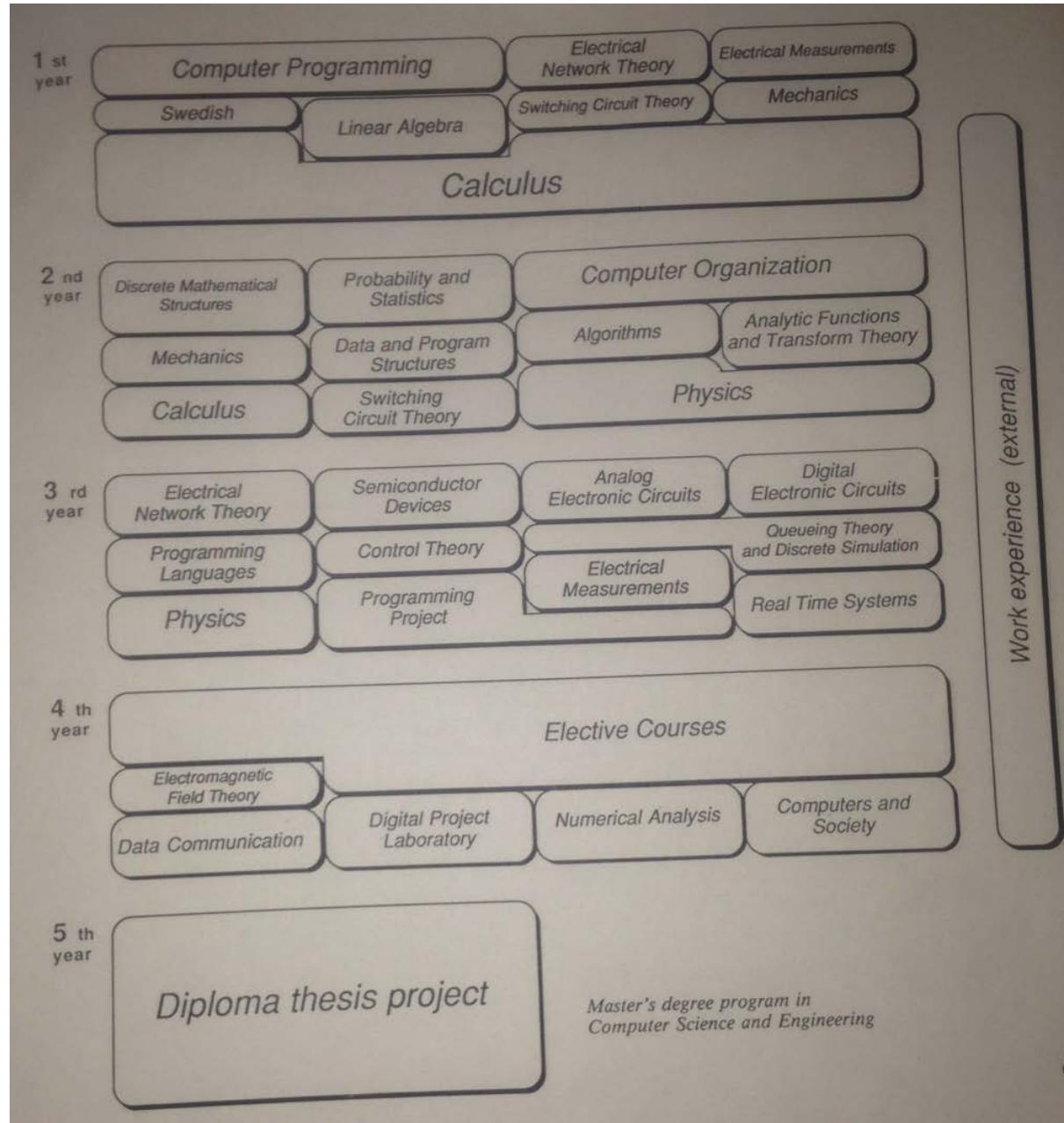




HEJ!

DET BÖRJADE I SEPTEMBER 1985





OCH SÅHÄR BLEV DE KOMMANDE 30 ÅREN



systemutveckling
kundprojekt



1989 - 1990 1990 - 1995

IT-säkerhet
affärsprocessutv



produktledining
marknadsföring
strategi
personalansvar



1995 - 2001

marknadsföring
säljsupport



2002 -

kommunikation
hållbarhet

kundansvar
affärsutveckling
....

1985 - 1988



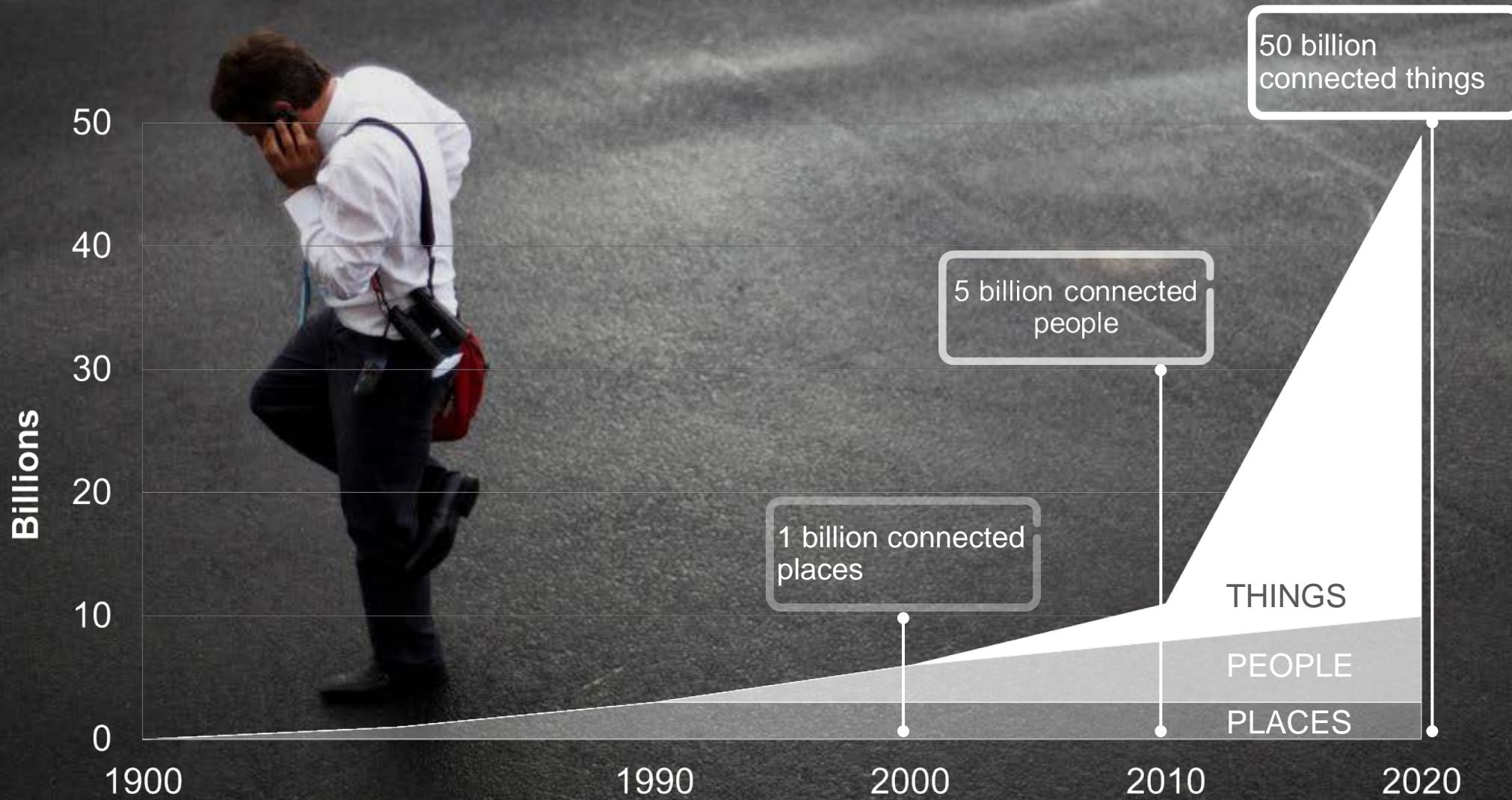
1986 - 1992



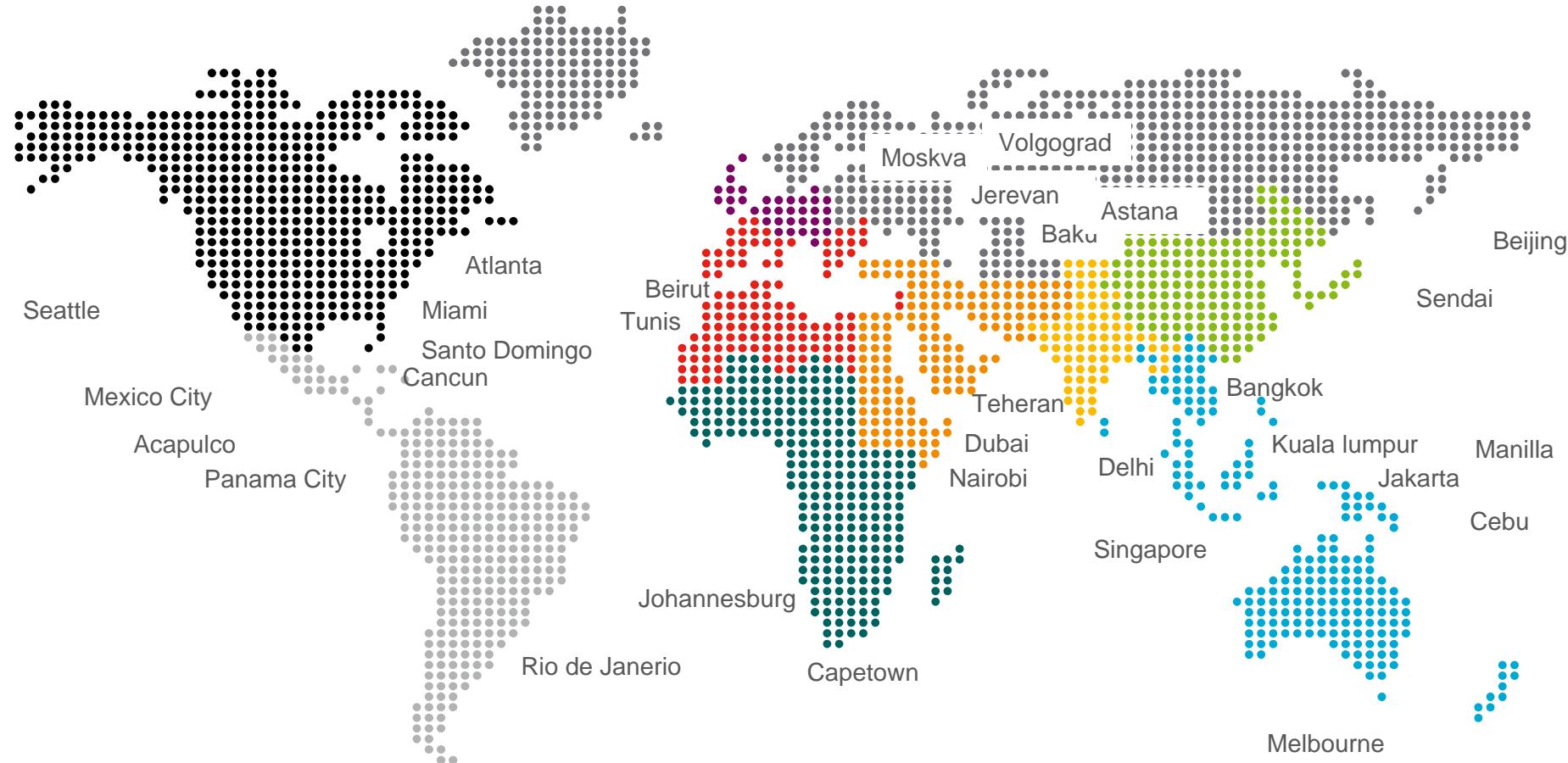
GÖTEBORGS UNIVERSITET
HANDELSHÖGSKOLAN



DEL AV SPÄNNANDE UTVECKLING



FÅTT SE SPÄNNANDE PLATSER UTANFÖR EUROPA





DEL AV TRANSFORMATION

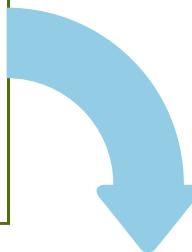
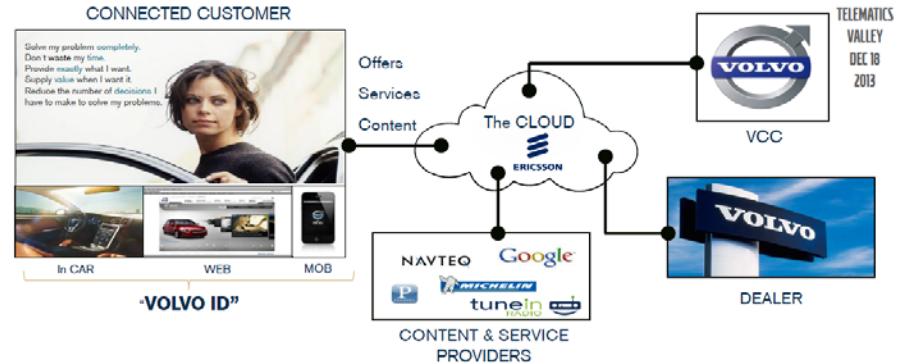
OUR CURRENT BUSINESS MODEL WON'T BE EFFECTIVE IN THE FUTURE

- The market is no longer regulated and after sales competitors are growing in size and becoming global
- Customers are getting used to instant access to all type of services and content
- Centrally we have had limited knowledge about our customers and have not been able to communicate directly to them

Current business model



CONNECTED CUSTOMERS TIE OUR BUSINESS TOGETHER - THE NEW BUSINESS MODEL



THE FIRST ONLINE DIRECT SALE RECEIPT OF A CONNECTED VOLVO SERVICE TO AN END CUSTOMER!

PURCHASE HISTORY AND RECEIPTS	
2013-05-21	1 YEAR EXTENSION Volvo On Call
RECEIPT	Order ID 1682457.PROF
Date and time 2013-05-21 02:41 PM	Quantity 1
Description 1 YEAR EXTENSION Volvo On Call	Amount 1375,00 SEK
VAT 275,00 SEK 25%	Total Amount 1375,00 SEK
VOLVO CAR CORPORATION Assar Gabrielssons Vag 405 31 Gothenburg SWEDEN	ORG. NO. 556074-3089
Print Receipt >	
Customer's right of cancellation is 14 days according to Swedish law. Request of cancellation and a copy of the receipt should be sent to Customer Experience Management, Dept 07450, RDV1, 405 31 Gothenburg, Sweden	



TELEMATICS
VALLEY
DEC 18
2013

Proof of Volvo Cars moving
from B2B to B2C

Legislation driver for initial investment, customer affinity additional value



ERICSSON