

DIGITAL ROADMAP OF ALMA MEDIA

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Capital Markets Day 2016



Digital is a way of doing things

- **Using data** to make better and faster decisions
 - **Fast and agile** culture
 - **Continuous-delivery** model
 - **Two-speed IT**
 - **Talent** and organization
- **Automation** of customer interactions, the supply chain and core business processes
 - **Improving customer experience** by
 - Analyzing customer interactions
 - Offering personalized and relevant content and experiences
 - Remembering preferences and optimizing the next step
- Identifying and going after **new opportunities** in existing sectors
 - Developing entirely **new businesses**

FOUNDATIONAL DIGITAL CAPABILITIES

VALUE CREATION IN CORE BUSINESS

VALUE CREATION AT NEW FRONTIERS

Adapted from McKinsey&Company

Improving foundational digital capabilities

Sammio – Combining personal and behavioral customer data into single data repository to enhance

- targeting capabilities in advertising
- up- and cross-selling in subscription sales
- customer experience via more personalized products

and to respond to changes in data privacy legislation

Q4/2015-

Alma BI platform – Providing tools and capabilities for faster analysis, data driven decision making and reporting

Q1/2016-

Alma integration platform – Building platform for more efficient integrations and API driven development

Q4/2014-

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Creating value in core business

ALL

Renewal of digital advertising platform:
Reducing amount of technologies, improving
internal efficiency and automating sales
processes

Q2-Q4/2016

ALL

Implementation of common editorial system

Q1/2016-Q2/2017

ALL

Self-service solution and automation for print customers

Q3/2016-

ALL

Alma Pay – Unified payment and purchasing processes
in digital services

Q4/2015-

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ALMA REGIONS

Reviiri – New local media platform

Q2/2016-

ALMA TALENT

Launch of new subscription management
systems

-Q2/2016

ALMA TALENT

Combining customer identities and
launching new payment solutions

Q3/2016-Q2/2017

Creating value at new frontiers

Gofinland

06/2015

Service for people planning a cottage holiday in Finland


NettiKoti

01/2016

ERP systems for new construction and renovation

jobote

01/2016

Recruiting technology for direct employee referrals (Czech Rep.)

AUTOJERRY

01/2016

Competitive tender services for car servicing

Rantapallo MATKAPÖRSSI & SUOMEN LENTOKESKUS

04/2016

Online travel services for consumers and travel agents

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**THANK YOU.
QUESTIONS?**