

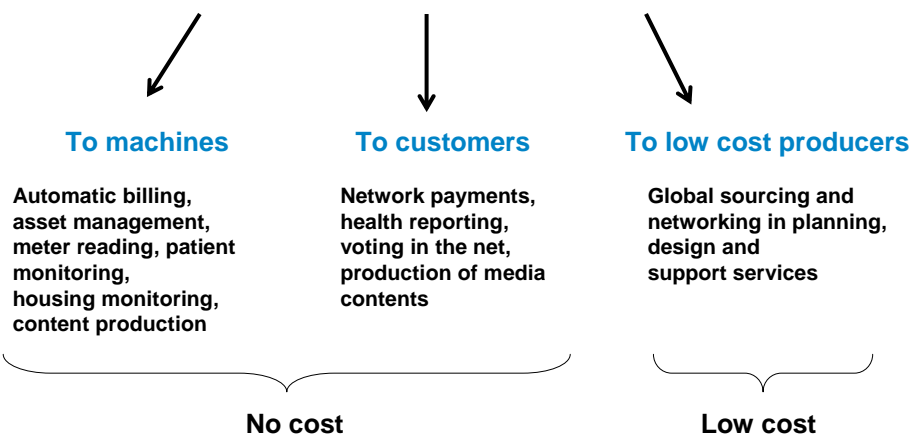
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- Digitalization creates a new kind of service economy
- The main productivity drivers are automated self services, machine to machine processes and new network based sourcing
- Automation provides an opportunity to move from low cost to no cost
- Automation is followed by innovation where new technology leads to completely new products and services
- The winners will be companies and economies who automate fast and see and grab the new product and service potential first

Matti Lehti
23 October 2006

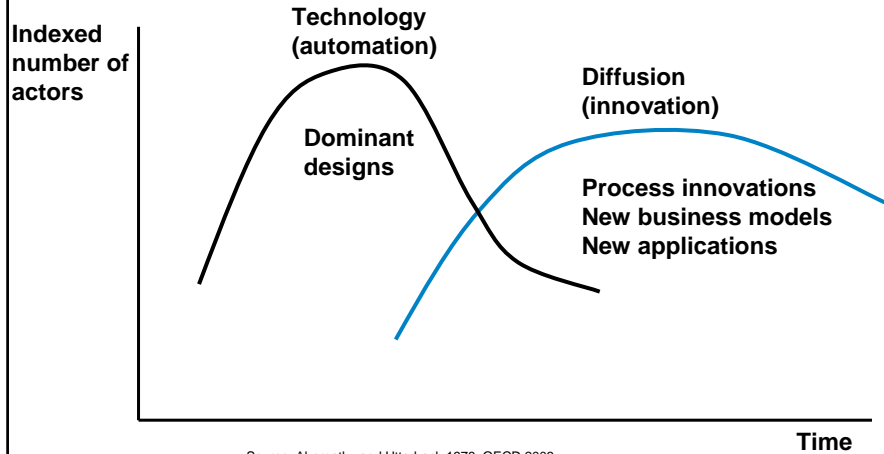
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23 – 24 October 2006, Helsinki

Data intensive service work is moved



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Digitalization proceeds via automation and innovation



Source: Abernathy and Utterback 1978, OECD 2003

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