

DIGITAL MATURITY AND STRATEGY

WALTER SIEBERER, VIENNA, 02.10.2018

AGENDA

KTM Group

Motivation for KTM Innovation

- Vision and Strategy
- Roadmap und strategic Approach

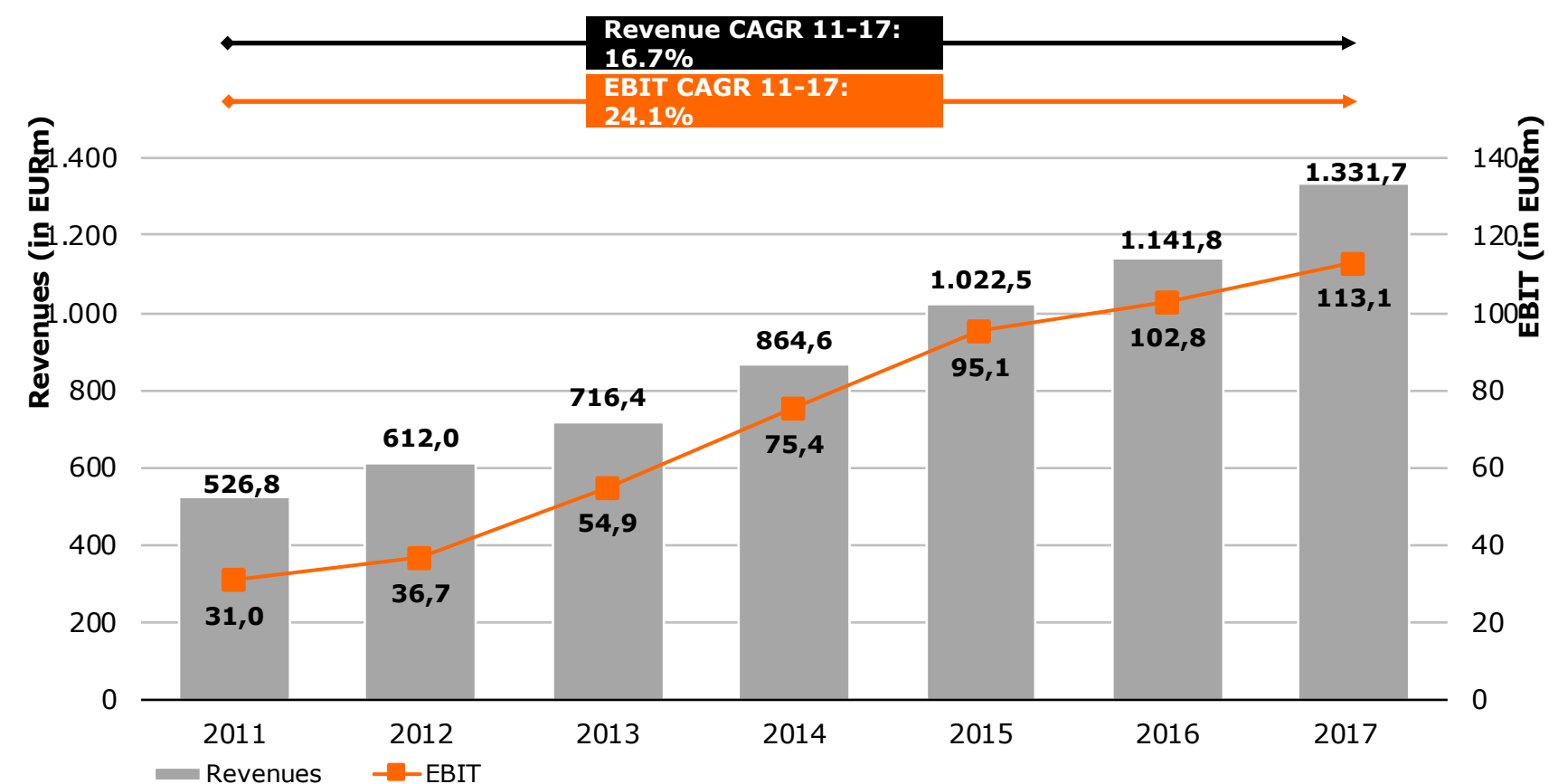
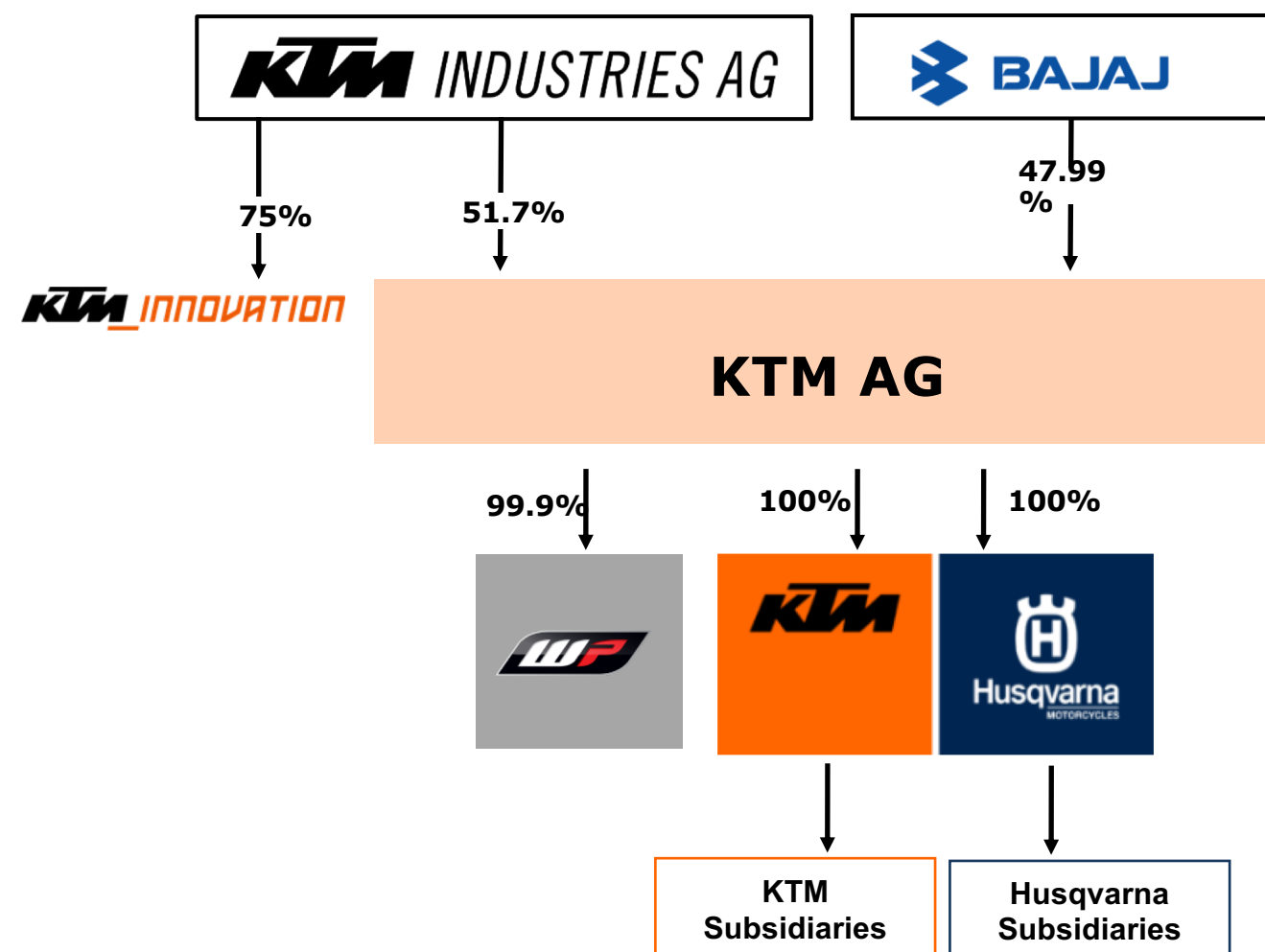
Digital Maturity @ KTM

Fields of Action

Dealing with the Digitization Hype



KTM GROUP STRUCTURE AND FIGURES ...



MOTIVATION FOR BUILDING KTM INNOVATION GMBH

The cultural change is noticeable everywhere

- Who books today in the travel agency?
- Cars are increasingly driving autonomously
- Insurance and banking business is mobile
- The private purchase is done in the evening on the couch
- etc.

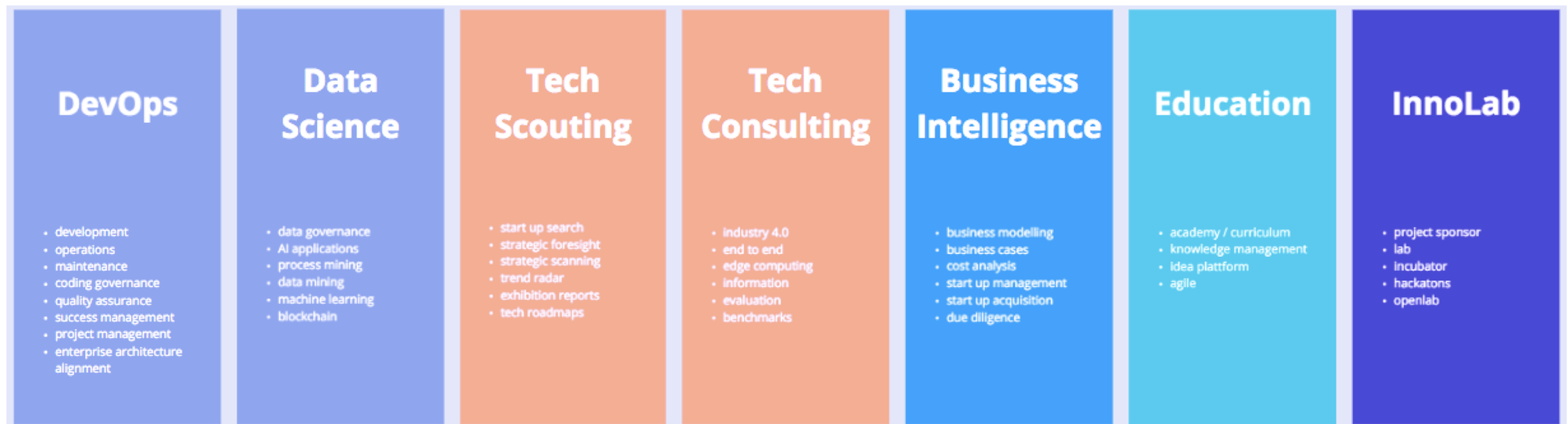
This digital transformation does not stop at any company!

OUR MISSION

**“To organize the KTM Group
Digital Innovation & Transformation &
make it meaningful and sustainable.”**

FIELDS OF ACTION @ KTM INNOVATION

Agile Organization with a Range of Services in Streams:



BUILDING A DIGITAL ROADMAP

Where to START?

WHAT is needed?

IS TECHNOLOGY ALONE SUFFICIENT?

The world gets a **DIGITAL TWIN** everywhere (looooots of data)

EXPLOITATION POTENTIAL and **BUSINESS VALUE** can only be **GAINED** if the basis has been worked out (relevant Data – Processes – aligned IT-System Landscape)

The general decisions to be taken to digitize are **NOT** of a **TECHNOLOGICAL NATURE**, **BUT** are related to **STRATEGY AND ORGANIZATION**



A KTM RALLY 450 ALONE ALSO DOES NOT MAKE A DAKAR WINNER



SO WHAT IS THE DIFFERENCE!?

Did you think about knowledge? How valuable is it?

The BIG 4 are worth more than the DAX Top 30

BIG 4



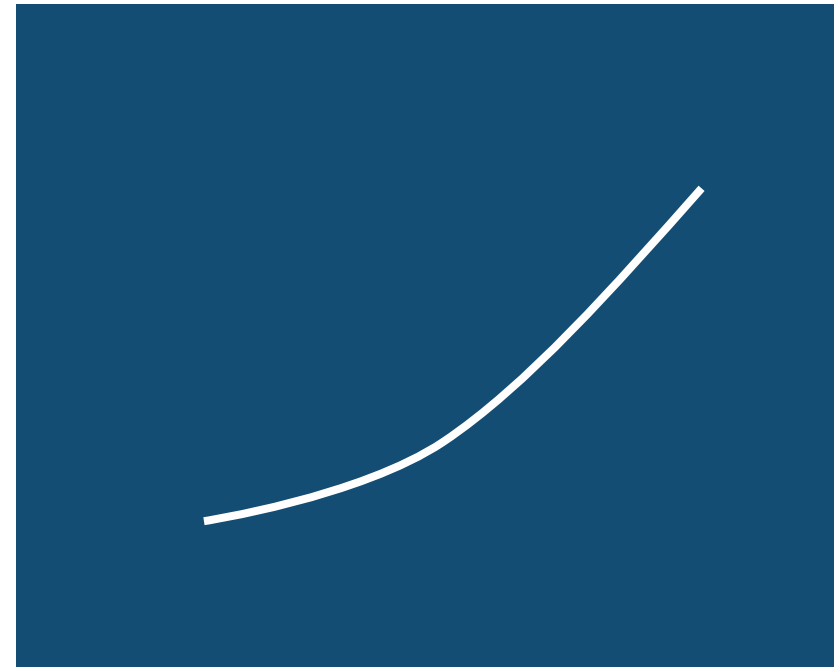
DAX 30



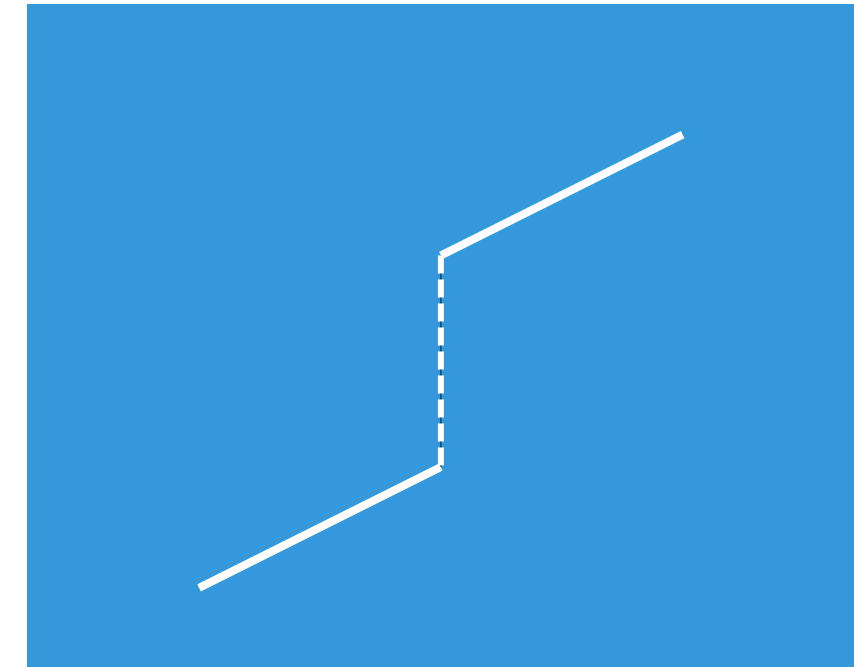
KNOWLEDGE CHANGES BUSINESS ...



linear
Change



accelerated
Change



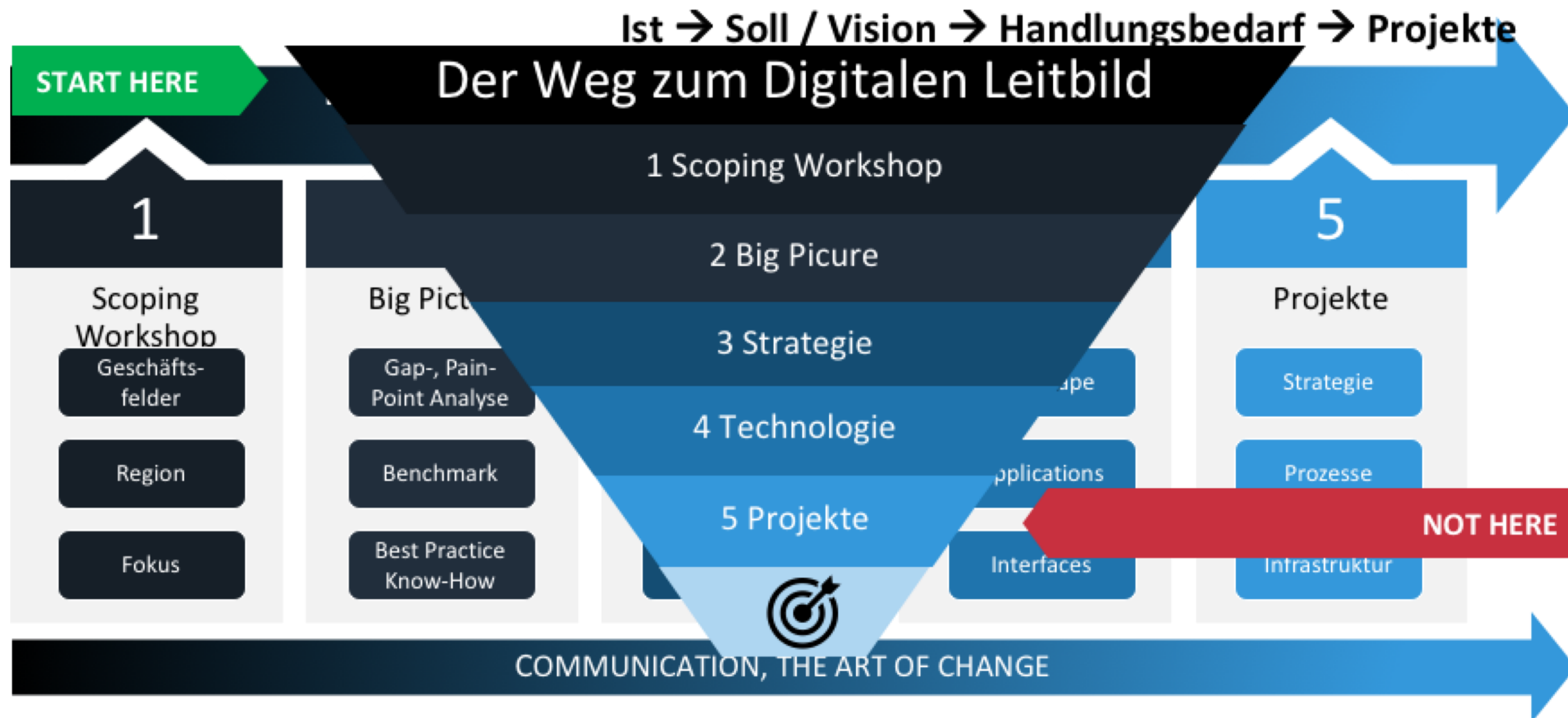
disruptive
Change

Products



Business Models

DIGITAL TRANSFORMATION DOES NOT START AT TECHNOLOGICAL LEVEL



5 PILLARS OF DIGITAL TRANSFORMATION

Becoming a

1. **data driven enterprise**
 - for better decisions
2. **on-demand enterprise**
 - for scalability, access anywhere, etc.
3. **protected enterprise**
4. **connected enterprise**
5. **digital enterprise**
 - for enabling the business value (software development).

DIGITAL MATURITY @ KTM

STATUS MATURITY ANALYSIS

5 Degrees of Maturity

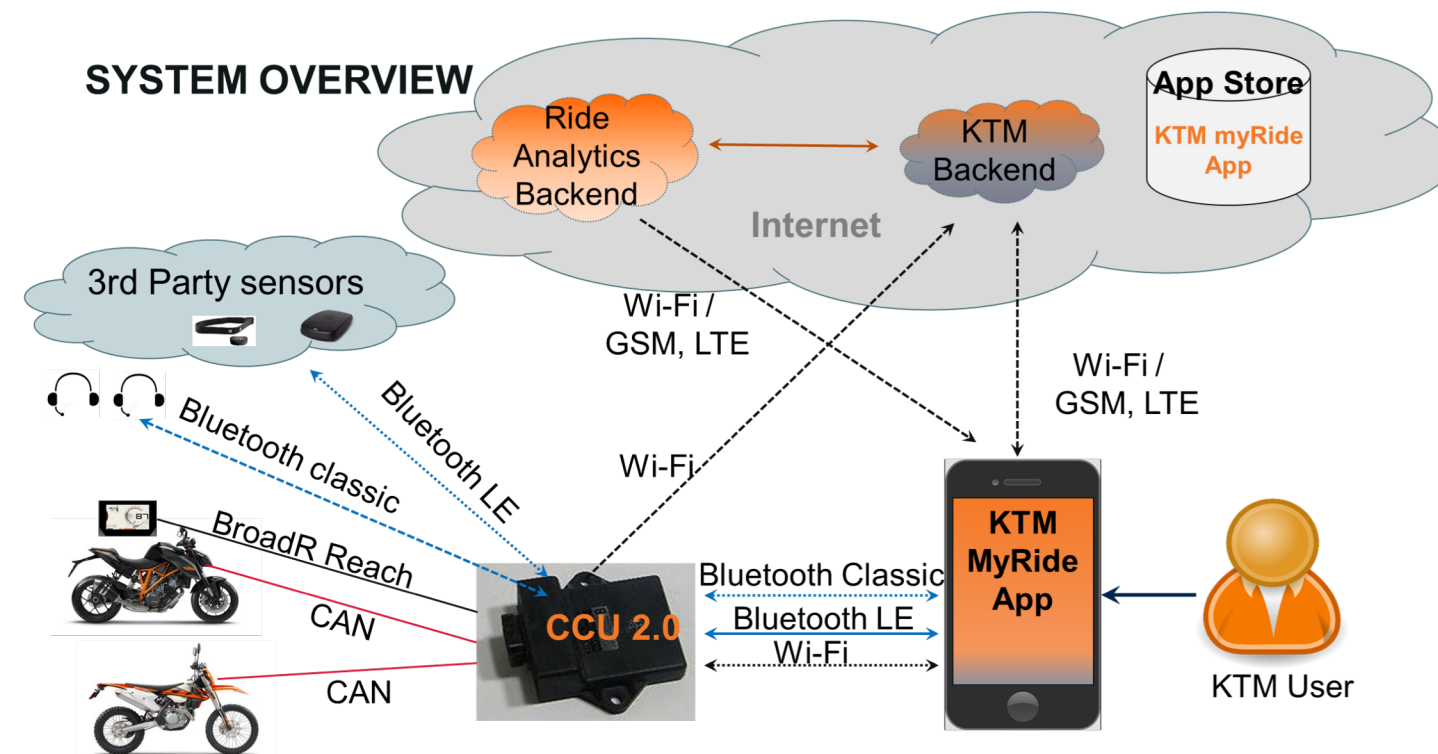
- 1 person-dependent
- 2 guided processes (work processes planned and executed)
- 3 global standards (processes globally standardized and proactive)
- 4 predictable results
- 5 learning organization

Benchmark Industrial Average: < 2

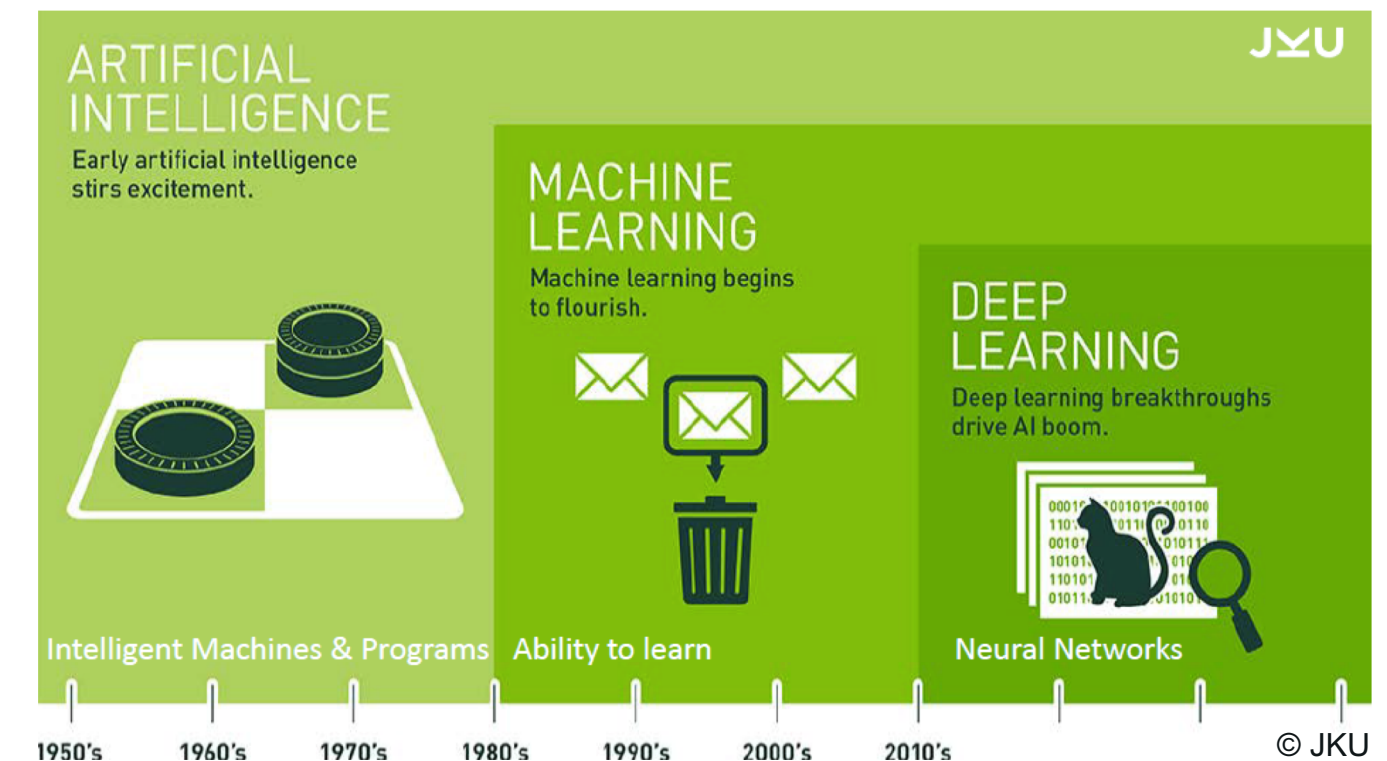
Goal for KTM in 2020: 3,8

FIELDS OF ACTION IN OUR PRODUCTS

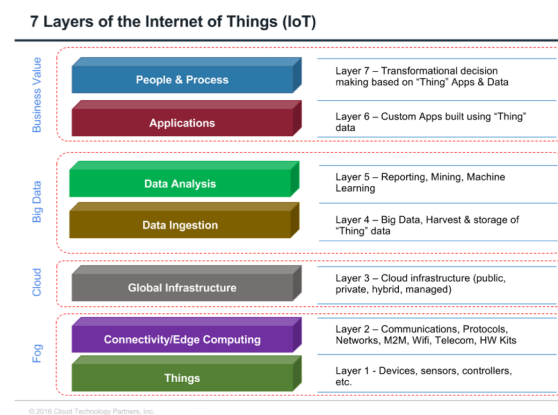
Connected Products IoT



Smart Products („KI inside“)



Also the Motorcycle is a "Thing"!

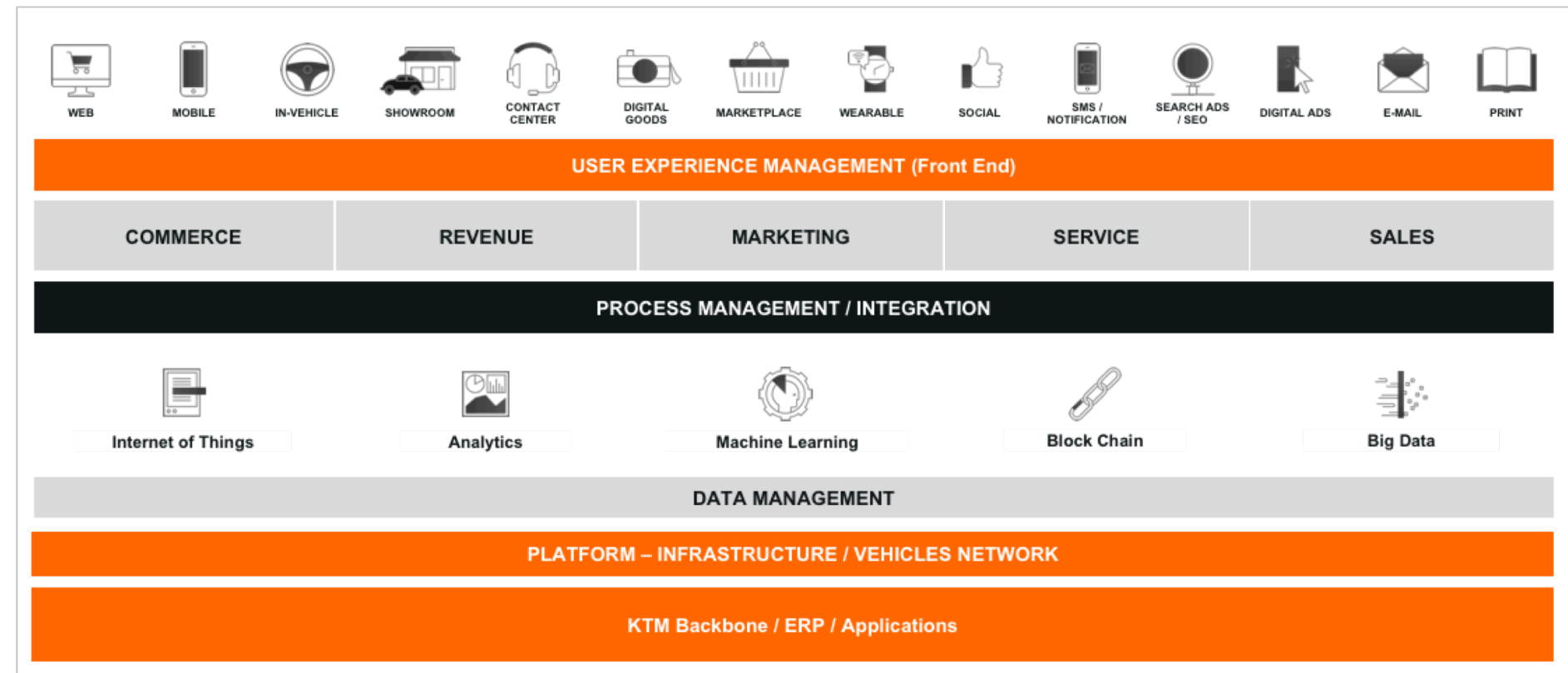


WITHOUT DATA no knowledge can be generated!



FIELDS OF ACTION IN SALES & MARKETING

Grow Customer Experience



Manage Customer Life Cycle

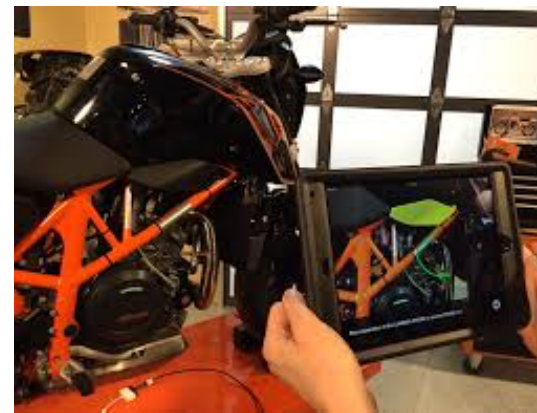
Generate Touchpoints for Data Collection -> Customer Profiles

Know the Disruption Potential (Platforms)

FIELDS OF ACTION IN OUR ORGANIZATION

New Work

- Work shifts to the user
- It is important to master activities "over the algorithm" (technology, social skills, ...)



Agile Methods (Scrum, etc.)

- Deliver better results faster

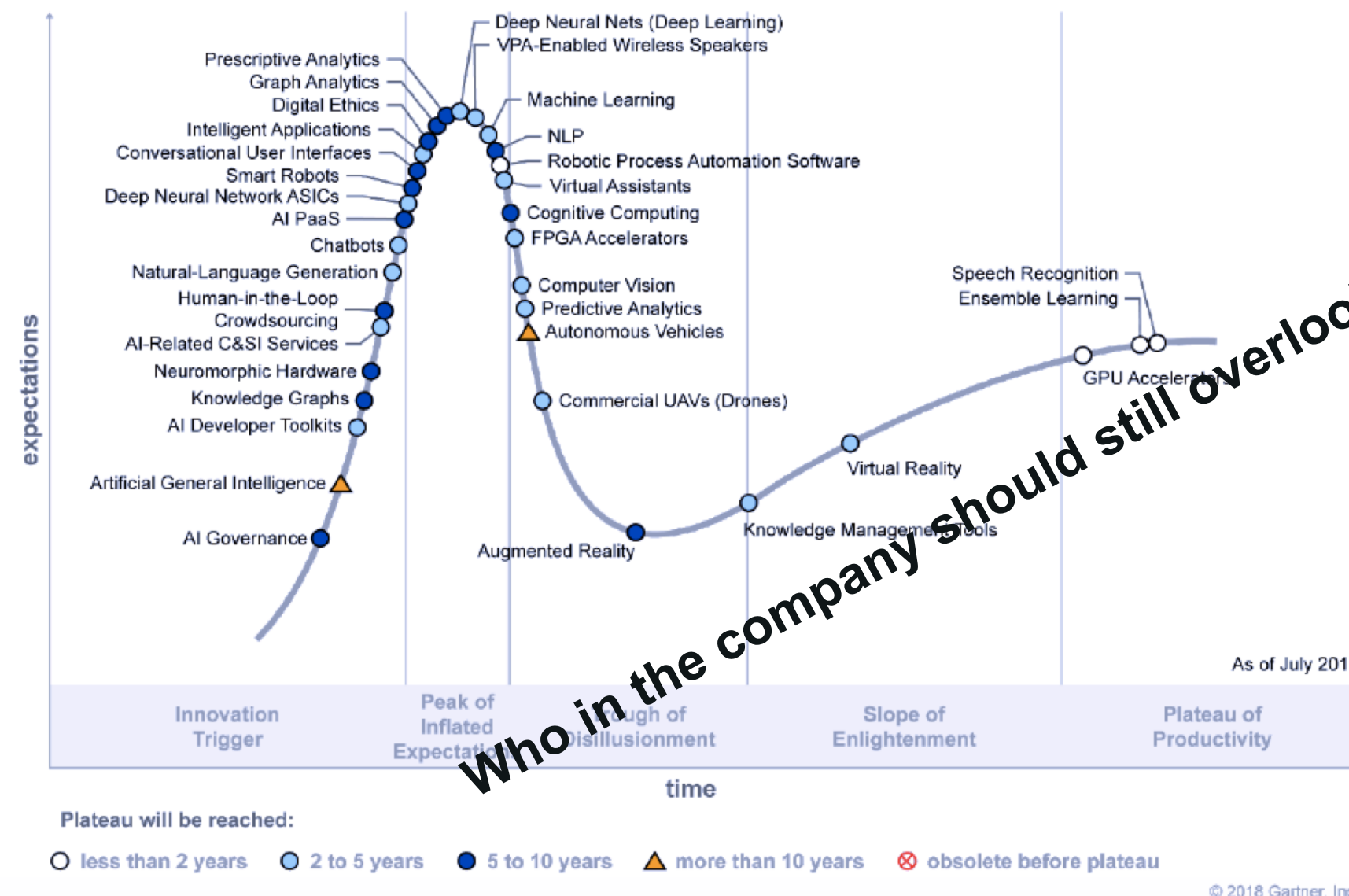
Training shifts to the companies

- Corporations start their own training programs



DEALING WITH THE DIGITIZATION HYPE

Figure 1. Hype Cycle for Artificial Intelligence, 2018



Who in the company should still overlook this hype cycle?

**KTM has outsourced
Technology- und
Startup-Scouting**



Thanks for listening!

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