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My 20-Year Journey in Technology Innovation

Innovation Value Institute Summit 2026

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www.creditsafe.com



How Technology Enables Empowering Business Decisions



World's most used provider of business credit reports



Founded in 1997, Norway



Global Presence

Creditsafe at a Glance



9K

Data Sources



500K

Active business users worldwide



420M

Credit reports



15M+

Daily data updates



95%

Customer retention rate

Technology Infrastructure Evolution

From cloud adoption to AI-native infrastructure: shifting CIO accountability from systems to real-time decisioning



Executive takeaway

Infrastructure evolution drives three shifts:

- Platform over systems
- AI-driven compute + data design
- Real-time distributed decisioning



20 Years

ACTIVISION®

3 Years



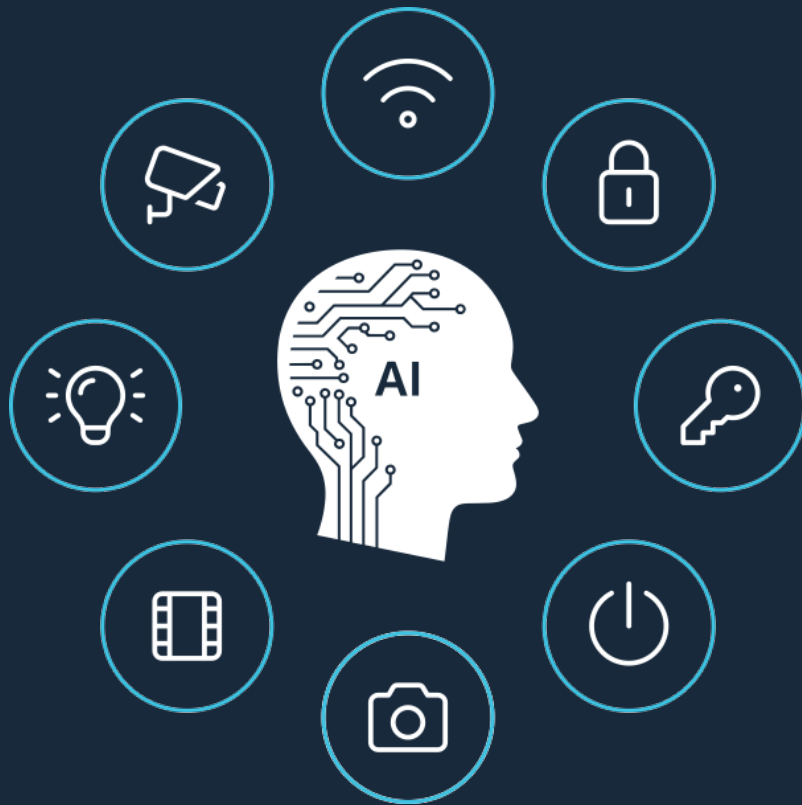
5 Years

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5+ Years

What's Next?

A Shift from Data Provider to Decision Platform



Foundation and Prove out high Value use cases

Build core platform layers and launch high-impact AI use cases like automated decisioning and data quality monitoring.

Plan to Scale and Embed:

Expand AI use cases across industries and integrate deeply into customer business decision making systems ERP, CRM workflows.

Lead Autonomously, but responsibly:

Agentic AI operates autonomously, maximizing platform economics and sustaining competitive advantage.

Business backed strategic outcomes

Proprietary data, predictive intelligence, and embedded workflows drive customer retention.

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Thanks for your time

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