



PORSCHE

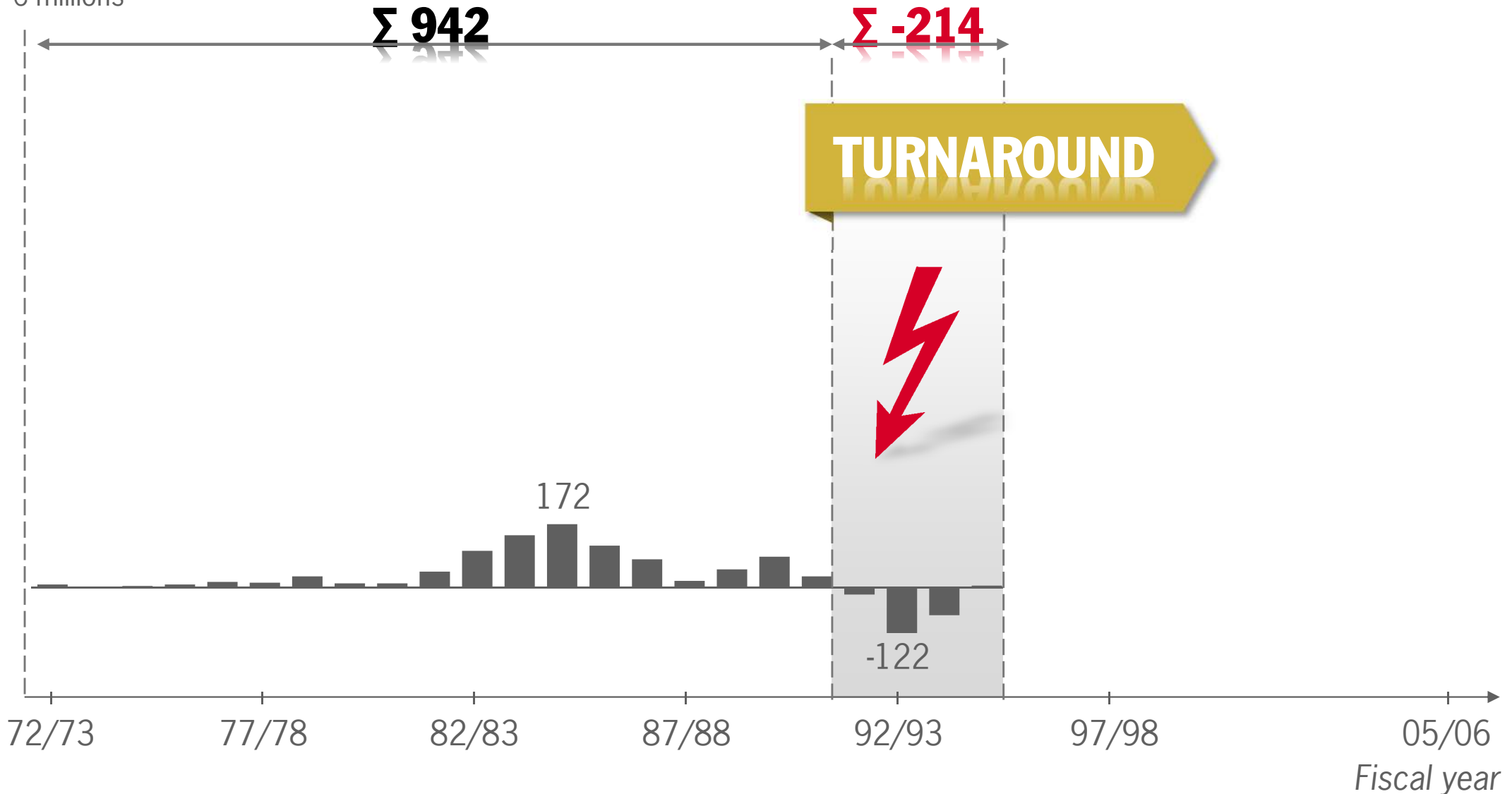
Modello tedesco e Industria 4.0 come leve di competitività



J. Nierling, Porsche Consulting
Milano, 14. Marzo 2017

In Porsche success story, there is a critical moment of transformation

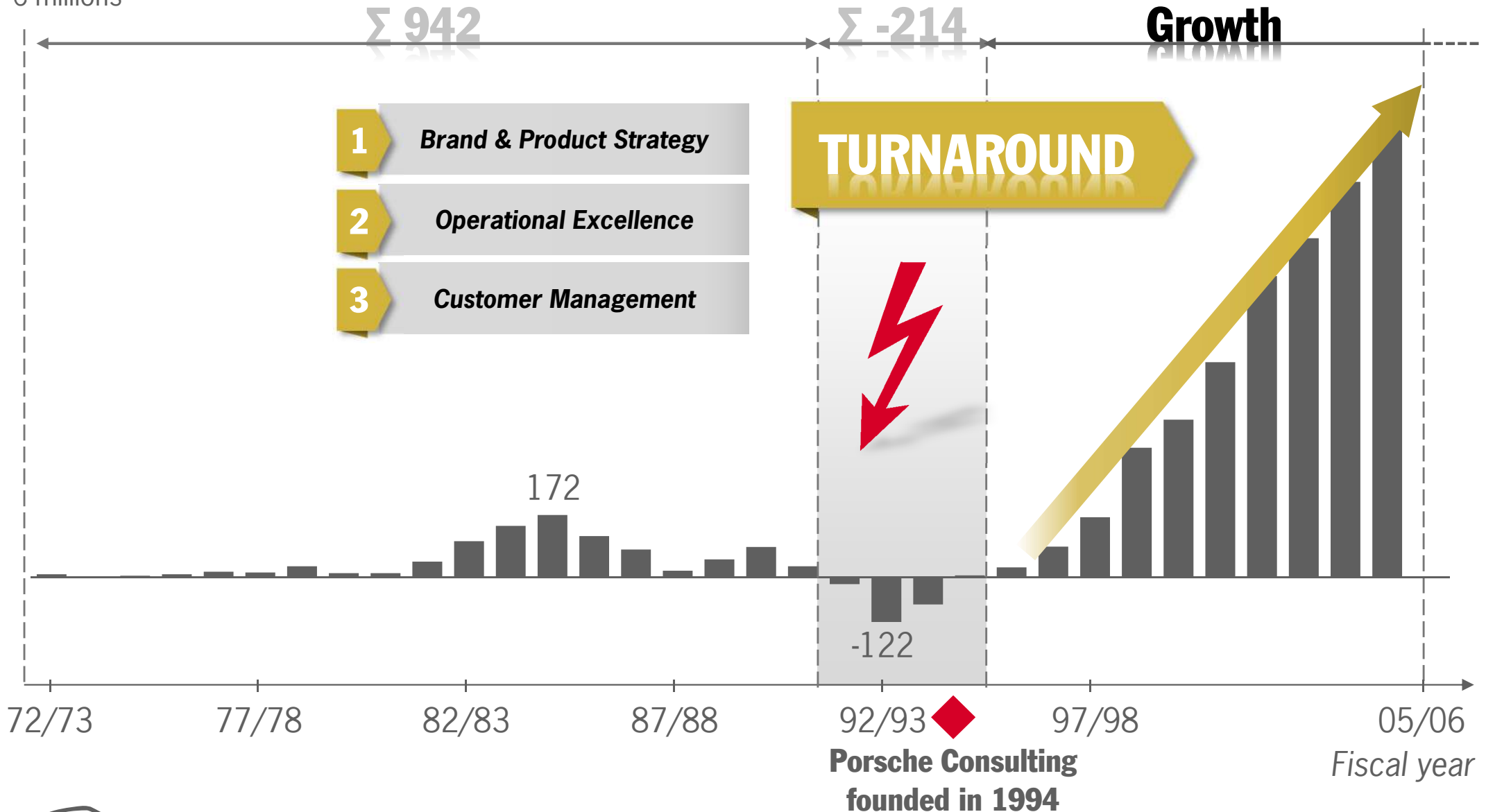
Profit before tax
€ millions



Fonte: Porsche Consulting, Porsche AG, Annual Report

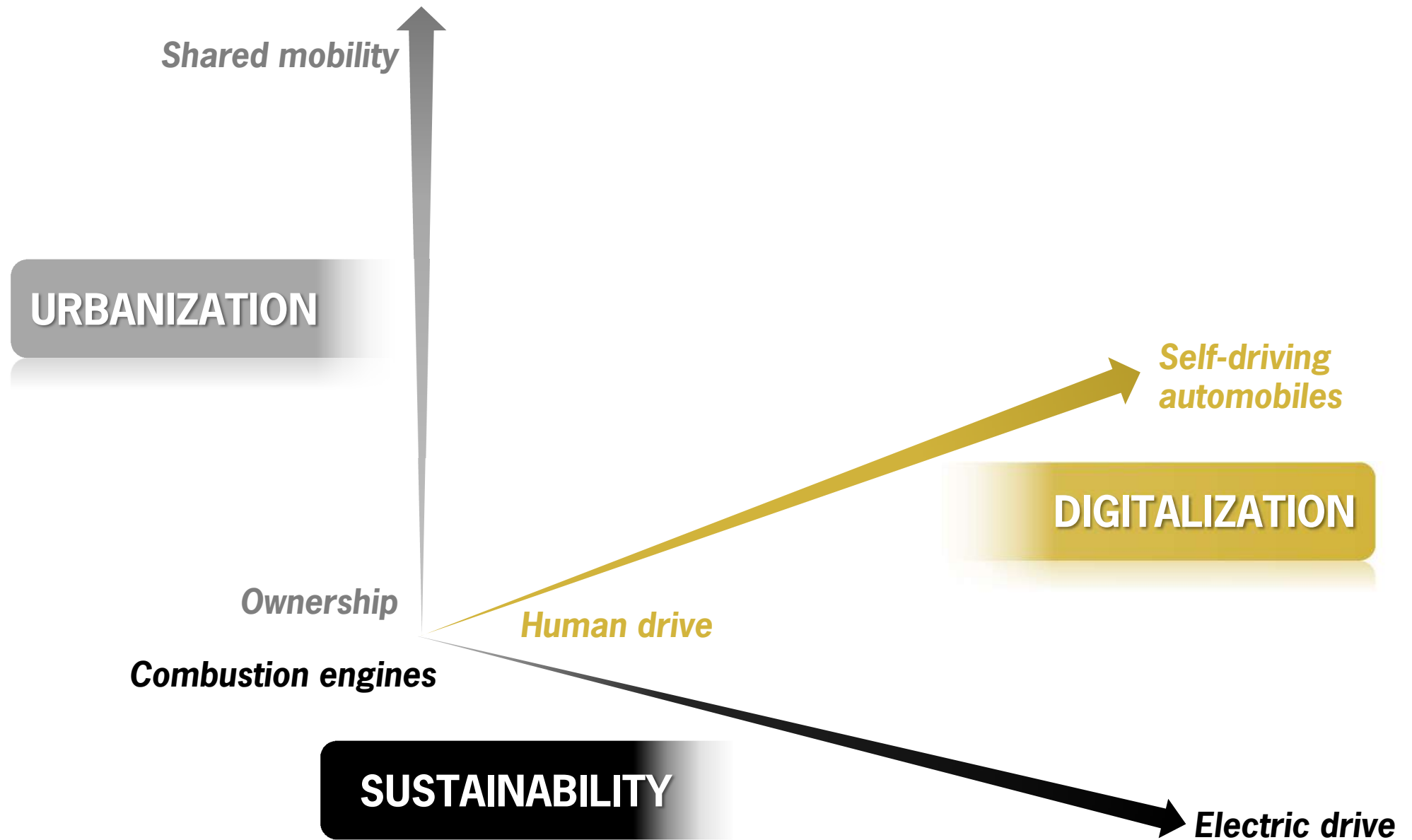
Porsche transformation ability created the base for a prosperous trend

Profit before tax
€ millions



Fonte: Porsche Consulting, Porsche AG, Annual Report

Also today, the whole automotive sector is facing strong transformation forces



Challenges for Porsche appear stronger then ever

Silent Electric Motors

Self-guided Vehicles

Car Sharing and Pay per Use

Awesome sound

Performance and Everyday Usability

Porsche: a car for life



Digital Transformation: which are the key questions?

WHY?

Drivers

Disruptive technologies

Changing customer demands

Increased competitive dynamics

WHAT?

Areas of Action

Products, services & business models

Growth

Customer interaction

Customer Experience

Enterprise processes

Efficiency

HOW?

Digital Transformation

Fully understand impacts of digitalization

Design agenda for digitalization

Demonstrate success with pilots

Enable organization & build partner ecosystem

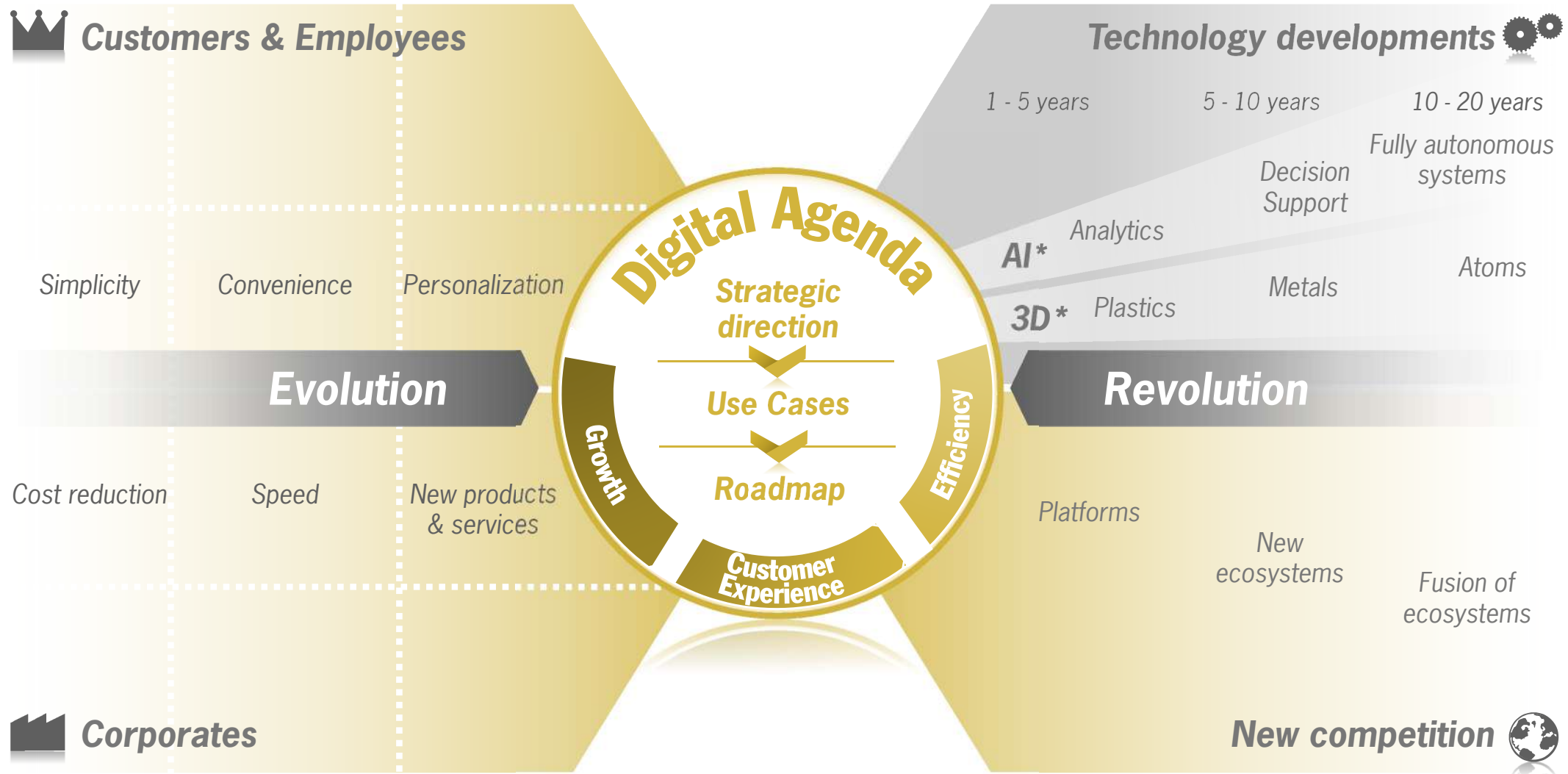
Evolution and revolution are both characteristics of the digital transformation

Focus on customer demands

 **Customers & Employees**

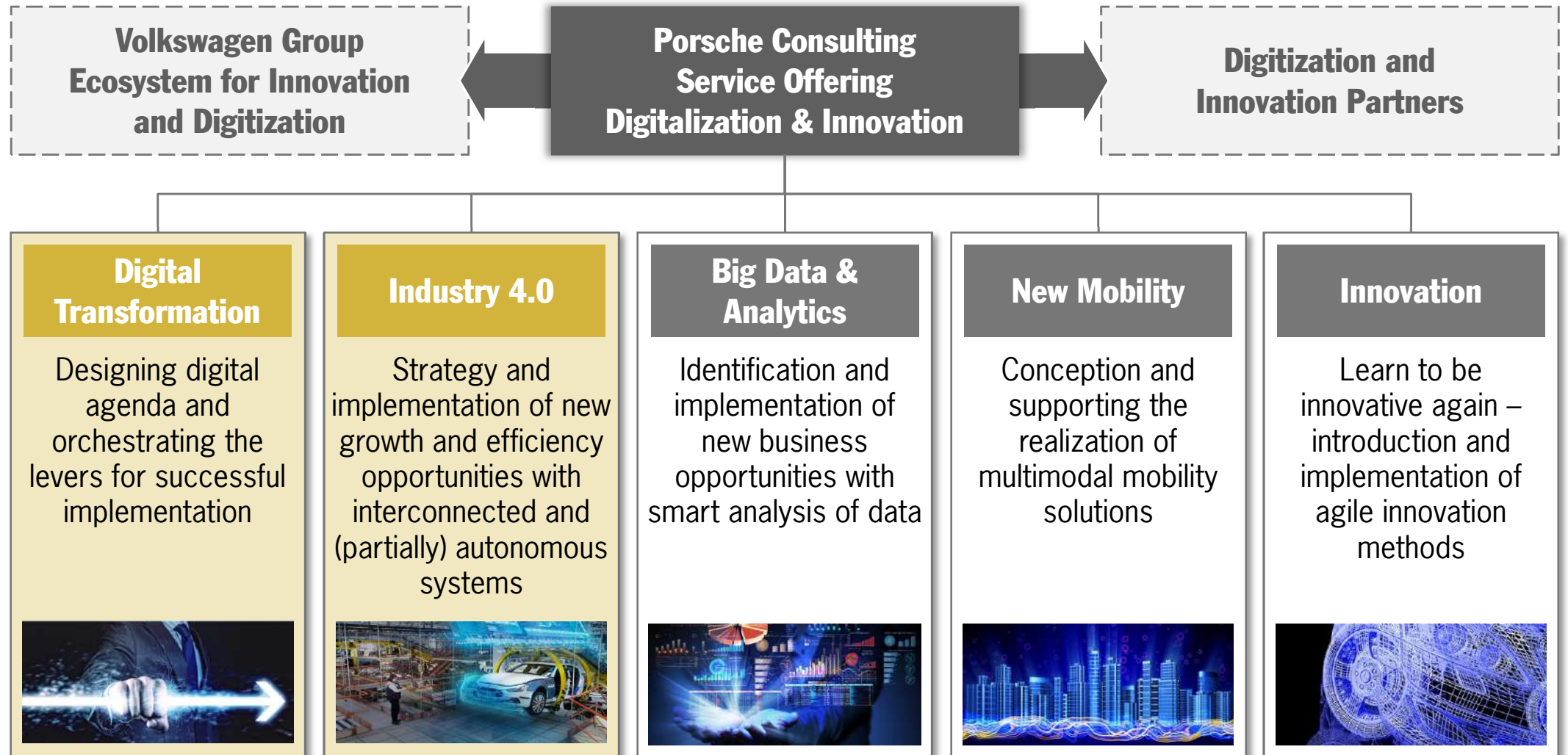
Disruptive forces

Technology developments 



* Sample technologies AI – Artificial Intelligence, 3D – 3D Printing
Source: Porsche Consulting

Porsche Consulting is the unique consulting company with a real Manufacturing Company where cutting edge innovation is continuously tested and applied



Why Germany launched Industry 4.0?

USA



Media



Retail



Finance



Germany



Automotive



Machinery

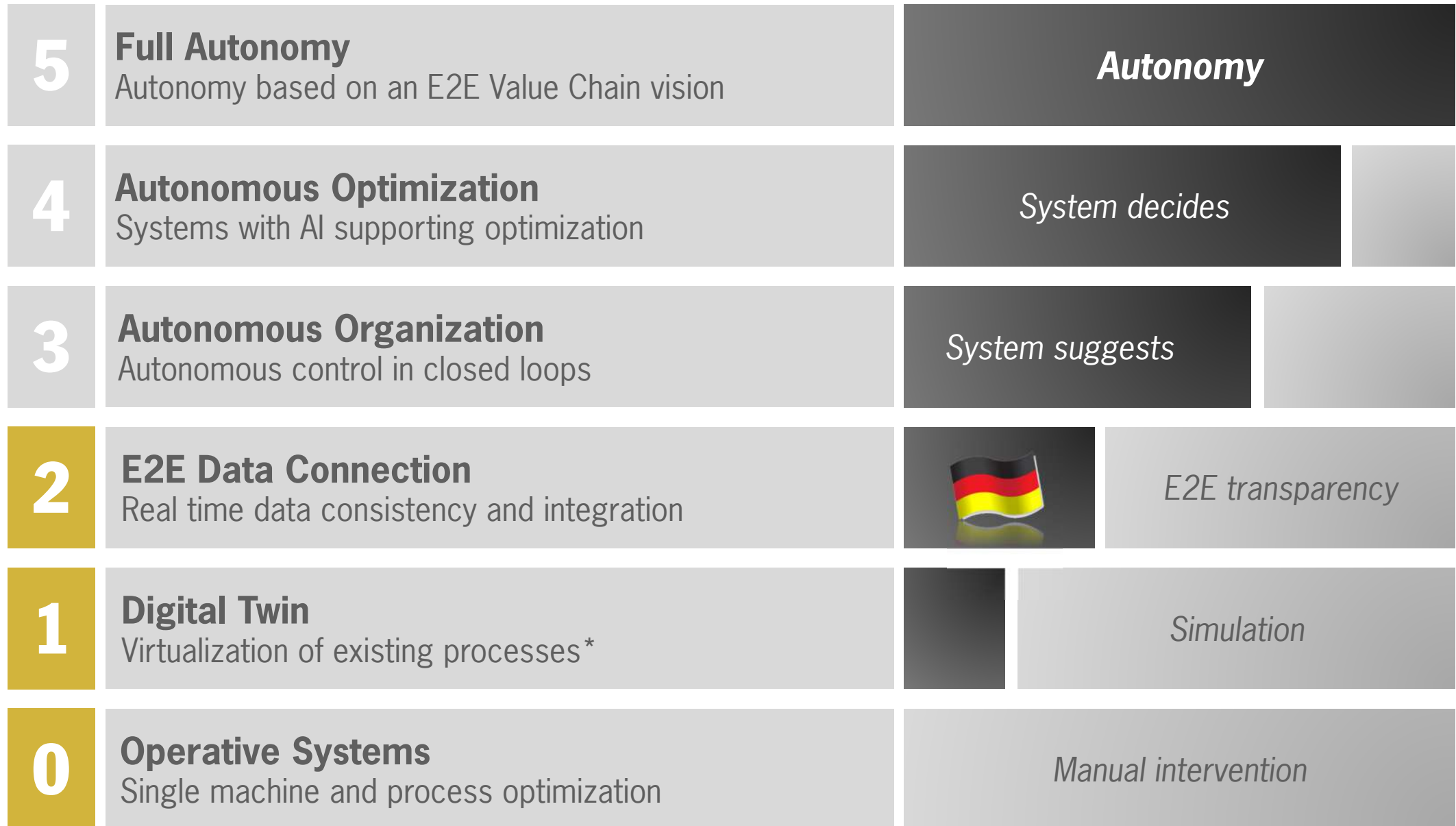


Industrial



1 out of 5 Germans is related to Mechanical Engineering and Automotive Sector

The path to autonomy in manufacturing requires a long journey



* e.g. digital engineering
 Fonte: Porsche Consulting

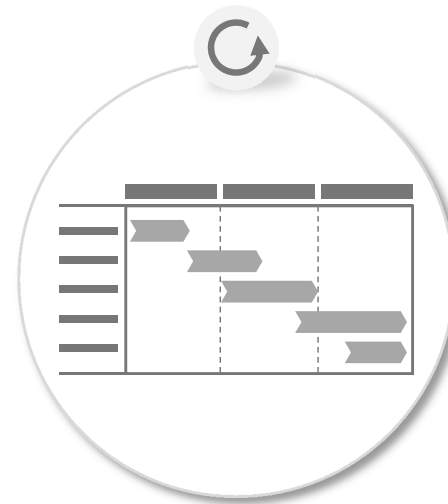
Digital Transformation is about strategy, not technology



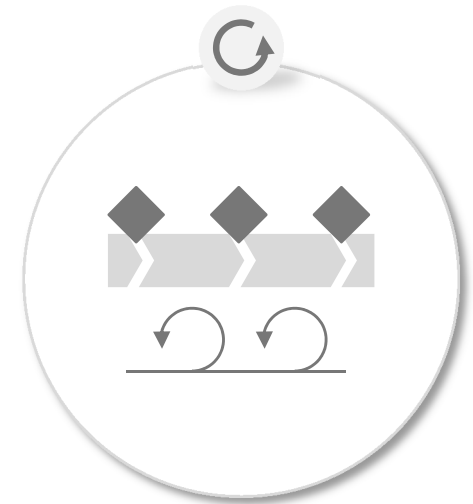
Strategic Challenges



Use Cases Definition



Transformation Planning

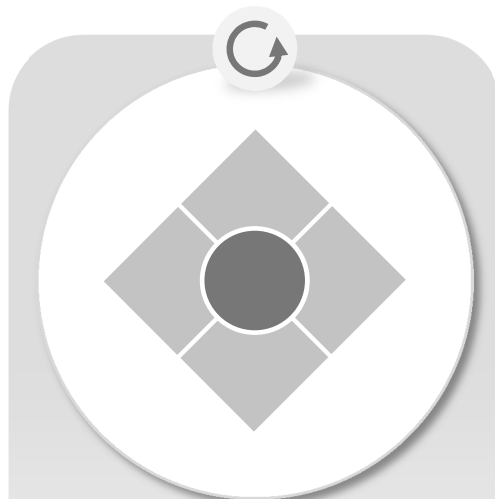


Agile Development

Dynamic Revenue Management

How to export Porsche experience in the steel industry?





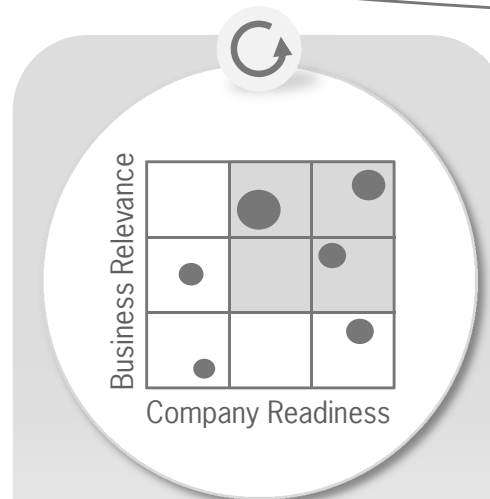
16 Strategic challenges defined

Brand repositioning and focus shift on service



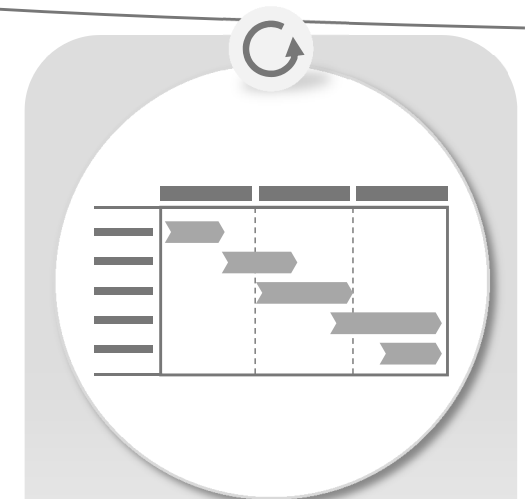
11 Use Cases Definition

Scenario simulation of the “ASO of the future” and business model sustainability check



Use Cases Deployment & Assessment

- Identification of investments and ROI
- Impact evaluation on processes and organization



14.0 Transformation Planning

- Organization design
- Strategy deployment at functional level
- Change Management

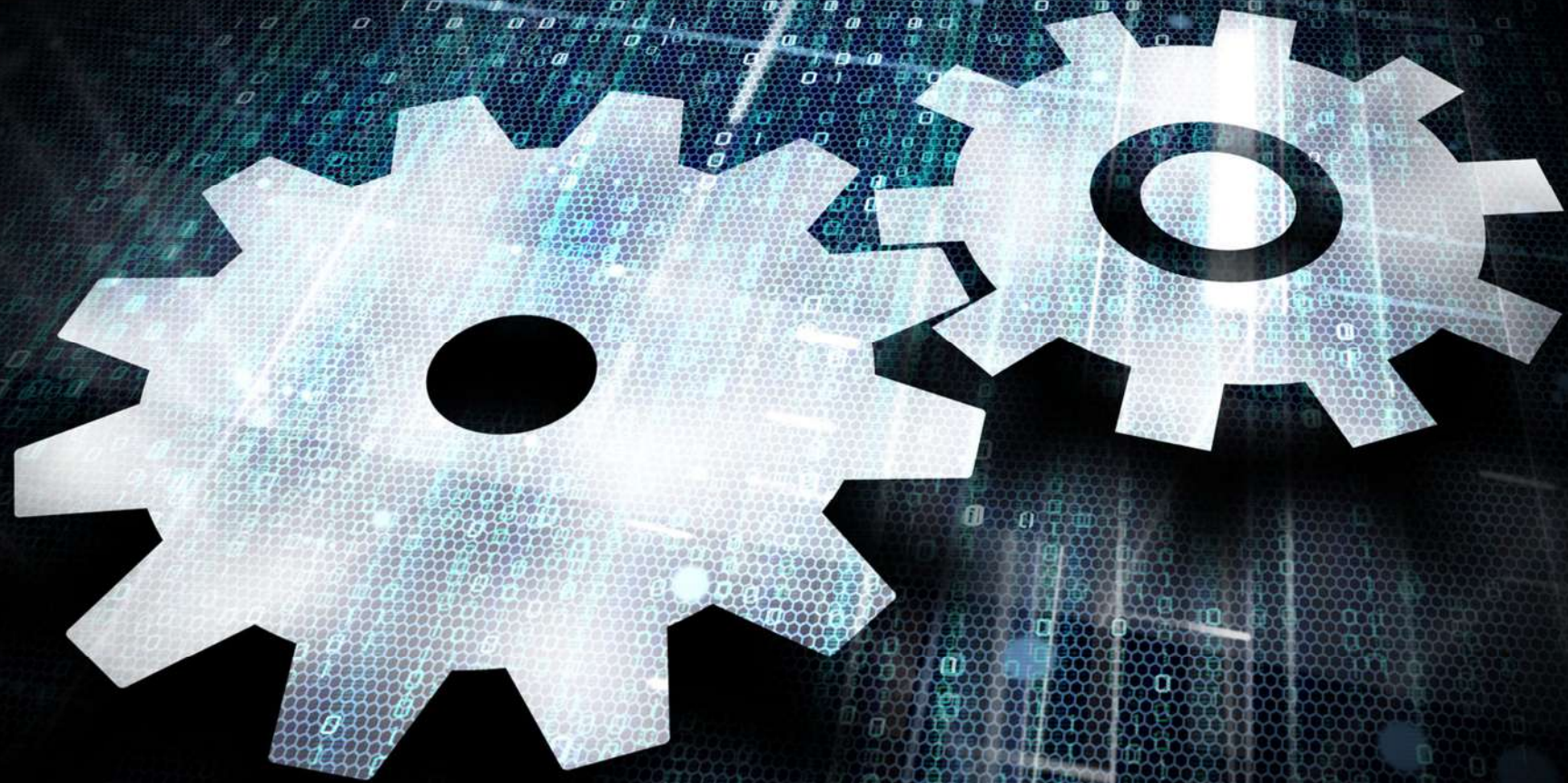
On 8th June 1948 started a new chapter in the automotive history

» In the beginning I looked around and could not quite find the car I dreamed of. So I decided to build it myself.

Prof. Dr. Ing. h.c. Ferry Porsche

»» What is your next chapter?





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