

arbonaut

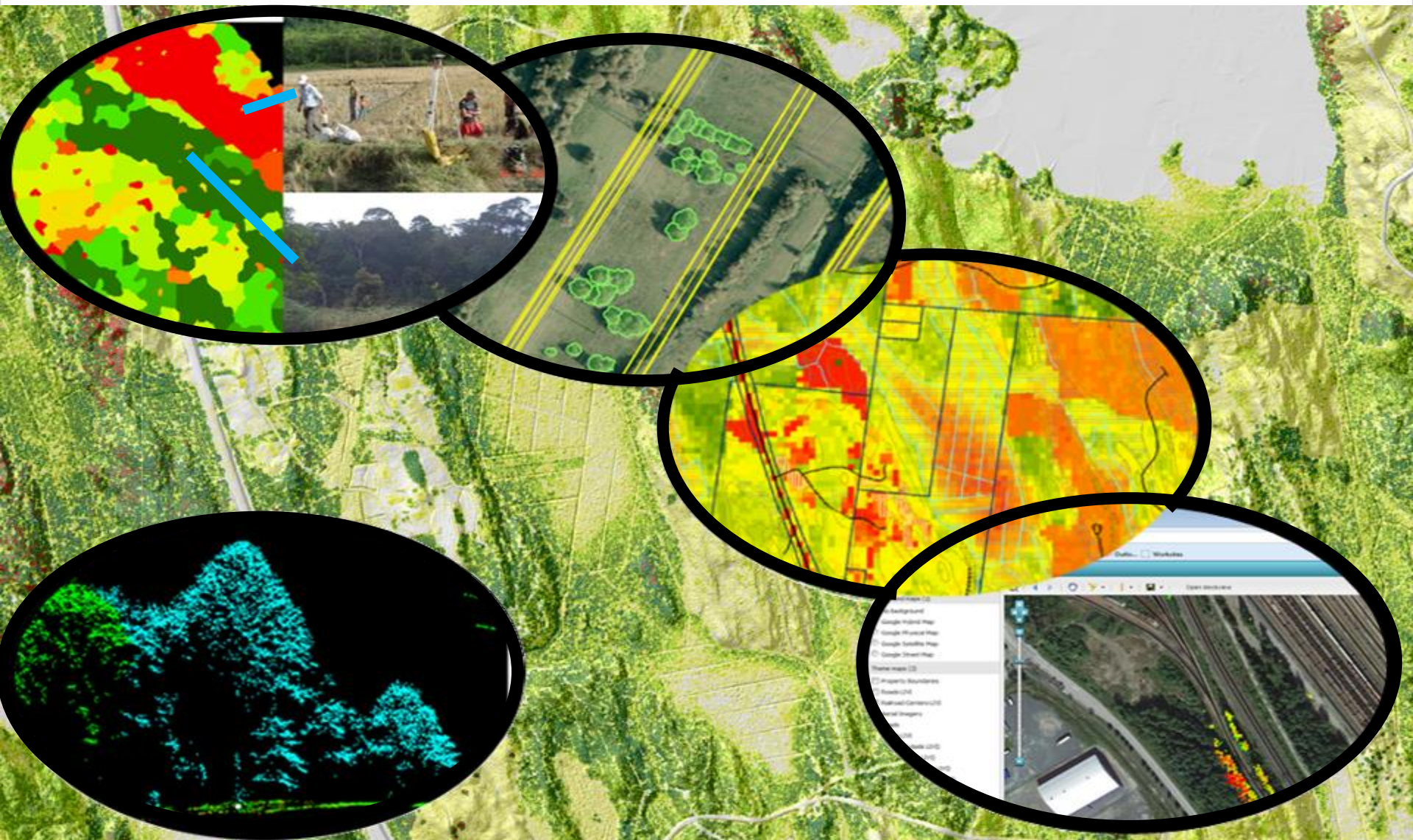
N 62°36'50"E E 29°44'25"

X, Y, Z

arbonaut

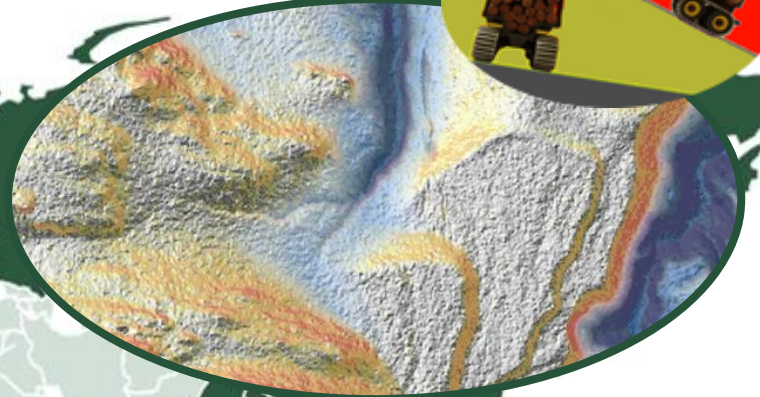
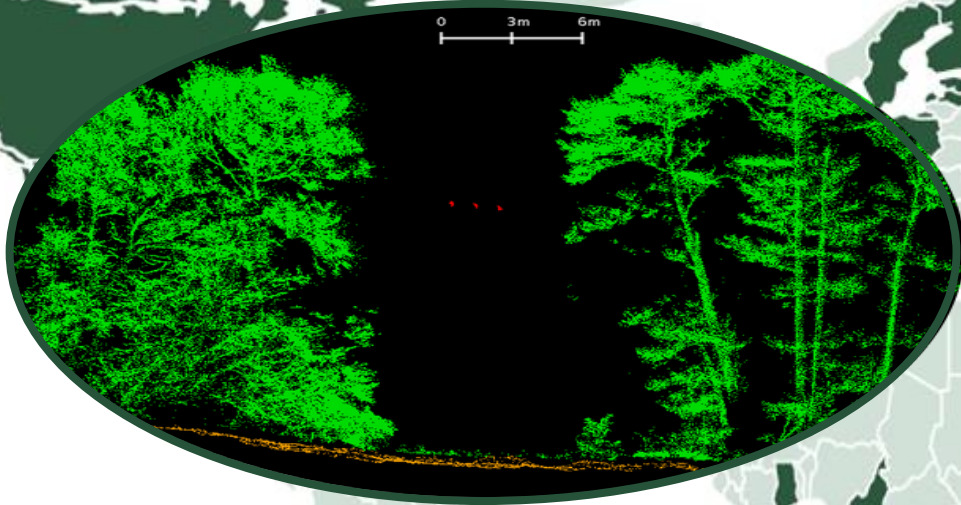
Arbonaut role in some innovations

- First to develop individual tree recognition (ITC) on LiDAR and imagery.
- Tech provider in migration of Finnish forest sector to use LiDAR in stand measurements
- Technology leader in automatic stand delineation
- With partner (URMC); Tech provider in migration of US power transmission to use LiDAR in line modeling, vegetation analysis and maintenance
- Establishing a satellite – LiDAR –based carbon mapping methodology for REDD+
- Tech provider in migration of forest sector to use LiDAR on operation planning; analysis on harvestability, operating conditions, road operability etc.

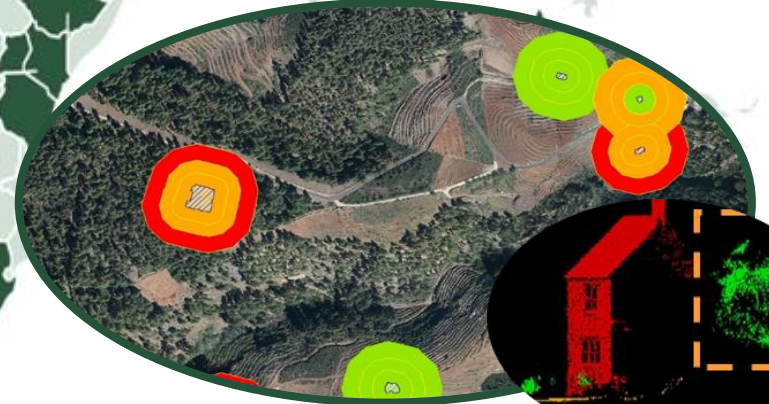
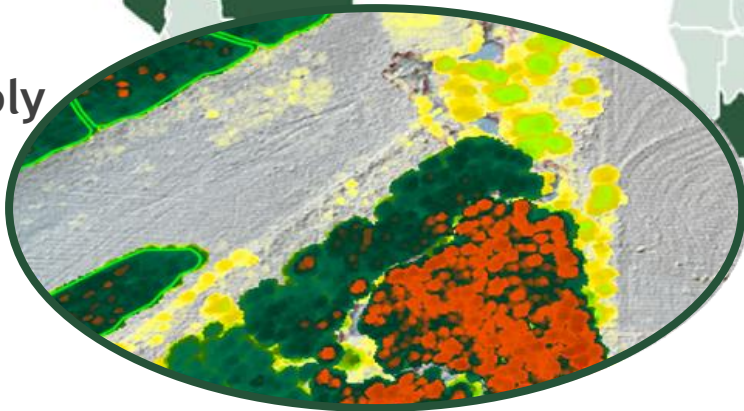


-Spatial Information for Your Operational Decisions-

Operate
Efficiently



Manage
Sustainably



Protect Public

How to promote innovation?

- Combination of strategy and opportunism:
Learn to know when you got lucky
- Strategy is a mental process, not a document
- "You cannot force a rooster to crow" – or an (non-)innovator to innovate
- Right mix of non-structured and structured environment
- Cooperation with Education
- Find the right people

Disney's of innovation



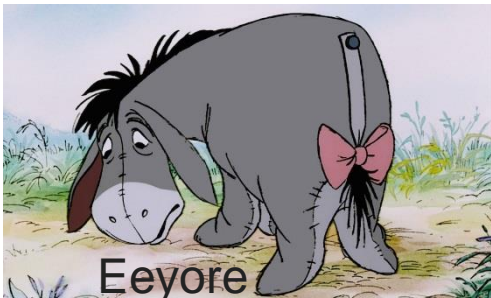
Kanga



Tigger



Owl



Eeyore



Piglet



Winnie the Pooh

Credits: [The Walt Disney Company](http://www.waltdisney.com)

Challenges

- Outrageous requirements. - Outrageous promises to be kept without creating costs - Here is where the innovation is needed. Process a lot of cases and pick your fight.
- Sales process. It is scary to buy new things; it takes 7 years anyway. - You never start it too early. The next solution after you takes the same time as well.
- Democracy. - Never allow a vote on technical solution.
- Funding. How to fund it without attaching yourself to too many strings? - Balance between alliance and market size
- Turtle vs. rabbit? -The Customer communication decides!
- Big clients shop ideas and use their existing vendors to implement. - Protect the innovation.

Protect your innovation

- Patents - Are not same as the innovation!
- Black Boxes – Customers hate them
- Secrecy – The innovation walks out of the door every evening anyway
- Speed – Customers buy slowly no matter what
- Difficult to Replicate – Difficult to do