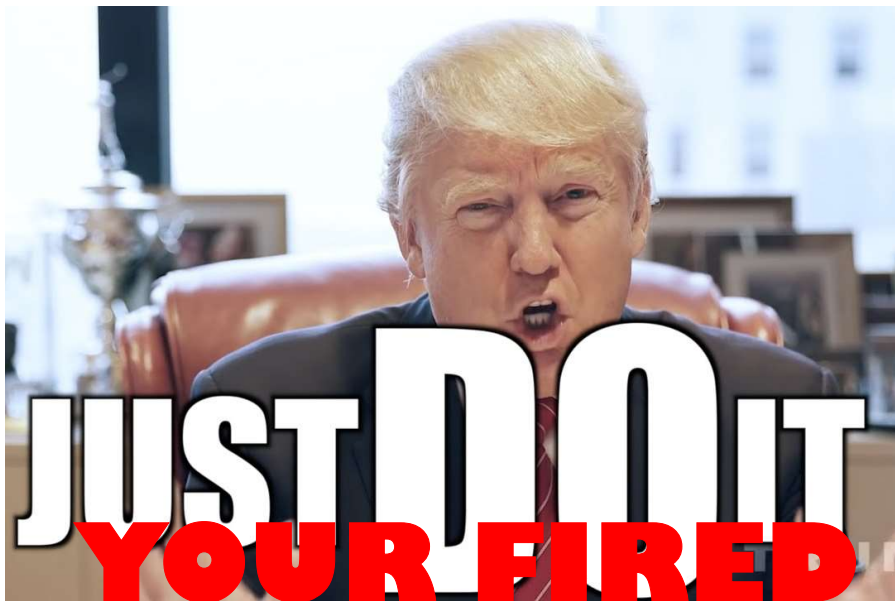
ALIBABA MODEL



- Open system
- Tmall & Taobao = platform & infrastrucure. No O&O of stores, products or pricing
- Free style (inconsistent UX)

CULTURE EMPOWERMENT

OLD SCHOOL



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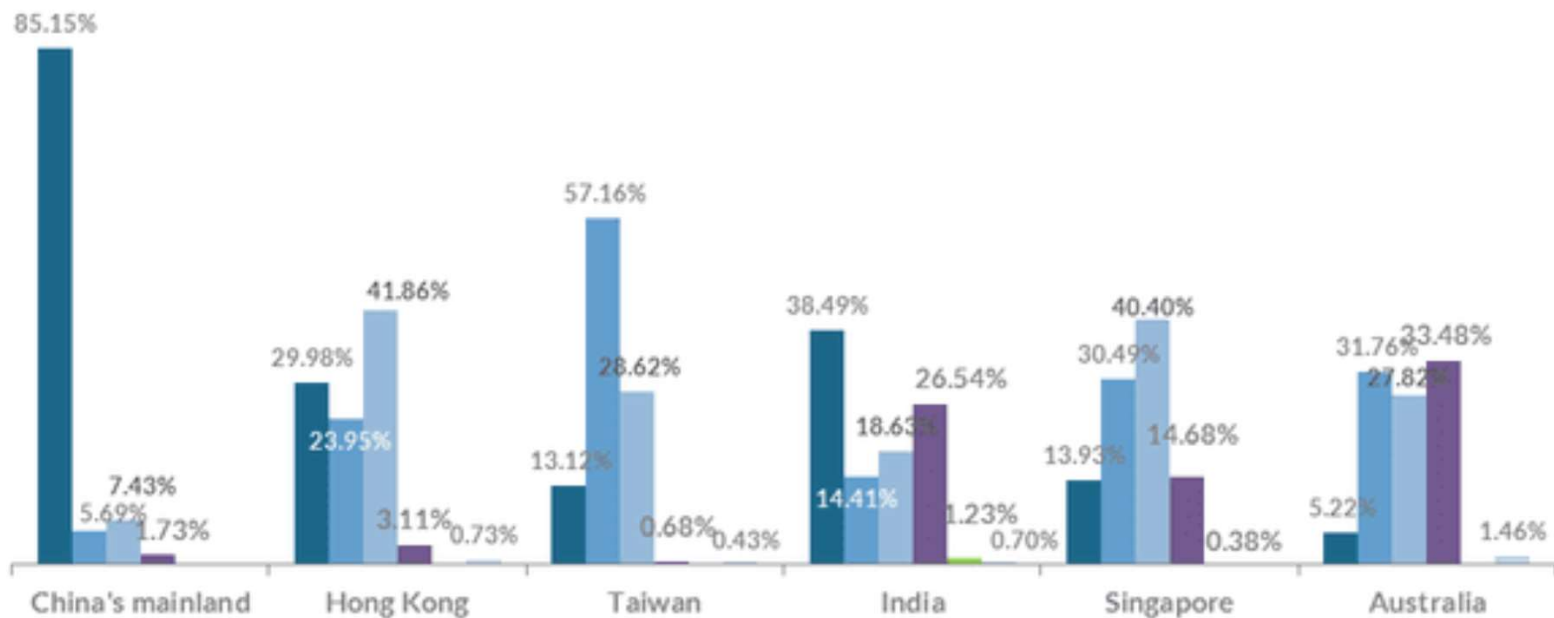
NEW SCHOOL





Payment Method Preference

■ Mobile payment apps (%) ■ Cash (%) ■ Credit cards (%) ■ Debit cards (%) ■ Checks (%) ■ Other (%)





WECHAT (Tencent)

- 1 milliard aktive brukere
- Gjennomsnittstid av aktive kunder er 66 min pr dag
- Startet som en chat
- Er nå en plattform med 10 millioner mini apps og 200 000 utviklere.

Alibaba Group Ecosystem

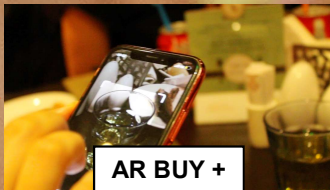


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ALIPAY – En livsstils app for mer enn 520 millioner brukere

TABAO

TMALL

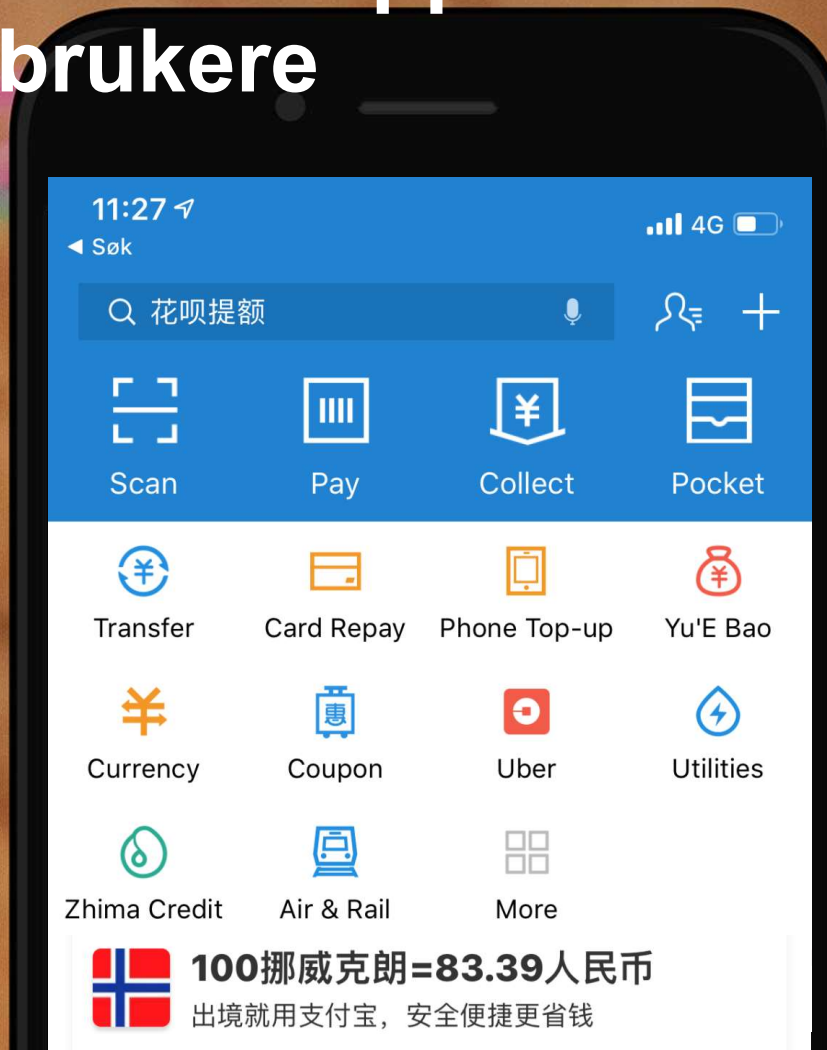


Beste valuta pris

Transport tjenester

27

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Lojalitets tjenester

3 parts App

Markeds plass
skreddersydd for deg

Lokal informasjon hvor
du befinner deg



HEMA









Suning



16 JULY
Prime day



11 NOVEMBER
Singles day



27 NOVEMBER
Black friday

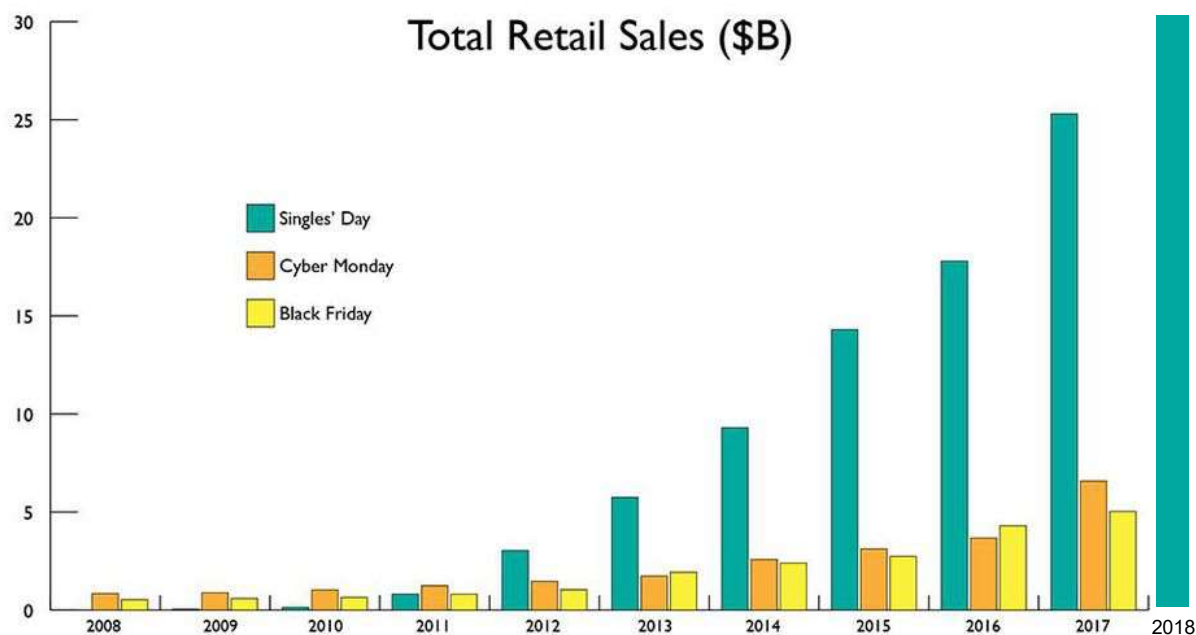


29 NOVEMBER
Cyber Monday



40% av
salget gikk
til utlandske
merkevarer

Total Retail Sales (\$B)



Source: Comscore, Statista

11.11 Singels day



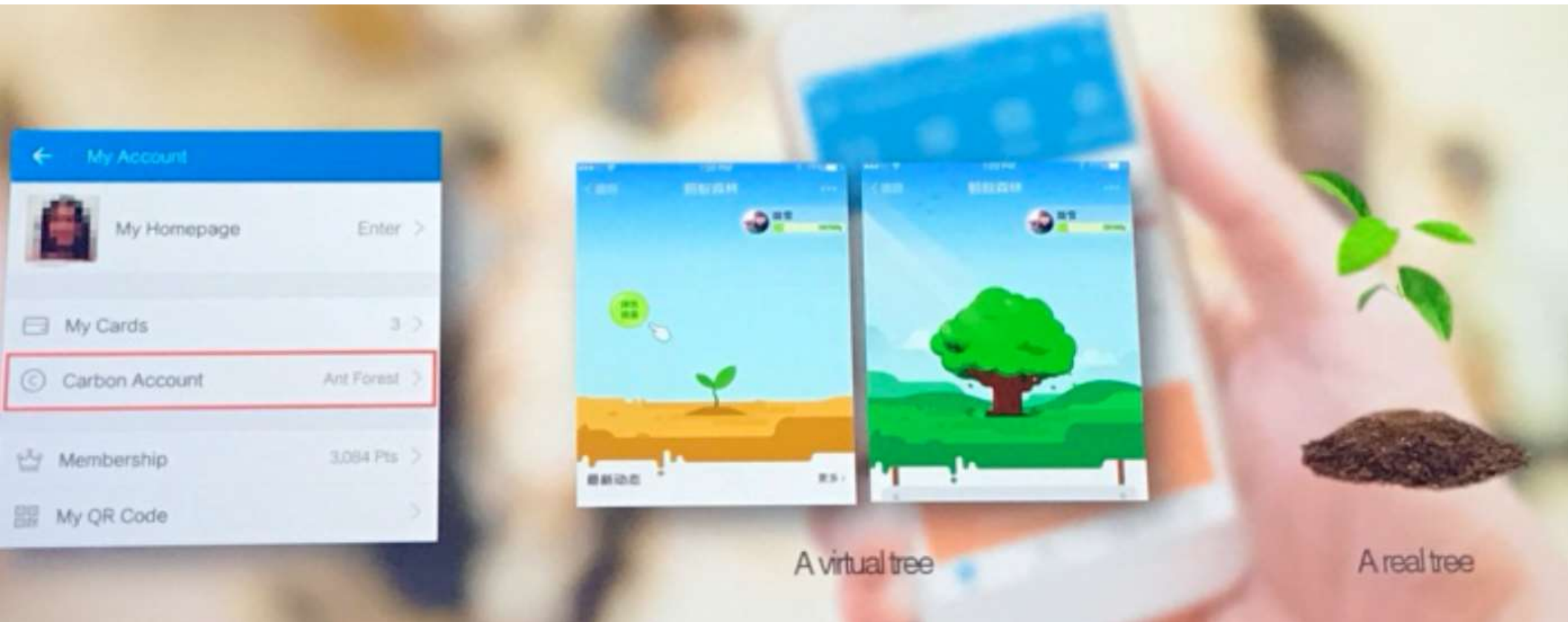


MAKING LIFE FRICTIONLESS

Payment line in a major hospital in China before and after Alipay and their mobile app.



CONNECTING DIGITAL TO REAL WORLD



HVA GJØRE VIPPS FREMOVER?

vipps

3 mill. brukere

90 mill. transaksjoner

45.000 brukersteder

**bank
axept**

8,5 mill. kort

1.600 mill. transaksjoner

109.000 brukersteder

bankID

4 mill. brukere

600 mill. transaksjoner



Vipps International

Fokus



Eksport av
tjenester globalt



Strategiske og
internasjonale partnere



Partner
nettverk

Team



Bjørn



Richard



Narve



Ruimin



Knut



Halvard



John Olav



Frode

Presentation of Oslo Innovation Lab

Building the next generation retail experience with partners

Narve Hansen - CINO



Automagisk

*Focus on customer
experience, driven by
feedback from real
customers*

100 000

Live customers

10 000

Beta testers

1 000

Super users

14

Partners

10

Prototypes a year



RESTAURANT

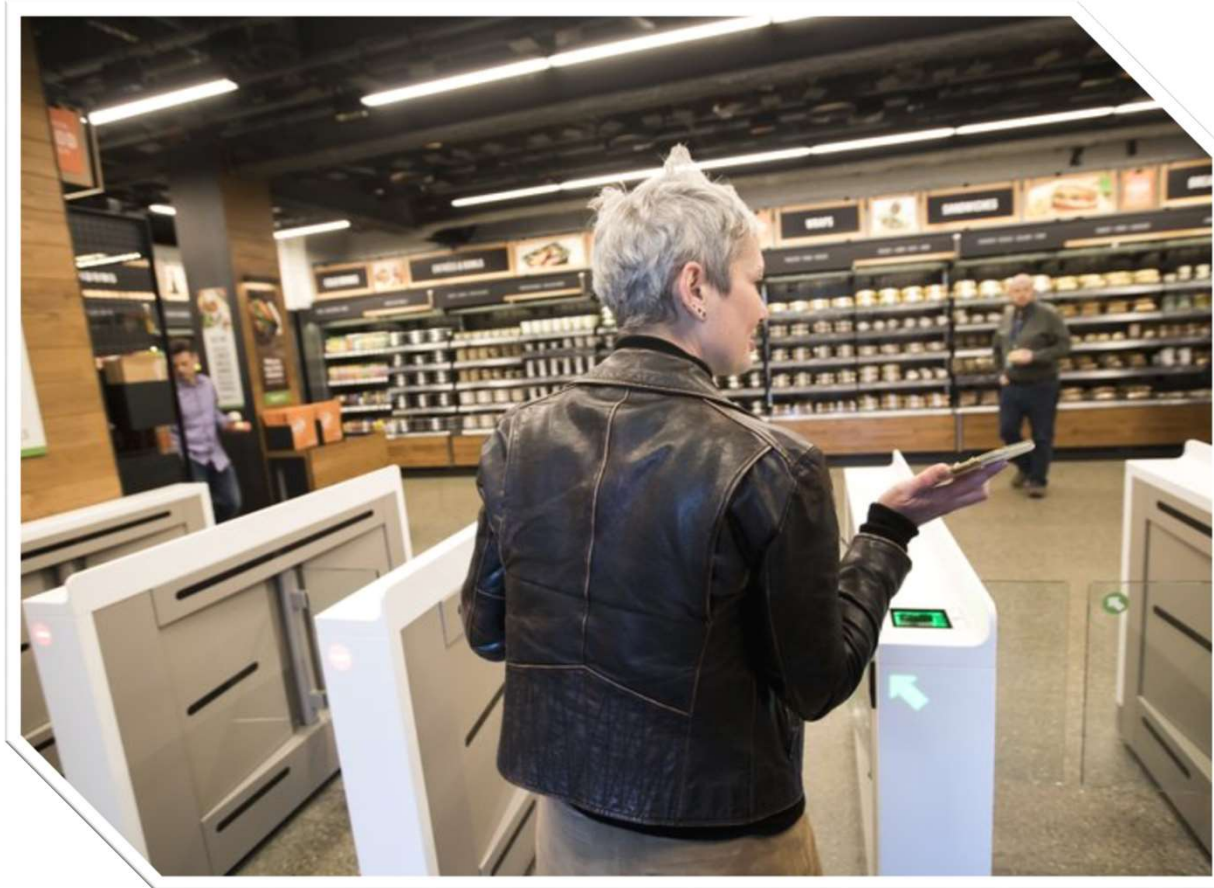
GRAB & GO

TEST LAB

EVENTS

COMMUNICATION / ENTERTAINMENT

GRAB & GO



ALLE PRODUKTENE SKAL KUNNE KJØPES I
BUTIKKEN MED APPEN OG LEVERES HJEM

AR BUY +

OPPLEVELSES ROM



KICK OFF 10TH OF JANUARY

OSLO INNOVATION POD

Building the next generation retail experience

AGENDA

- 14:00 Registration
- 14:30 Introduction of the new Innovation Lab for retail.
- 14:50 Presentation of the partners
- 15:30 - 16:00 LIVE Podcast, moderated by Oslo Business Fourm





PRESENTS

OSLO INNOVATION POD

Building the next generation retail experience



Technology



Retail



Innovation

Det handler om å gjøre livet enklere for kundene!

v:pps