DIGIT

Aarhus University Centre for Digitalisation, Big Data, and Data Analytics

Grundfos
Marianne K. Knudsen
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Agenda

Grundfos

Digitalization in Grundfos

Where we could need you guys
Intelligent Pumping

Xylem launches pumping system with integrated intelligence.

LEARN MORE
Challenging business situation due to increased commoditization of the pumps
“We used to replace pumps pro-actively, we don’t do this anymore because we monitor the pump condition now, as a direct result, we buy a lot less pumps.”
Our digitalization efforts go back to the 90’s with development of integrated electronics in our pumps.

But our core focus has been on technology development resulting in a portfolio of digital hardware and very limited software offerings and even less focus on end-user offerings.
Grundfos has worked with remote monitoring and system performance since Nokia 6230 was cool.
“Digitalization is the transformational force in humanity that supports value creation by connecting people, companies, products or literally anyone and everything.”

Mads Nipper
CEO & Group President
Grundfos
Digitalization redefines business systems and models as well as value chains
Digitalization is about the way companies interact and connect directly to customers and end-users in more relevant, simple, seamless and effective ways.
Urban water sustainability

25% of London’s water is wasted by leakage in their water distribution systems.
We run an experiment with ‘Cosy Wasch’ in Berlin where we deliver an **IoT solution in their eco-system** connecting them directly with their soap supplier allowing both to monitor performance, alerts, and up-time.
Mike_Berlin Having #fun in a #cosycarwash including looking at the #car #rearcamera...
Implications
DATA SHARING IS A PART OF MODERN LIFE
DATA IS KING

BUSINESS MODEL INNOVATION