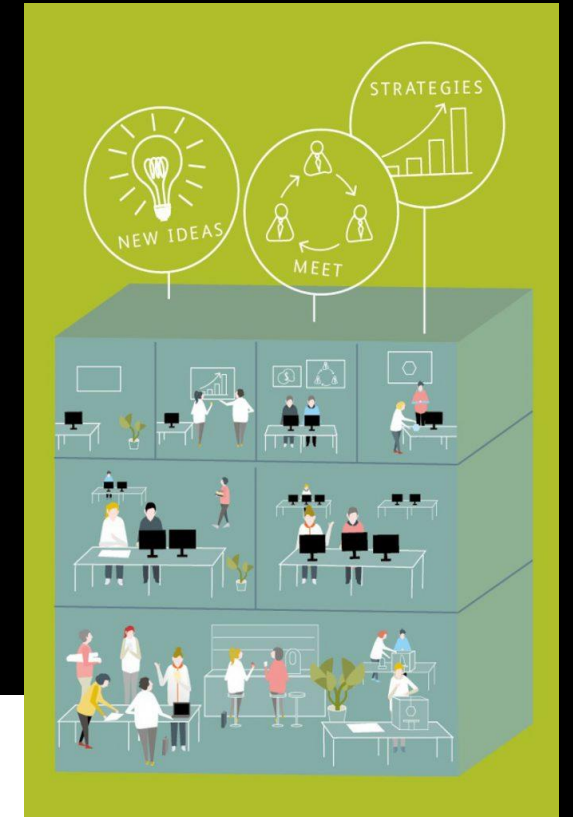




IoT ...

Auswirkungen für Hersteller und Anwender

Dirk Hoffmann, CEO V-ZUG AG



IoT ...

... ist erst mal auch nur “Technik”?

... schafft neue Möglichkeiten ...

... der Wert liegt in der Anwendung!

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Alexa, sag' bitte meinem
Kühlschrank, dass er
meinem Fernseher sagen
soll, dass er dem
Rasenmäher sagen soll,
dass er meine Smart-
watch fragen soll, wie viel
Uhr es ist. 🤖🌞🕒

Wo Digitalisierung im
Alltag nützt



V-ZUG at a Glance



Domestic Market

- Swiss Market Leader
 - In every 2nd household
- Strong brand recognition
- Broad product portfolio, covering all segments
- Strong service presence

90% of sales

V-ZUG

- Household Appliances
- Revenue 600 MCHF / ~2'000 employees
- Long history and tradition
- Swiss Made
- Premium brand known for its design, quality and service
- Technology leadership and innovation

International Markets

- Selective strategy
 - Sales & Service presence in Europe, Greater China and Australia
- Distributor Markets
- Focusing on premium segment

10% of sales





Traditional Business Model = Device-Oriented Approach

Innovation

“Device-oriented innovation based on deep technological skills, executed with Swiss perfection”

Go-2-Market

Strong B2B-focus

Value proposition

Sales & service of outstanding devices

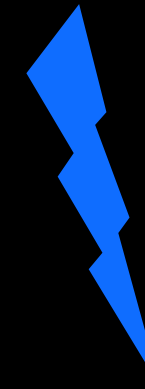


“Is this approach also suitable for the next decade?”



Your “disruptor” is closer than you might think ...

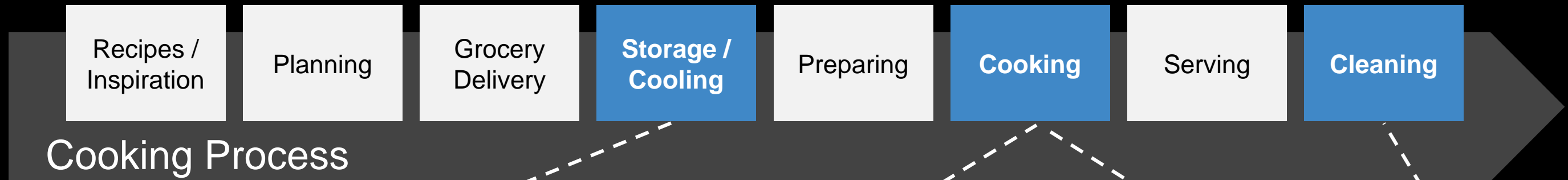
Traditional business models can be disrupted anytime, anywhere, by anyone ...





Go-to-Market Starting Point = Selling Appliances

Customer



Appliances
Level



Fridges
Freezer



Cooktop
Cooker hood



Steamer Oven



Dishwasher



Our Challenge

Defend (& expand)
direct customer
relationship

Customer



Digital Customer Experience / Seamless Journey

Recipes /
Inspiration

Planning

Grocery
Delivery

**Storage /
Cooling**

Preparing

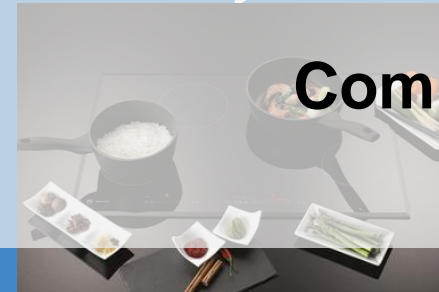
Cooking

Serving

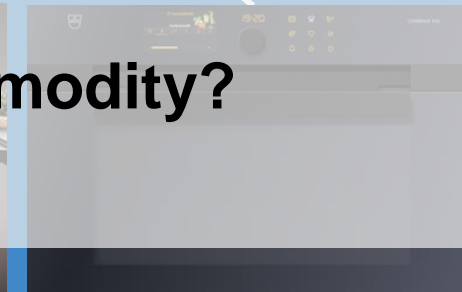
Cleaning

Cooking Process

Appliances



Commodity?





Our Strategy

Combine Digital Layer
with physical USPs

Customer



Digital Customer Experience / Seamless Journey

Recipes /
Inspiration

Planning

Grocery
Delivery

**Storage /
Cooling**

Preparing

Cooking

Serving

Cleaning

Cooking Process

Appliances



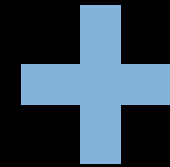


New Definition of Term “Solution” = Physical & Virtual

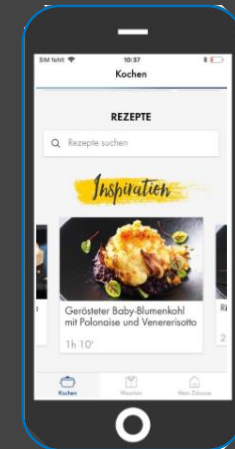
Solution



Physical Product



Digital Services



Examples

Device

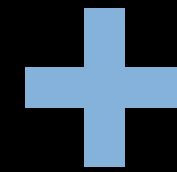
- App
- V-ZUG Digital
- Service Ecosystem Service
- Data based services

Practical example: new solution = Physical & Virtual

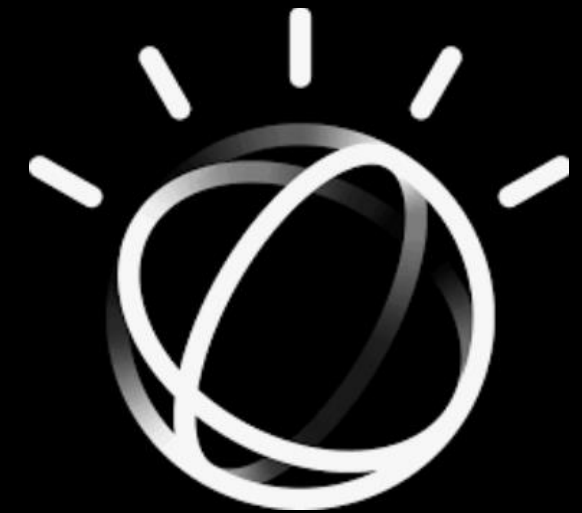
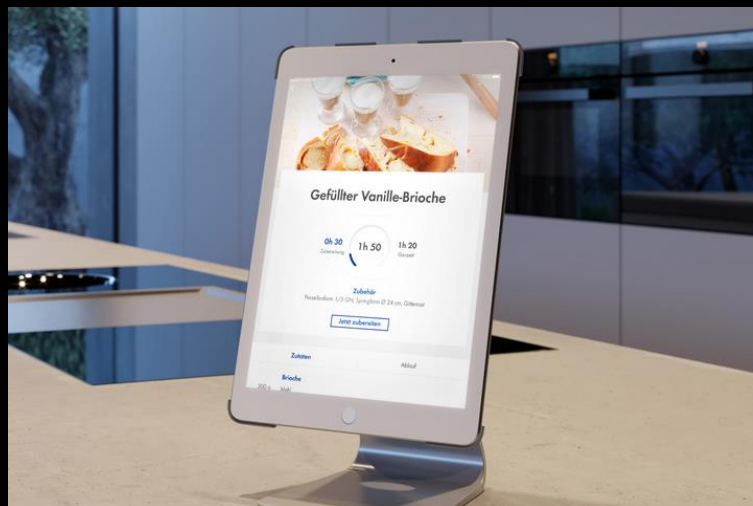
Digital & AI-
infused products



Domain
Knowledge



Digital & AI
Technology



1. Cognitive Cooking:

“Ovens that advise”



2. Acoustic Analytics:

“Dishwashers that listen”

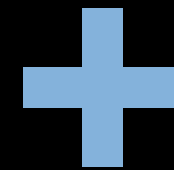


V-Zug & IBM collaboration for digital transformation

Digital & AI-
infused products



Domain Knowledge



Digital & AI
Technology





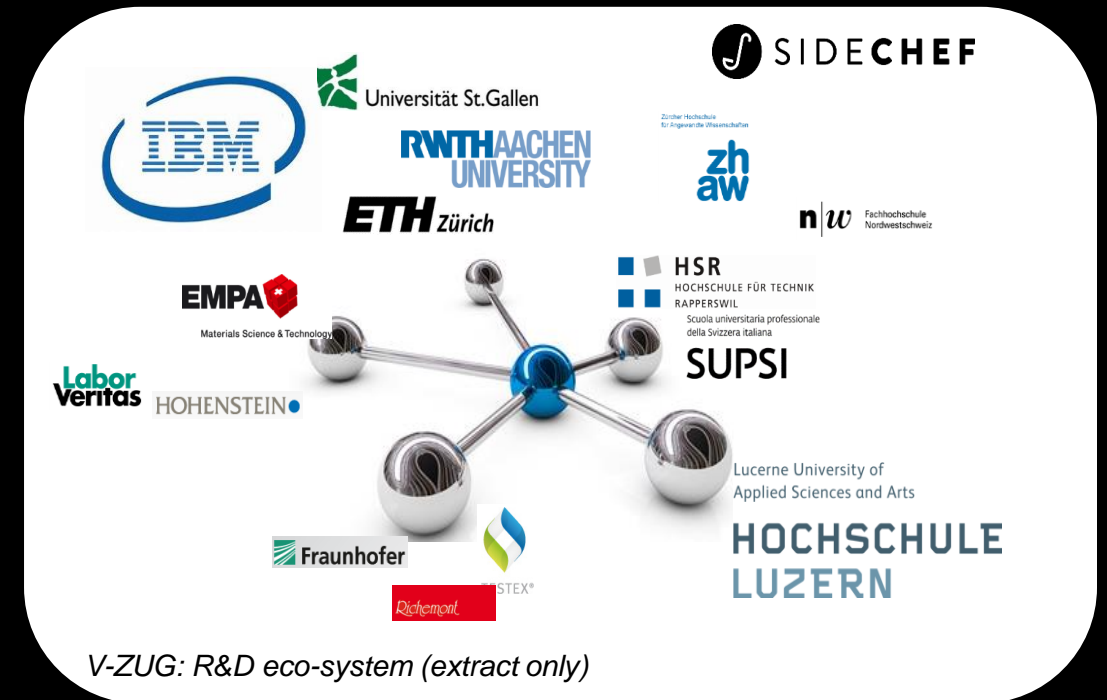
Practical example: IoT – key topic for «building excellence»

www.buidling-excellence.ch

More than 40 economical stakeholders co-creating solutions to innovate **digital networks & smart systems** in the life cycle of buildings. Example: IoT & BIM, ...

Building Excellence Verein Innovationspark Zentralschweiz

Mitgliederübersicht



Key learning?
don't try alone ... get connected!



Practical example: IoT supporting operational excellence

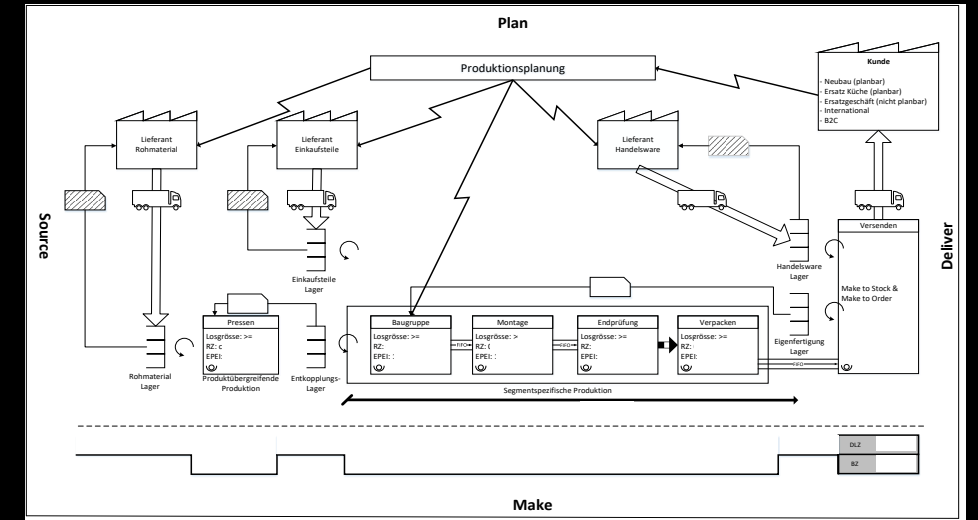
The project „V-ZUG33“ creates the „vertical factory“ releasing 60% of today's space occupied by V-ZUG for the future „Technology Cluster Zug“. Urban industries becoming the starting base of a mixed eco-system for work & live in Zug.

Based on „value design mapping“ we created the vision for optimized industrial value chains and material flow enabling growth (+ 100%), flexibility (MoQ 1) and maximized efficiency (space, process time, capital employed).

Optimized material flow is the result of optimized information systems and internal „connectivity“ (processes, machines, value creation).

Hence, we are designing and planning a subsequent digital architecture supporting all industrial processes.

IoT – technologies are the enabling base and key success factor to implement and further improve our vision.



3. AI Supply Chain:

“Parts that remember”



Key take-aways:

IoT ...

... is your source of valuable Data

(...use your advantage)



... supports operational excellence (...industrialize)



... needs & enables collaboration (...get involved in eco-systems)



Q&A