cBRAIN –
Digital Thought Leaders

Per Tejs Knudsen
CEO and Founder of cBRAIN

Denmark has topped the UN's global E-government rankings for the last four years and is first place in the European Digital Economy and Society Index (DESI). The country is clearly the trail blazer in the dynamic digital sector and the contribution that cBrain is playing in this process is immense.

Founded in 2002 by CEO Per Tejs Knudsen and listed on the NASDAQ OMX Nordic four years later, the cornerstone of cBrain's success is its F2 digital platform. A series of standardized but configurable digital business processes. F2 solutions have been adopted by 17 out of Denmark's 21 ministries including the Prime Minister's Office. All of these and many more Danish administrative agencies have used F2 solutions to fast-track the digitalization of their work and knowledge processes and to support everybody from their most junior employee to their permanent secretaries and ministers.

"F2 is like a Swiss Army Knife for government digitalization," says Knudsen. "Its standard software can support almost any type of organization and its process templates make it easy to use best practices and proven process solutions." As well as its popularity within Denmark's central and local government, it is also widely used by many other public-sector bodies, universities, trade unions and unemployment insurance funds and not just in Knudsen's native Denmark. Today, cBrain has customers in Europe, the Middle East and North America, employing hundreds of staff and with a market cap of $600 million.

However, commercial success is only part of Knudsen's motivation. "Democracy is built on trust and in societal terms, trust only comes when the authorities are seen to deliver what they promise," he explains. "If I can help create accountable institutions in government, then I am contributing to the democratic process."

Through its work with organisations such as the Agency of Family Law (AFL), cBrain has also helped minimize the stress associated with domestic processes such as adoption, divorce, and child custody. Caught between calls to cut costs by 30% and a desire to make these processes as painless as possible, the AFL commissioned cBrain to rethink the customer journey from start to finish. By setting up a series of check lists, automating tasks and integrating cross-departmental processes wherever possible, the company not only managed to more than halve the customer's costs, but in one instance slashed the process time from five days to five minutes.

The success of the AFL project is the rule rather than the exception. "We have created a language and a computer system, which allows us to describe a process," Knudsen explains. "This has given almost any organisation the option of acquiring software that can be configured to their needs rather than having to custom-build a solution. On average, we can fully configure a system ten times faster than it can be customized. And to a much higher quality."

Knudsen is now applying F2 and cBrain's ever-expanding in-house experience and expertise to help save the planet as well as democracy. In collaboration with the Danish Environmental Protection Agency (DEPA), it has developed what Knudsen describes as 'climate software', a broad portfolio of F2 solutions that supports DEPA's fight against climate change in areas ranging from nature restoration to emergency preparedness, not to mention the Danish government's commitment to reduce the country's carbon emission by 70% by the end of the decade.

One means of achieving this involves flooding enough peatlands to cut emissions by 1.4 million tonnes of carbon dioxide a year, approximately what Copenhagen produces on an annual basis. As pragmatic as ever, cBrain's contribution has been to introduce processes that speed up the application and handling of grants to farmers to facilitate the conversion of their lowlands to wetlands. What would have taken years can now be achieved in a matter of months.

Since then, cBrain's work with DEPA has been adopted by, among others, Guyana, whose location in the Amazon rainforest has made it a guardian of the wide array of exotic flora that flourish in its jungles. A signatory to the CITES Convention on International Trade in Endangered Species, it turned to cBrain to analyze its existing combination of on and offline processes and to both recommend and implement a new streamlined digital CITES solution.

This promises to be the beginning of a wider international drive for the company. "EPAs and other climate action focused authorities around the world like to learn from each other," Knudsen says. "Now we're talking to agencies in Europe and Africa as well as South America. And we have just announced our first contract in California to help accelerate carbon farming through the use of our climate software."

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