Task 1

a) 1) Investing in drop off and pick up points, focus on improving areas where UPS is used the most to increase the credibility of the company faster, then gain the resource needed to improve the overall business model and increasing the customer satisfaction with a better public image of UPS. Also increasing the overview of where the packages are at any given time, this leads us to the second part. I would also connect truckers with shippers to create a better flow of transportation entities. Maybe even have an app for closest boat/truck available for delivery in the area. And perhaps the most important one would be to implement AI to get a more predictive routing schedule.

2) Developing a good clean app for phones, to be efficient, this app needs to have a few things:

- Login with national identification number: The importance of this type of login seems taken for granted both by costumers and companies alike. It creates a better connection between company and customer since it automatically gives the company the relevant information of the costumer, such as name, address and makes it more difficult to impersonate other people for pickup.
- Live chat, and available phone with customer service: customers need to be heard by the company when technical problems or postponement occurs.
- Notification and information: Notifying the costumer along the way of the packages traveling history by having a roadmap look alike for the package with the package id: Information is key! Three information points that are important. Transportation method (simply displaying a small icon of truck, plane boat etc.), weather conditions(slippery road, storm etc.), and time/date checked in/out on checkpoints. (weather conditions may seem too much, but the information can be great for giving customers the insight and understanding for any weather-related postponement or delay)

All these factors work together to keep the customers up to date and give customers more overview and understanding. Reducing the load of customer support services.

b) The use of application development, IoT's devices mostly sensors(for real-time package and weather updates) and AI to create a more predictive routing schedule.

c) The CIO is responsible for verifying that the IT-department supply the results that match or rather support the business model. In addition, the chief innovation officer responsible for the people, processes and of course technologies within the same department. In other word the CIO is the leader so to speak of the digital transformation.

d) To close the gap of the lacking implementation skills, I would do the following:
   1) Bring in a group of professionals, to train and guide the workers. By updating the workers with the information and skills necessary to implement the innovative solutions. Everything from updating their knowledge of innovative technologies such as: IoT, AI automatization etc.
   2) Teaching the employs of "Design Thinking" and its five main steps; Empathize, define, ideate, prototype, test to get the ability the overcome chasms. As we know,

by having a problem well identified, most of the work is laid out for the process of improvement and implementation.
3) Point number 1 must take into consideration, how much they can train their existing employs and how many with relevant qualifications they'll have to hire. A combination of both time and financial cost must be evaluated.

e) After reflecting, these are the SDGs of UN, my digital transformation will positively impact:
1) **Climate action #13:** Using AI and having pick up points for the costumers. Reduces time traveled hence reducing the carbon emissions.
2) Point number 1 can be argued to also support both **Life below water #14** and **Life on land #15**. Since reduction of emissions and general use of petroleum is reduced less would be produced, theoretically but not necessarily.
3) **Industry innovation and infrastructure #9:** innovating or rather digitizing the business model to optimize delivery routs and reducing the tear of infrastructure with heavy transportation vehicles.

Task 2)

a) The best solution would be to utilize VR. Maybe even AR would be something to consider. These are both relevant considering their upgrades/updates the past years. Schools in Norway for instance have budgets for student pc or tablets and could utilize this rather for VR or AR equipment.
b) 1) Making a program or webpage that logs in the student with their id and tracks the user's behavior by having a log that displays programs utilized during a session, with the combination of zoom or other similar. Either that or make a virtual machine that is run on the computer and locks access to the rest of the computer. Although something like this could be a solution many ethical questions to personal information sharing or leakage would have to be answered.
2) For quizzing or test I would recommend something like "Kahoot", streaming a live quiz where only one and one question can be answered within a time frame. If the user answers faster, they get more points. By having more points could be associated to have a better grade. In that way, the test maker could decide beforehand what would be the fair amount per question. Hence reducing time available for cheating.
c) Software development
d) People learn in many ways today thanks to the internet and access of information and information sharing. Digital education has more than a few challenges ,one of the most important I believe are communication and time management. Communication and time can easily be bad because of internet connections. Teachers having a more difficult time to answer student's questions, in general having an overview.
e) **Quality of education #4:** in scenarios where people are ill, they can have the opportunity to log on and watch the class and stay updated.

Task 3)

a) The process of evaluating patients can easily be automated with machine learning algorithms. This process would save a lot of time and would keep patients on the right

track. To reduce the medical error the algorithms could process information faster and assign patients to the right or available doctors, if or when necessarily.

b) Machine learning algorithms, AI learning from datasets and clouds.
c) **Advantages**: cost saving, better security, shared information between doctors: collaboration
   Disadvantages: Lacking IT staff, could still lose information, limited control.
   The four Cloud Models: Public, private, hybrid and community cloud.
d) Like the Obama Health care administration did, I would call out for help from the private sector.
e) Good health and wellbeing #3: by helping people faster

Task 4

a) The offensive strategy is achieving an advantage in the market. Let's take Elon Musk and electrical car industry. When Tesla started producing fully electrical cars that were power and cost efficient, most if not all other car companies had to use a defensive strategy where they either needed to attack back or respond to starting development of electrical cars as well. Other companies could choose to ignore this but would risk losing their relevancy in the market like for example BlackBerry did when they didn't join the iPhone smartphone wave.
b) Basically, it means supply and demand. The world was in a crisis and people had no way of doing certain things like for example office work or schools. So many technologies were developed that might have taken years if not for the pandemic. For example, people were printing masks to support the demand.
c)