

## ***BUILDING INDUSTRY LEADERS FOR THE DIGITAL AGE***

Digitalization, consisting of automation and digital transformation, permeates and changes all areas of our lives.

"From the perspective of many investors, Europe continues to suffer from a lack of promising, world-class technology companies."

- US data companies dominate the world
- IT industry USA far ahead of Europe (Fortune100: 21US companies)
- The importance of traditional industrial companies continues to decline
- The **automotive industry** is in a phase of upheaval.

High investments in future technologies are reducing profits, and digitalization and the advance of electromobility are calling existing business models into question.

Growth is increasingly being driven by new influences:

- Rising digital consumer expectations
- Increasing competition
- Digital disturbance due to disruption

**The winners will be those, who recognize opportunities quickly and are able to react to attacks in a targeted manner.**

Our offers for SME's and Startup's:

- Fundamentals of digital awareness and digital business models
- Development of digital strategy, digital roadmap (3-5 years)
- Permanent excellence through cooperation (internal/ external)
- Recognition, exploitation of digital opportunities in the markets and within the company
- Establishing „Good2Great“ leadership qualities



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