



# Adaptation challenges in digitalization initiatives

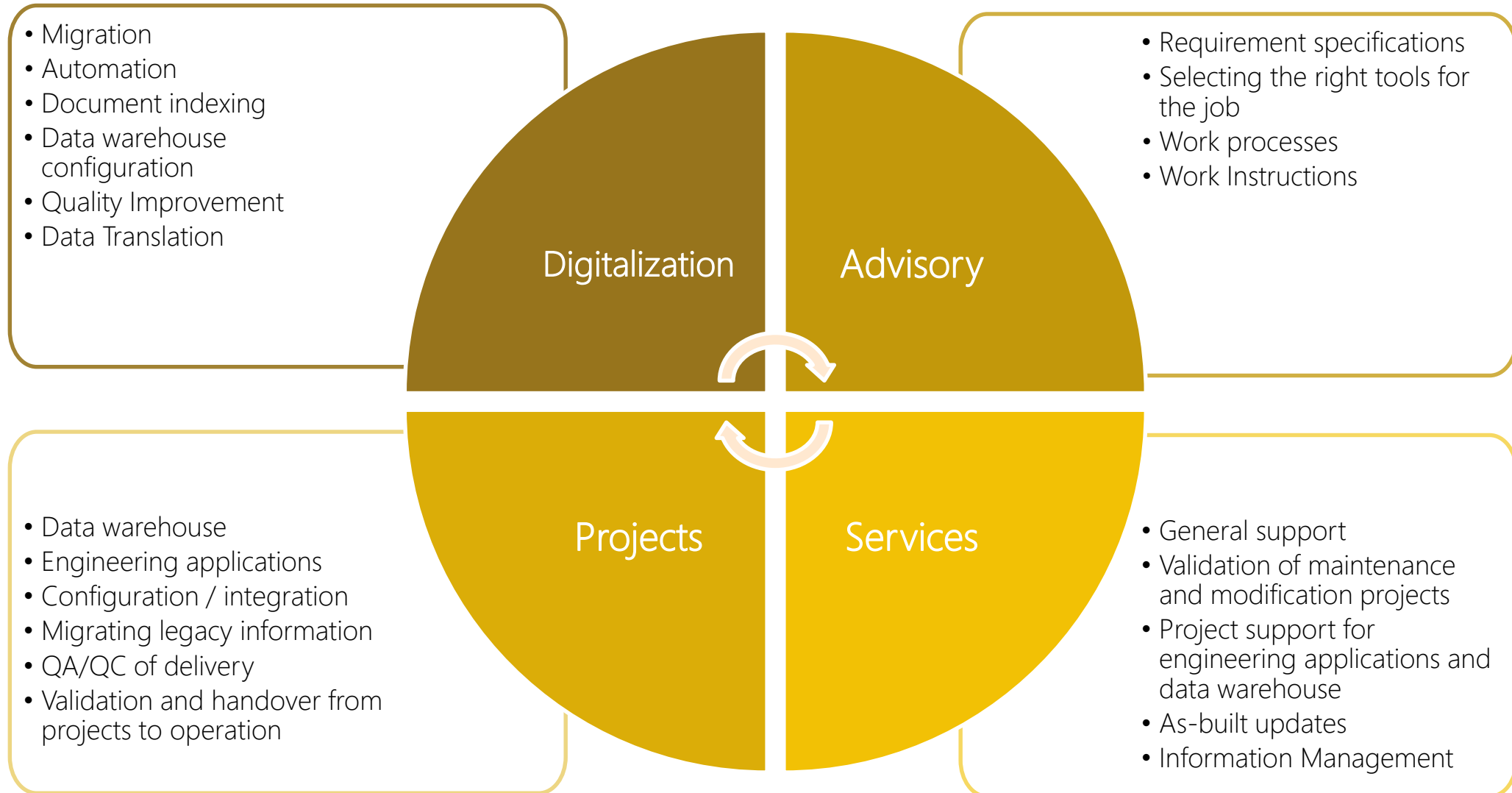
Kent Andersen, CEO

## The story

- Draga was formed in May 2015, the launch was 30th of November the same year.
- Achilles JQS approved May 2016
- In a large network of specialist globally. Multiple partner agreements with small and large specialist companies around the globe.
- Had first audit of ISO9001 in November 2017, expect certification in 1<sup>st</sup> week of January 2018

## Our Vision

- Pave the way for digitalization and efficient management of engineering information
- Be a role model in LEAN operations
- Assist our clients to achieve efficient operations by leveraging smart and innovative solutions
- Create value by using automation / data reuse / and intelligent processes
- Integrate with the future, and use of big data and analytics





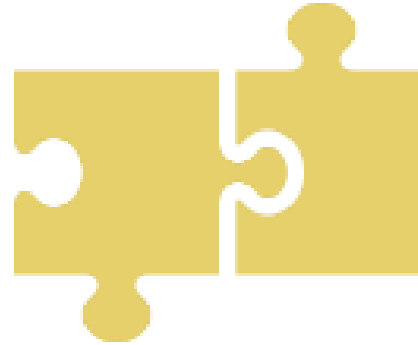


## Adaptation challenges on a management level

- Selecting the right tool for the job
- Defining new work processes
- Dealing with different software vendors
- Dealing with bias between vendors
- Create new training programs
- Restructuring the organization

## Department level:

- Loss of familiarity
- Define new roles



## Personal level:

- Loss of status
- Personal biases
- Job insecurity

1. Set your goals.
2. Spread the word.
3. Train your organization.
4. Convey the message: 'What is the benefit for the end users?'
5. Create emotional connection.
6. Make it fun.
7. Publicize the new wins.
8. Listen.
9. Create top down pressure mechanisms.
10. Maintain the personal status.





Remember technology alone cannot deliver any benefits. It is always  
**Technology + People.**