



CAR WASH SHOWTM
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The Digital Revolution in the Car Wash Industry

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POWERED BY



SUPEROPERATOR



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Mika Alapiessa, Senior Advisor, Superoperator MSc of Technology

- 25 years of experience in IT industry
- Large multinational software companies, and technology start-ups
- Served in several high-tech companies as a board member
- Passionate about helping companies to advance their business by using new technologies





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How digitalisation drives revenue, maximises customer experience, and enables new business models for car wash business

- What the car wash industry can learn from the other industries
- Digitalisation from customers, operators and equipment manufacturers point of view
- Ideas and examples how to drive more revenue, improve operational efficiencies and drive customer satisfaction
- What does the data-centricity mean?



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The Innovation - the story of Superoperator

- Digital Car Wash - No Cash, No Cards, No Codes, No Tokens
- Patent granted in Finland
- Using technology to improve customer experience
- Innovation of the new business models
- Mission - Your partner in the car wash digitalization

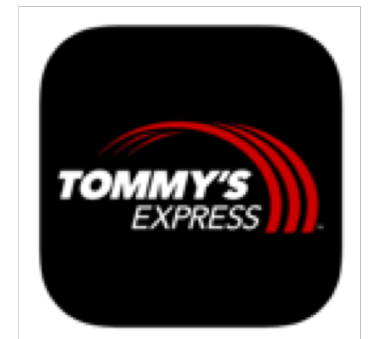




What does digitalisation mean?

- Using technology to transform the operational efficiencies, customer experience and business models
- Transformation is a leadership challenge not technology challenge

=> The combination equals to the digital capability





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Business Case: Tommy's Express

- “The McDonalds” of car washing
- Innovations beyond equipment
- SO ALPR from 2016
- SO Platform selected as main operating system
- Digital marketing tools and knowledge of customer behaviour





Why digitalisation is not happening?

- "It's not happening in my industry": ex CEO
- Wait and see attitude
- Risk adverse culture
- Vendor lock-in, legacy systems, sw capability
- Examples – Kodak

=> Disrupt or be disrupted





Key technologies enabling digitalisation

- Connectivity e.g. telecommunication infrastructure
- Mobile
- Cloud computing
- Software-as-a-service (saas)
- Data storage
- Artificial intelligence and machine learning

=> New value will be created by combining different technologies together.





Digital consumer and digital marketing

- Consumers are becoming more demanding in terms of customer experience
- Mobile consumers
- New channels
- Using analytics we can use digital to profile and segment the users for hyper targeting

=> Technology changes consumer behavior and expectations across industries





Data is the new oil ... really?

- Data collected from customers, service delivery, operations and devices
- "Lake of data"
- New actionable insights driving new services, better user experience and operational efficiency
- No AI without raw data

=> ... Yes data is more valuable than oil.





Key takeaways

- Customer experience is everything for the new digital consumers
- Digital capability is not a technology problem but a leadership and change management
- Speed is an essence, the future belongs to the fast
- The data
- Partnerships for co-creation of value



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THANK YOU!

For more information please contact

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