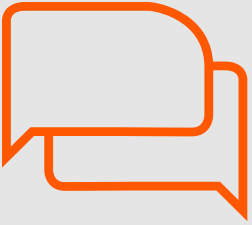




Swedish Space Corporation prepares for lift off with modern IT

With major technology giants and hundreds of star-gazing startups entering the race, no one can deny the space industry is reaching new heights of innovation. And while the “New Space” age offers exciting times for the established players to expand their services and grow, it also brings novel challenges and fierce competition. We see this double-edged situation clearly with Swedish Space Corporation (SSC), a government-owned company that has been offering satellite ground network services, and research and engineering support to organizations such as the European Space Agency (ESA) and NASA for nearly 50 years.

After completing a strategic IT benchmarking analysis, Avanade spoke with Peter Haglind, the CIO and head of enterprise IT at SSC. We asked for his thoughts on the exciting new opportunities in his industry, and how he is putting into action insights delivered from Avanade Advisory Services to bring his “Old Space” company into the new.



This is a summary of a conversation with Peter Haglind, CIO and Head of Enterprise IT, Swedish Space Corporation. We asked for his thoughts on the exciting new opportunities in his industry, and how he is putting into action insights delivered from Avanade Advisory Services to bring his "Old Space" company into the new.

Avanade: This February 2018, SpaceX made headlines around the world with its historic Falcon Heavy rocket launch. What's it like to be in the space industry with so many major new businesses entering the field?

Peter Haglind, CIO of SSC: It's definitely exciting times! SSC has been around for 50 years, but today we are evolving.

Our biggest customers have been the European Space Agency, NASA and other big institutions. But increasingly, we have more customers in the New Space segment. We're seeing a bit of a Klondike [or Gold Rush], with lots of mergers, acquisitions, startups and new players entering. It's all very interesting, very dynamic and very challenging to keep up in this industry.

Avanade: How much of a role will digital transformation play in the long-term success of businesses like SSC?

Peter Haglind, CIO of SSC: Disruption is everywhere in our industry and digitization will of course influence our success. In fact, the world is already dependent on services coming from space, such as GPS. But now the trend is to send even more infrastructure up into space. Companies like OneWeb, for example, are planning on providing Internet to consumers from the sky, covering the whole Earth with Internet access from a network of hundreds of satellites.

The success of these new businesses will all come down to digitization — and so space and cyberspace will need to merge together. There is now a need to be digital to compete. For SSC, being agile in order to meet disruptive startups is also key.

There are "new players" that can act more cost-effectively and leverage things like the cloud, faster. We are Old Space. Transformation is one of our internal challenges, to get the culture needed to meet these New Space players — and win.

Avanade: Why did you seek help from Avanade Advisory Services?

Peter Haglind, CIO of SSC: I joined SSC a year and a half ago. Six months before that, they created a new consolidated enterprise IT organization, combining the more traditional office IT operations with production IT, within the same division, all to draw advantages and to consolidate things.

Since then, we have done lots of consolidation within the office IT portion, hoping to create truly global services in our company.

The intent with the benchmark project [with Avanade Advisory Services] was to look deeply at what we were doing with our corporate IT. We wanted to find out, "Are we efficient? Are we doing the right stuff? Have we come as far as we hoped? Are there areas we haven't addressed and can we be more efficient or provide better services?"





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*— Peter Haglind,
CIO and head of
enterprise IT, Swedish
Space Corporation*

Avanade: Why did you decide to partner with Avanade?

Peter Haglind, CIO of SSC: We had a range of options but, Avanade was more agile and experienced, and offered a far less cumbersome process than the competition. I liked the concept that we would get a very defined deliverable after a six- to eight-week effort. It was a good package.

Avanade: We try to bring a human-centric approach to advisory work, bringing a focus on your culture and people to drive business results. Did you feel this was the case during our work together?

Peter Haglind, CIO of SSC: During the workshops and the one-on-one's, we always got the impression that you guys listened to what we said and adapted accordingly. But you didn't *just* listen. You would listen and then use those insights, and apply that sort of Avanade experience and structure when you presented the results and roadmap.

We were quite confident going in with Avanade as a partner and this is what we expected. We were not disappointed!

Avanade: What did you discover, and how did this align to your overall business goals to stay competitive in the New Space era?

Peter Haglind, CIO of SSC: One of the big takeaways was that we were on par, or even better, according to the benchmarks — we were doing quite well.

We are now looking to see if we should move into more cloud solutions. We have special considerations to make because we have many high-profile customers with valuable assets. Some demand onsite storage, not cloud, for instance. But there are probably portions we can move into the cloud. Specifically, we are looking at [Microsoft] Office 365 instead of our on-premises solution.

Security is also a major concern for us, and a cloud solution such as Office 365 alongside Microsoft's add-on services for security and document management in the cloud is quite attractive.

On the financial side, Avanade's report gave us a list of things we need to look into. For instance, we needed to renew our licenses with Microsoft in the upcoming year, so Avanade gave us some good advice for renegotiating the contract, which is a good way to gain a cost-effective solution.

Avanade: What was the most rewarding part of this experience as an IT professional?

Peter Haglind, CIO of SSC: For one thing, it earned me more support from our CFO and the management team. The insights from Avanade helped to generate goodwill and buy in from management at all levels.

This trust is very important. Digitization is a major concern of most companies, not least of all ours in the space industry. Now, they lean on my expertise to a larger extent.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

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North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
AvanadeBrasil@avanade.com

Asia-Pacific

Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com