

Your first-class ticket to the Internet of Things

Did you know that there are already more connected devices and machines than people in the world today? Vaasa-based technology provider Wapice has built a fast-growing business on connecting a lot more.

Wapice's Internet of Things platform IoT-Ticket, now in its version 6.0, was born a while before the Internet of Things ever became a Thing. In 2005, Wapice made a strategic decision to develop its existing remote control and management products further into a complete system that would answer questions many of their customers were thinking about at the time.

"Now the platform is a highly flexible and fully customizable ecosystem with a wide range of functionalities. It integrates the customers machines, devices and information systems into one complete whole, transfers the data to a big data server and offers versatile monitoring, controlling, analysis and reporting tools," **Pasi Tuominen**, Wapice's Managing Director describes.

"Since day one, we aimed to offer functionalities that provide the customer added value and an opportunity

to capitalize on our experience. Because let's face it, the success of our customers is the root of our own success."

Tight focus of product development on ensuring world-class usability

Usability has always been one of the main driving forces behind the development of the IoT-Ticket—in fact, the same goes for all Wapice products, such as their sales configurator for mass tailored products, Summium. The dashboard on IoT-Ticket has been carefully honed to be flexible and extremely intuitive to use, and the entire platform is easily configured over the internet. The user interface and all analytics tools naturally run on both desktop computers and mobile devices.

"Yes, we develop industrial systems that are mostly used by technically-savvy users, but I don't see why our



systems should be any more complicated or difficult to use than the best consumer software products in the world," Pasi Tuominen.

"Providing a product that just does what it's supposed to do is nowhere near enough for us, and the feedback we receive on the IoT-Ticket platform suggest we're definitely on the right road. We want our system to integrate seamlessly into our customers' industrial environments, always be up-to-date with the latest technological developments and be so intuitive to use that the user is taken by surprise at how easy the system is to configure and use." ■

- www.wapice.com
- www.iot-ticket.com

*Text: Sanna Nyström
Photo: Wapice*

"The success of our customers is the root of our own success."



IoT-TICKET™.COM

Wapice has connected machines and devices to the internet already since 1999; today it is trusted technology partner for globally operating industrial companies.

Nordcloud is a public cloud automation and managed services specialist whose aim is to be the industry leader throughout Europe.

Hello Europe, Nordcloud calling!

The company provides cloud infrastructure professional services to enterprises that require a scalable, reliable and cost-efficient IT infrastructure. They work with clients in the media, finance and high-tech industries, among others.

Nordcloud has offices in Helsinki, Stockholm, Malmo, Oslo, London and Munich. In the near future, it will enter more markets country by country.

"Different markets deserve specific attention and service in their own language. Therefore, we are providing world-leading technologies with local and high-quality service in every country we operate in", says **Esa Kinnunen**, CEO of Nordcloud.

Cost benefits by cloud

Nordcloud provides services that are part of the wider, global shift towards digitalisation. The shift will affect every enterprise in every industry, in one way or another.

"Enterprises can achieve cost benefits when deploying a scalable, agile and developable IT infrastructure—which we provide under our automation and managed services concept", Kinnunen continues.

"We are continuously on the look-out for top-notch professionals."

Nordcloud is one of the industry's technical leaders cooperating with all the three leading infrastructure providers: Amazon Web Services, Google Cloud Platform and Microsoft Azure.

"Our job is to use their generic resources as a platform on which we create a solutions portfolio for meeting our clients' business needs. Our world-class cloud architects deliver secure, reliable, scalable and moreover agile solutions to our clients. With us they have a solid foundation for creating modern apps or web services for their customers", Kinnunen continues.

Acknowledged expertise

Nordcloud is the only Amazon Premier Consulting Partner in the Nordic region and also works in close cooperation with Google and Microsoft.

CEO Esa Kinnunen's aim is to conquer Europe with Nordcloud.

"There are two-way benefits from this collaboration. From us they get information on the needs of the end users in our local market, while we get to know the road map for their cloud development. Hence, we can create better solutions for our clients."

So what's the next step?

"We are in the process of opening a new branch in the Netherlands this autumn and after will be heading to the other big markets in Southern Europe. We are competing with the gaming industry to attract the best developers to our team."

"We can offer them flexibility in terms of working hours and location, and the most advanced codeable infrastructure technologies available. Our strategic target is to double our personnel and triple our revenue in each year", Kinnunen says. ■

*Text: Saara Saalamo
Photo: Jenni Salonen*

Expressways to the future

As you're zipping across the sky, there just might be a ship right below you loaded with 1,172 kilometres of fibre optic cable. The ship is making its way across the Baltic Sea, building a new high-speed submarine telecommunications connection between Finland and Central Europe.



The project is called Sea Lion, and when finished, the new connection will provide direct data access between Finland and Germany with potential further connections to the Baltics, Western Europe and the UK, Eastern Europe and Russia, and eventually Asia.

"The global telecommunications data traffic is estimated to grow by 30–40% annually. This means that the data transfer capacity needed in the next 5–10 years' time will be on a completely different level than it is today", says Jukka-Pekka Joensuu, Executive Vice President with Cinia Group, a Finnish company specialising in tailored network and ICT solutions responsible for constructing the new system.

"A big bulk of the increasing traffic is coming from—and going to—Asia, making new routes a necessity. What we are doing now is laying the groundwork for establishing Finland as a data traffic

gateway to Asia by building major infrastructure for high-speed connections."

HEL-FRA-HEL in 19.5 milliseconds

Combined with Cinia's existing terrestrial cable network that covers the entire Finland, the new submarine link to Germany will enable the world's fastest data connections to global networks. The system can carry up to 120 Tb per second, transferring data between Helsinki and Frankfurt in less than 20 milliseconds.

This means that when the new system is operational in early 2016, the world will be a significantly smaller place. The major increase in data transfer capacity benefits companies that work with vast amounts of data, like the media, but also a whole lot of other sectors that are digitalising quickly.

"Finland and the rest of Northern Europe enjoy a very interesting position

Cinia's new high-speed data connection brings Helsinki so close to Frankfurt that it might as well be a Frankfurt suburb, the company's Executive Vice President Jukka-Pekka Joensuu laughs.

as potential data centre locations for major global operators," Jukka-Pekka Joensuu points out.

"Ten years ago practically all servers for internet services were in the United States, but if you log on, say, Facebook today, chances are you're accessing their data centre in Sweden. Data centres are already a billion euro business, and our investment in network infrastructure will further increase the availability of these kind of opportunities to Finland and the other Nordic countries." ■

*Text: Sanna Nyström
Photo: Vitali Gusatinsky*

The next BIG thing

According to the new State of Social Business Report from Altimeter Group, 77 percent of companies with social business programs are planning to implement or already have Employee Advocacy programs in place. It has become one of the fastest growing trends in marketing and communications in the past two years and is becoming an essential part of any communications strategy. Industry pioneer Smarp believes that while companies benefit greatly from having their employees act as their brand ambassadors, the starting point and biggest beneficiaries of a successful Employee Advocacy program are the employees themselves.

"Companies are realizing that each employee has their own network of friends and followers who form a massive new potential audience for the company", Smarp CEO Roope Heinilä says.

"For years and years companies have tried to solicit customers to act as brand ambassadors while ignoring their own employees. Employees have the biggest vested interest in the success of the company and would therefore make the best brand advocates. If your employees are not the biggest fans of your company, then who are?"

What is in it for me, asks the employee

The idea behind employee advocacy is to help employees improve their professional brand by giving them the opportunity to discover and share interesting content to engage their networks. As the resulting conversations revolve around the employer and its business, the company can achieve huge benefits in the form of increased reach, credibility, and authenticity of their messages.

In a nutshell, employee advocacy platforms like SmarpShare provide a place where the company gathers interesting content like blog posts, open positions, industry trends, and company news. The employees are notified of the new content and use the online platform or mobile apps to share the content they find interesting and relevant to their own social networks on LinkedIn, Twitter, Facebook, Sina Weibo or Xing. Both the individual employee and company are then able to measure how that content performs and learn what type of content resonates with their networks.

What it all comes down to is quality content that employees want to share. The employee needs to find the content interesting and of value to his or her network of contacts in order to gain anything on a personal level from sharing it.

When done right, the biggest beneficiaries of an employee advocacy program are the employees themselves.



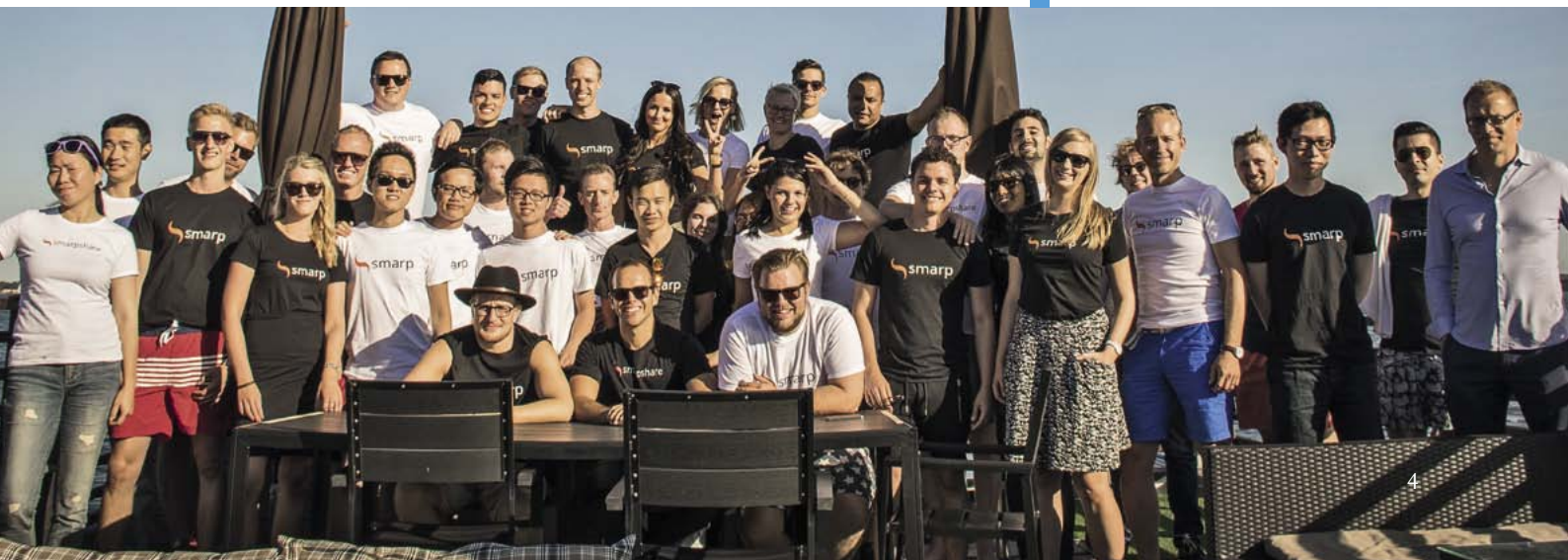
"The biggest reward for an employee advocate is an opportunity to boost their own career", Heinilä explains.

"And this is exactly why any employee advocacy program needs to help the employee build and manage their professional brand as an expert and a thought leader in their field. When done right, employee advocacy can empower employees to become better at what they do." ■

● www.smarpshare.com

Text: Sanna Nyström
Photo: Smarp

For Smarp, employee advocacy is the first stage in a more fundamental paradigm shift towards true human to human (H2H) communication.





Big data for better business performance

International, experienced and innovative – this is how data analytics company Bigdatapump describes themselves. After spending an hour with Managing Director Martti Reilander, it is easy to agree with the assessment.

Bigdatapump plans and executes data and analytics solutions that help their customers to gather, combine and analyze data that is relevant to their operations. The company's solutions combine statistical and predictive modeling methods to help the customer make more informed decisions like price or process optimization.

Right from the get-go, Bigdatapump had a solid understanding on how to apply data analytics in business development. It was established by a team of Nokia's big data experts who took up an opportunity offered under an initiative where Nokia supported its former employees in starting their own businesses.

"Nokia's every phone, every network service generated massive amounts of data that was compiled and analyzed, and then put to good use in product development, cost-optimization or sales and marketing. Now that expertise helps our customers do the same", says Reilander who is a Nokia alumnus himself.

Bigdatapump is evidently on the right track. Of all the new companies

established under the Nokia initiative in early 2010s, only a handful—Bigdatapump included—reached over one million euros in revenues last year.

Multidisciplinary problem solver

Bigdatapump's sound scientific know-how combined with agile project development practices and modern cloud-based environment makes it easy for Martti Reilander to promise that the company can and will solve any data analytics challenge a customer may have.

The company and most of the staff are located in Finland, but Bigdatapump's operation is global. In addition to a host of Finnish customers in banking, insurance, telecommunications, media and manufacturing, the company's current customers include dubizzle, the #1 online classifieds ads site in the Middle East, for example. Digital-only companies, like dubizzle, are running their business purely using data and analytics and are acting as a great benchmark for more traditional companies. Ongoing transformation

Bigdatapump's mission is to help customers manage growing amounts of data and making better business decisions based on facts.

with the digitalization of the factories (IoT enabled) is one growing and exciting field of analytics used for manufacturing process optimization "

"The source of our power is a truly multidisciplinary team of people who each bring their own unique expertise to the table, from business administration, engineering or physics," Reilander says.

"The doctors in our analytics team build the models the customer's data analysis is based on, but just as experienced in their own field are the individuals working on project management, data management or UI visualization, for example. Bringing all relevant know-how together is what guarantees that we can deliver on what we promise. ■

● www.bigdatapump.com

*Text: Sanna Nyström
Photo: Vitali Gusatinsky*

Virtual insight into antenna design

*What does your smartphone have in common with your car?
An antenna or two that might have once been a virtual simulation
on a computer screen in Northern Finland's high-tech capital Oulu.*

Convergentia is a company that specializes in simulation-aided design, which means that they use virtual technologies to simulate the future performance of antenna systems while the device is still very much a work-in-progress. Sounds high-tech? It is.

"Simulation is a great tool, because it allows us to test different design alternatives already in the very early stages of a development process," **Tatu Karvinen**, Convergentia's Business Development Manager describes.

"Simulating complex designs instead of taking the traditional prototype in a lab route cuts nicely into product development time and costs, because when you can verify the product's functionalities and features on a computer screen, you don't need do-overs in terms of prototype or test series. Tackling issues is easier, quicker and cheaper when the product still only exists in virtual form."

Simulation-aided design also makes it possible to design extremely complex concepts like metal cover smartphones with complete cellular and non-cellular antenna systems. Different product versions can be conceived, tested and, if needed, discarded quickly, because once created, Convergentia's simulation models are easily modified with whatever changes customer has made to the original design.

Especially well-suited for big and complex designs

Anywhere you have an antenna, you'll find Convergentia's designs. While portable electronics, like smartphones and tablet computers jump to mind, according to Tatu Karvinen, simulation-aided design is especially well-suited for the development of bigger, complex products that depend on reliable signal

transfer and also have large and costly prototype series. Like medical equipment—or cars.

"From integrated multimedia systems to gps navigation, cars are full of intelligent technology that relies on fast and reliable data transfer," Tatu Karvinen explains.

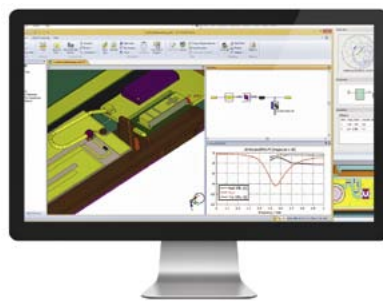
"And in the future, even more so. Intelligent safety systems and driving

assistants, for example, depend on the accuracy and reliability of localisation data, and self-driving cars will take all that into a whole new level."

The quality and reliability of an antenna design takes on a whole new meaning when your life can literally depend on it. ■

● www.convergentia.com

*Text: Sanna Nyström
Photo: Juha-Pekka Honkanen*



Convergentia's simulation-aided design experience ranges from antennas for small portable devices to large and complex concepts in medical equipment and automotive industries.

