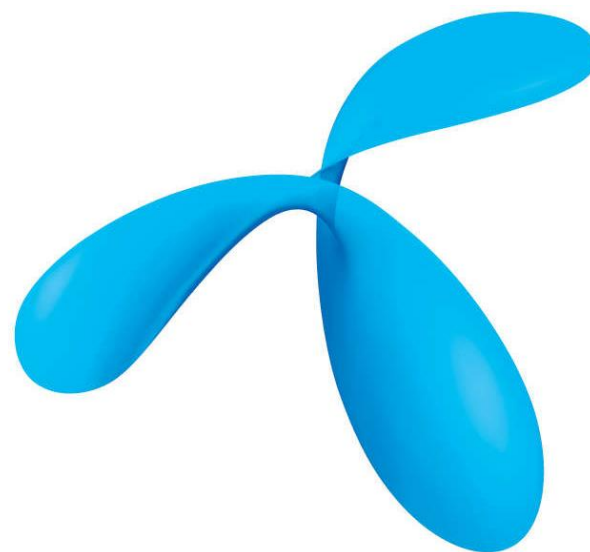


Telenors kompetanse som kilde til næringsutvikling

Cecilie Heuch
Telenor Group



1

INTERNET ACCESS IS
OUR FOUNDATION

2

PERSONALIZATION DRIVES CUSTOMER
ENGAGEMENT AND VALUE CREATION

3

EFFICIENT OPERATIONS ENABLE
GROWTH AND COMPETITIVENESS

4

LEADING DIGITAL POSITIONS
CAN STILL BE TAKEN



Competence Development

A lever for Strategy Execution

New technology and ways of working:

5G

Personalization

IOT

Contextual Marketing

Efficiency

APIs

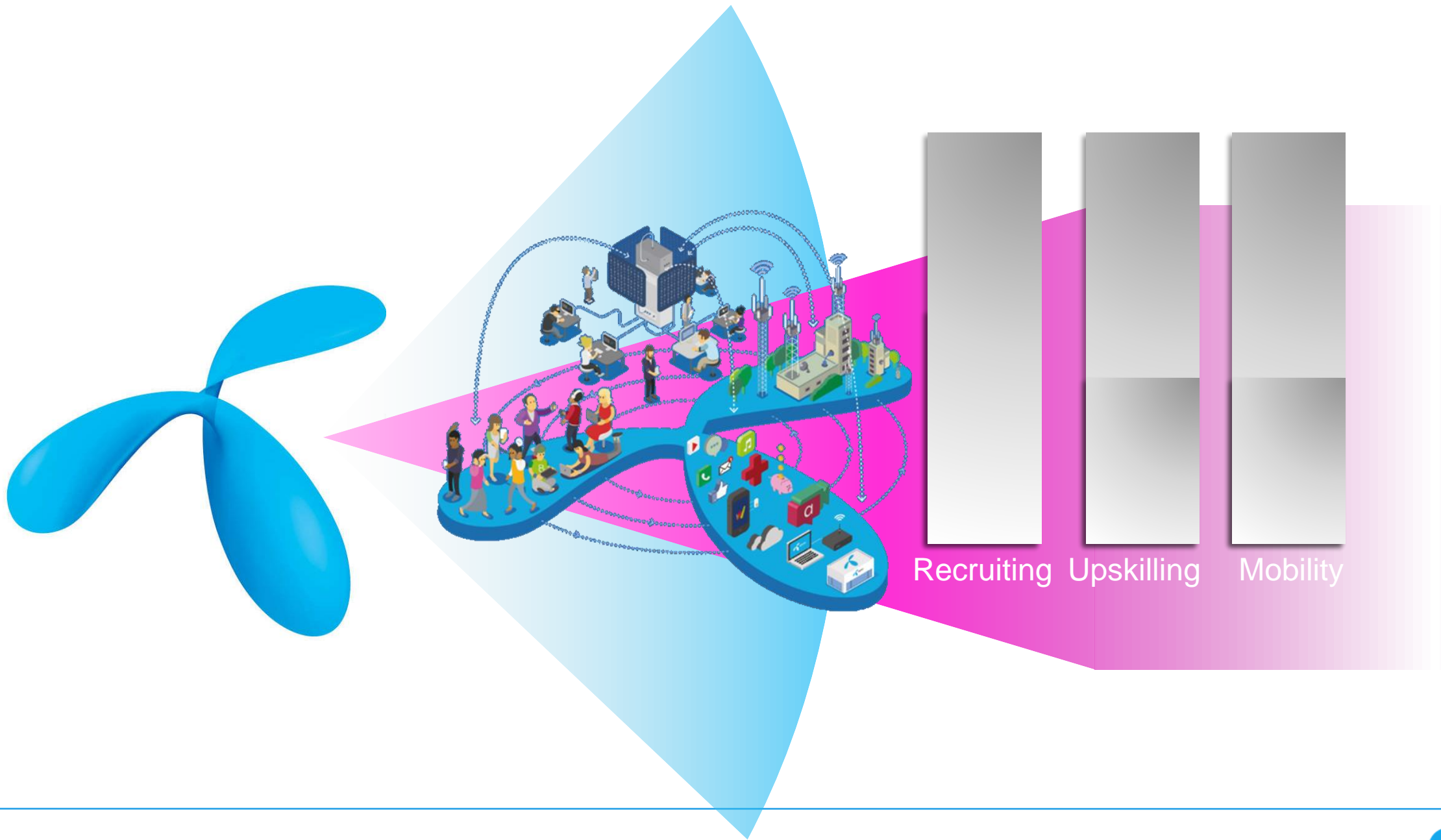
Data & Distribution

Focus on selected critical capabilities:

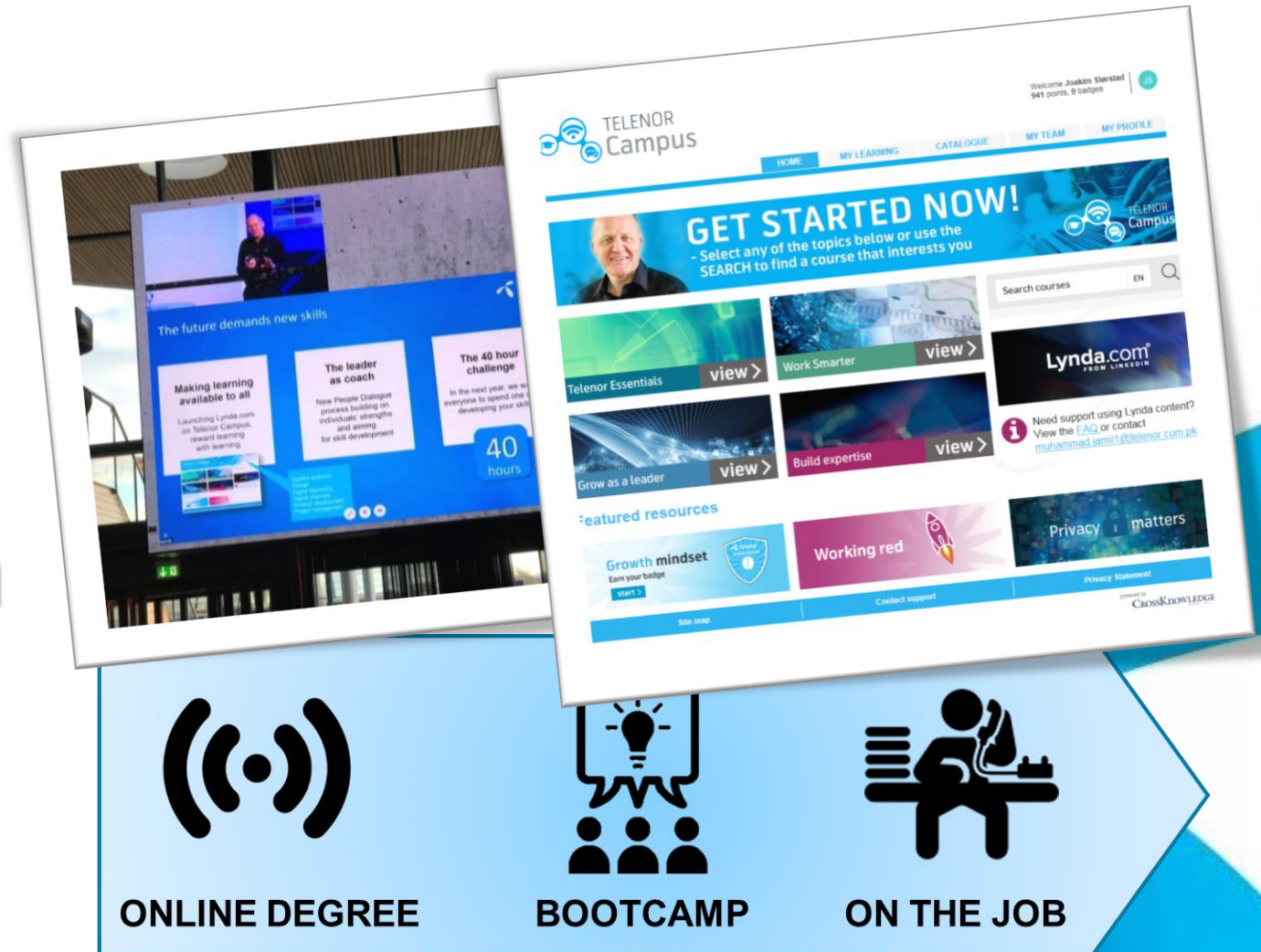
1. Analytics
2. Digital Channels
3. Digital Marketing
4. Design
5. Product Development



Competence



40 Hour Challenge & Expert Education



ONLINE DEGREE



BOOTCAMP



ON THE JOB



Academic partnerships

Telenor work with leading academic institutions in Norway



UiO: University of Oslo



Telenor and NTNU opened a Norwegian powerhouse for AI and machine learning in 2017



40 MNOK



Lifelong Learning – A joint responsibility

