



# How Electrolux is shaping the future of domestic appliances

## IoT will disrupt the way we live in our homes

David Cronstrom, VP of Strategy and Innovation at Electrolux was the sixth speaker of day 2.

Electrolux is a Swedish multinational home appliance manufacturer, headquartered in Stockholm. David is in charge of the innovation team and his role is to guide the company into the future. They mainly operate in taste, care and well-being and the presentation was about how IoT innovates the traditional businesses.

The thing we liked the most from his presentation was when he talked about the importance of innovation especially for a company of 100 years history. Digital already changed the rules of the game and Electrolux had to adapt the entire company to embrace the change. But now the challenge they have is even bigger.

IoT is not yet fully developed, consumers are not aware of what it could be, and more important there are many new players disrupting the market with incredible innovations. Therefore, Electrolux's main focus is on how to connect devices and create value out of it. In order to do so, they are partnering with other brands and sometimes even competitors.

One interesting example is Innit, a company which brings cooking experience to a higher level by putting cameras in the oven, and other furniture. Or Google home which will run the oven if the customer pronounce OK Google, let's bake.

David explained the software development is already in advanced state in the industry but the marketing of IoT is failing due to the lack of reliable infrastructure. The upcoming of 5G will make IoT technologies available to the market for lower prices, so that everybody will be able to cook laying on the sofa! The best is yet to come!

**Lorenzo DELLACROCE and Marco BUNGARO**  
*MiM programme - IoT specialization*

