Digital transformation at PostNord Strålfors – what happened to us?

Red Hat Open Tour 2022 Sophia Schwanborg, Jonas Westlund, Filip Jansson





PostNord Strålfors

Revenue (2021): ~ 2 Bn SEK
 EBIT (2021): 135 MSEK

• Employees (FTE): ~ 700

 Nordic presence: Sweden, Finland, Norway and Denmark



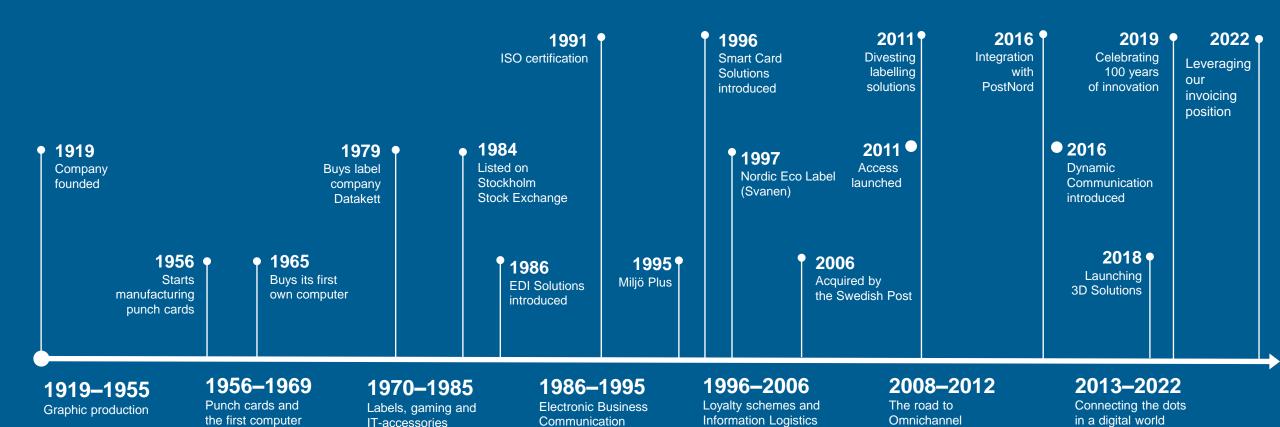




We have a leading and important role in the Nordic communication infrastructure

Every year we distribute about 1.3 billion communication messages, for our customers, to their consumers in the Nordic region

More than 100 year of innovation



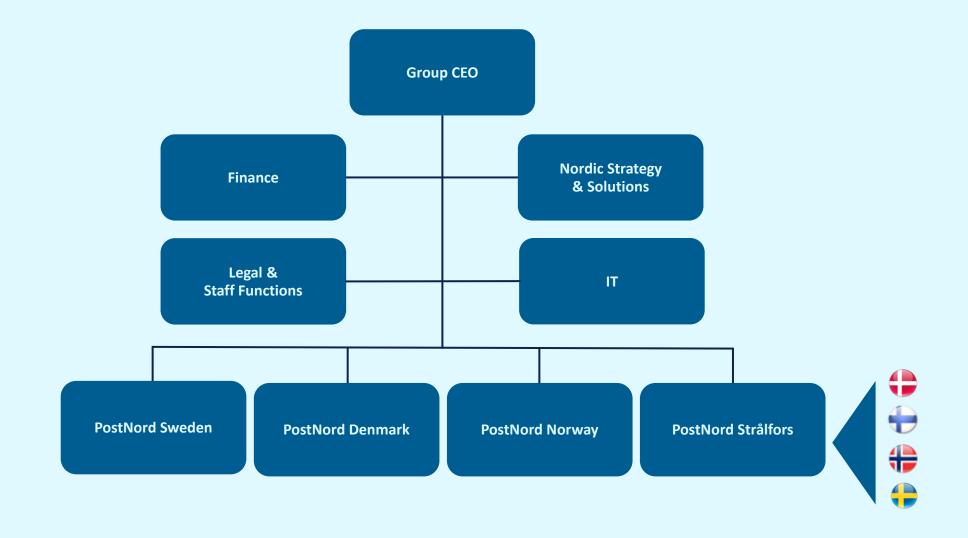


Our offer





PostNord Group



PostNord Strålfors Nordic Management Team

Group CEO Ylva Ekborn



Finance
Bård Myrnes (acting)

Strategy & Business
Development
Mattias Norén





HR &
Communication*
Tanja Tindeus

Nordic IT Torbjörn Olsson





ProductionLisbet Karlsson

Sales Erika Hjertén





Nordic Customer Implementation
Lars Lundström

ComplianceMartin Nyberg



PostNord Strålfors Sweden Ylva Ekborn PostNord Strålfors Denmark Martin Nyberg PostNord Strålfors Norway Thomas Barreth PostNord Strålfors Finland Mika Penttilä









Our joint transformation agenda

OMNICHANNEL

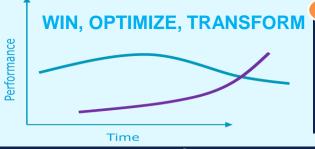
"Become the preferred digitalization partner through offering the leading channel independent platform and best practice digital solutions"

2

GROWTH

"Grow our digital services and consolidate print volumes by leveraging existing customer relationships - and winning new customer segments both B2C and B2B through adapting our Go to Market"

DIGITAL SERVICES
"Leverage a Nordic
organization with aligned
digital capabilities"



PHYSICAL PRODUCTION

"Deliver a sustainable footprint by focusing on operational excellence and ensuring an aligned ongoing adaption"

5

NORDIC IT

"Providing IT services with high business value through competitive, reliable and innovative way of working"

6

ORGANISATION & CULTURE

"Ensure an efficient organization, smart ways of working, capabilities and culture - to deliver on our strategy"

7

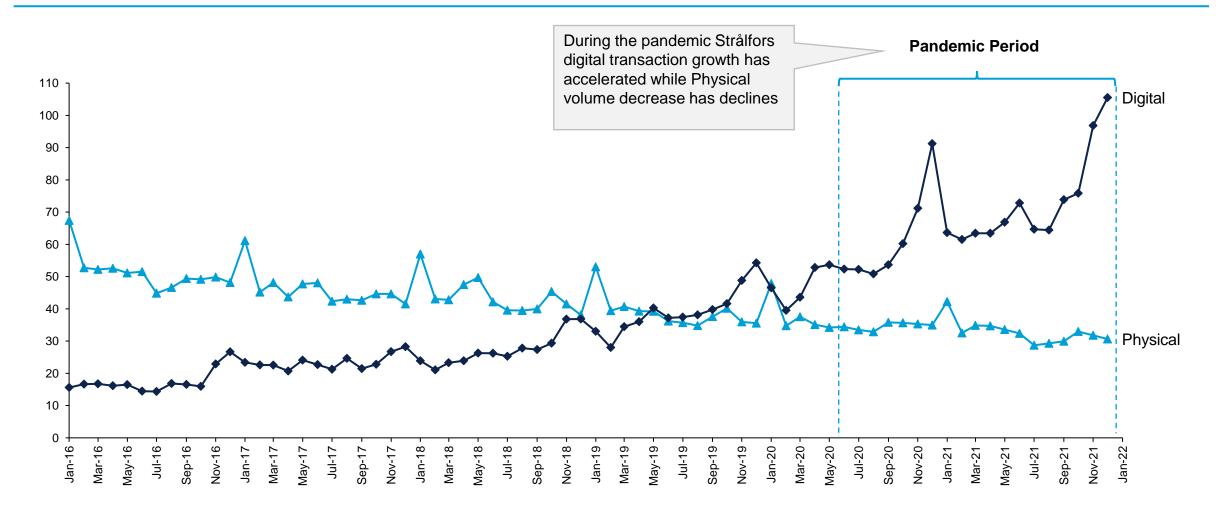
PARTNERSHIPS AND M&A

"Pursue partnerships and M&A that reinforces our position"



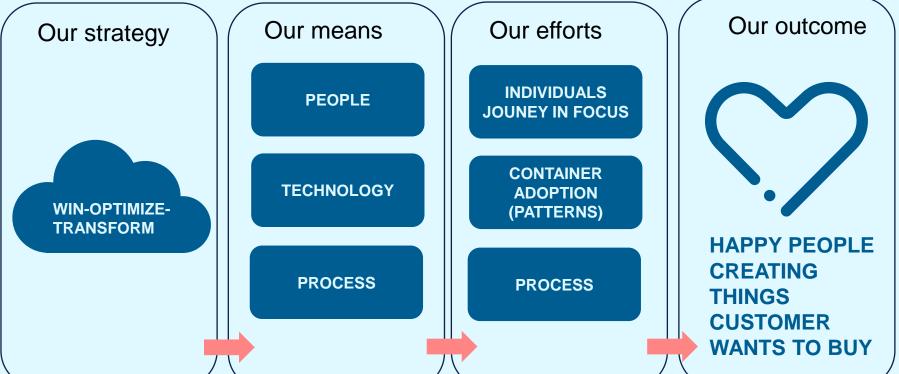
During the pandemic (2020-2021), we have seen an accelerating digital growth and a slower physical decline, i.e. an increase in the total volume

PostNord Strålfors Total volume development 2016-2021* [Million transactions]



Overview of the digital transformation at Strålfors



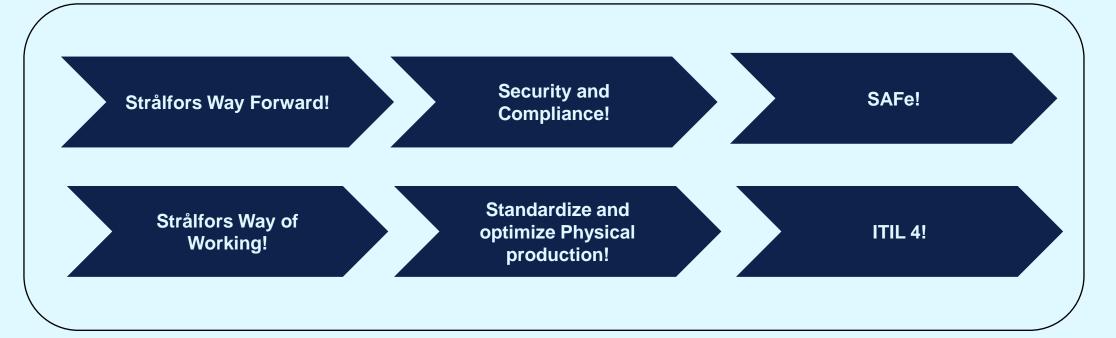






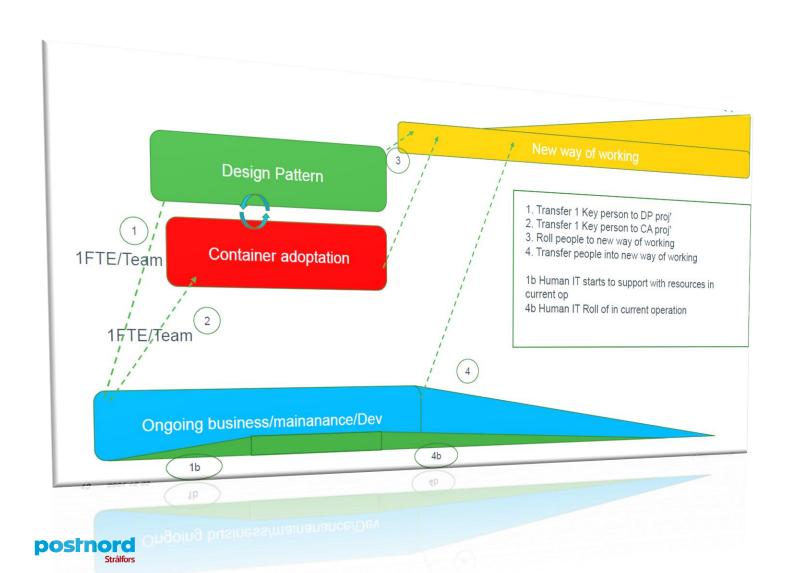
Process







People





Employer attractiveness



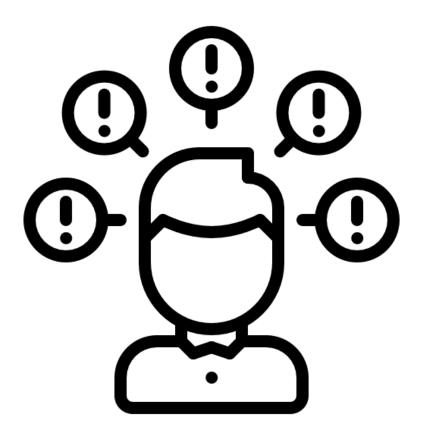
Mindshift



Employee attrictiveness



Challenges before

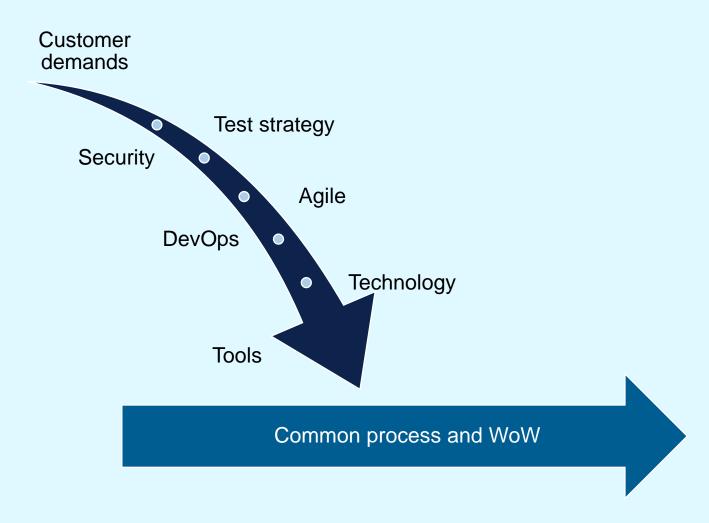


- Solutions had outnumbered us in complexity
- Big applications that wasn't easy to maintain
- Hard keeping up with technical depth and security issues
- Complexity in network environment
- Slow processes between development, infrastructure and operations

Not unique problems just for us!



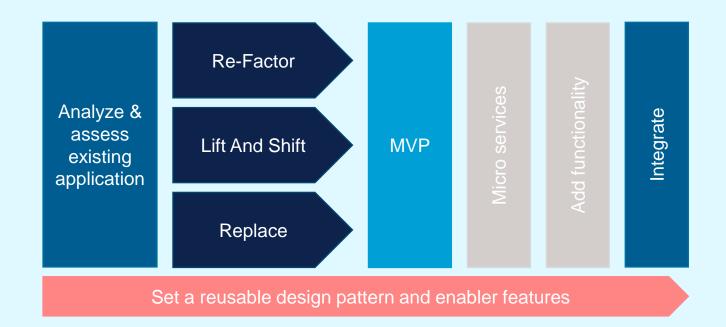
Streamlining





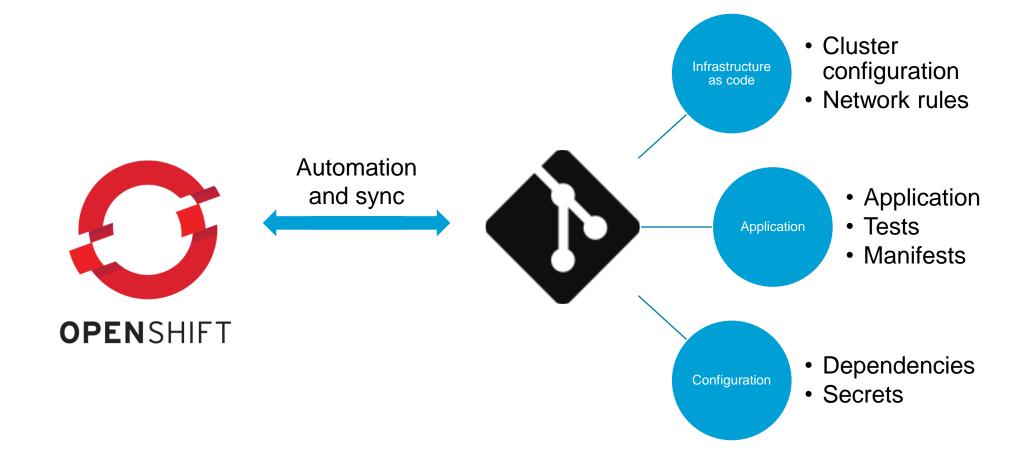
Application modernization

Driven by business needs



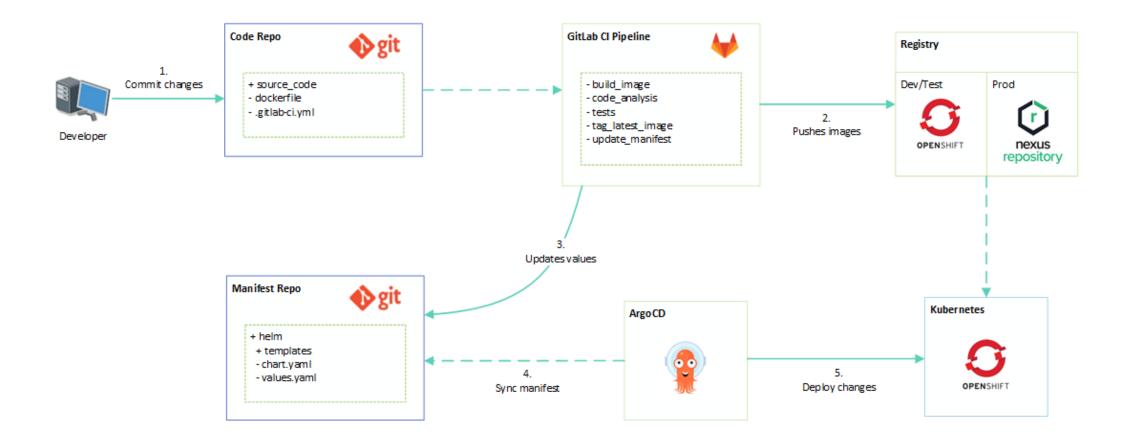


GitOpsOne single source of truth



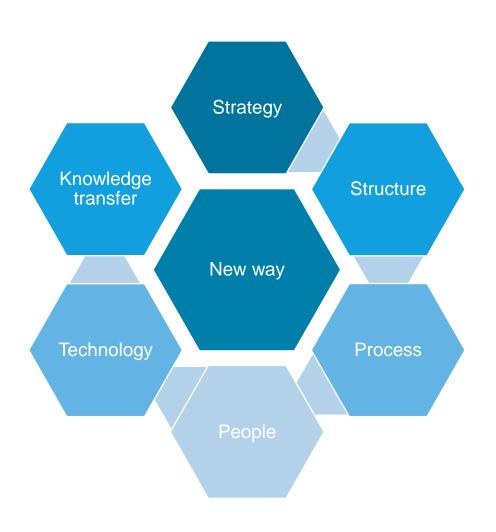


GitOpsThe way we did it





New way of working Using new technology is a bumpy ride



- Community of Practice
- Educate people
- Help between teams (Share knowledge)





Container what?

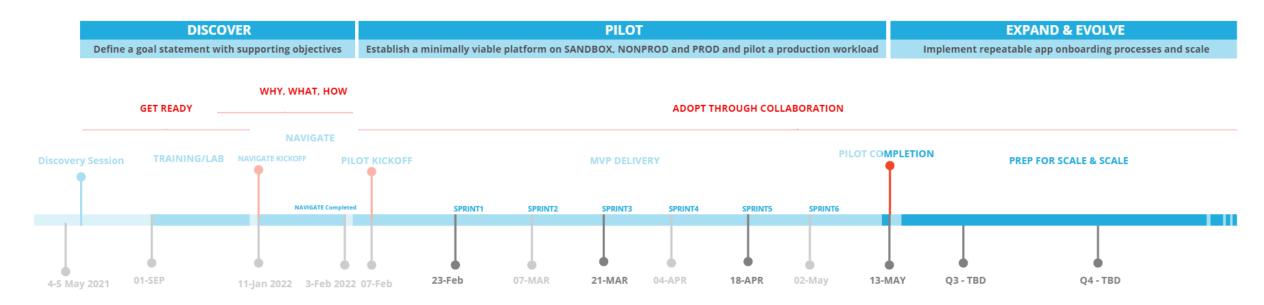




Our Journey



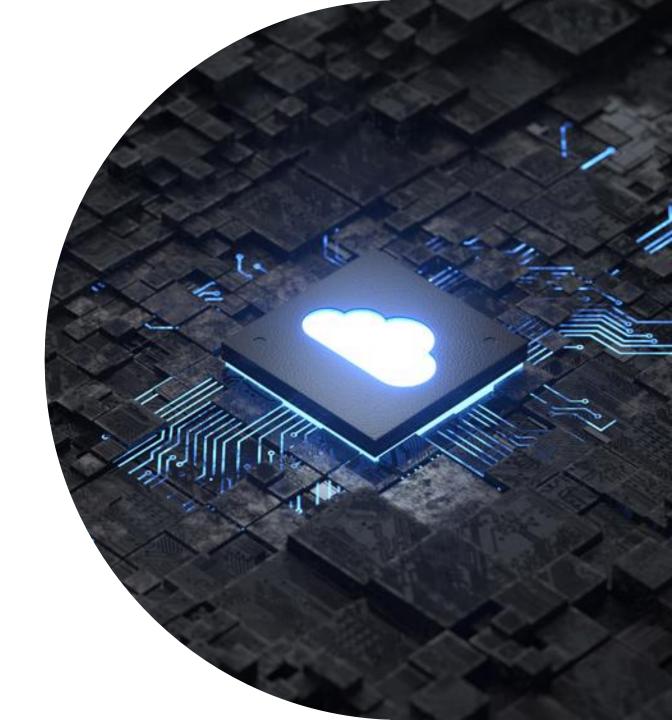
RED HAT CONTAINER ADOPTION JOURNEY





Hybrid cloud

- Azure
- Cloud automation -> Automate everywhere
- Infrastructure as code
- GitOps





As above, so below



NETWORKING IS HARD



NETWORKING IN CLOUD IS JUST AS HARD



Takeaways

CHICKS





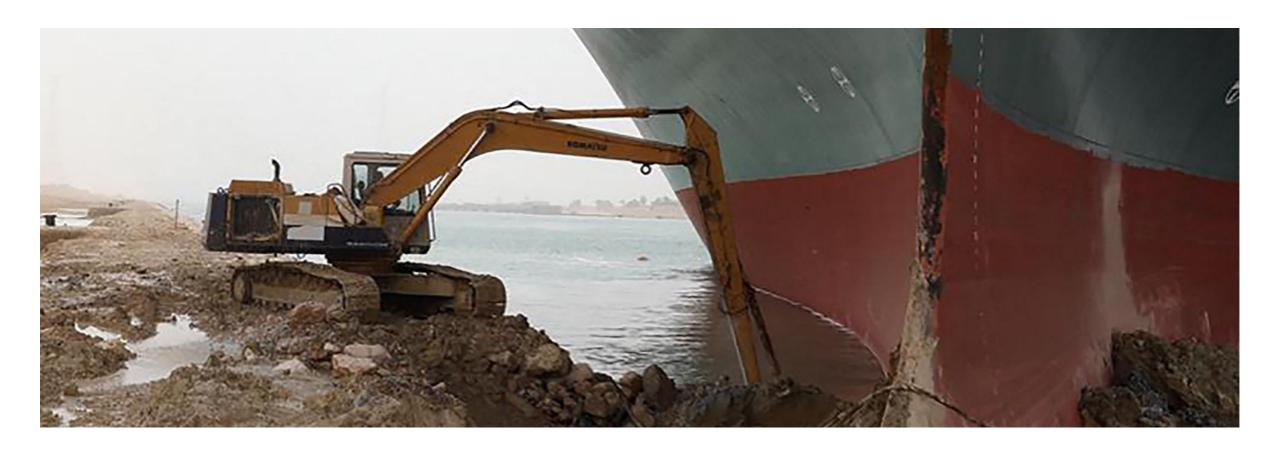
SAN PEOPLE

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- Start small, but think big
- GitOps everything
- Keep your friends close

Keep steering the ship





Thank you!

Have fun!

