



Unternehmerische Chancen des digitalen Wandels

Digitalisierung im Mittelstand – Stolperstein oder Königsweg? –

CLAAS E-Systems KGaA mbH & Co KG

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9. Februar 2017 | adidas – Logistikzentrum Niedersachsenpark



What?



CLAAS Group Key Figures



3,6 bln.

Euro Turnover

93 Mio.

Euro EbT



77,2%

Export ratio of the turnover



Family Business

since 1913



11.535

Employees world wide



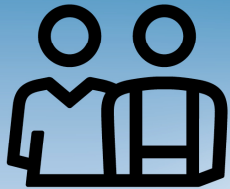
214 Mio.

Euro Research &
Development

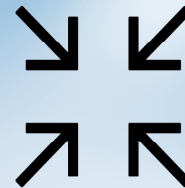
(5,9%)



Global Agricultural Megatrends



World population
is growing.



Agricultural area
is shrinking.



Eating habits
are changing.



People are mobile and
globally networked.



Raw materials
are running short.



Renewable energy
sources are in demand.

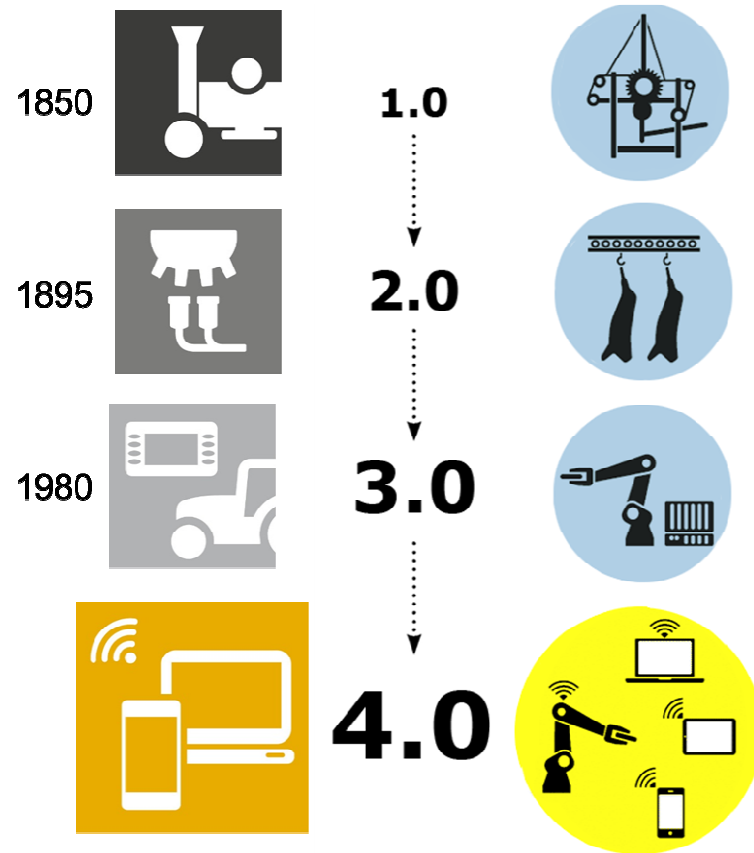
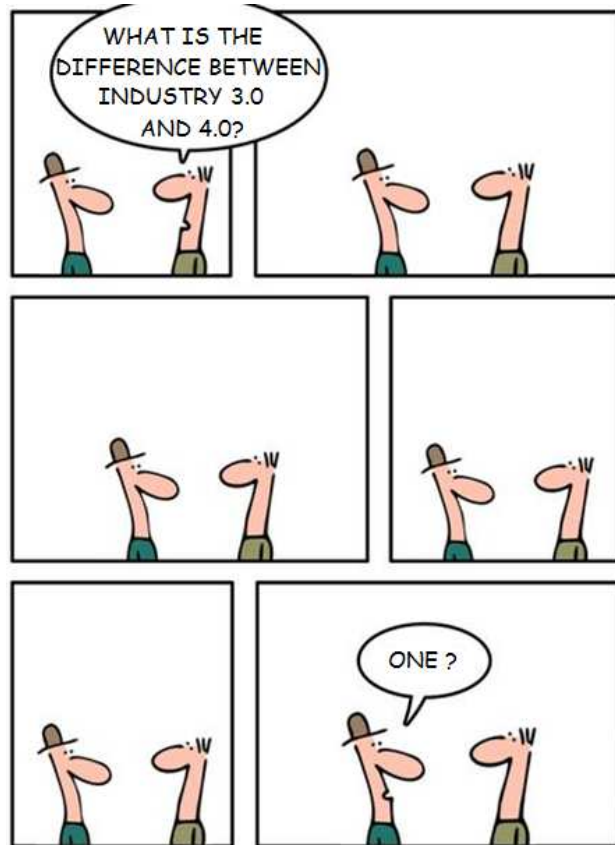


Climate change is
steadily proceeding.



Farming 4.0...

...a journey that started 100 years ago



Agriculture in rapid change...
then....



Agriculture in rapid change ...and now

Landwirtschaft 4.0 ist auf den Höfen angekommen
Nutzen Sie digitale Anwendungen im Sinne von Landwirtschaft 4.0?

Category	Percentage
Geplant	6%
Diskutiert	24%
Im Einsatz	53%
Kein Thema	16%

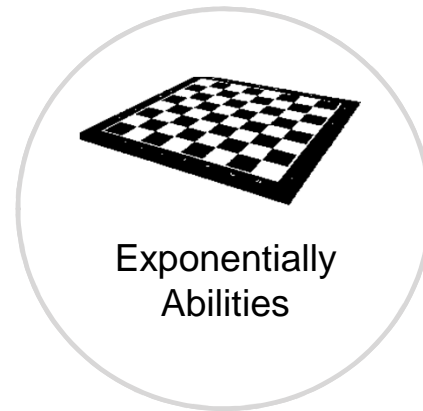
Basis: Alle befragten landwirtschaftlichen Betriebe (n=521) Rundungsbedingte ergibt die Summe nicht 100%
Quelle: Bitkom Research 2016

bitkom

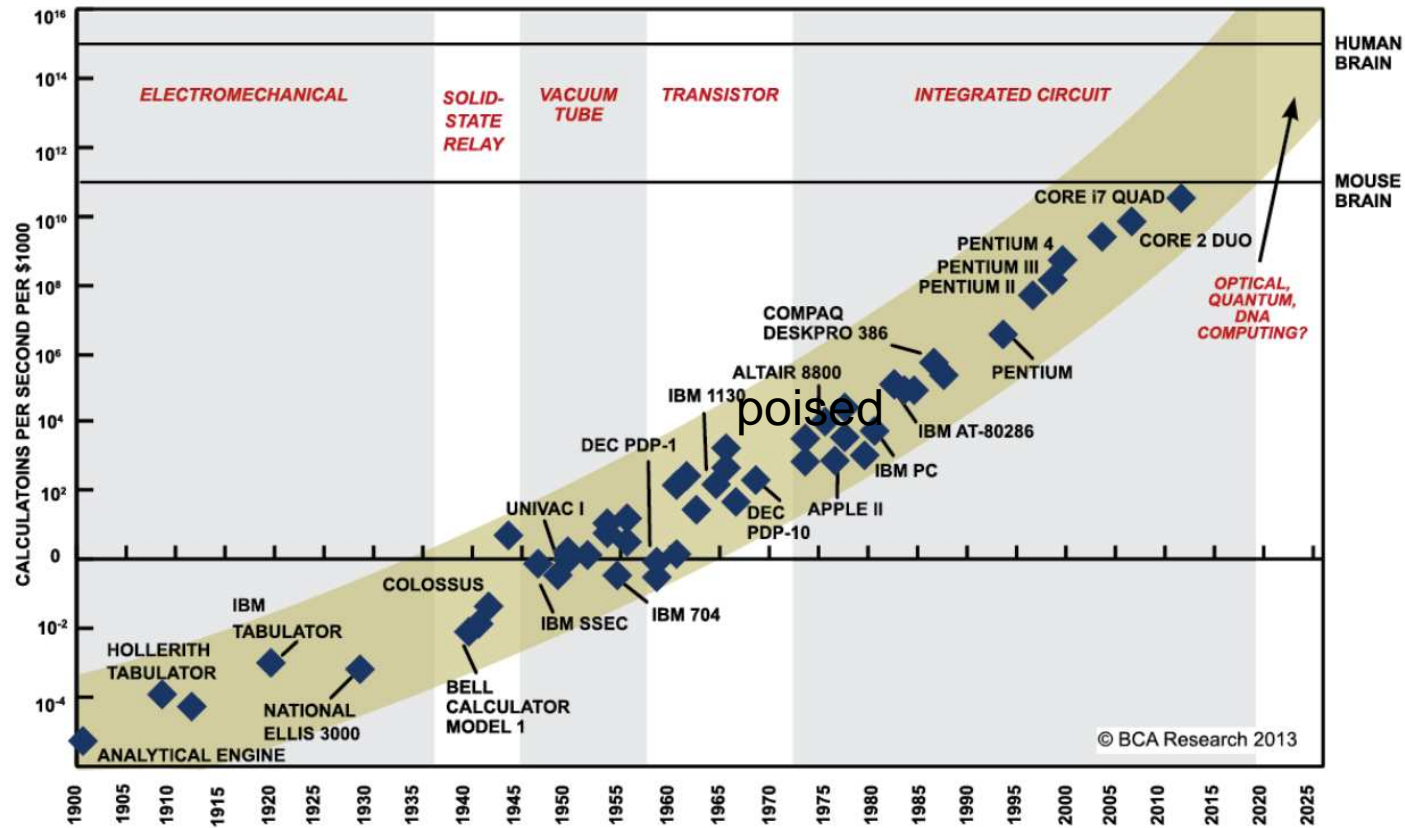
Digi*What?



With the invention of digital solutions (Hardware, Software, Language, Approaches)...
...game changers were born

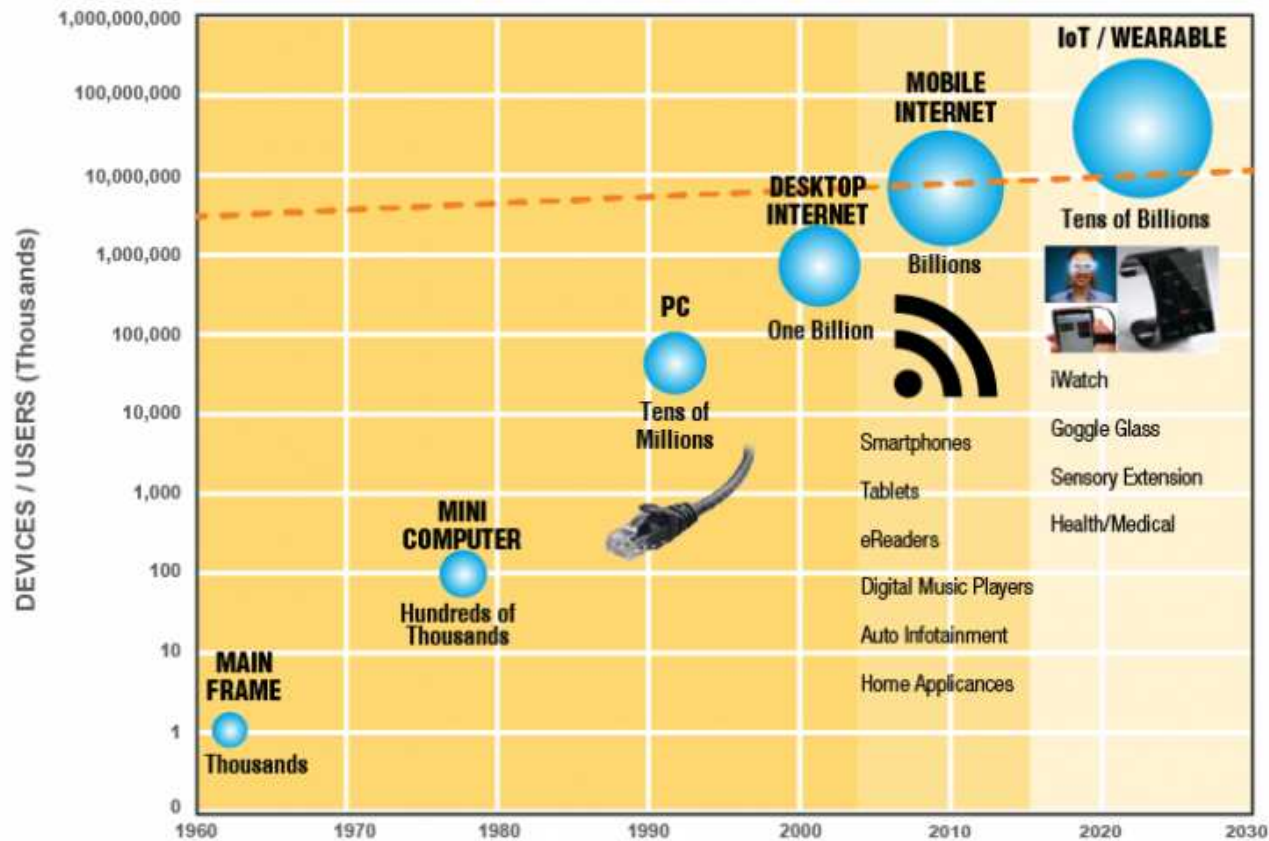


Moore's law formulated in the 70ties ...
 ...still works and lead to no bottle necks on performance



SOURCE: RAY KURZWEIL, "THE SINGULARITY IS NEAR: WHEN HUMANS TRANSCEND BIOLOGY", P.67, THE VIKING PRESS, 2006. DATAPPOINTS BETWEEN 2000 AND 2012 REPRESENT BCA ESTIMATES.

At the same time...
 ...the spread of devices is also at an exponential path

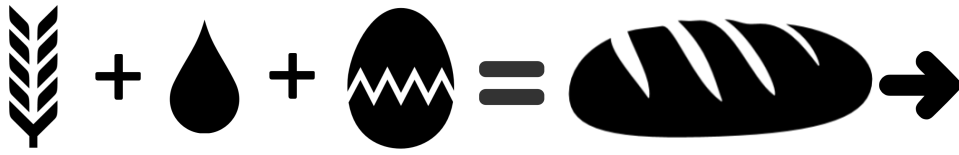


- Source: <http://www.extremetech.com/wp-content/uploads/2015/04/MooresLaw2.png> (13.05.2016)

Data is a specific feature ...
...that opens a lot opportunities and is game changing

Input and Product

Usage



Sony was early on in a very favorable situation...
...but failed to put things together rightly

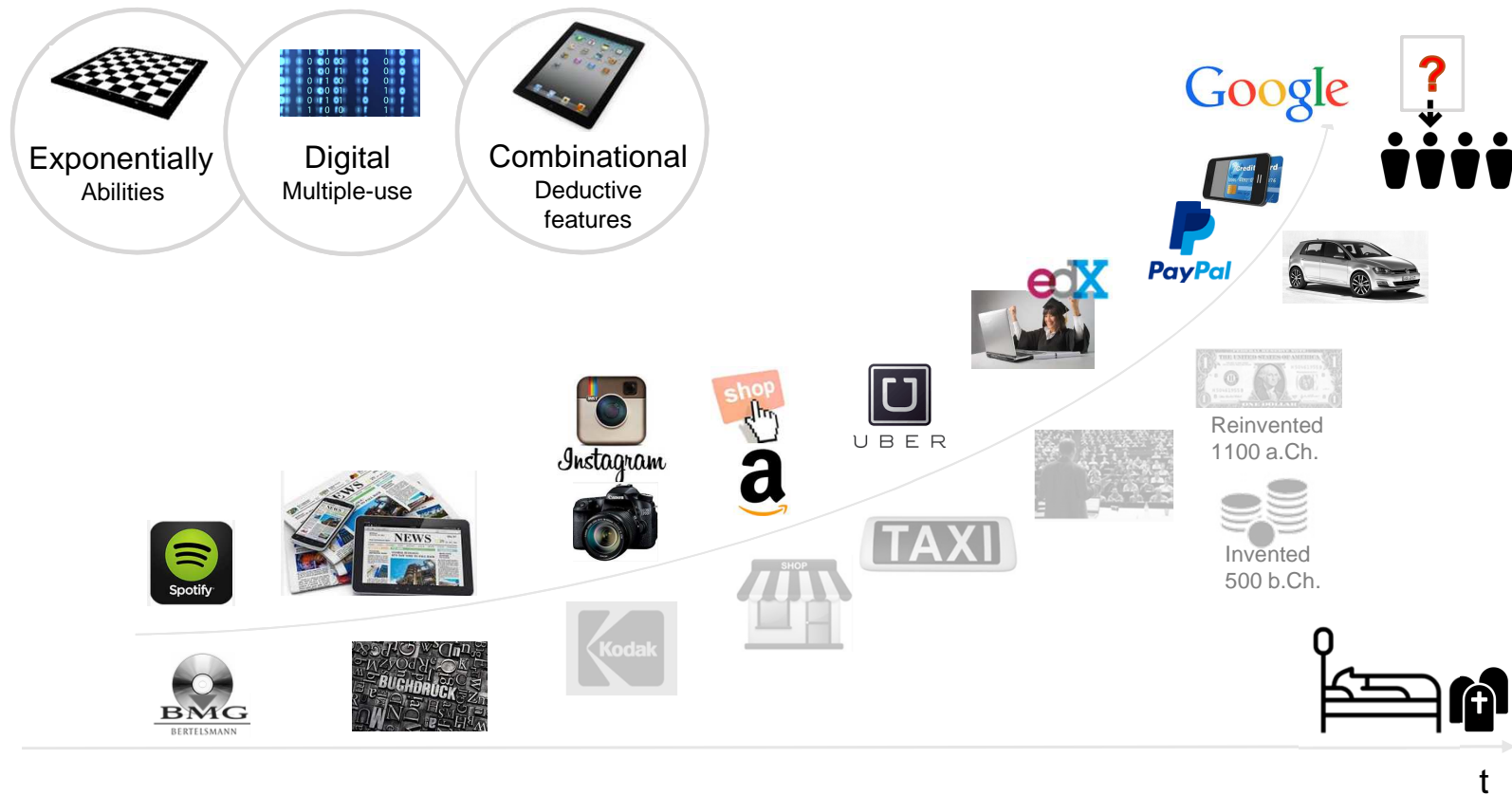
All ingredients in house...



...but, you have to combi



With the invention of digital solutions (Hardware, Software, Language, Approaches)...
 ...game changers were born



And now?

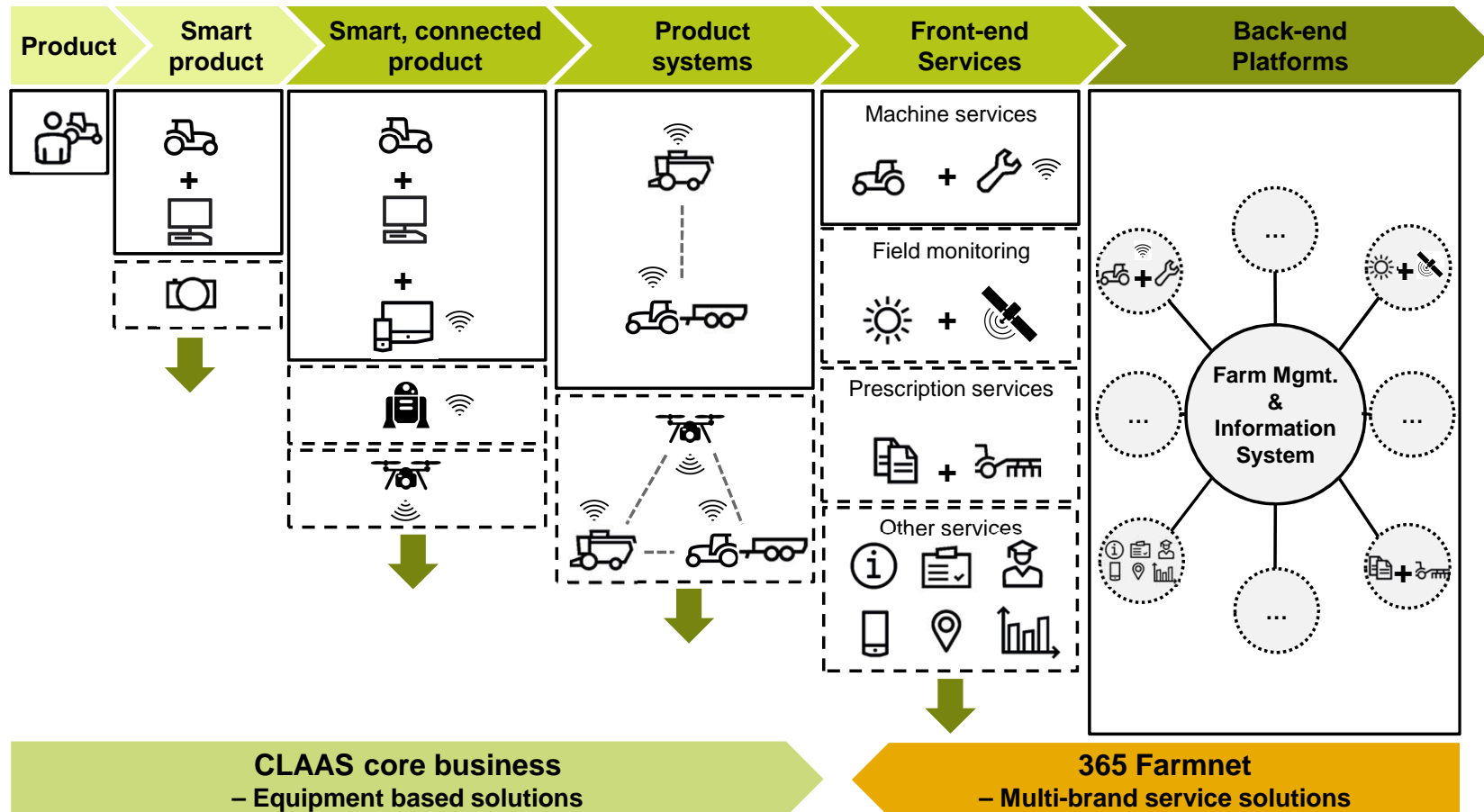


Farming has become an Industrialized process...
...hence partly with non-industrialized tools



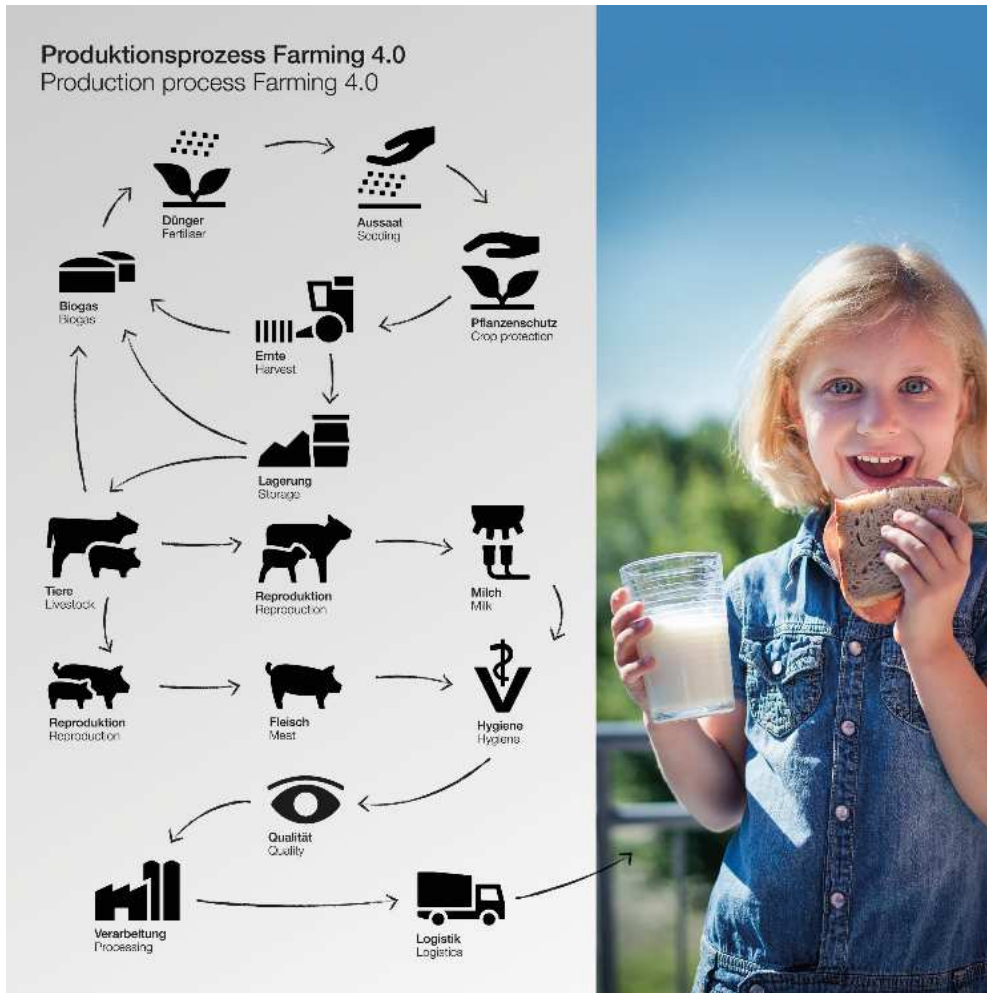
Agriculture in rapid change and well ahead of other industries
 CLAAS addresses the digital challenge from two directions

Evolution of product offer in digital context



Quelle: in Anlehnung an Porter /Heppelmann: „Wie smarte Produkte den Wettbewerb verändern“, HBM 12/2014

Only platforms can provide total customer satisfaction
 365FarmNet with partners are poised to succeed ...yet a hard way



Big change ahead!

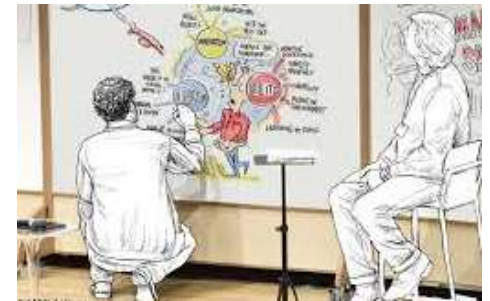
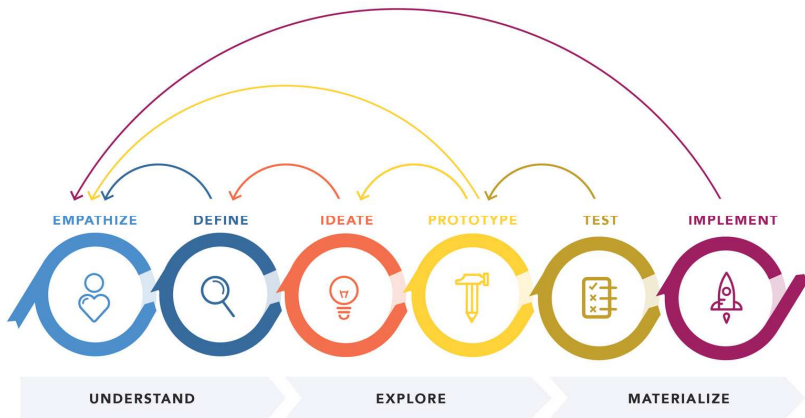
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Change of Working method

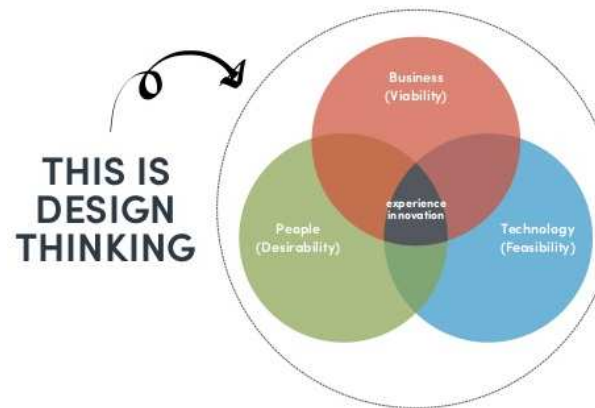
It is not about the WHAT, it is about the HOW to digitize CLAAS

Design Thinking, Lean Start Up, Story Telling, Visual Facilitation...

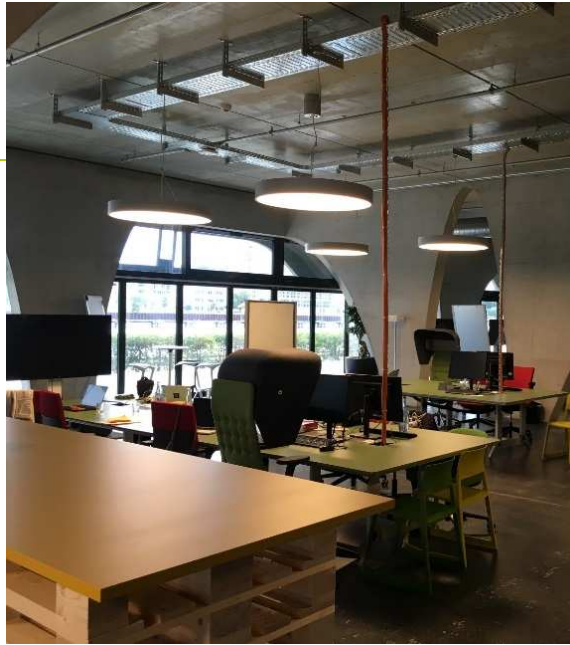


USER is in the center!
→ EMPATHIE

Testing Culture



Sandbox World Inspiration



Things to remember!

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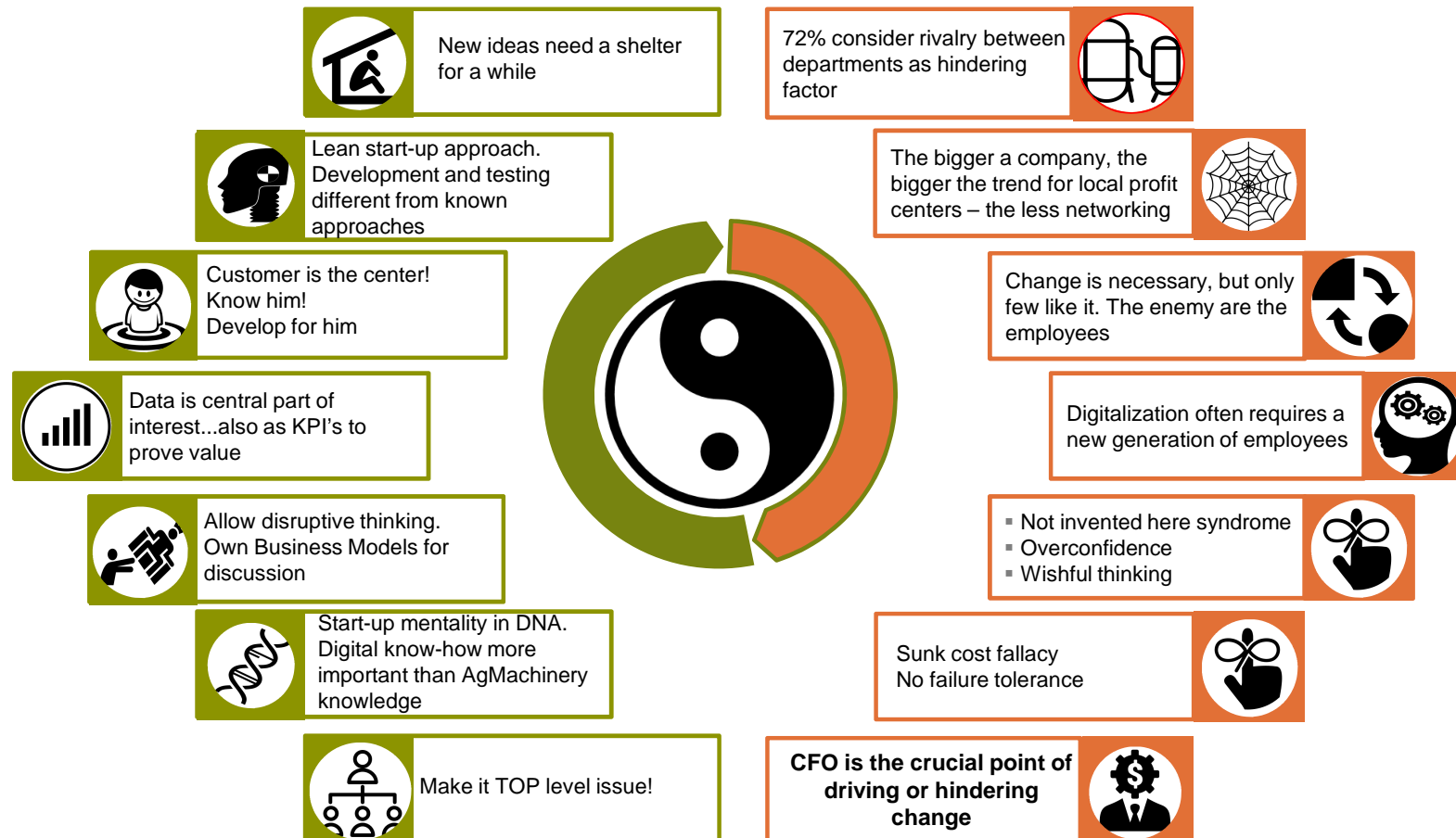


BMI and/ or Digital Transformation are more successful... ...if you consider the 10 thesis in your management task

- | | | | |
|---|---|---|---|
|  | <ul style="list-style-type: none"> Digital Transformation is rather a Marathon than a short effort. Right pace, balanced strategy and a strong team. |  | <ul style="list-style-type: none"> Good News: new cool job titles! Chief Information Officer (CIO) shall develop to the Chief Innovation Officer or the the Chief Digital Officer (CDO). He needs Time, Power, Capabilities and Empowerment. |
|  | <ul style="list-style-type: none"> Medium-sized business are at risk to fail. Vast majority has realized necessity, but 61% feel to be an inactive follower. High entry costs scaring. |  | <ul style="list-style-type: none"> Digital Leader are key to take decisions alongside the IT-Strategy. Digital Transformation only possible if understood, pushed and driven by the Top Management. |
|  | <ul style="list-style-type: none"> Digital change works as centrifugal force and divides companies in Winner and Loser. Remember ABBA? Trend: the bigger - the better in Transformation. |  | <ul style="list-style-type: none"> Transformation will not be possible with existing budgets. But strict centralization and brave execution of a though-tough IT-Landscape will save costs as well. |
|  | <ul style="list-style-type: none"> The customer becomes eventually the King. Consumer Experience turns into aggressive demands that companies need to follow...or fail. Know your customer! |  | <ul style="list-style-type: none"> The data processing center (Rechenzentrum) is and will be the epicenter of Digital Business. Of course it has also to develop: dependable, secure...but also flexible, scalable, transformable and open for services |
|  | <ul style="list-style-type: none"> The Corporate IT will be even more the 1st contact and coach for Digital Transformation. IT needs also to transform to cope with the new role: Customer Centration, Networking, Strategic Focus, Source of Ideas. |  | <ul style="list-style-type: none"> The Digital Transformation is fewer Digital than Transformation. Transformation needs change and causes denial, fears, redundicies and finally resistance. It is a Change. |

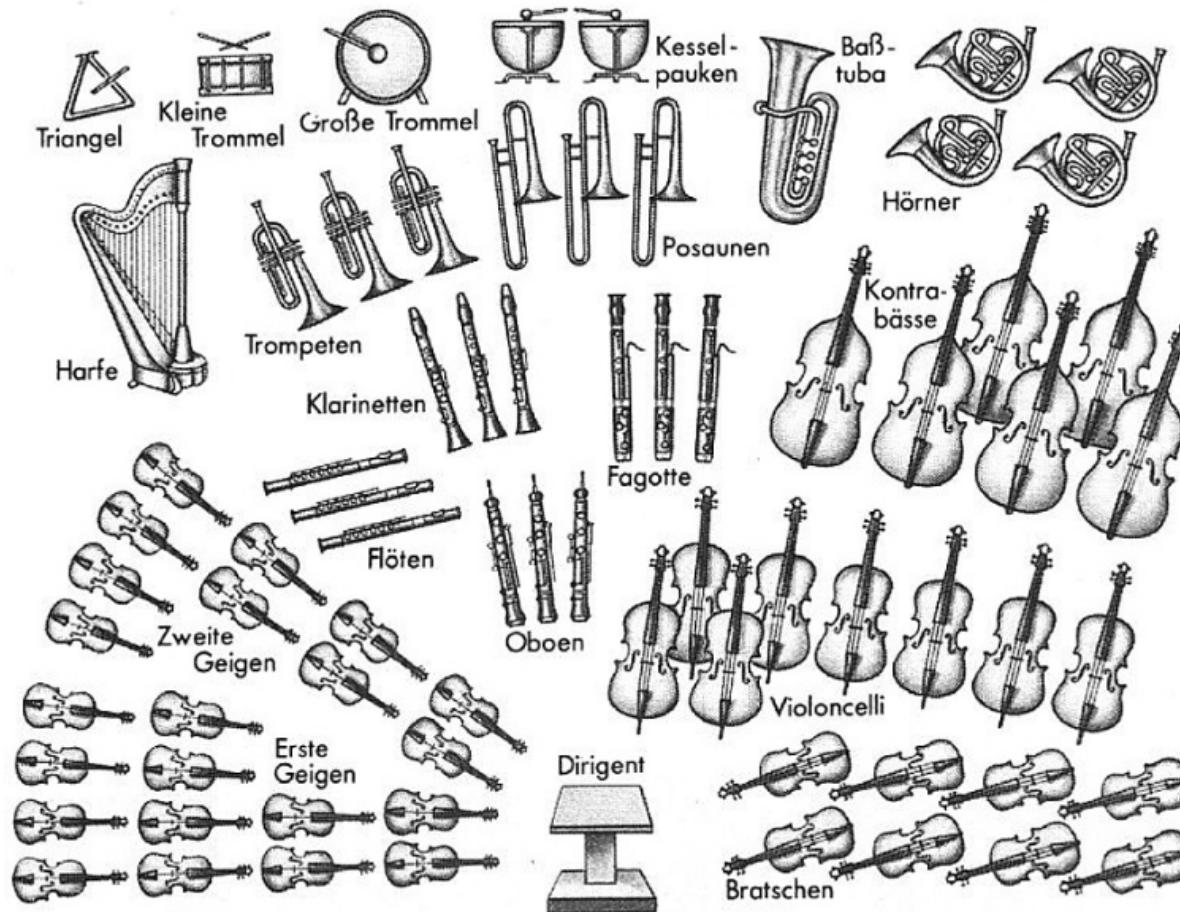
Source: extracted from: Hays, "von starren Prozess zu agilen Projekten, 2015; Focus Online: Andre Kiehne, "Zehn Thesen für deutsche Unternehmen", (25.09.2015; 10:33)

Do's and Don'ts ... some practical thoughts



Source: CIO; "Woran Digitalisierung scheitern", 2016
www.hays.de; Studie: Von starren Prozessen zu agilen Projekten. 2016

Farming 4.0...
...is a team game that you win only together.



think e-farming

Thank you for your attention

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