Digital Transformation
Effecting our Industry

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CHANGE²
A FILM BY GЕRÐ LЕОNХАRD
Something is happening!

Uber
The largest taxi enterprise owns no cars. $70b

Facebook
The most popular media house creates no contents. $390b

Alibaba
The largest retail company has no stocks. $257b

Airbnb
The largest accommodation provider owns no real estate. $25b
Agenda

The digital transformation of industry
Opportunities
Conclusions
Technology hype cycle in 2016

- **Expectations**
- **Innovation trigger**
- **Peak of inflated expectations**
- **Trough of disillusionment**
- **Slope of enlightenment**
- **Plateau of productivity**

- Internet of Things
- Big data
- Cloud computing
- Virtual reality
- 3D Scanning/Printing
- Cognitive Expert Advisors (Artificial Intelligence)
Technology hype cycle in 2020

Expectations

- Innovation trigger
- Peak of inflated expectations
- Trough of disillusionment
- Slope of enlightenment
- Plateau of productivity

Technology trends:
- Internet of Things
- Big data
- Augmented reality
- Cloud computing
- Virtual reality
- 3D Scanning/Printing

Cognitive Expert Advisors
The 4th Industrial Revolution

<table>
<thead>
<tr>
<th>Revolution</th>
<th>Year</th>
<th>Lever</th>
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<tbody>
<tr>
<td>1</td>
<td>1784</td>
<td>Steam, water, mechanical production equipment</td>
</tr>
<tr>
<td>2</td>
<td>1870</td>
<td>Division of labour, electricity, mass production</td>
</tr>
<tr>
<td>3</td>
<td>1969</td>
<td>Electronics, IT, automated production</td>
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<tr>
<td>4</td>
<td>?</td>
<td>Cyber-physical systems also known as the “Digital Twin”</td>
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The Digital Transformation is about TECHNOLOGY
«We are at the beginning of a technical revolution which will change the way we live and work fundamentally. By its impact, range and complexity this transformation cannot be compared with anything mankind has experienced before.»
Microsoft CEO: Satya Nadella
“The gross margin of a thing is growing to the value of the services it can provide.”

Nadella, CEO Microsoft
The Digitalization of Mobility
The Digitalization of Mobility
The Digitalization of Mobility
The Digitalization of Mobility
The second curve...
Digital economy awaits new business models

Product orientation

Sales of products
Products are at the forefront

Product ownership
Increase of product sales

Service
Service for our products

Market Dynamics in the Digital Economy

Maximization of customer value
Value-added concepts from a customer perspective

Customer owned
Networking vendors / customer relationship

Services
Business related services, Product as a Service

Customer orientation
The Digital Transformation is about

TECHNOLOGY

BUSINESS MODELS
The digital transformation of industry

Opportunities

Conclusions
Engage with customers in new ways!
The offering is more than the sum of our products!
Virtual Reality!
Individualize!
First build digital, then real!

Support the Building Information Modelling process by BIM objects, BIM solutions and BIM tools.
But wait a moment! What is happening?

The New Marketing & Sales Funnel

Then...

Marketing

Sales

Awareness
Interest
Consideration
Intent
Evaluation
Purchase
But wait a moment! What is happening?

The New Marketing & Sales Funnel

Then...

Marketing

Consideration

Interest

Awareness

...Now

Marketing

Sales

Evaluation

Intent

Purchase
Opportunities I/II

• engage with our customer in new ways (example: virtual reality)
• individualize the offering (example: configurators, planning tools)
• first build digital, then real (example: BIM)
• widen the marketing and sales funnel!
We want to be part of a seamless customer journey!
We change today’s customer experience chain…
… from isolated touchpoints to a seamless journey!
To create a seamless customer experience!
With on demand services! Anytime, anywhere…

Can you quickly send me a key?
Pleaaaase…, need to go to the bathroom…
Papa??
To collect information for...

Where are the doors?
Who did the installation/service?

Counter estimation

<table>
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<th>Partner</th>
<th>Customer</th>
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<tr>
<td>dormakaba Süd</td>
<td>Eigenmann</td>
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<tr>
<td>dormakaba West</td>
<td>Haldemann</td>
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<tr>
<td>Fachpartner Müller</td>
<td>Herbert</td>
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<td>Wolf</td>
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<td>Wullschleger</td>
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Anzahl BLE angeschlossene Operators: 52
Count of BLE UID: 21M
Total number of open/close: 19
Count of Customer: 400K
Average Counter Status: Average of Counter cum
...predictive services.

Which door needs a service?

these doors need a service!

openings since last service

Overdue service time

Counter estimation and Last Maintenance by BLE UID

Partner
- dormakaba Süd
- dormakaba West
- Fachpartner Müller
- Fachpartner Schneider

Customer
- Eigenmann
- Haldemann
- Herbert
- Herzog
- Ludwig
- Maier
- Meier
- Müller
- Notter
- Reinhoff
- Schmid
- Schneider
- Segmeister
- van Nistrop
- Wenger
- Wirz
- Wolf
- Wullschleger
predictive services...

Which door needs a service?

How often does a door need a service?

these doors need a service!

these doors are service intensive

openings per month

openings since last service

openings since last service
Connectivity allows the **power of analytics** to drive **new** Services offerings.
…..to realize additional monetization opportunities!
Operational Excellence of Digital Services

- availability
- scalability
- cyber insurance
- disaster recovery
- ISO2700x (security)
- 7/24 support
- legal

Operation quality

Digital services
Opportunities - Summary

• engage with our customer in new ways (example: virtual reality)
• individualize the offering (example: configurators, planning tools)
• first build digital, then real (example: BIM)
• widen the marketing and sales funnel!
• become part of a customer’s life (example: mobile credentials)!
• offer on-demand services (example: Access Control as a Service)
• realize new monetarization opportunities (example: predictive services)
Agenda

The digital transformation of industry
Opportunities
Conclusions
The Digital Transformation is about TECHNOLOGY
Those who live by the sword… will be shot by those who don’t.
The Digital Transformation is about:

TECHNOLOGY

BUSINESS MODELS
Digital Transformation

Those who live by the sword…
will be shot by those who don’t.

No thanks!

We are too busy!
The Digital Transformation is about:

TECHNOLOGY
BUSINESS MODELS
CULTURE