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**Dynamic Capabilities in Electrical Energy Digitalization:
A Case from the Norwegian Ecosystem**

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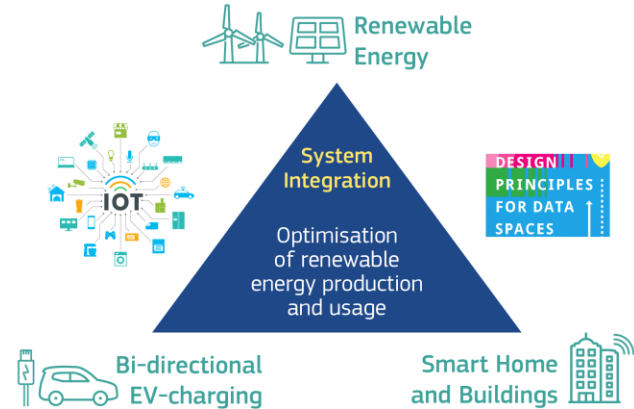
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Outline

- Introduction
- Background
- Research Design and Method
- Case Description
- Case Study Analysis:
Dynamic Capabilities for Electrical
Energy Services Digitalization
- Discussion & Conclusion



Introduction

- **Motivation**

- Complexity due to the numbers of prosumers and distributed energy resources.
- The tactics energy companies use to succeed in markets with quickly evolving technological, social, and market settings while others fail is another fundamental driving force.

- **Goal**

- The utilization of dynamic capabilities will help explain this phenomenon per the proposed research directions in our previously published work Idries et al.

- **Current Status**

- Digital platforms as phenomena and digital business models

- **Research questions**

- RQ1: How the electrical energy firms build capabilities in context of transition toward digital and platform-based business models?
- RQ2: What are the capabilities required for electrical energy firms in the context of digitalization?

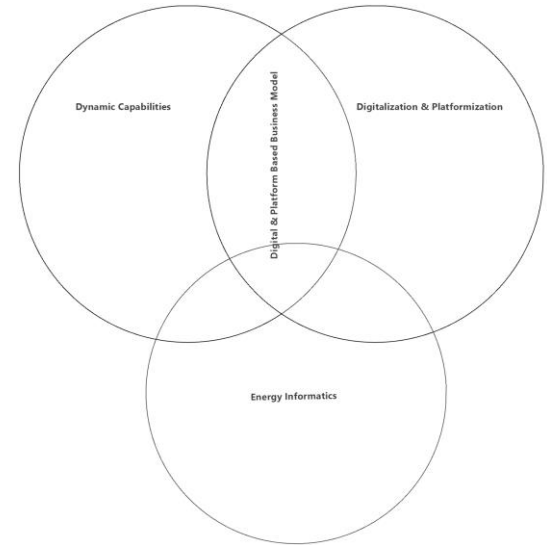
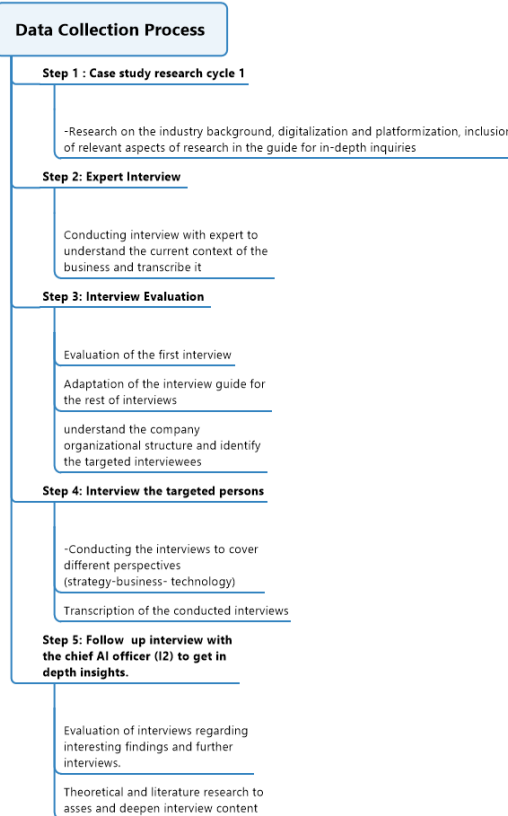
Background

- Transition Toward Service Platforms Model in Electrical Energy Services
 - What is digital platform referring to ?
 - The main goal behind using platforms
 - The main goal behind digitalization and platformization
- Dynamic Capabilities in Information Systems and Strategic Management
 - According to Witschel et al, the ability of a company to integrate, develop, and reconfigure internal and external competencies to address quickly changing surroundings is known as dynamic capabilities.
 - Structure



Research Design and Methodology

- Research Design
 - Interaction of three different domains
 - Sample Selection
- Data Sources
 - Data collection Process
 - Interviews with Avg duration of 60 mins
 - 4 interviewees
 - 7 documents
 - 2 follow up interviews
 - Avg 17 years experience
- Data Analysis
 - DC activities as main unit of analysis



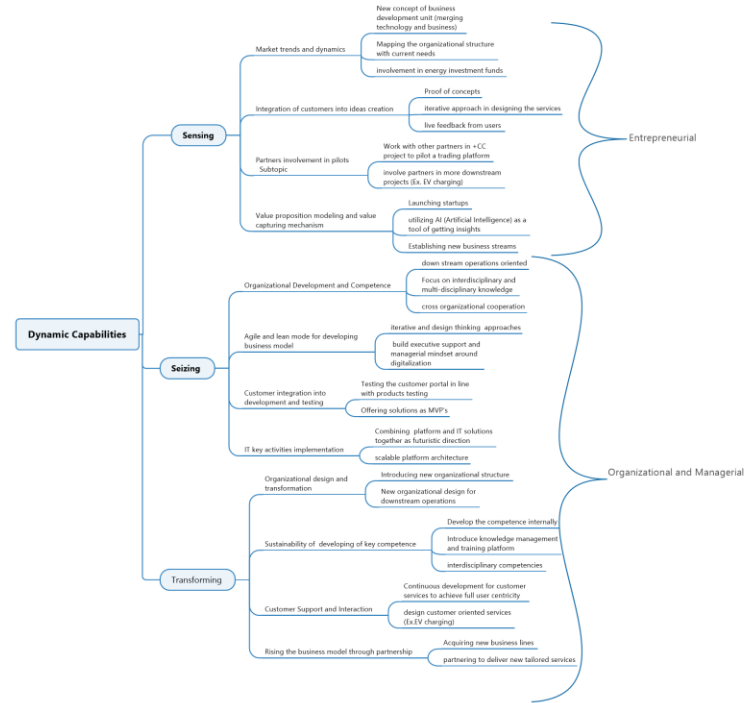
Case Description

- A local player from the Norwegian ecosystem with goals for the Nordic next-generation energy management is TrønderEnergi. They produce renewable energy and offer cutting edge renewable energy solutions and services, relying on 70 years of hydro-power industry expertise.
- The major dynamic capacities that are affecting this change and how they are reshaping an industry that is monopolized and controlled by incumbents will be introduced in this article.



Case Study Analysis: Dynamic Capabilities for Electrical Energy Services Digitalization

- Sensing Threats and Opportunities
- Capabilities for Seizing Opportunities
- Capabilities for Transforming



Discussion

- This study's primary research question (RQ) seeks to ascertain how electrical energy firms build capabilities in the context of the transition toward digital and platform-based business models and what dynamic capabilities are required for electrical energy firms in response to digitalization.
- Digital platforms have rapidly become an important phenomenon among electrical energy service providers.
- The digitalization practices needs to be understood
- Digitalization and service innovation
- Required DC's for digitalization

Conclusion & Limitation

- The purpose of this study was to provide a contribution to practice and initial work to theorize digitalization practices in the electrical energy industry.
- The activities highlighted in the findings might defer from one actor to another in the ecosystem, and these activities are limited by contextual factors, including geographical locations.
- Limitation

Thank for listening

Q & A