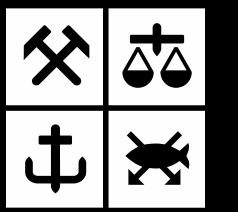


NHH



EN SLAGS INTRO TIL AI

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NHH Norges
Handelshøyskole / DIG /STOP

AI

BRUK AV AI

DATA

DIGITALISERING

#1

DIGITALISERING OG
KONKURRANSEFORTRINN



As Food Deliveries Boom, So Do Ghost Kitchens

Several new companies and models have emerged to help restaurants by making food off-site, and even delivering it.



The Rise of the Virtual Restaurant

Food delivery apps are reshaping the restaurant industry — and how we eat — by inspiring digital-only establishments that don't need a dining room or waiters.



DA

Bedriftsspesikk teknologi
Kompleks
Kostbar
Lite fleksibel

NÅ

Generell teknologi
Brukervennlig
Billig
Ekstremt fleksibel

DA

Digitalisering

=

Effektivisering og
prosessforbedring

NÅ

Digitalisering

=

Nye muligheter og
nye forretningsmodeller

DA

Digital teknologi er et
teknisk problem

NÅ

Digital teknologi er et
businessproblem

DA

**IKKE
DIGITAL**

DIGITAL

NÅ

**IKKE
DIGITAL**

DIGITAL

DA

ULIKT

ULIKT

NÅ

ULIKT

LIKT



=



BOTTOM LINE

Digitale teknologier vil i mindre og mindre grad være det som skaper varige fortrinn

Evt. vedvarende fortrinn må skapes av komplementære ressurser

KOMPLEMENTÆR RESSURS

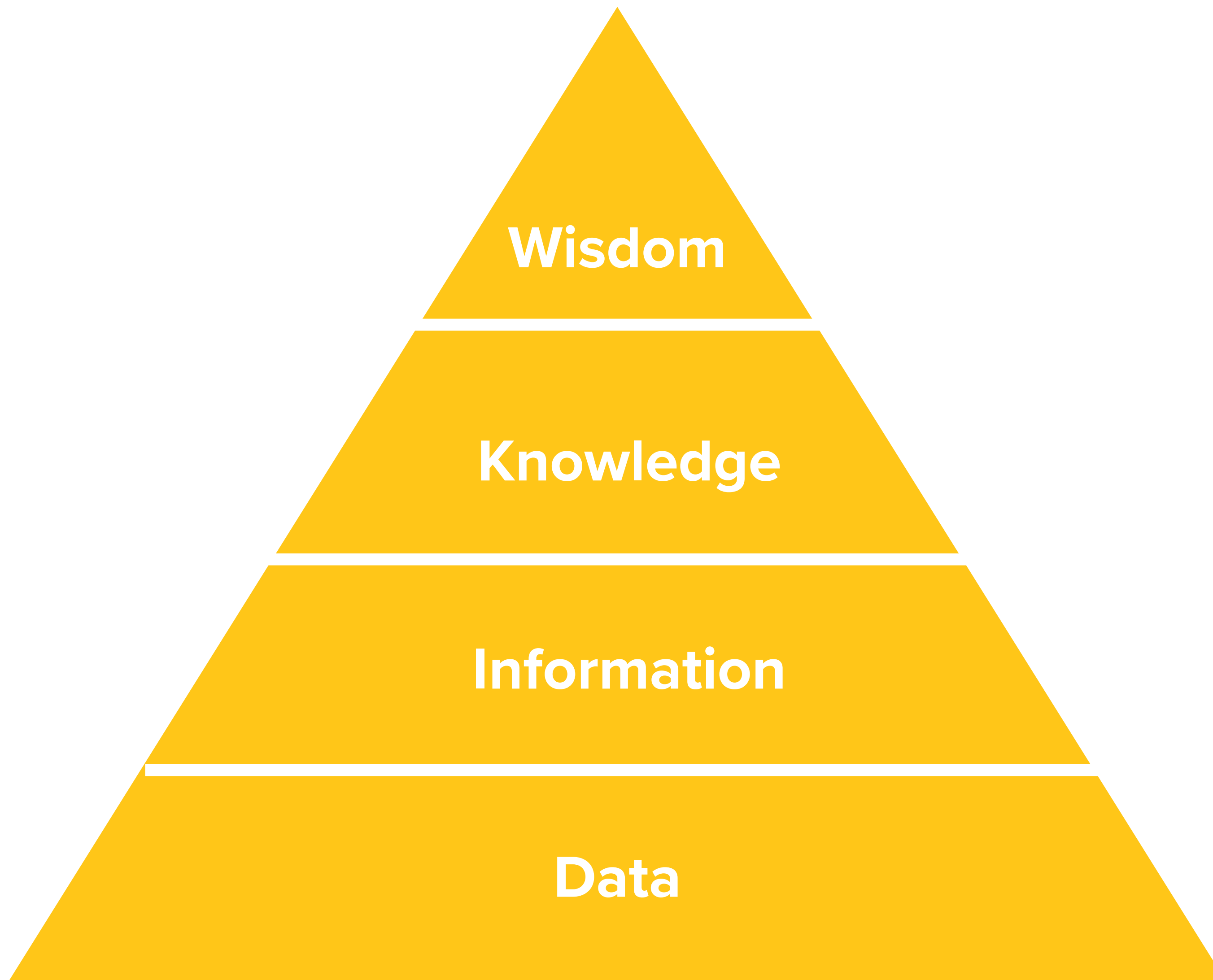
Noe en bedrift *har* (eller kan skaffe seg) som skaper merverdi *sammen* med noe annet

TO RESSURSER SOM ER SVÆRT
KOMPLEMENTÆRE TIL MANGE DIGITALE
TEKNOLOGIER ER...

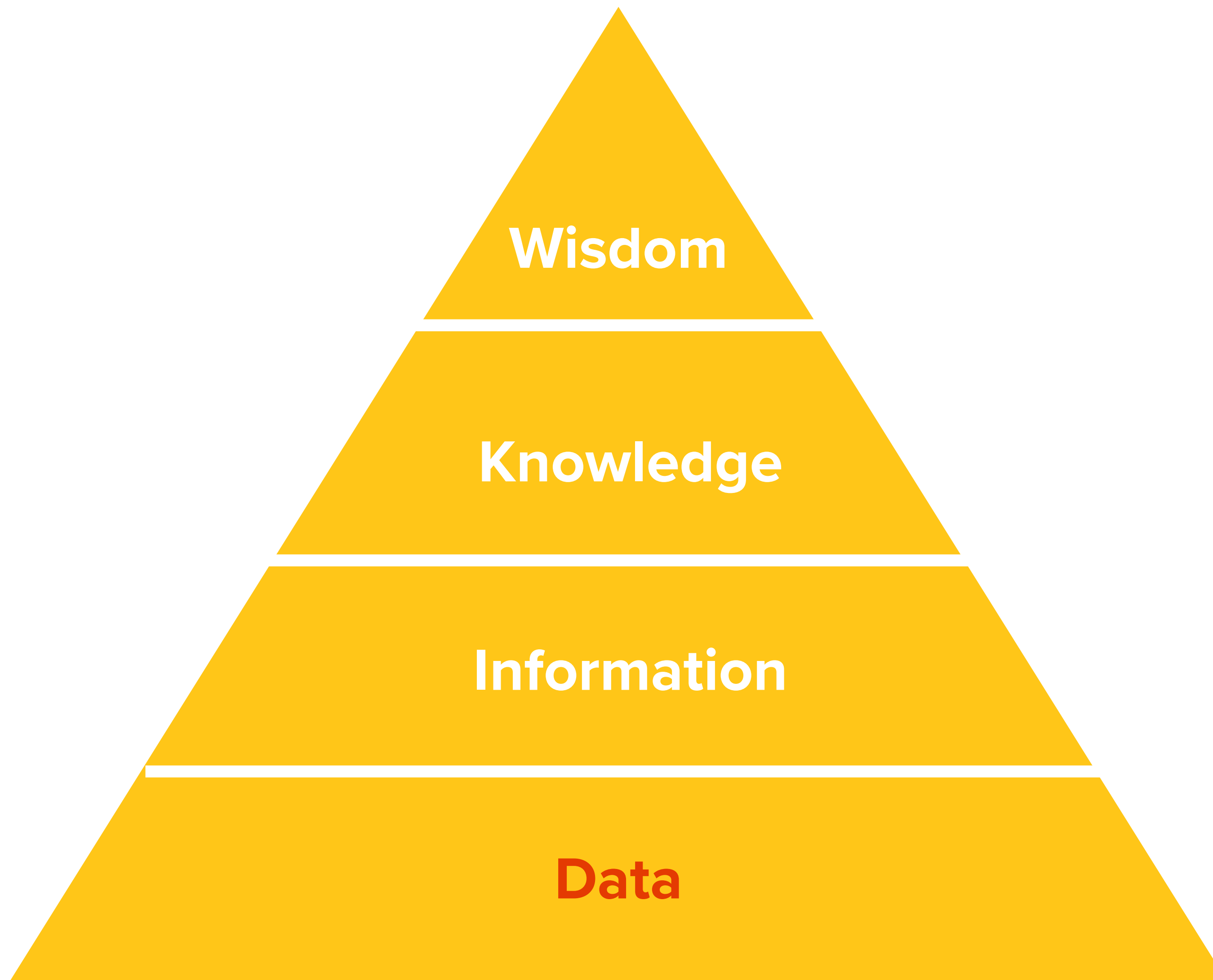
DATA
EVNEN TIL Å BRUKE DATA

#2

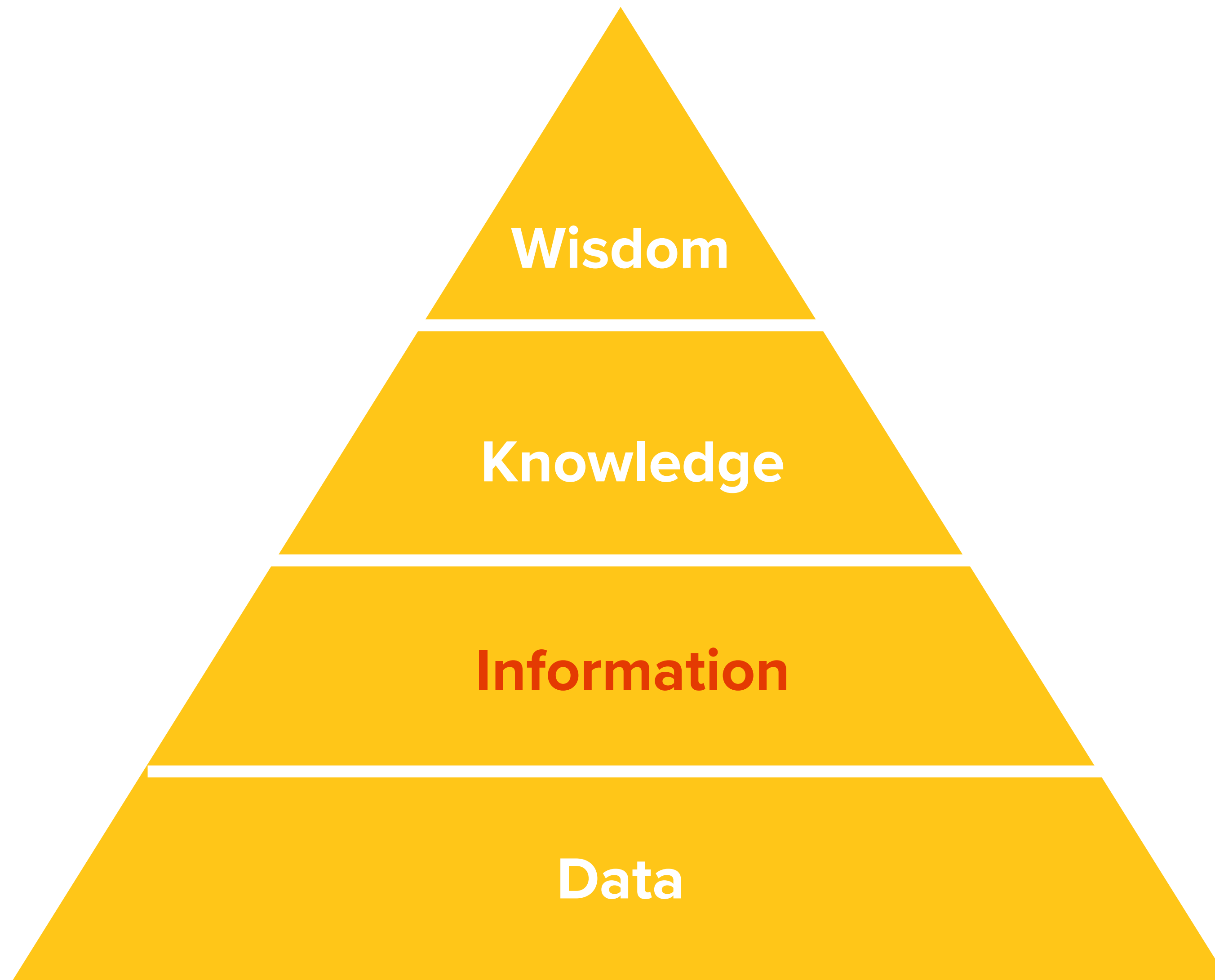
HVA ER DATA?



DIKW MODEL



Set of facts of the world
(signs, symbols, signals,
etc.) that are not
semantically connected



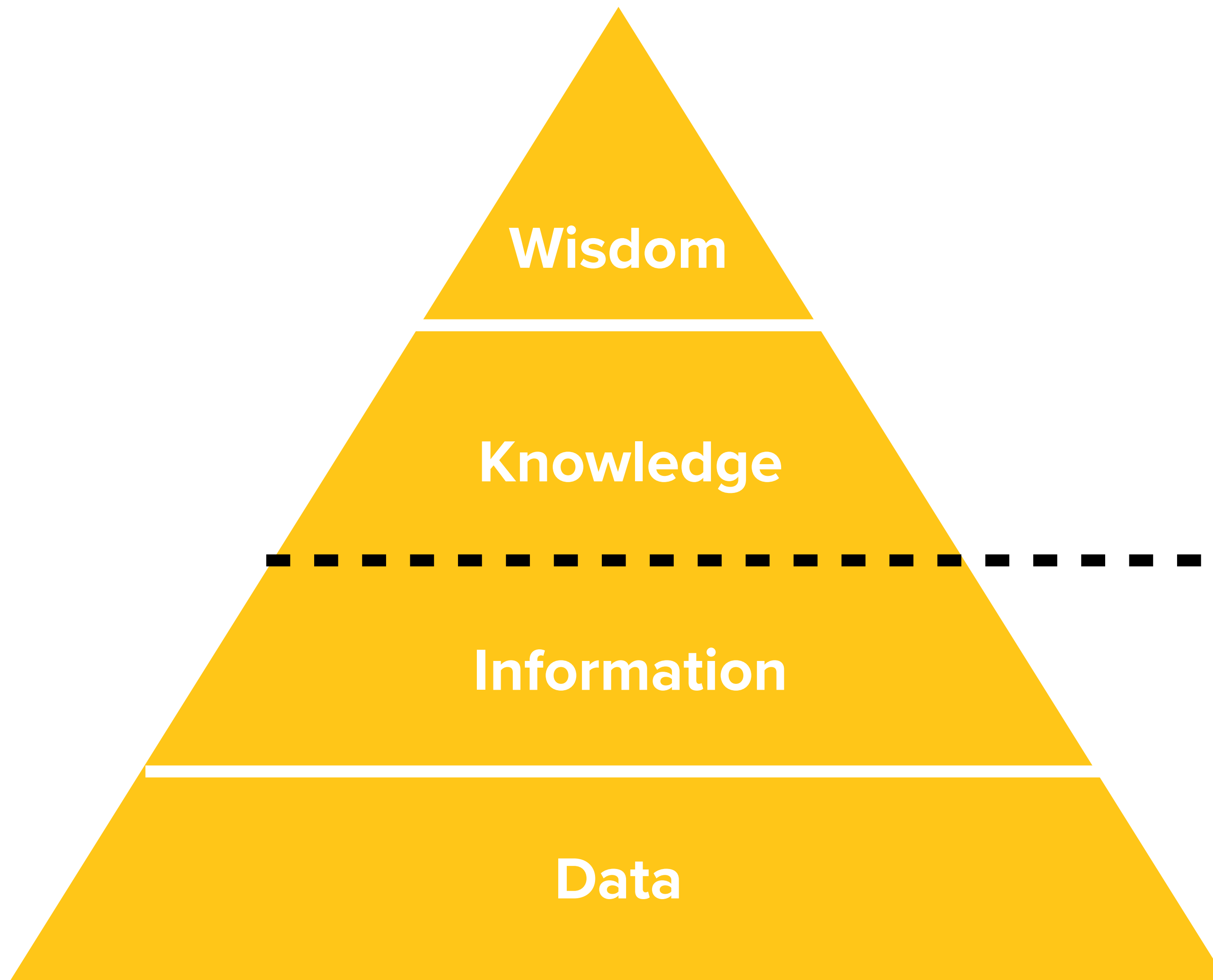
Data with semantic and
logical interrelations
between its components



Collection of Information in a way that makes it useful and applicable to make decisions



Collection of Knowledge
applied to answer the
question: “Why?”



Wisdom

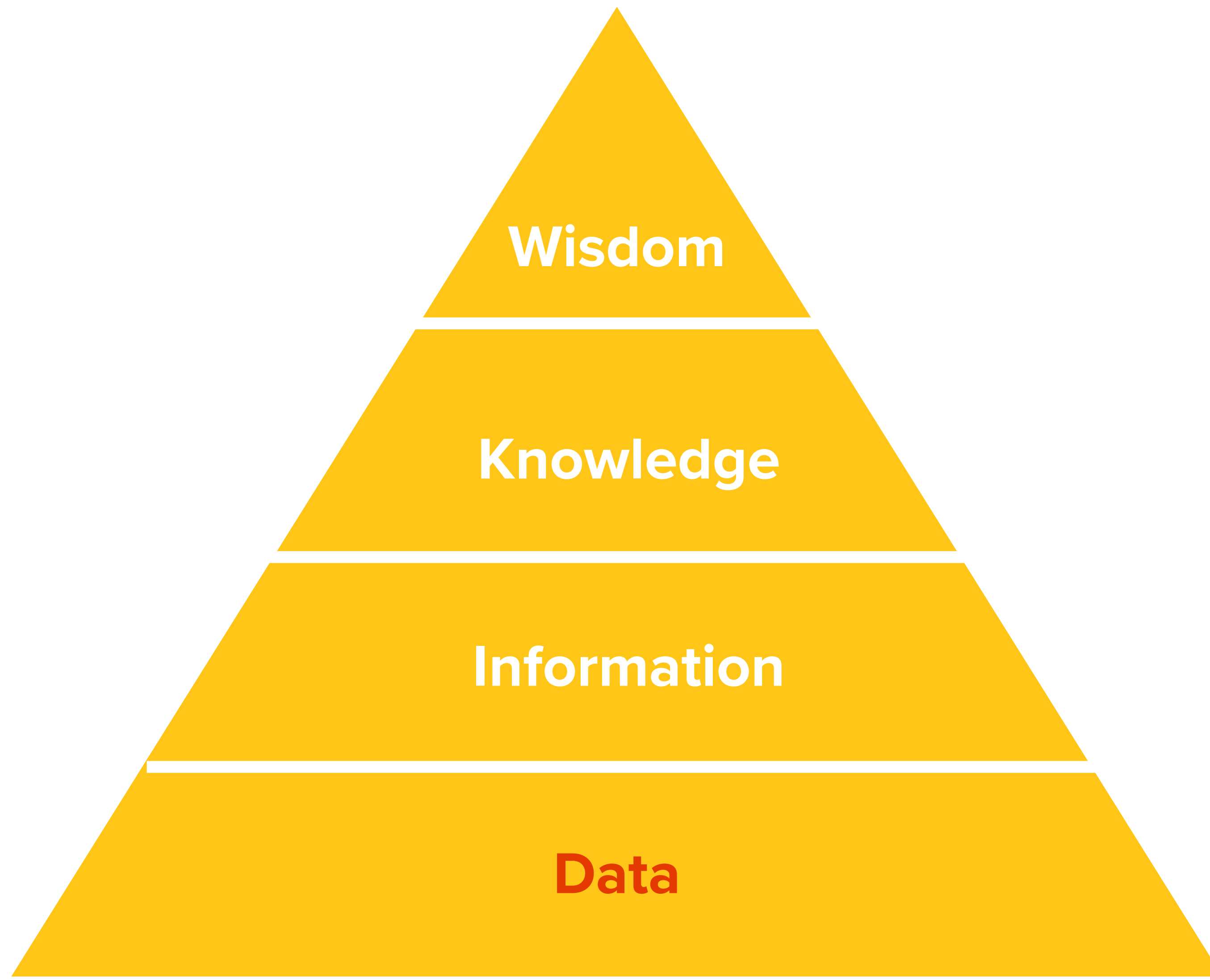
Knowledge

Information

Data

Human-based

Data analytics



DATA IS THE
FOUNDATION
FOR ALL THE
OTHER STEPS

STRUCTURED DATA

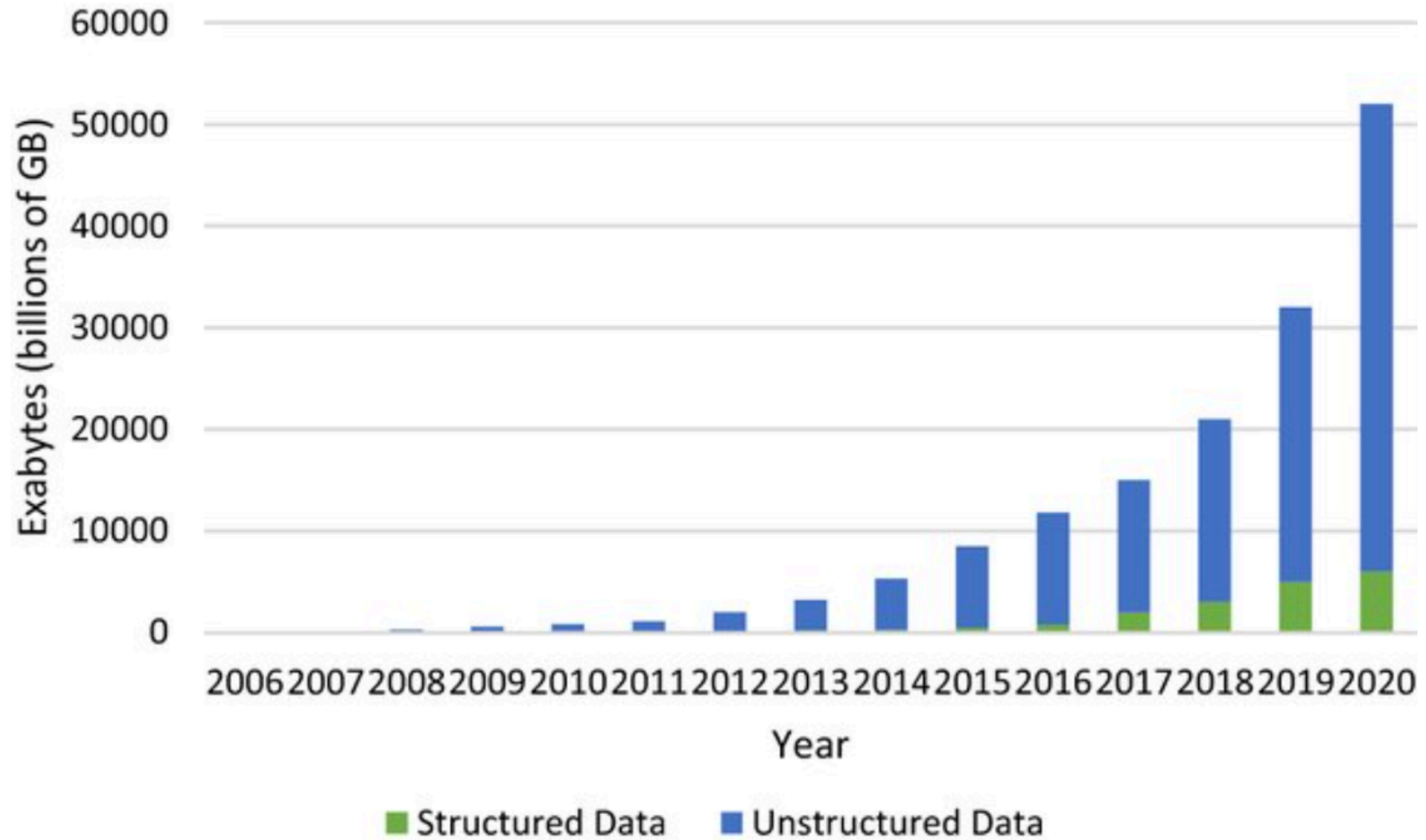
Data that has a defined length and format

Data that is stored in a database

UNSTRUCTURED DATA

Data that does not have a defined length and format

Data that is not stored in a database



STRUCTURED DATA

20%

UNSTRUCTURED DATA

80%

THEN

A few of us generated
data

Fewer firms used that
data to create value

NOW

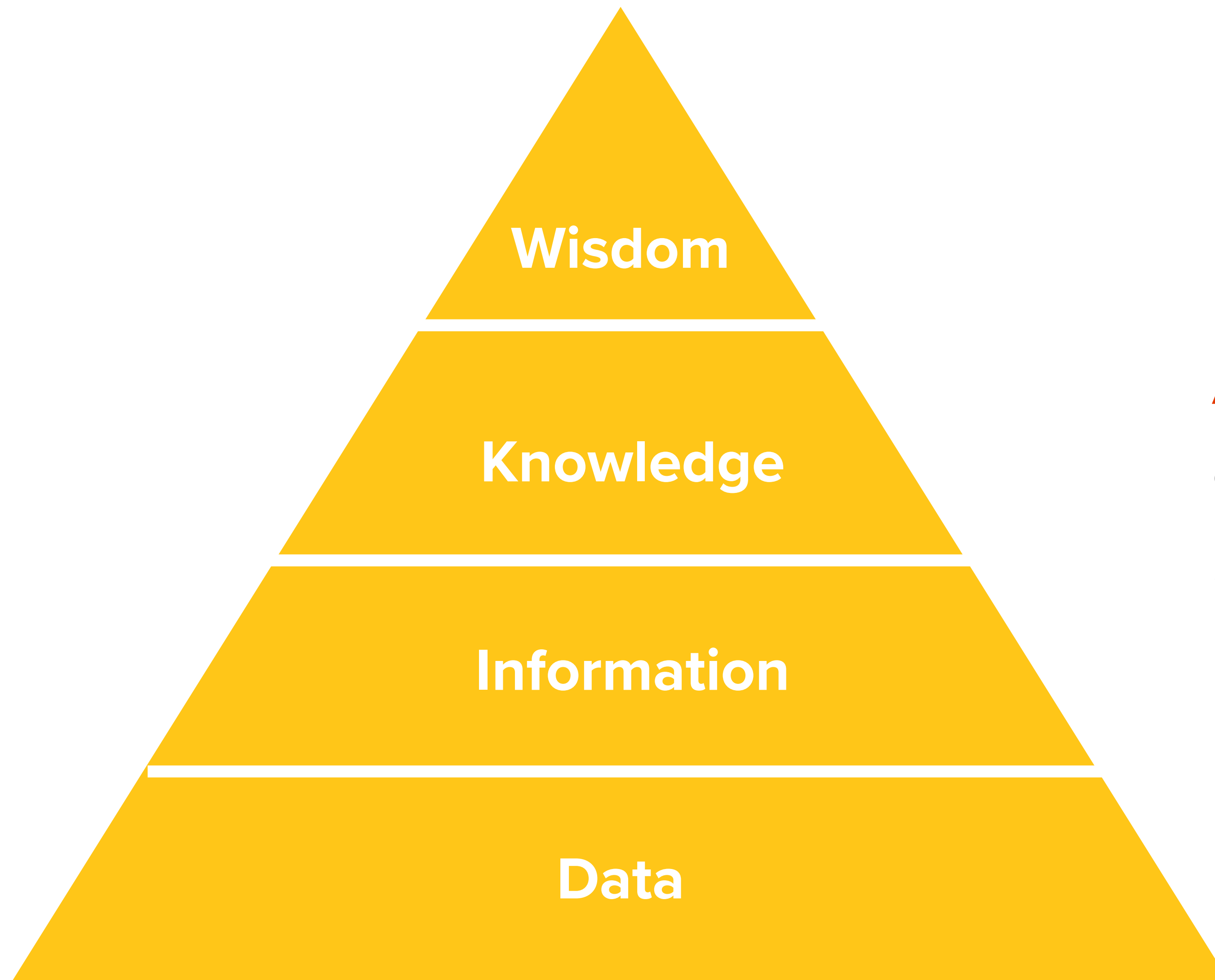
Everyone generates a
lot of data

Still, only a few firms use
that data to create value

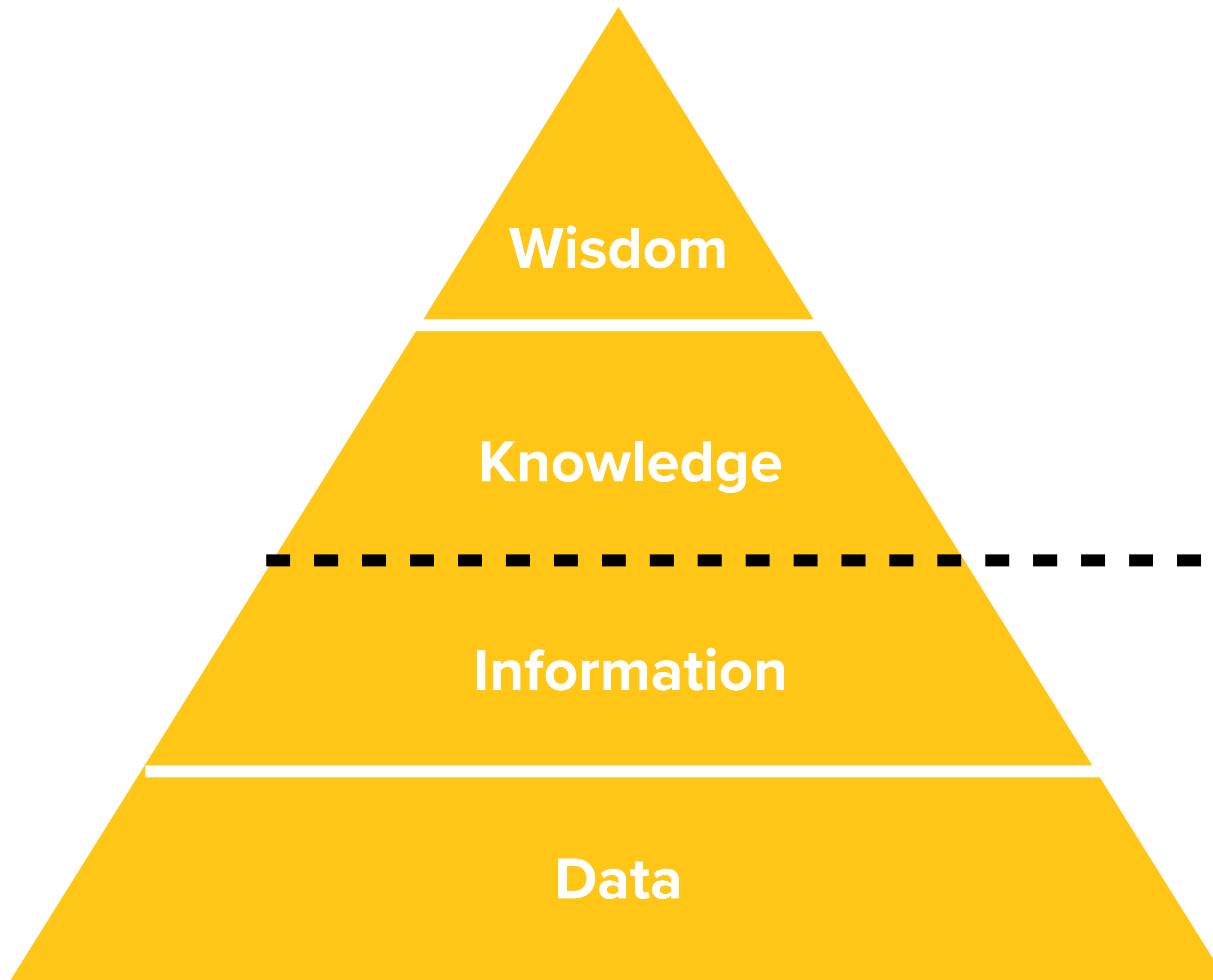
**DATA REPRESENTS A HUGE UNTAPPED
RESOURCE FOR MOST FIRMS**

#3 EVNEN TIL Å BRUKE DATA

AI



AI is the dream that computers can help us also with the two top layers in the DIKW-pyramid



Wisdom

Knowledge

Information

Data

STRONG AI

Still a dream

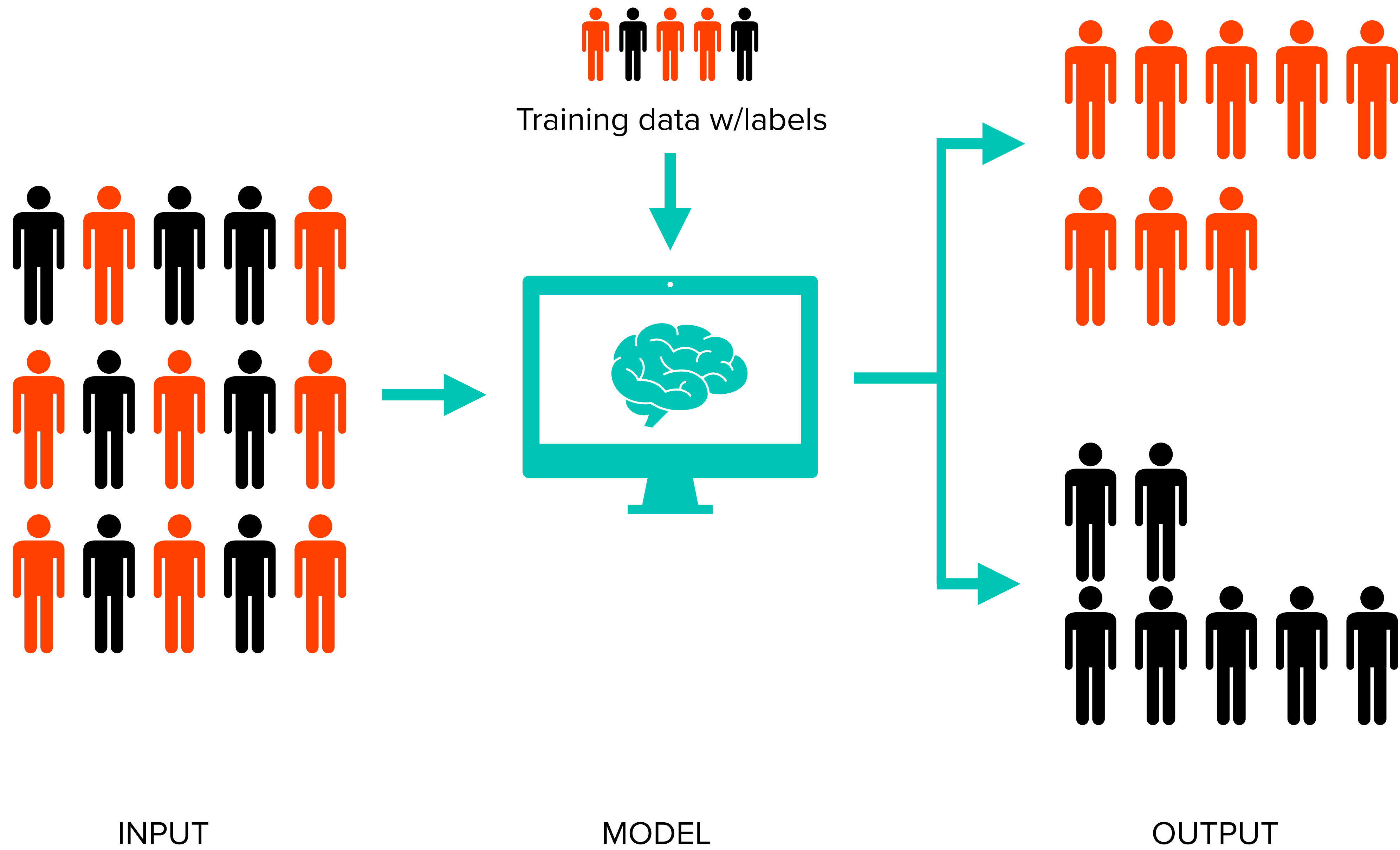
WEAK AI

Where we are today

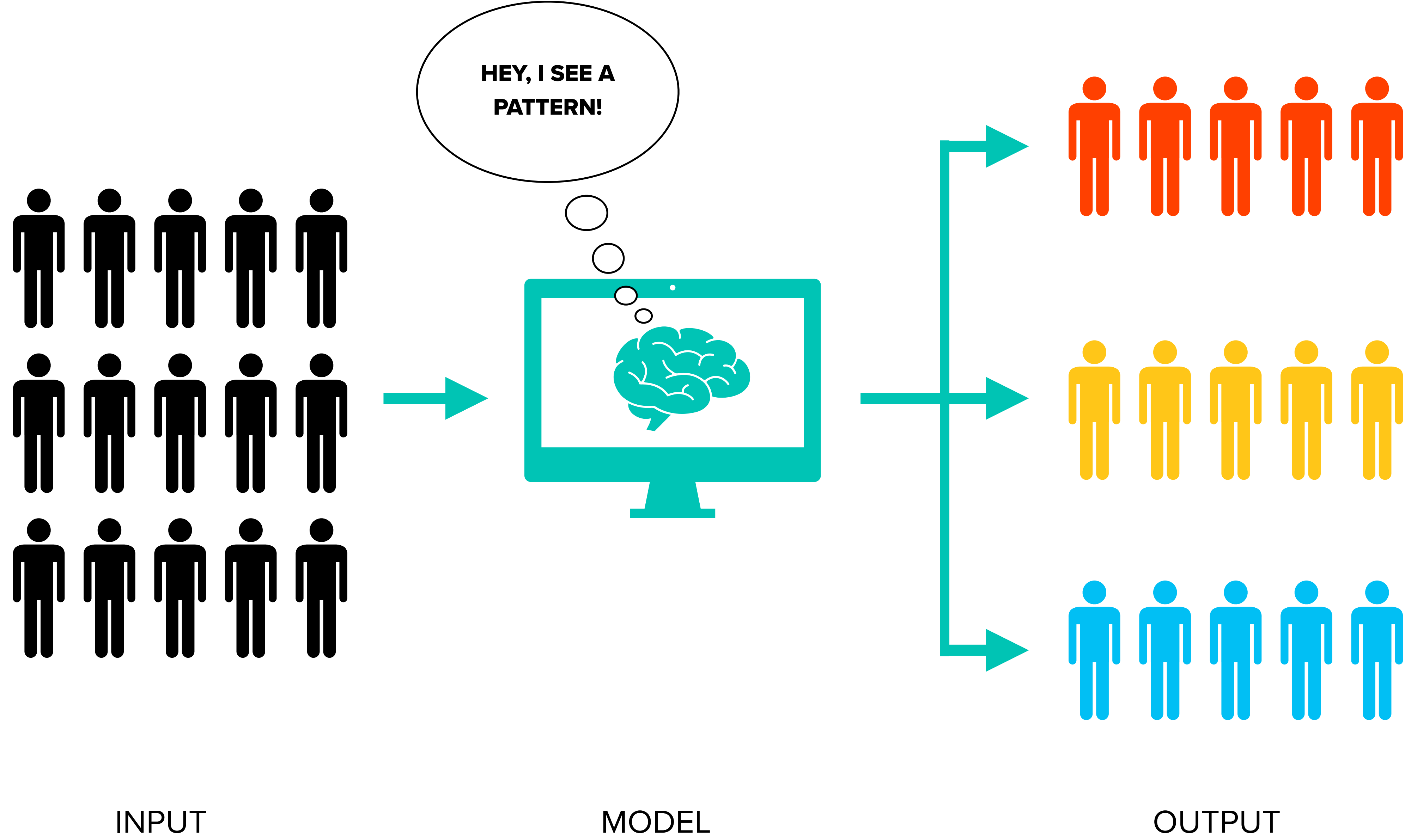
Today, AI is about data analytics

AI refers to a set of computer
algorithms and analytical methods
for predictive analytics

SUPERVISED LEARNIG



UNSUPERVISED LEARNIG



Pattern recognition

Natural language processing

Deep learning

Dynamic programming

Machine learning

Neural networks

Random forest

Reinforcement learning

Sentiment analysis

Data clustering

Regression analysis

GANN

Principal component analysis

Topic modelling

Genetic algorithms

Featured learning

Evolutionary models

Gradient boosting

Classification

Supervised learning

Unsupervised learning

But, for AI to transform data into a complementary asset that steer your company clear of becoming a restaurant, AI cannot be seen as a technical problem first

It has to be seen as a

BUSINESS PROBLEM

...and the point of departure should be **which problem do we want to solve, and why** does this help our company become more competitive

The Secret Ingredient For Restaurant Success

Your perfect recipe: guest data, our software + sales opportunities. Get a holistic, targeted digital strategy that creates brilliant guest experiences and skyrockets your business.

[Get a Demo Today](#)

Kitchenita

Delivery Native Brands

≡ Menu

EN



ORDER NOW · ORDER NOW



(CURRENTLY GROWING)

We are the next generation of *restaurants.*

We're building LATAM largest data driven virtual
brands portfolio with renowned chefs and leading
CPG companies

Operate our
brands from
your kitchen



Join Us

KEY TAKEAWAYS



DATA & AI

(If used right)

≠



VIDERE LESNING FOR DE SPESIELT INTERESSERTE

Knudsen, Lien, Timmermans, Belik & Pandey (2021) Stability in Turbulent Times: The effect of Digitalization on the sustainability of competitive advantage, Journal of Business Research.

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[LES HER](#)