Industrial Internet barometer in Finland - 2016

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Industrial internet – barometer  6/2016

- Industrial Internet barometer was processed during the spring and summer of 2016.
- Barometer was organised by VTT, UoO and Tivi.
- Questionnaire was open 11.5. – 19.6.2016:
  - The link to the questionnaire was sent by emails; in addition, the link was freely forwarded via emails.
  - The barometer was also available and advertised on Tivi and TEKES web pages.
A total of 58 people answered the barometer

To foster a consistent understanding of the terminology and topic, the barometer included the following description:

- “Industrial Internet connects intelligent machines, equipment, users and organisations together so that decision making can be improved by using advanced data-analytics methods. Therefore, the Industrial Internet automates and rationalises operations, increases efficiency and enables new business in the new ecosystem. In this questionnaire, Industrial Internet-related technologies and possibilities are intended to do the following: for example, utilisation of big data (gathered via smart sensors) in companies’ current or new businesses; utilisation of new network opportunities in developing new services/products; utilisation of digitalisation (such as in technologies or applications) in expanding services/products or intensifying companies’ own operations”.
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Figure. Business scope of the Industrial Internet barometer (N=58)
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Figure. Number of employees (N = 58)
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Figure. Breakdown of Industrial Internet exploitation (N = 58)
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Figure. The first year when Industrial Internet was included in companies’ strategies (N = 31)
Figure. The main reasons for not exploiting the Industrial Internet’s possibilities (N = 22)
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Figure. Timeframe for starting to exploit (N=22; not exploited yet)
Figure. The most important reasons for exploitation (N = 36)

- It has created new possibilities for expanding current business concepts: 27
- It has provided new service/product concepts via totally new business opportunities (models): 28
- It has enabled visibility and increased trust to our company in current operating networks: 10
- It has opened new possibilities to create new customer relationships: 18
- It has enabled faster and up to date decision making: 7
- It has increased our company’s flexibility and/or agility: 6
- It has improved quality and availability of our services and/or products: 13
- It has improved security of our products and/or security of our company: 2
- It has helped to maintain our current customer segments: 8
- It has enabled to do branching outs or to work in new customer segments: 17
- It has supported our company to be profiled as a forerunner and an innovative company: 15
- It has enabled to achieve better customer satisfaction: 11
- It has increased our services/products visibility and desirable: 8
- It has improved our products availability and opened new markets delivery channels: 4
- It has enabled cost savings inside our company (e.g. staff, support services): 10
- It has improved efficiency inside our company (e.g., new IT systems, process): 5
- It has enabled to identify and utilise new revenue streams: 11
- It has increases our company’s revenue substantially: 5
- Some other reason, what? 1

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Figure. Activities to be performed in the near future (Yes, N = 36; No, N = 22)
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Figure. Industrial Internet investments in the near future (N=22, Not yet exploited; N=36, Already exploited)
In those companies that new Industrial Internet technologies or possibilities weren’t exploited, the identified main reasons for non-exploitation were lack of information and knowledge. In near future:

- They will increase awareness of the strategic importance and impact of digital transformation and Industrial Internet.
- They will identify potential business partners and networking.

Correspondingly, in those companies where Industrial Internet possibilities were already exploited, the following activities were identified to be performed in near future:

- identifying and planning new commercialisation service(s).
- providing a vision and a roadmap where Industrial Internet is included.

Companies have realised that the digital transformation does not happen by itself!
More information

More details from the Industrial Internet barometer and also from TINTTI project’s results are freely available from:


*Uusia digituotteita ja -palveluja markkinoille teollisen internetin avulla*