

Hvordan industrielle data kan bli den nye oljen: Slik ble Cognite Norges første enhjørning

Dr. John Markus Lervik
CEO & Co-founder

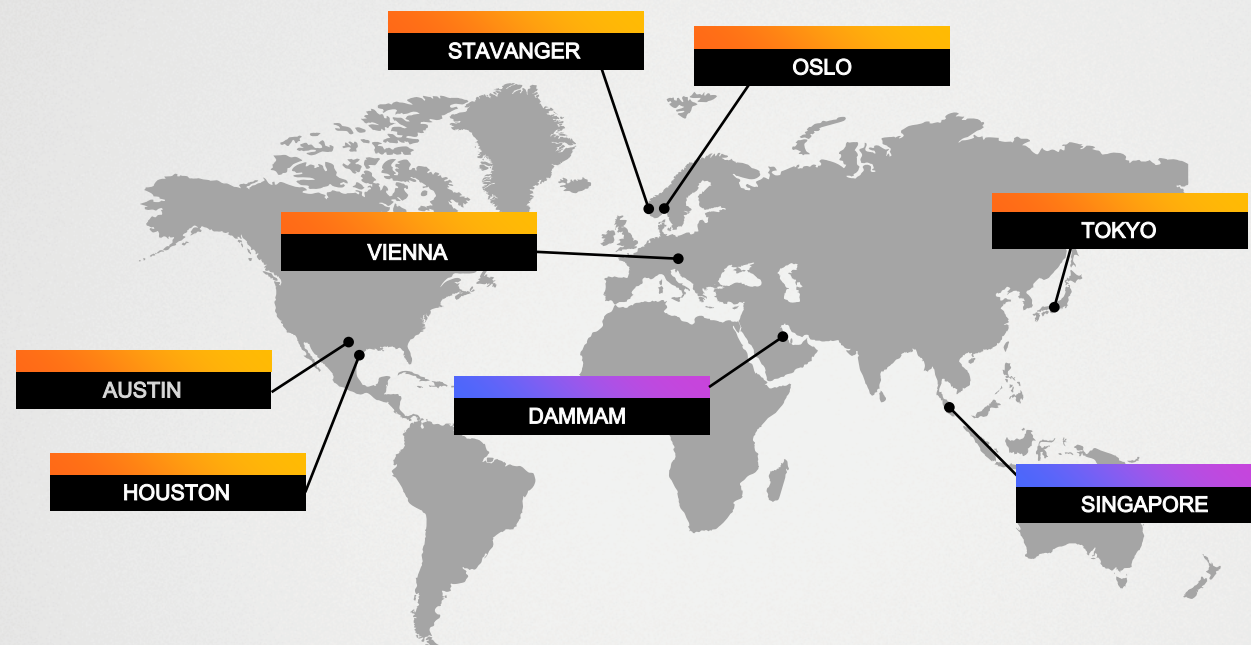
Stockmanprisen - 22 September 2021

INDUSTRIAL DATAOPS FOR GLOBAL INDUSTRY

Collect. Connect.

Operationalize. Scale .

600 employees. Fastest growing industrial SaaS company in the world



Accel



TCV



accenture



Google Cloud

Gartner

Backed by shareholders with deep industrial knowledge and experience in building software category defining businesses

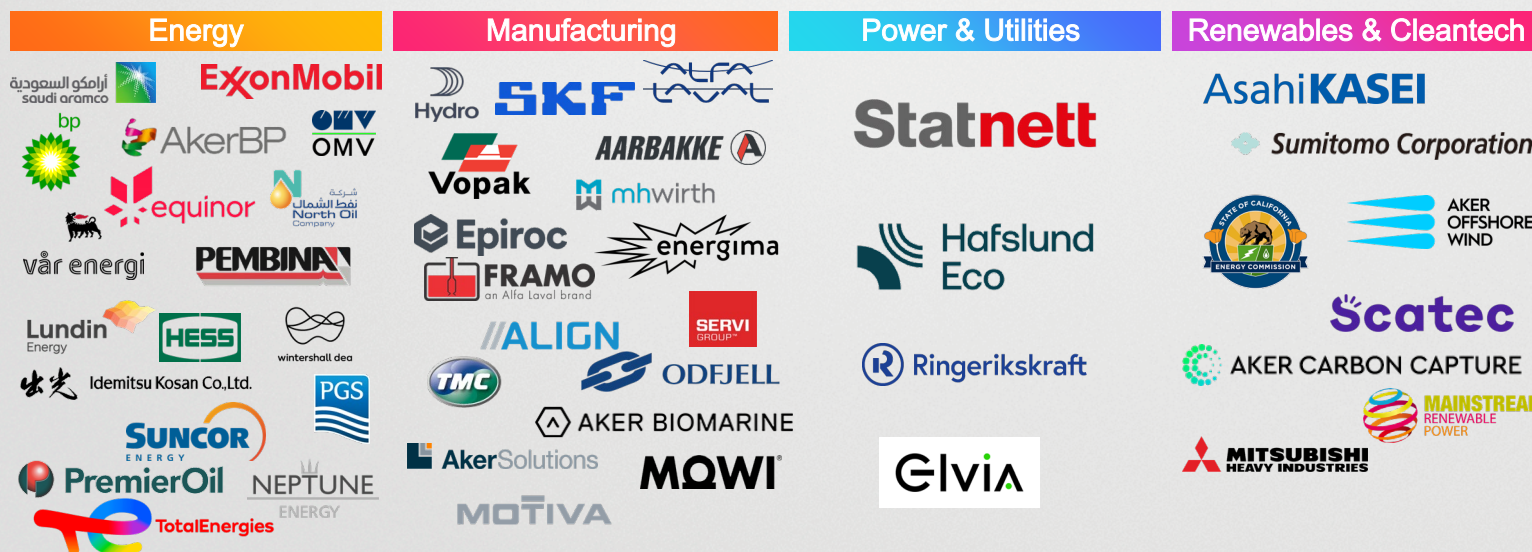
Global Partnership and ISV 200 List

Global alliance

Technology Partner of the for Manufacturing

Recognized as Cool Vendor within Manufacturing Industry

Customer - driven expansion across capital intensive industries



BUT COGNITE IS NOT THE FIRST SUCCESSFUL NORWEGIAN SOFTWARE COMPANY

FAST Company Description

**FAST is transforming search into a key enabler
for mission-critical applications and an IT infrastructure necessity**

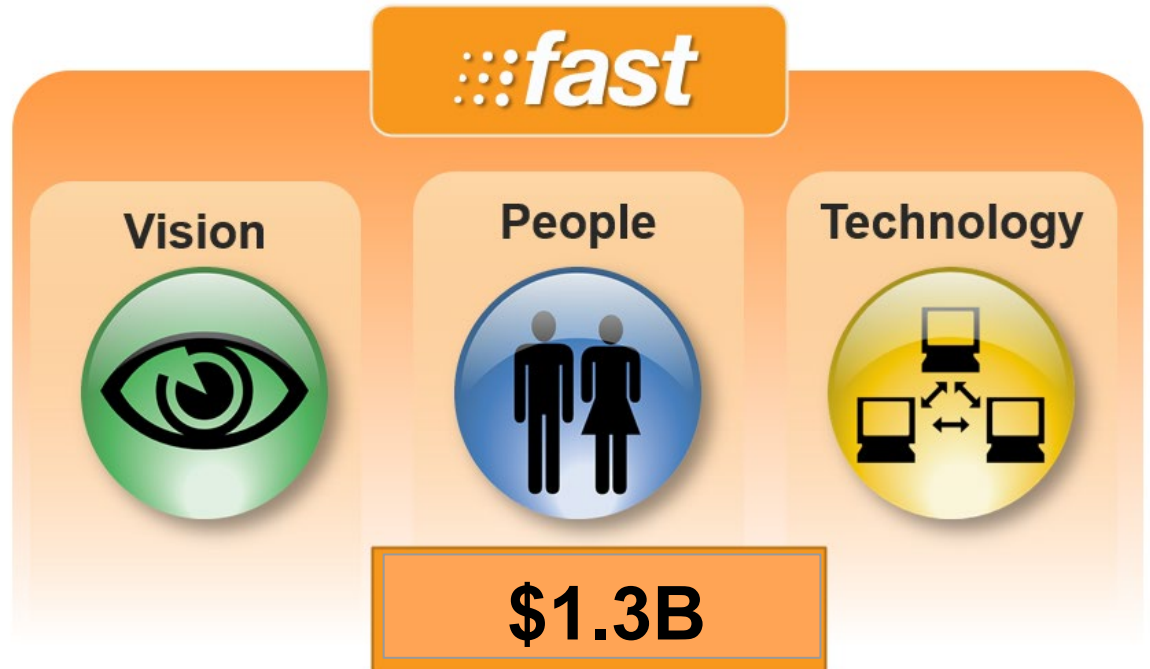
Publicly listed on Oslo
Stock Exchange in 2001

#1 in revenue growth
Over 3600 installations
**750 employees in 32
locations**
150 alliance and OEM
partners



fast
A Microsoft Subsidiary

FAST Was Acquired By Microsoft For Its Vision, People, And Technology



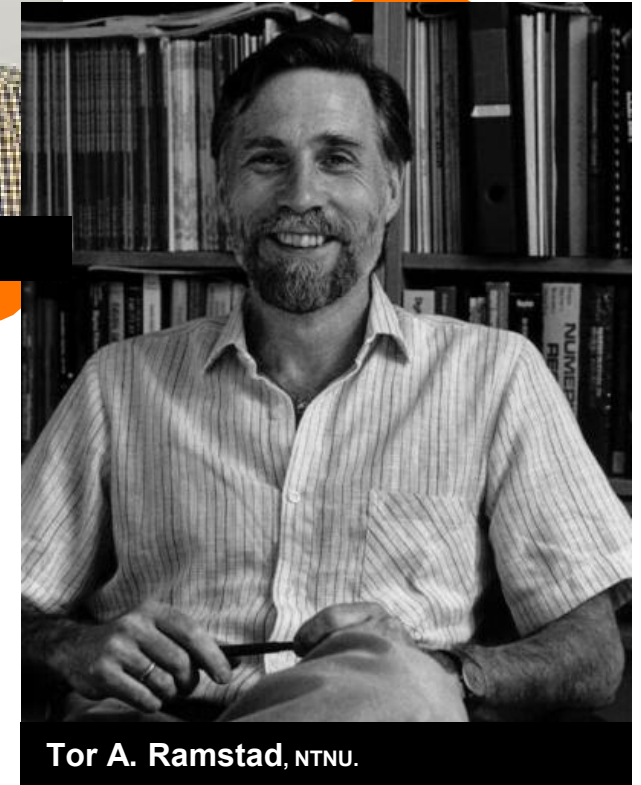
fast
A Microsoft Subsidiary

Foundation: Scalable Search!

Foundation:
scalable
search!



Arne Halaas, NTNU.




Tor A. Ramstad, NTNU.




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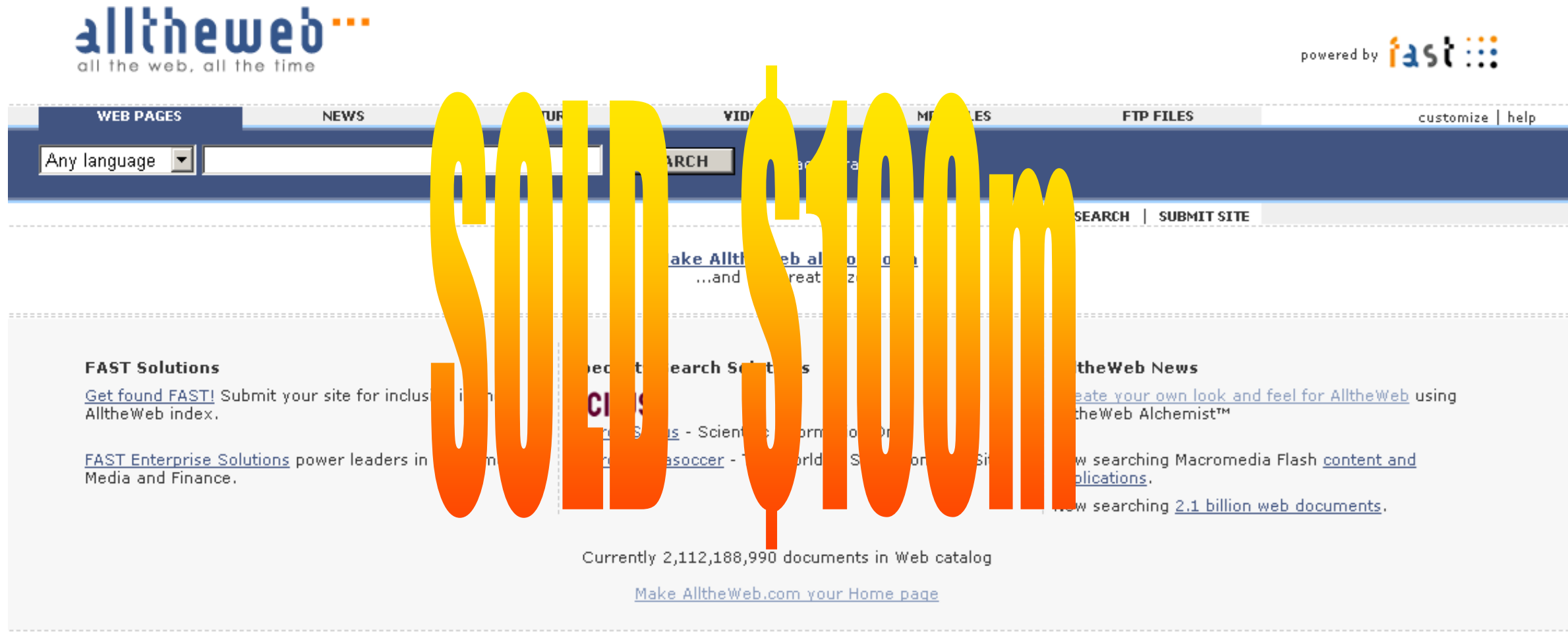
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FAST Internet Business -> Yahoo/Overture



FAST'S FIVE SUCCESS FACTORS ARE STILL VALID TODAY

1. Identify significant market opportunity and create a bold vision - focus & consistency in messaging
2. Customer-driven innovation - choose large, int'l customers
3. Invest in sales and marketing
4. Create good culture and scalable processes
5. First and foremost: world class people, technology, and sales

Summary:

- People focus
- Customer focus
- Hard work
- Extreme capabilities
- Quiet confidence

COGNITE'S MARKET OPPORTUNITY: 2016 STATE OF INDUSTRIAL DIGITALIZATION



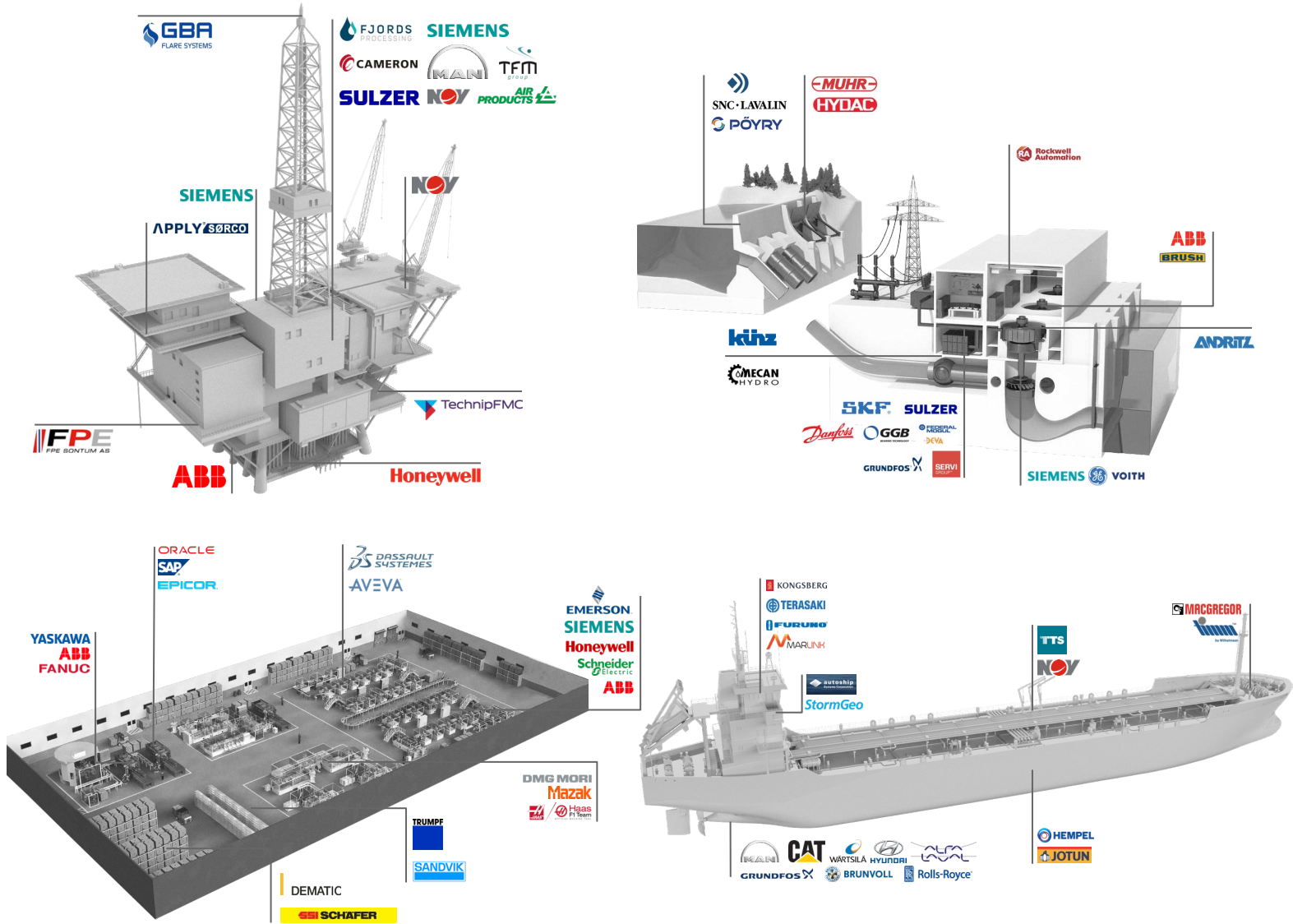
PREDIX

WHEN GOING TO INDUSTRY 4.0
CONFERENCES YOU COULD
BELIEVE THAT DIGITALIZATION
= AI, ML, VR, AR...

BUT IN THE FIELD INDUSTRY IS
STILL STRUGGLING WITH
PAPER-BASED AND SILOED
WORKFLOWS

VERY LARGE COMPANIES GOING
AFTER THE OPPORTUNITY- BUT
IT WAS ALL PROOF OF
CONCEPTS

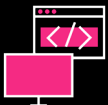
INDUSTRIAL REALITY IS COMPLICATED



Challenges



Data divide (OT/IT/ET)



Science divide (IT/data)



Poor data quality

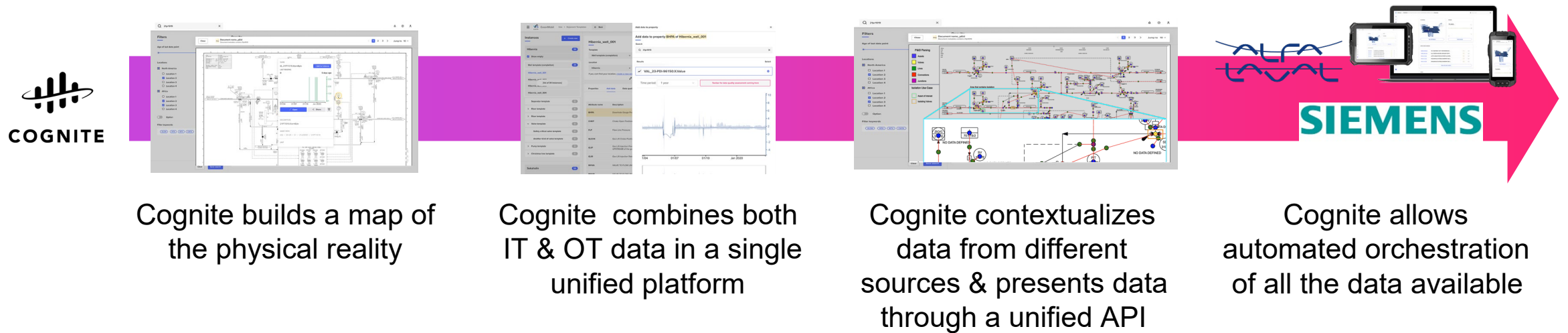


Scalability (linear FTE cost to scale)



Slow, expensive or entirely failed transitions

COGNITE DATA FUSION DOES THE SAME FOR CAPITAL INTENSIVE INDUSTRIES AS GOOGLE MAPS HAS DONE FOR CONSUMERS



COGNITE FOUNDED AT THE EPICENTRE OF AND ENABLING THREE GLOBAL GIGATRENDS

1

Industrial Digitalization: 4th Industrial Revolution

Massive unexploited potential from data liberation, contextualising and making data available in the industry

2

Sustainability & Energy Transition

Transition to renewable energy sources dramatically increasing the amount of data, volatility and complexity of power markets

3

Workforce Transformation

COVID 19 has further accelerated the need to transform our way -of-working to be more data driven, remotely enabled and automated with several years

NORWAY HAS A UNIQUE POSITION FOR INDUSTRIAL TECHNOLOGY

Norwegian industry is a global leader in efficiency, safety, innovation and focus on environment - long industrial heritage

One of the highest penetrations of IT and technology

(broadband penetration, devices sold per capita, e-vehicles per capita, education)



google



Google



amazon.com



amazon.com



PC'S LIMITED



DELL

Not every
successful
startup can be
born in a garage



AKER'S 180+ YEARS OF INDUSTRIAL HISTORY HAS SERVED AS AN UNPARALLELED LAUNCHPAD FOR COGNITE

180 years history in building industrial frontrunners



Enabling Cognito growth and development

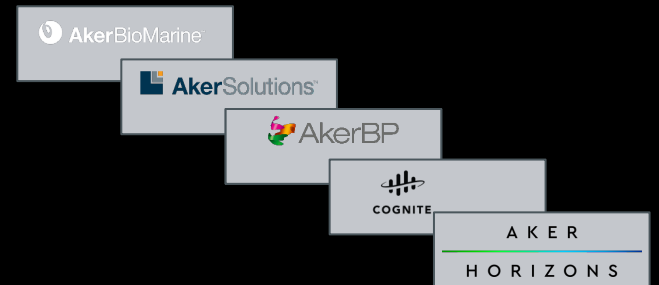
Access to enterprise -wide
real industrial data, use cases
and subject matter expertise

Access to decision makers at
global leading industrials

Backing and support enabling
thought leadership

Aker tech house – a global
hub for industrial software

Repeatedly advancing frontiers
in complex businesses...



Focusing on the most pressing
challenges, now emphasis on
renewables and digital



CASE IN POINT: ACCESS TO THE AKER "INDUSTRIAL LABORATORY" ENABLED LEAN TECH START-UP TO OPERATE AT INDUSTRIAL SCALE

2 trillion
Data Points

600,00+
Time Series



700,00+
Documents

30 million
Events

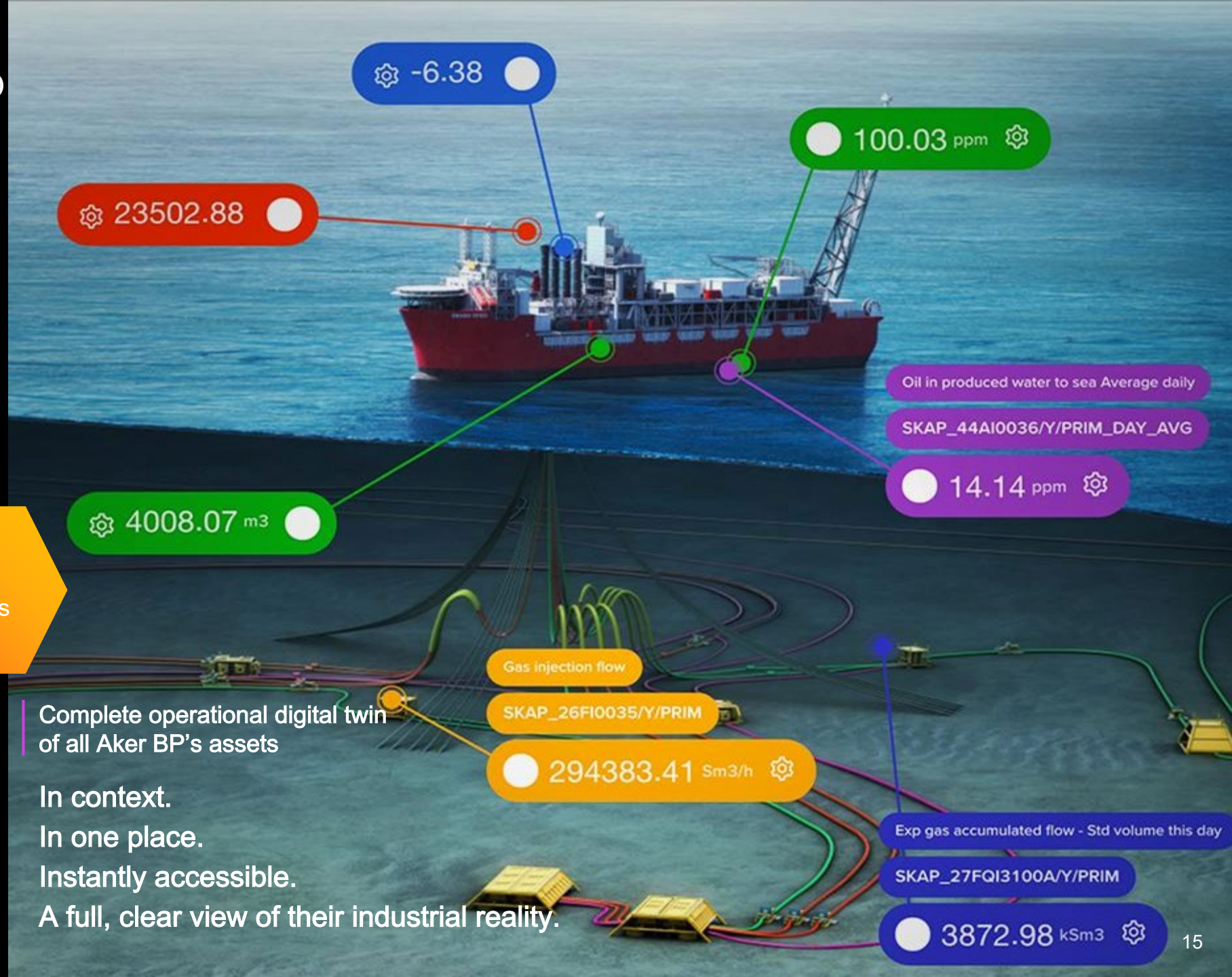
Complete operational digital twin
of all Aker BP's assets

In context.

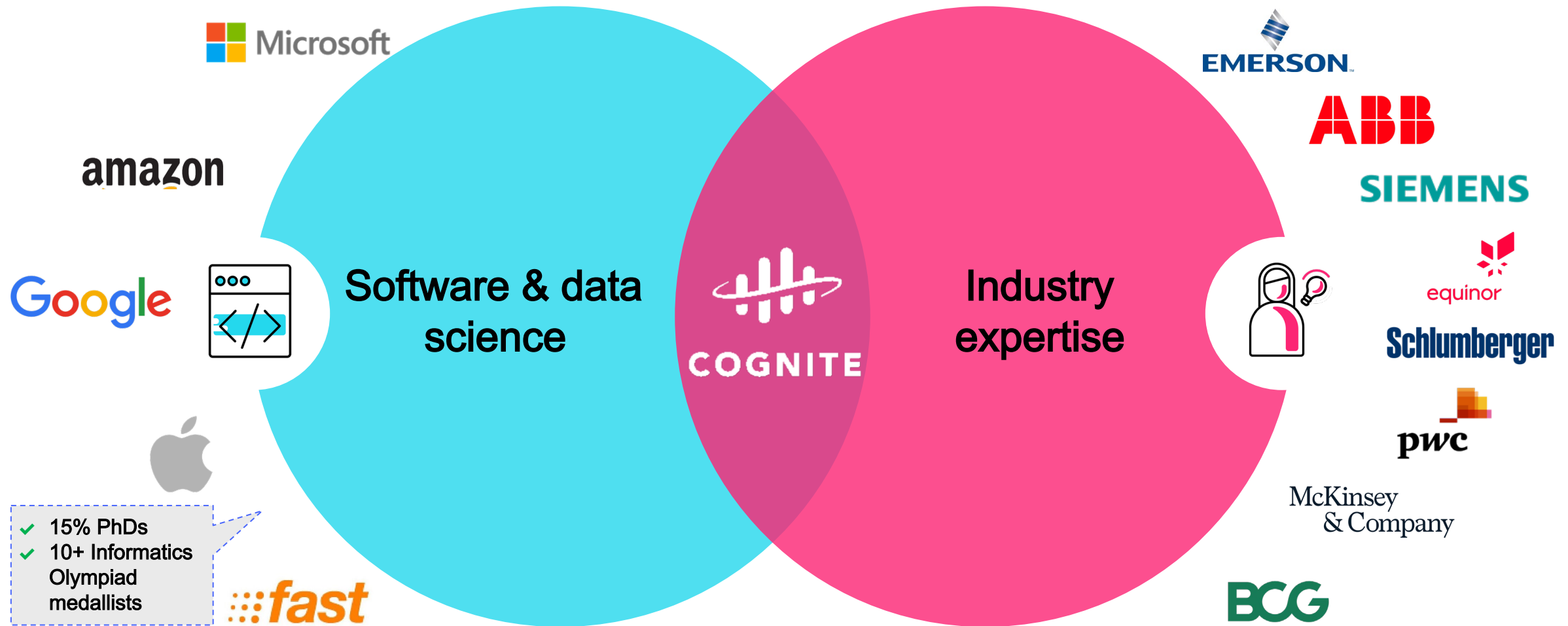
In one place.

Instantly accessible.

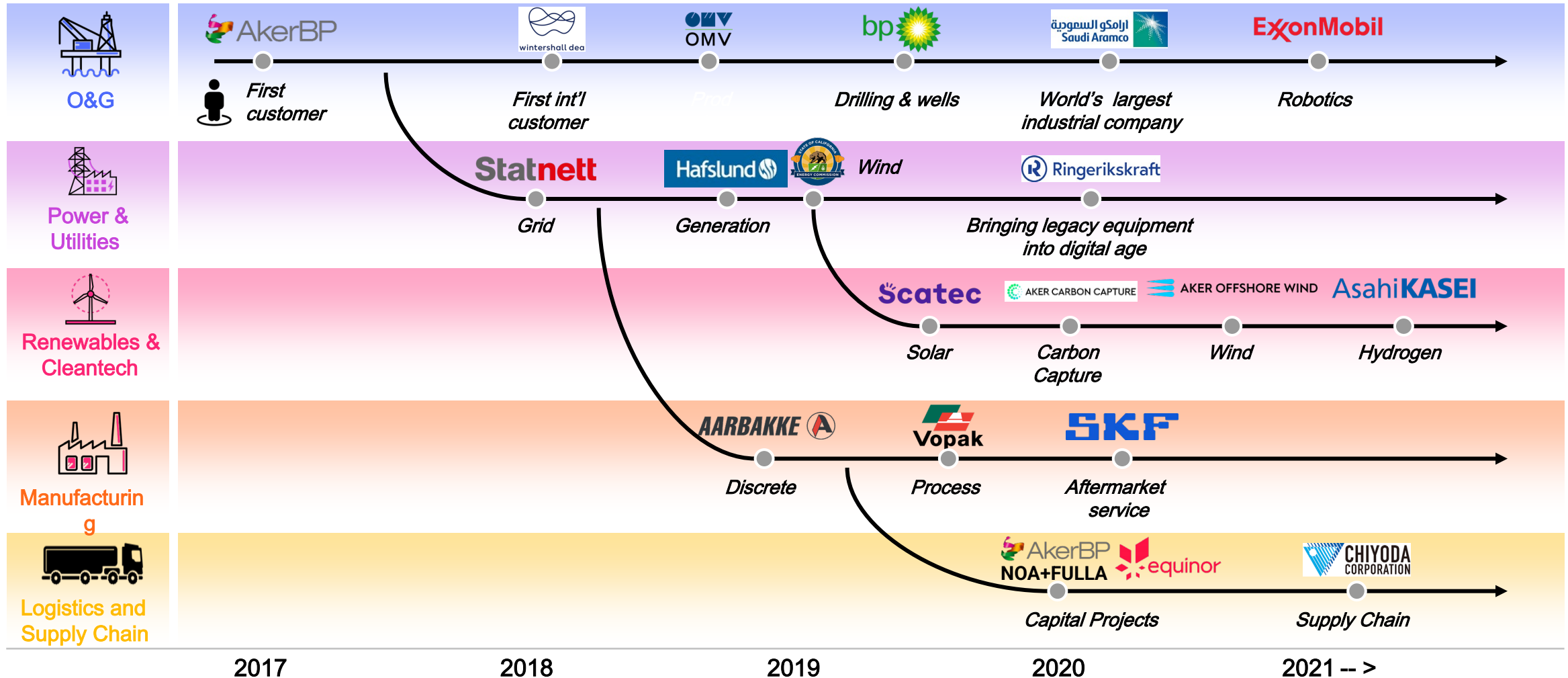
A full, clear view of their industrial reality.



A UNIQUE SYMBIOSIS OF SOFTWARE AND INDUSTRY EXPERTISE –ATTRACTING THE BEST TALENT GLOBALLY



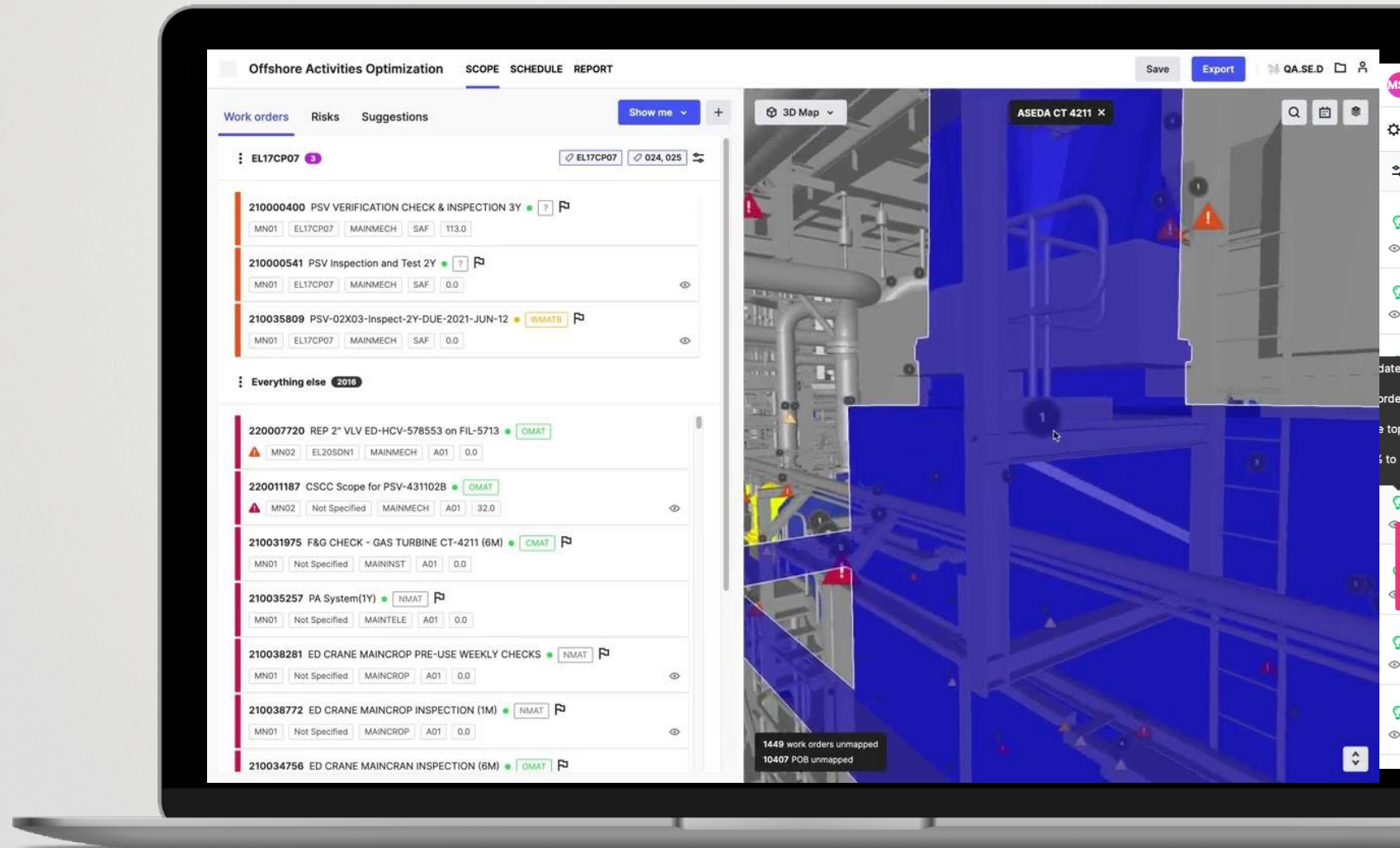
THE DATA PROBLEM IS THE SAME ACROSS INDUSTRY SEGMENTS



Cognite Maintain

Cognite Maintain breaks down traditional data and organizational barriers to bring AI and seamless collaboration into your maintenance process

15-30% annual reduction in planned shutdowns
5% efficiency gains on maintenance execution overall



REDUCING CARBON EMISSIONS WITH INDUSTRIAL DATA

Improving decision - making processes with proactive, data - driven reporting on energy efficiency measurement and material consumption.

HSE



How Cognite's products helped Aker BP set CO2 reduction goals

CHALLENGE

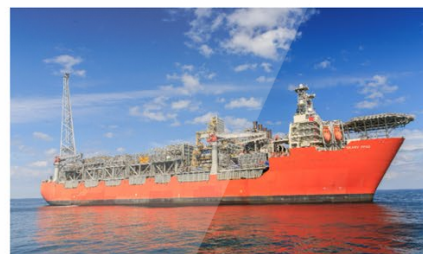
Determine the environmental impact of installing a steam turbine on the floating production, storage, and offloading (FPSO) unit serving the skarv field

SOLUTION

Engineers used CDF, asset data insight, and operation support to run time-to-completion and cost calculations, and verify placement of steam turbine

IMPACT

Data-driven study laid the foundation for major CO2 emissions cuts



100,000 tons
CO₂ cut a year

INCREASING EFFICIENCY OF OFFSHORE WIND FARMS

Establishing a digital foundation for offshore wind farms enables optimized operations for automated wildlife monitoring and remote operations.

2-4% reduced LCOE (levelized cost of energy)
due to remote operations and predictive maintenance





COGNITE

