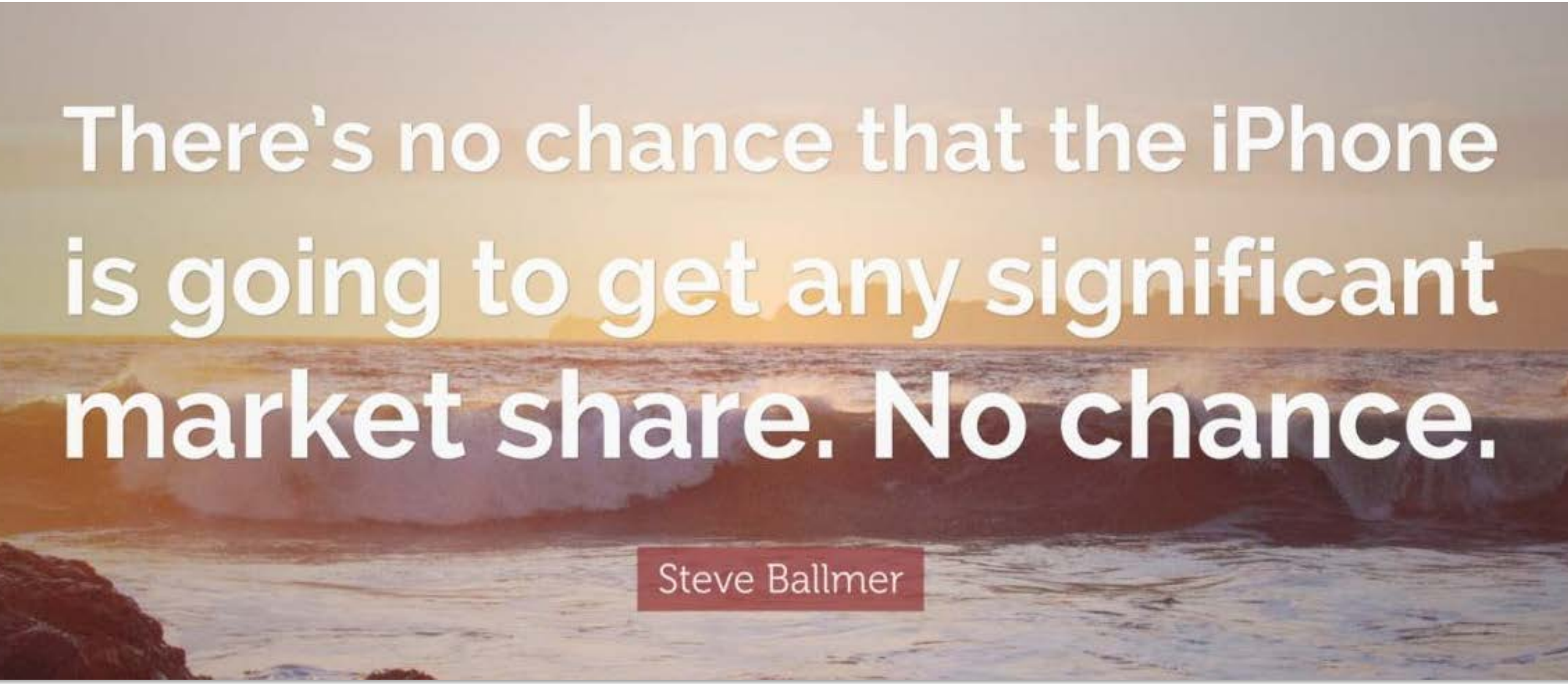
Digital Transformation: Disruption Or Continuity?

engineering. tomorrow. together.

thyssenkrupp

Digital transformation is not all about disruption

- It allows for tremendous gains in efficiency, quality and flexibility in existing value chains
- The biggest potential is at the interface of value chains as it becomes easier to link them
- The risk of being disrupted depends on someone getting between you and your customer


There's no chance that the iPhone is going to get any significant market share. No chance.
Steve Ballmer

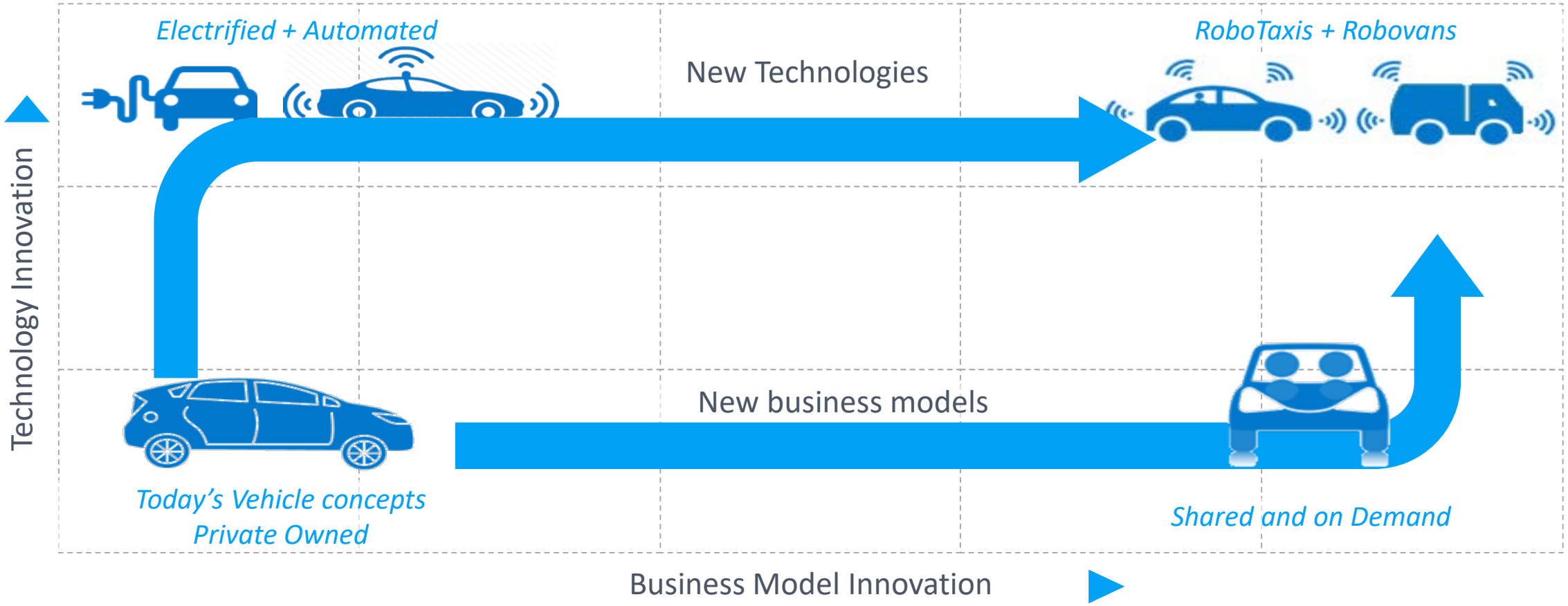
Digital transformation challenges old industries

A shift in gaining knowledge: machine learning replaces causality through correlation – at least partly

Knowledge gets commodified: pure know-how is not a competitive advantage anymore

The car of tomorrow will be electrified, connected and autonomous

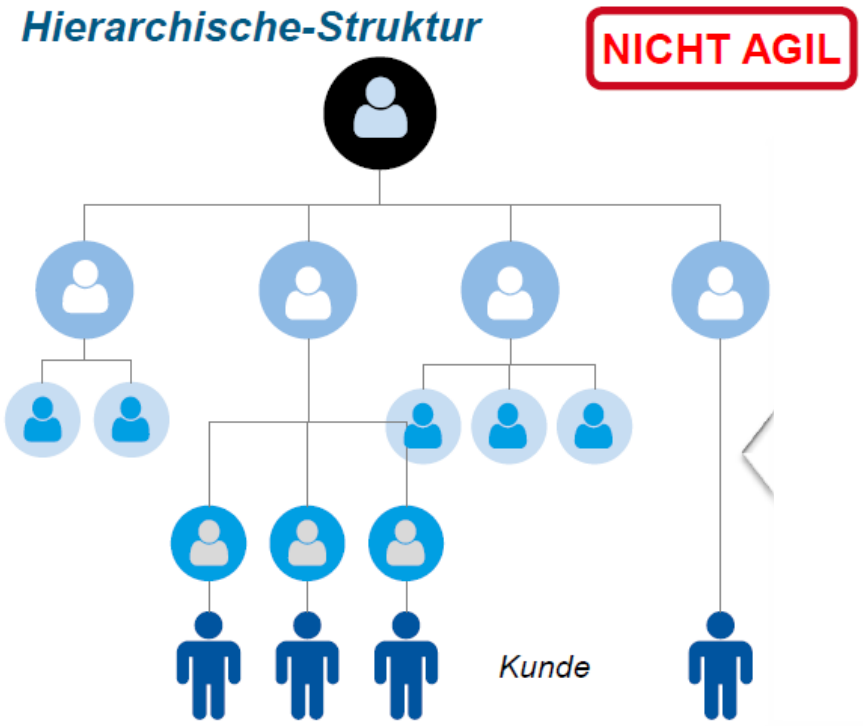
Digitalization conquers automotive

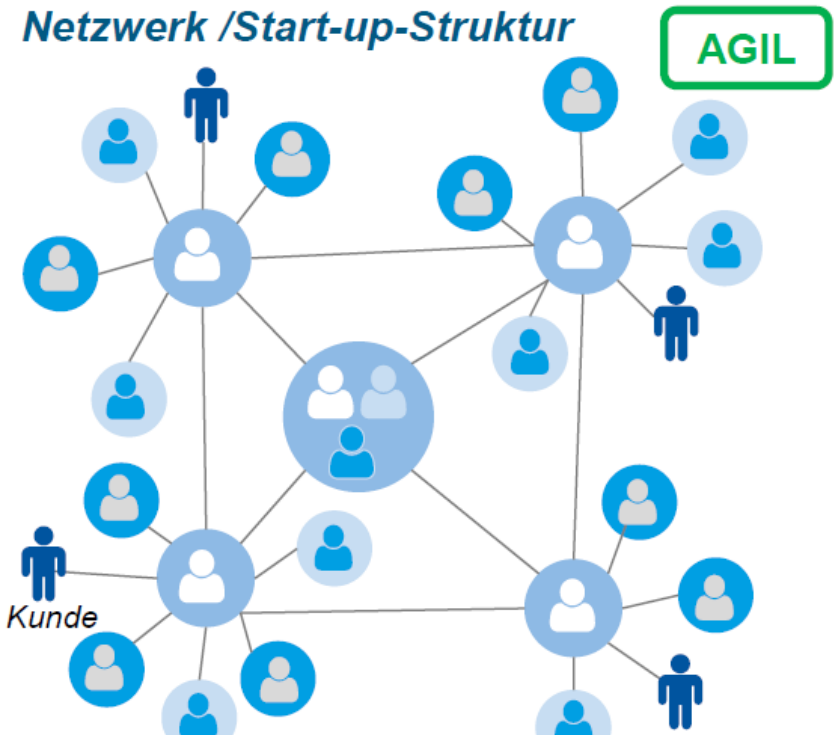


New car concepts centered around "self-driving systems"

Airbus Pop.Up

Innovation und Organisation





CULTURE EATS STRATEGY FOR BREAKFAST

Peter **DRUCKER**

Thank you for your attention!