

# TRANSFORMATIVE INNOVATIONS

Digital innovations continue to transform organizations and entire industries and it is critically important to follow the latest developments and trends. We asked our members about the innovations they perceive as the most interesting within their sector. As AmCham's membership covers a wide spectrum of industries, the answers offer an intriguing mosaic of innovative trends.

## WHAT IS THE MOST EXCITING INNOVATION CURRENTLY INFLUENCING YOUR SECTOR?





**PETER DOBRÝ**  
CEO, Veolia Energia Slovensko Group

The energy industry is a sector that is currently undergoing a very dynamic development, the basis of which is innovation. For example, the introduction of renewable energy sources throughout the entire value chain - from production, distribution through to consumption. Conditions are being created to support the emergence of new actors in the market, such as so-called self-consumers or energy communities producing energy primarily for their own use from renewable sources. We, the "traditional" market players, are also ready to respond to these challenges and are preparing new business models based on the principles of the circular economy. For example, building new or upgrading existing infrastructure for the transmission and distribution of renewable gases, especially hydrogen, as well as creating cross-sectoral synergies will be a major challenge.



**ĽUBICA GUBOVÁ**  
Country Lead Visa pre Slovensko

We - the society as a whole and our sector too - are in the midst of an exciting transformation, on the cusp of a new, digital future. The pandemic did accelerate some positive changes. Many of the old ways of doing things will not be the ways of the future.

  
**Changes in consumer preferences and behavior have accelerated and the future of money is now digital and borderless.**  
  
Changes in consumer preferences and behavior

have accelerated and the future of money is now digital and borderless. The increasing digitization of payments, new ways of money movement and the large number of consumers embracing e-commerce are all important factors. In the field of security of payments there are digital tokens, unique identifiers that protect payment credentials when used for in-store mobile payments or online shopping. There is also an emerging area of financial services - open banking - products and services for the consumer to help make their lives easier. Not to forget one of the latest trends - cards linked to cryptocurrency wallets, the effort of numerous central banks to work through solutions for their own CBDCs and NFTs which are becoming a trend in investments.



**MATEJ FTÁČNIK**  
Co-founder and CEO vacuumlabs

We are watching fintechs around the world start pushing their biggest

resources into niche sectors to empower unbanked and financially underserved communities. This is a shift towards more personalized banking services that we've seen coming for some time now. We believe that whatever products are created, their main purpose should be focused not on the elite, but on those who have been deprived of their basic needs or very often don't have enough ways and means to understand how they can get the most of what they earn.

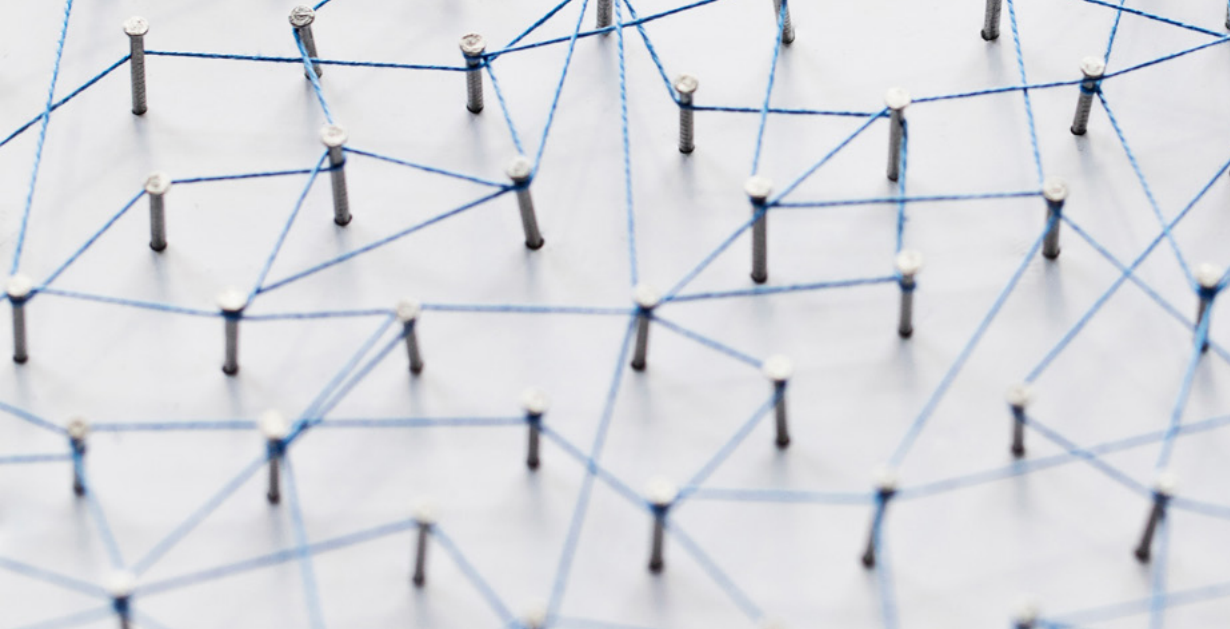
  
**...creating products that are making finances more accessible and understandable for the marginalized communities.**

So to us, the most exciting and also most important innovation in our sector isn't the innumerable amount of crypto apps - on the contrary - it is creating products that are making finances more accessible and understandable for the marginalized communities.

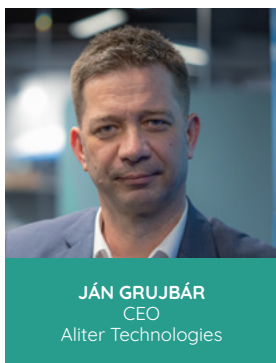


**MARTIN MAŠTALÍK**  
General Manager, DELL Technologies Slovakia

We see several focus areas related to data management, edge, security and 5G. We believe the latter two will bring many innovations very soon. Enterprises and governments are facing cyberthreats and ransomware of greater sophistication and impact on revenue and services. The security industry is moving from discussion of security concerns to action with greater automation and integration. We see a change from automated detection to prevention and response with a focus on applying Artificial Intelligence (AI) and Machine Learning (ML) to speed remediation. The opening of the private mobility ecosystem will accelerate with more cloud and IT industries involved on the path to 5G. Enterprise use of 5G is still low, but this will change soon as more modern, capable versions of 5G become available to enterprises.



The answers were originally submitted for AmCham's "Who is Who?" 2022 Almanac.



businesses interact with customers or how work is done. Enterprises should also start preparing for the quantum revolution. As much as 97% of respondents in our survey agree that quantum computing will provide enormous growth for their companies, comparable to the growth they have experienced from artificial intelligence.

For example, there are impressive steps in the fields of digitization, robotics & data analytics. These are differentiators which enable ambitious projects at a global scale. In Holcim core business, we are making great progress in sustainable solutions, using new technologies & innovative solutions directly in our production plants, together with 3D concrete printing and circular construction strategy. This is key to decarbonization and building more with less, while ensuring the well-being of our employees, communities and customers.

"new kid on the block" for Slovak retail clients.



**Banking is a constant innovation – although most of it remains invisible to the clients.**

are linked to megatrends where deployment and quick acceleration are expected, specifically in automotive and industrial markets. Autonomous driving, electrification, green energy, automation of processes - those are the areas where either power must be efficiently managed, or sensing capabilities are needed to ensure safe and precise performance.

For me, it's Cloud. A few years ago, Cloud was perceived only as a big technological experiment. Today, the cloud became a new standard, and its use has brought an expansion of many other technologies and innovations in areas like Big Data, Artificial Intelligence, Cyber Security, and lots of others.



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We believe that the next wave of digital change is here and it is called the Metaverse continuum. This spectrum of digitally enhanced worlds, realities and business models will influence our lives and enterprise in the next decade. As the next evolution of the internet, it will transform how



The Business Services Centers are rapidly evolving from the traditional transactional activities to become real Centers of Excellence for high-value roles.



**KATARÍNA KURUCOVÁ**  
Country Manager & Executive Director, Komerční banka

Banking is a constant innovation – although most of it remains invisible to the clients. Banks constantly need to innovate their security systems to protect the clients' assets, as well as their internal IT solutions to ensure compliance with constantly evolving regulatory requirements. These innovations are inevitable and mandatory. However, the innovations banks love the most are those bringing something new to the clients – instant payments were the 2022



**ANDREJ TOMAŠÍK**  
General Manager & Director, Customer Quality Emea, On Semiconductor Slovakia

The semiconductor world is actually innovation itself by nature. As the world is moving towards automation and energy efficient solutions, productivity and the amount of data processed and the speed of exchange are continually growing. To drive and achieve the desired status requires developing tools containing semiconductors with a better energy efficient performance and advanced capability to support decision making. For onsemi, intelligent power and intelligent sensing are areas of main focus, as they



**MARIÁN VAZUR**  
Plant Director  
Garrett Motion Slovakia

The automotive sector is generally very innovative, as it has to constantly adapt to the growing demands of both customers and EU regulations on emission limits. In this regard, I am pleased to say that Garrett belongs to the leaders in innovation and products such as the internationally award-winning electric turbocharger (E-Turbo) and electric compressor (E-compressor) meet these requirements to a significant extent.