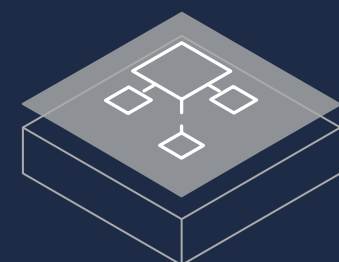


001
DIGITAL STARTER PACKAGE



Starting point for the efficient development of data-based services

Digitization options

- + Digital fields of action
- + Implementation examples
- + Optimization potential

Identify concrete approaches

- + Potentials & opportunities
- + Individual goals

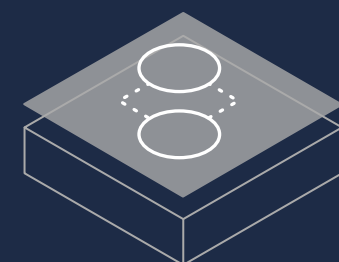
Initial market assessment

- + Customers & competition
- + Business planning

Identify necessary steps

- + Competencies and capacities
- + Digitization strategy
- + Project definition

002
DIGITAL PERFORMER PACKAGE



Reduction of practical implementation hurdles and related efforts

Business model development

- + Increasing investment security
- + Market analysis & customer survey
- + Competitor analysis
- + Strengths & competencies
- + Product & price planning
- + KPI development
- + Business planning

IoT infrastructure & data acquisition

- + Data availability
- + Hardware definition & sensors
- + Functionalities
- + Specifications & partners

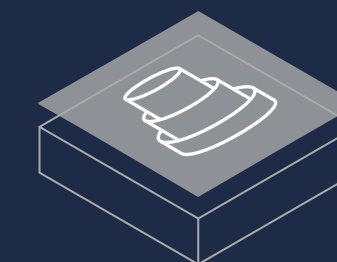
Data potential analysis

- + Data quality
- + Data pre-processing
- + Data potential analysis
- + Feasibility assessment
- + Recommendations for action

Market launch

- + MVP & Proof of Concept
- + Market introduction
- + Validation
- + Further development
- + Scaling

003
KNOWLEDGE TRANSFER



Imparting practice-relevant expertise and the digital mindset

- + Employee training
- + Customer-focused way of working
- + Methodical know-how
- + Technical know-how
- + Analytical know-how
- + Project management
- + Change management