Digitale Transformation

Strategien und Erfahrungen der Viessmann Gruppe

Dr. Markus Pfuhl
CDO Viessmann Group
Founded in 1917

12,000 employees

Annual turnover of € 2.25 bn

54% Export share

Production sites in 12 countries

Sales activities in 74 countries
Digitale Transformation: Strategien und Erfahrungen der Viessmann Gruppe
It’s becoming increasingly crowded …
Digitale Transformation: Strategien und Erfahrungen der Viessmann Gruppe
Digitalization changes our world.

CUSTOMERS
Shift in information, buying and usage behavior

SALES
Increasing online consultation and sales

PRODUCTS
Connectivity as new buying criteria, growing demand for smart integrations
Everyone is part of the digital transformation.

**MANAGEMENT OFFSITE**
Focus on the implications of the digital transformation for the business

**DIGITAL STRATEGY MEETINGS**
Annual strategic alignment on trends and developments

**ROADSHOWS**
Create a common understanding
Enable the organization to perform the digital transformation.

ROOMS FOR INTERACTION
Exhibitions, Q&A sessions, internal communication via app

HACKATHONS
Deeply examine innovative ideas in cross-functional teams

Digital Enablement & Education Program accessible for everyone
Define your route to digitalization.

TRANSFORMATION OF THE CORE
Maintain the pace of digital transformation
Establish an agile mindset

ADJACENT BUSINESS
Evolve from products to solutions
Digital marketing
PropTech

DIVERSIFICATION

TOGETHER INNOVATIVE RESPONSIBLE
Strengthen the core and participate in established ecosystems.

**EDUCATION**
162 apprentices (14 professions)
72 students (11 degree programs)

**PEOPLE DEVELOPMENT**
Provide the best development programs for all employees

**ACCESS TO ECOSYSTEMS**
Benefit from and participate in existing external knowhow

Realize
Mobilize
Understand
Adapt · Execute

PEOPLE