



From our CEO

Fredrik Wadsten, CEO of Triathlon Group

2020 has been challenging; can you mention some of the most difficult ones?

– Yes, extraordinary times call for extraordinary measures. Many industries have faced severe negative impact from restrictions and lockdowns worldwide, like disturbed supply

chains and drop in customer demand. The uncertainty about the future forced many companies to rethink fundamentals; offerings, operating models, people interaction etc. The ones successful in managing the situation, while keeping up innovation and efficiency in operations, will come out stronger.

Looking forward into 2021 and onwards, what trends do you believe are the most important ones to focus on?

– In the bigger picture, all sectors are striving towards a higher degree of digitalization, automation and innovation. Businesses continue to show increased interest in these areas. On the more immediate horizon, organizations need to adapt to a business cycle slowdown, accelerated by the pandemic.

Any message you would like to send to Triathlon clients?

– After a turbulent 2020 we would like to thank all clients for fruitful collaborations during the year and are looking forward to taking on new challenges.

Wish you all a Merry Christmas and a Happy New Year!



Understand where to play and how to win with 5G

Next generation digital telecommunication technologies and services are transforming industries faster than ever before. LTE/4G was introduced in year 2010 and after many years of development 5G is ready to be rolled out and commercialized by the ICT Industry. With 5G enterprises' digital strategy becomes even more important as this technology unlocks new opportunities beyond connectivity.

With the completely new architecture of the core and service network and a radio interface that offers ultra-low latency and high speed, 5G networks will deliver increased security, flexibility and throughput through private network solutions. The first pilots of industry applications are already implemented in the industry among early adopters, such as ABB Robotics and Boliden.

However, even when the technology for 5G is maturing, enterprises struggle to identify value for their business. One strategy does not fit all, which is why it is important to understand where to play and how to win in a market that continuously transforms, as a consequence of new digital capabilities. ■

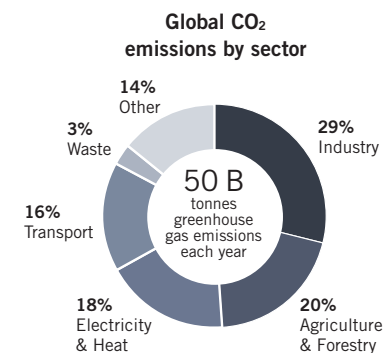


CO₂ pricing is on the horizon

Earlier this month, United Nations explained our planet's situation as a race against time. To meet the Paris Agreement of a global warming below 2°, we need to undertake rapid reductions in the world's CO₂ emissions. Companies have a crucial role to play when it comes to today's CO₂ emissions and therefore have a responsibility to turn the trend.

Experts agree that one simple economic measure is the solution; carbon pricing. Applying a carbon price leads to decreasing emissions as lower carbon investments are chosen over higher carbon alternatives. Anyhow, carbon pricing is a major challenge that affects

both the organization and the supply chain. To succeed with carbon pricing, appropriate pricing model must be developed and extensive change management is required to ensure impact and compliance. ■



#RunWithTriathlonGroup – Health is a human right

In November WHO published new recommendations on how much physical activity that is needed for good health. This was announced in the middle of the pandemic with limited possibilities for exercise. One thing that we still can do is running. Therefore, Triathlon Group has started a running initiative together with Chalmers University of Technology. The initiative encourages the students to run as many kilometers as they manage in one day. Our professionals will then try to run the same number of kilometers. As Triathlon Group values social responsibility, this initiative is also a contribution to the Swedish fundraising event Musikhjälpen. Triathlon Group will donate for every kilometer run. ■



How digital is your company?

Companies are continuously striving towards becoming more digital to meet future needs. Taking the right digital actions for the right reasons could however be both difficult and critical.

Triathlon Benchmark

Triathlon has an ongoing initiative in which the digital state of the manufacturing industry is being benchmarked. Participating companies are given insights of their current digital state as well as industry benchmarks within three areas:

- Value proposition
- Infrastructure and processes
- Customer engagement

To navigate in the digital transformation landscape is challenging. Industry benchmarks can enable the right digital actions for the right reasons.

Following a definition of current digital state and objectives, a digital vision can be set based on digital drivers. Digital actions must then be prioritized in accordance with the digital vision, while managing trade-offs along the way.

Triathlon Insights: Trends in B2B sales that will go beyond 2020

2020 has been an extraordinary year for many B2B sales organizations. Several industries have experienced a demand crisis while others have more than doubled their sales. At the same time, the speed of digitalization and adoption to new behaviors forced the B2B sales organizations to be flexible in a challenging time. The key question is what are more stable trends and expected to go beyond 2020.

- 1. The rising of the B2B self-serviced-buyers.** Three out of four decision makers believe that self service has become more important. The buyer is increasingly identifying problems, researching solutions, deciding requirements and compare alternatives by themselves instead of meeting or talking to the salesmen. A B2B sales strategy has to consider this fact.
- 2. The boom of subscription-based sales offers.** Over the last 8 years, B2B subscription-based businesses have increased sales by more than 400%, while the S&P 500 sales index only grew by 130% during the same time. The interest in subscription-based sales is increasing by the day.
- 3. The time of skill transformation.** Traditionally B2B sales skills have evolved in two dimensions based on the sales complexity
 - (1) Excellent technical skills (transactional/automated sales)
 - (2) Excellent cognitive skills (complex value-based sales)
 Upskilling and reskilling are expected to rise from a historical rather flat level.
- 4. Increased digitalization and automated sales.** Hundreds of tools and services for sales automation are today available. By automating most of the pre-sales, the sales representatives can focus more time on the closing of the sale.

Recent studies show that:

- ▶ Self-serviced-buyers nearly doubled in 3 years (2016-2019)
- ▶ B2B e-commerce increased with +20% in 2020
- ▶ During 2020 two-thirds of companies have accelerated automation and use of artificial intelligence

Triathlon Group

Triathlon Group is a growing professional service firm dedicated to performance improvement with a prestigious track record. Our clients are well known large multinational companies, mainly within technology intensive industries. Triathlon is partner owned, independent and hence a truly reliable partner in performance improvement. By combining innovation and best practice, we develop substantial value to our clients through long-term relationship and genuine understanding of business needs in the industries we operate within. For more information, please refer to www.triathlon.se

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