



BSH Home Appliances Group

B/S/H/

Digital transformation from a Hardware to a Hardware+ company

2020-11-12

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Workshop Introduction

What will await us within the next 45 min?

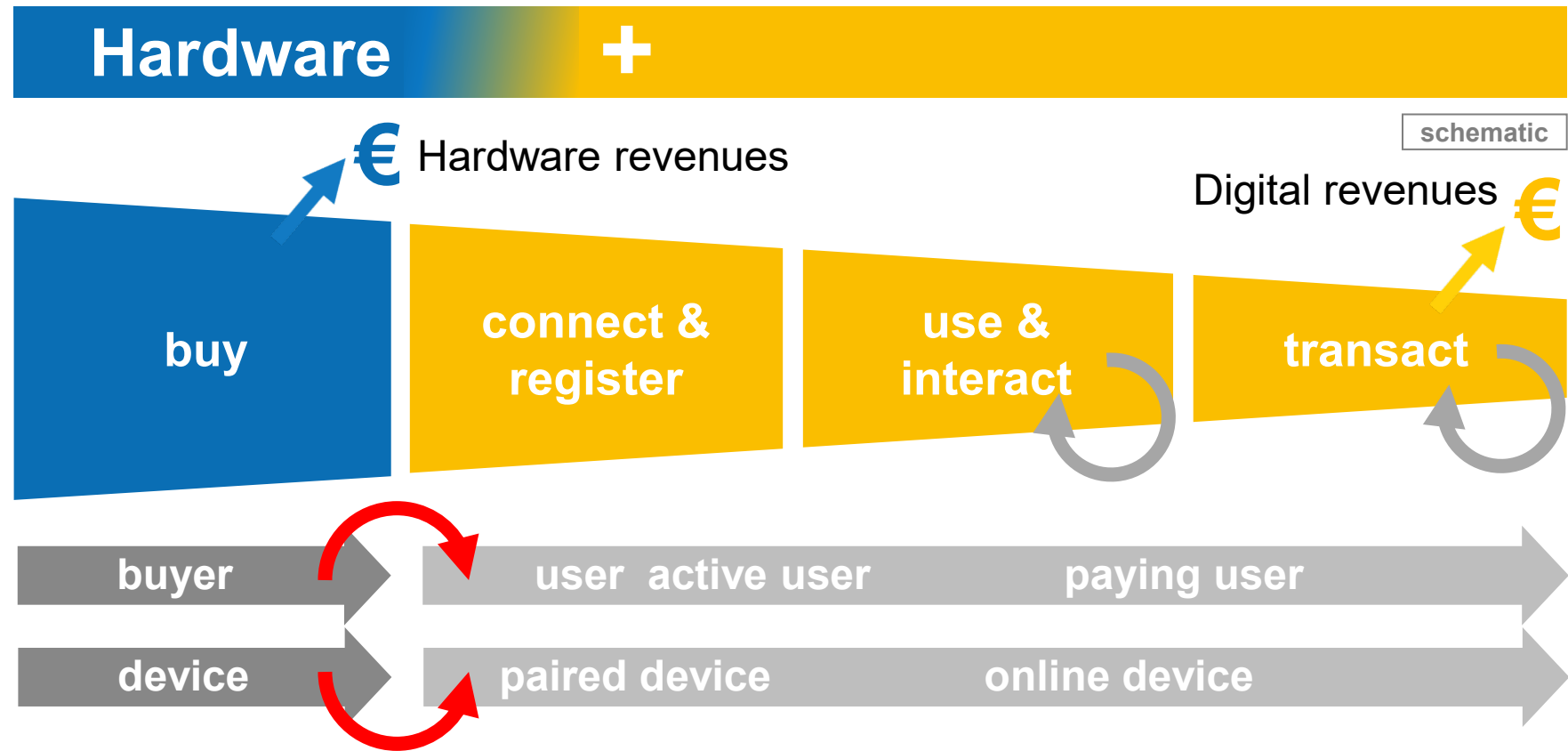
1 Introduction

2 Active Part

3 Wrap Up

Turn hardware buyers into digital users and keep them engaged

Key challenge towards Hardware+

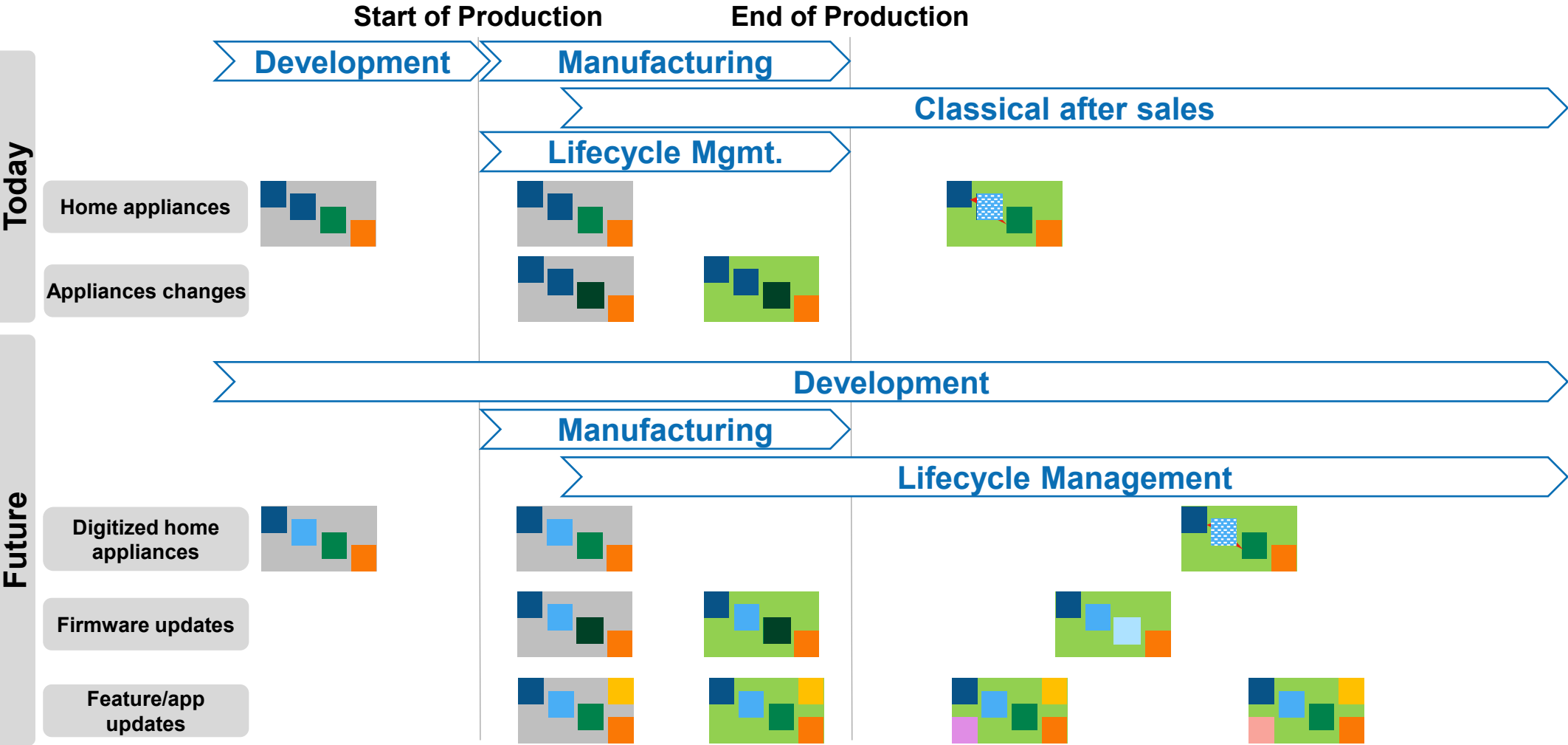


Our value chain is undergoing a radical change

Value chain of digitized (consumer) goods

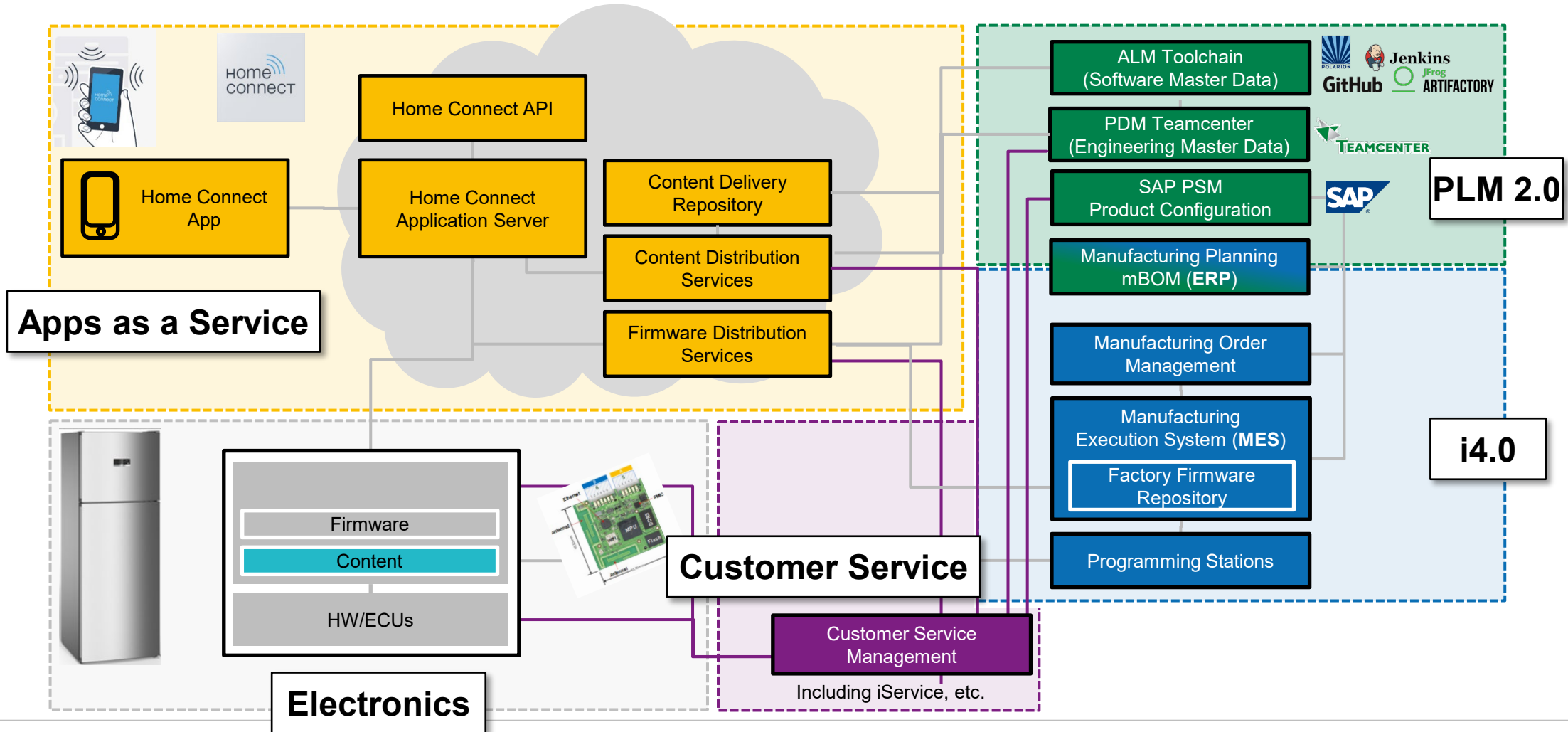
Home
Appliance
in factory

Home
Appliance at
consumer



We work in a complex, multi-system landscape

Architectural view



Active Part

What will await us within the next 45 min?

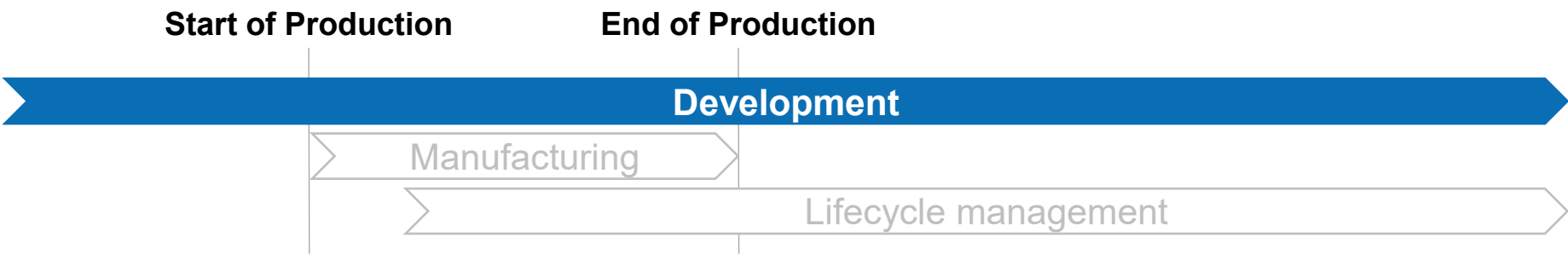
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Changes, Chances & Challenges along the development phase

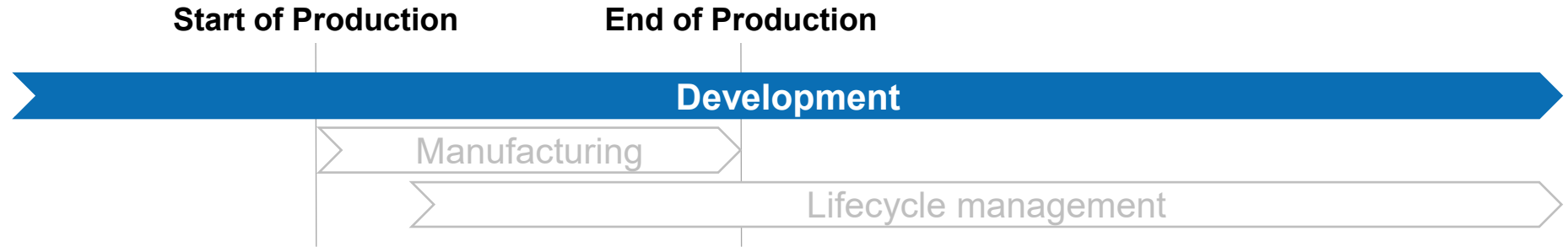
Value chain of digitized (consumer) goods



Changes	
Chances	
Challenges	

Changes, Chances & Challenges along the development phase

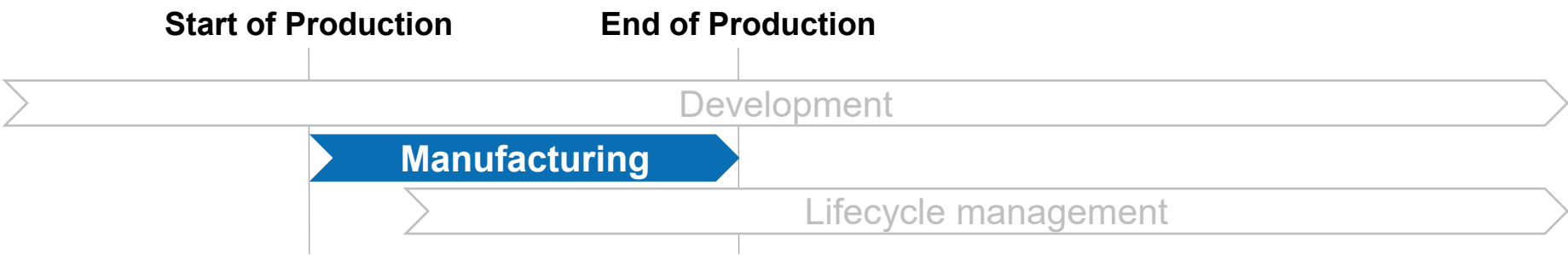
Value chain of digitized (consumer) goods


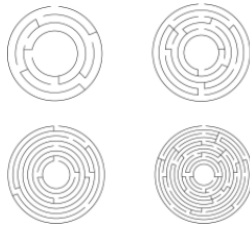
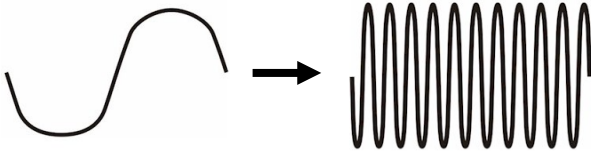


Changes	
Chances	NOW IT IS YOUR TURN
Challenges	

Changes, Chances & Challenges along the manufacturing phase

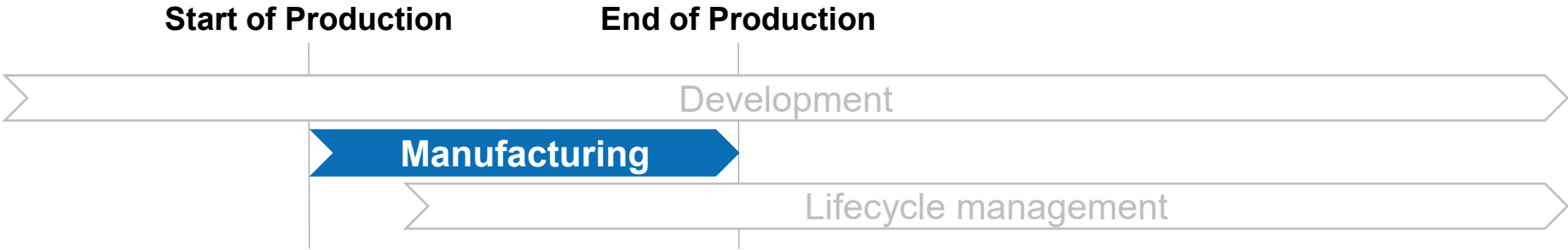
Value chain of digitized (consumer) goods



Changes			
Chances			
Challenges			

Changes, Chances & Challenges along the manufacturing phase

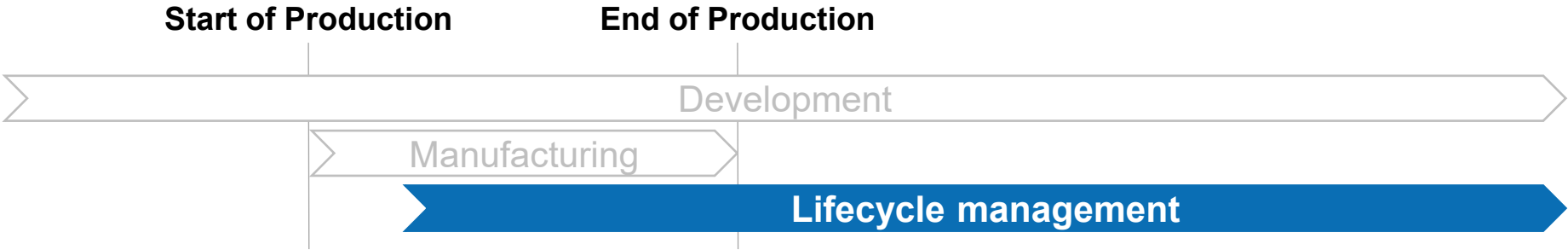
Value chain of digitized (consumer) goods

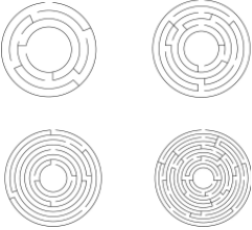
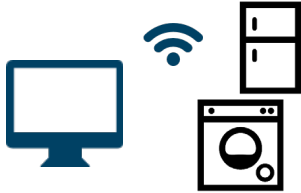

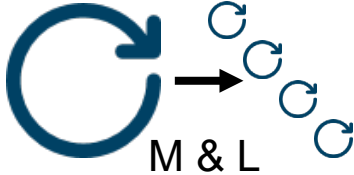


Changes			
Chances	NOW IT IS YOUR TURN		
Challenges			

Changes, Chances & Challenges along the lifecycle management phase

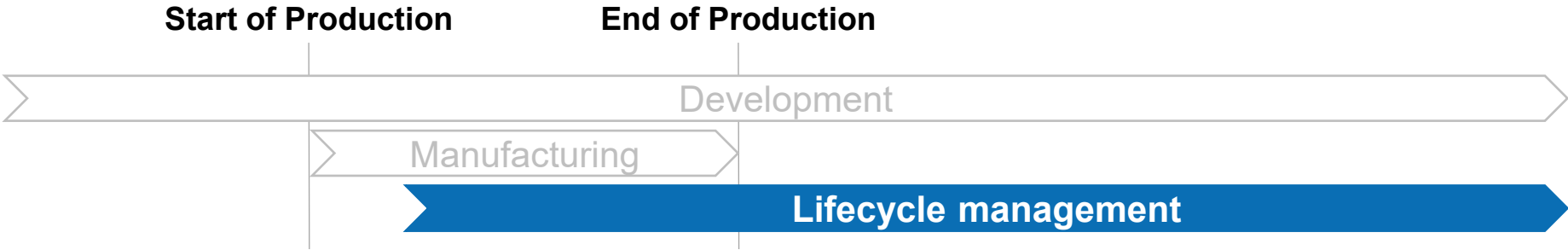
Value chain of digitized (consumer) goods



Changes				
Chances				
Challenges				

Changes, Chances & Challenges along the lifecycle management phase

Value chain of digitized (consumer) goods



Changes				
Chances	NOW IT IS YOUR TURN			
Challenges				

Wrap Up

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THANK YOU