

# „Digital Dialogue“ Agenda | September 22, 2020

**01.**  
8AM | 3PM

Keynote – The future of  
#digital transformation

Anton Kotov

Chief Strategy Officer | Chief Digital Officer  
ABB Electrification

**02.**  
9AM | 4PM

Empowering data-driven decisions -  
Overview of ABB's digital solutions

Andrea Temporiti

Head of Digital, ABB Electrification

**03.**  
10AM | 5PM

Digitalization of data centers

Dave Sterlace

Global Head of Technology Data Center Solutions, ABB

**04.**  
11AM | 6PM

The “Digital Feedback Loop” – turning  
Data into Action

Roger Mueller

Industry Executive Manufacturing Western Europe, Microsoft

Please wait. The webinar session is about to start soon!

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# Anton Kotov

Chief Strategy Officer  
Chief Digital Officer  
Electrification Business Area

The future of #digital  
transformation

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 [antonkotov](#)







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ANTON KOTOV | CHIEF DIGITAL OFFICER & CHIEF STRATEGY OFFICER, ABB ELECTRIFICATION

# ABB Ability™ “Digital Dialogue” webinar

## The future of #digital transformation



# The world has growing aspirations for



## Urbanization

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By the year 2050,  
70% of the world's  
population will live in cities  
*UN Study*



## Sustainability

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Carbon footprint  
reduction  
  
Circular economy  
  
Greener environments



## Cleaner energy

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Electricity use is growing  
at two times the rate of  
any other form of energy  
  
By 2040, EVs will account  
for over 55% of new car  
sales  
*Bloomberg*



## Resilience & well-being

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High quality of life,  
work, education and  
health care  
  
Ability to quickly  
recover from crises



## Digitalization

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By 2020,  
more than 33 billion  
devices with Internet  
access will be used  
worldwide  
*Strategy Analytics  
Studies*



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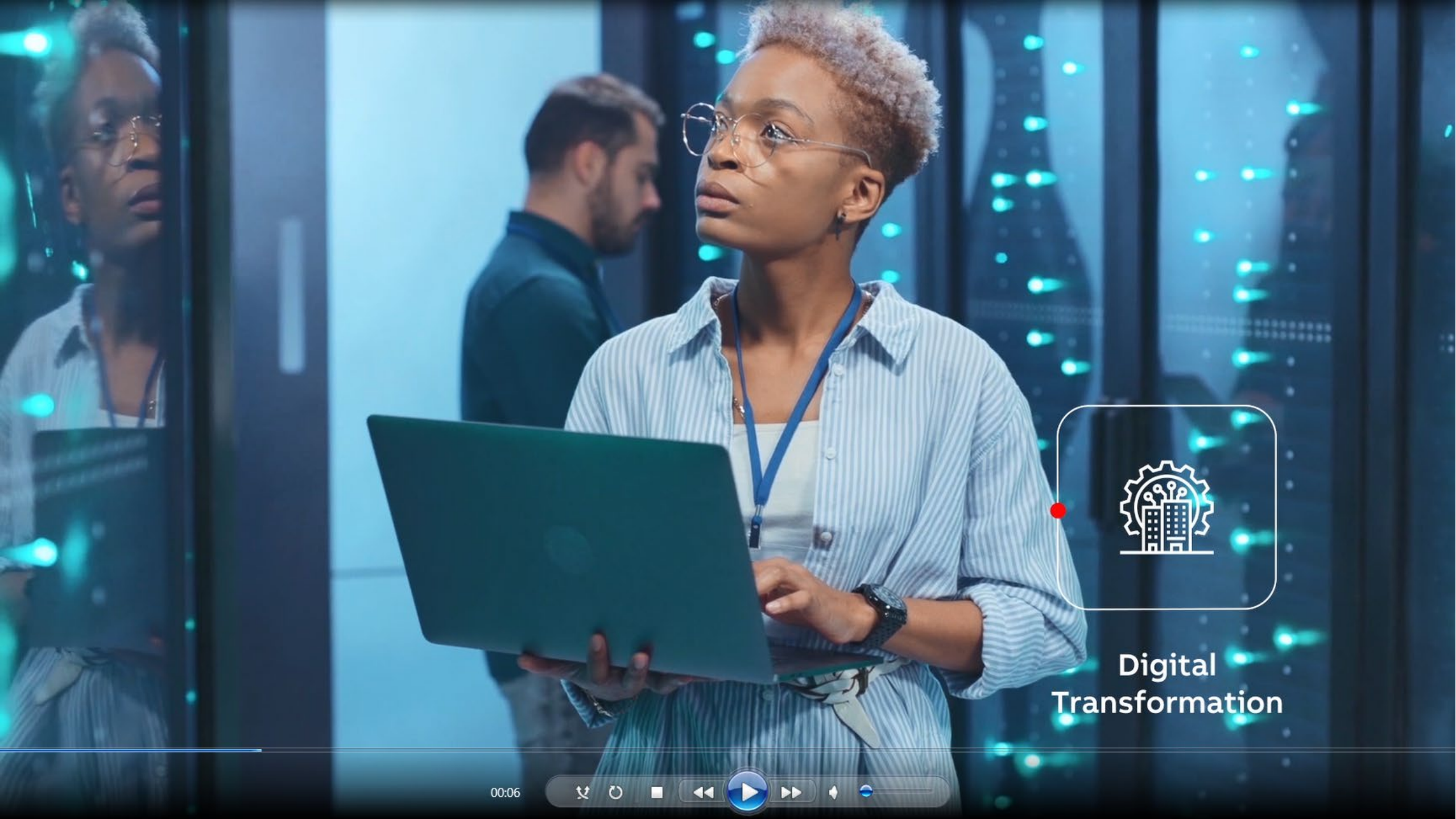
# Why going digital?

Just speed & convenience?

**Tangible  
economic  
benefits**







Digital  
Transformation

00:06



# ABB is driving the digital transformation

With a history of innovation spanning more than 130 years, ABB has four customer focused, globally leading Business Areas: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation, supported by the **ABB Ability™** digital platform.

## BUSINESS AREAS

Electrification



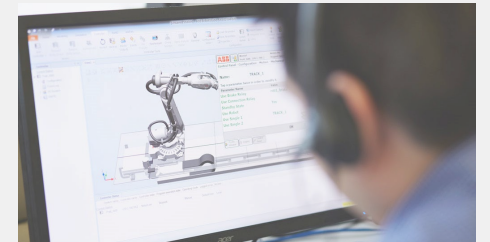
Industrial Automation



Motion



Robotics &  
Discrete Automation



**Digitalization: ABB Ability™**

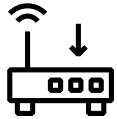
# ABB Ability™

...powered by a common technology platform

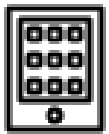
Through smart  
connected products



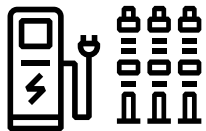
Cloud



Edge



Embedded  
software



Hardware  
(Installed assets)



**Secure**



An innovative, multi-layered approach to security without forfeiting safety, value, or control.

**Resilient**



A digital platform that allows you to grow or shrink your monitored assets on demand.

**Scalable**



Identifies, classifies and prioritizes security process improvements inline industry standards

**Interoperable**



Leveraging cloud infrastructure to allow seamless data exchanges across your installed assets



# Five digital priorities at ABB Electrification



## **More connected products:**

with embedded intelligence



## **More digital services:**

subscription-based software-as-a-service in energy, assets, building and e-mobility management



## **Better digital customer experience:**

easy to navigate digital touchpoints eg. ABB Ability Marketplace™



## **Simpler digital customer journey:**

from searching our products online to ordering via e-commerce



## **Better digital tools:**

for our seamless business processes and interaction with customers

# ABB helps power the Burj Khalifa

## EMAAR

### APPLICATION

Buildings

### COUNTRY / CUSTOMER / SITE

UAE / Burj Khalifa

### CUSTOMER NEEDS

Considering the dimension of Burj Khalifa building, to manage key assets it's a big challenge: 163 floors, 400 electrical loads, including 57 elevators and a 24MW air condition system, just to mention few.

Reduce routine time-based maintenance costs and move towards predictive maintenance-

### SOLUTION

- Real-time sensor data
- Condition monitoring
- Upgrade of existing devices
- Predictive maintenance functions



[Link to online story](#)





## Virtual assistant helps to improve quality of life for elderly people

HOCHSCHULE  
LUZERN

### APPLICATION

Smart Home technology

### COUNTRY / CUSTOMER / SITE

Switzerland / Lucerne University of Applied Sciences and Arts / iHomeLab

### CUSTOMER NEEDS

Searching for a Smart Home solution that is connectable to the Avatar “Anne”, a virtual assistant, to control all Smart Home functionalities. This should work via voice control or tablet

### SOLUTION

Through the API of ABB-free@home®, residents can ask the virtual assistant to access the Smart Home menu and easily control up to 15 functions in their apartment: from controlling lights, heating to door communication



Calendar



News



Video call



Radio



Games



Medicine



Smart Home



Service

Thursday  
August 22<sup>nd</sup>

4pm

User1 Ihomelab

### FEEDBACK

**70%**

Of the test users said  
Anne improved their quality of life



[Link to online story](#)

# Driving digital innovation with digital partnerships

Our partnerships strengthen our solutions offering and are a critical element for providing you unmatched value. ABB continues to look for partnership opportunities with technology partners and system integrators.



## Microsoft

Powering the ABB Ability™ platform with cloud-based solutions

## Huawei

Growing our cloud-based industrial digital solutions for the Chinese market

## Accenture

Create valuable digital solutions to accelerate ABB's and our customers's digital transformation journey

Selection of ABB's partnerships



# Key areas for future investments in ABB Ability™ solutions



BUILDING



E-MOBILITY



DATA  
CENTER



UTILITIES



FOOD &  
BEVERAGE



OIL & GAS

ENERGY  
MANAGEMENT

ASSET  
MANAGEMENT

E-MOBILITY

BUILDING  
MANAGEMENT

Data-driven insights enable our customers to reduce costs, increase comfort, and drive efficiency.

With our ABB Ability™ solutions we empower our customers to drive their #digital transformation by delivering **safer, smarter, more sustainable electrification.**

**Q&A**





**ABB**