



Heidelberg goes digital.
Die Digitale Ökonomie der Dinge

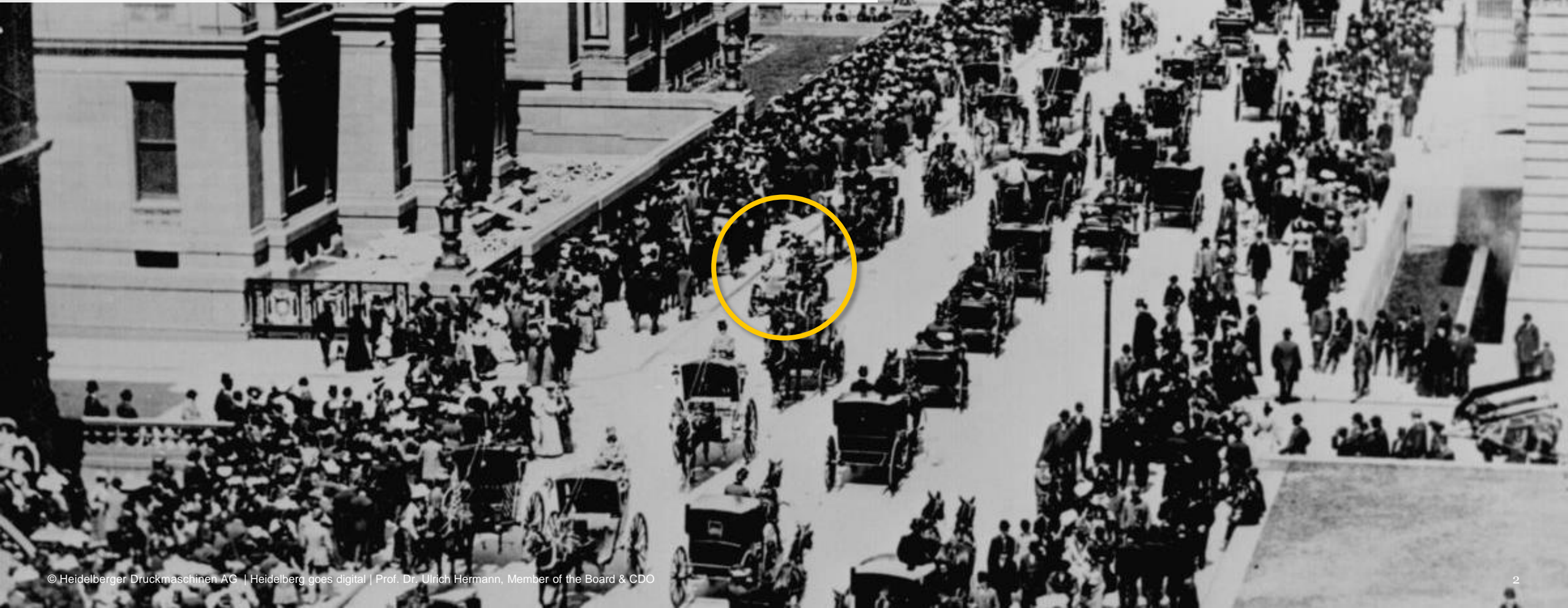
About FLEET Event 2019 | Spreitenbach | 13. November 2019

Prof. Dr. Ulrich Hermann | Mitglied des Vorstands und CDO

HEIDELBERG

Innovation in the 20th century -
Revolution of Production Systems.

Easter morning 1900 – spot the automobile.





Innovation in the 20th century -
Revolution of Production Systems.

Easter morning 1913 – spot the horse.



Digital Innovation -

Revolution of User Experience

New York, 7th Avenue 2012.

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TAXI



Digital Innovation -

Revolution of User Experience

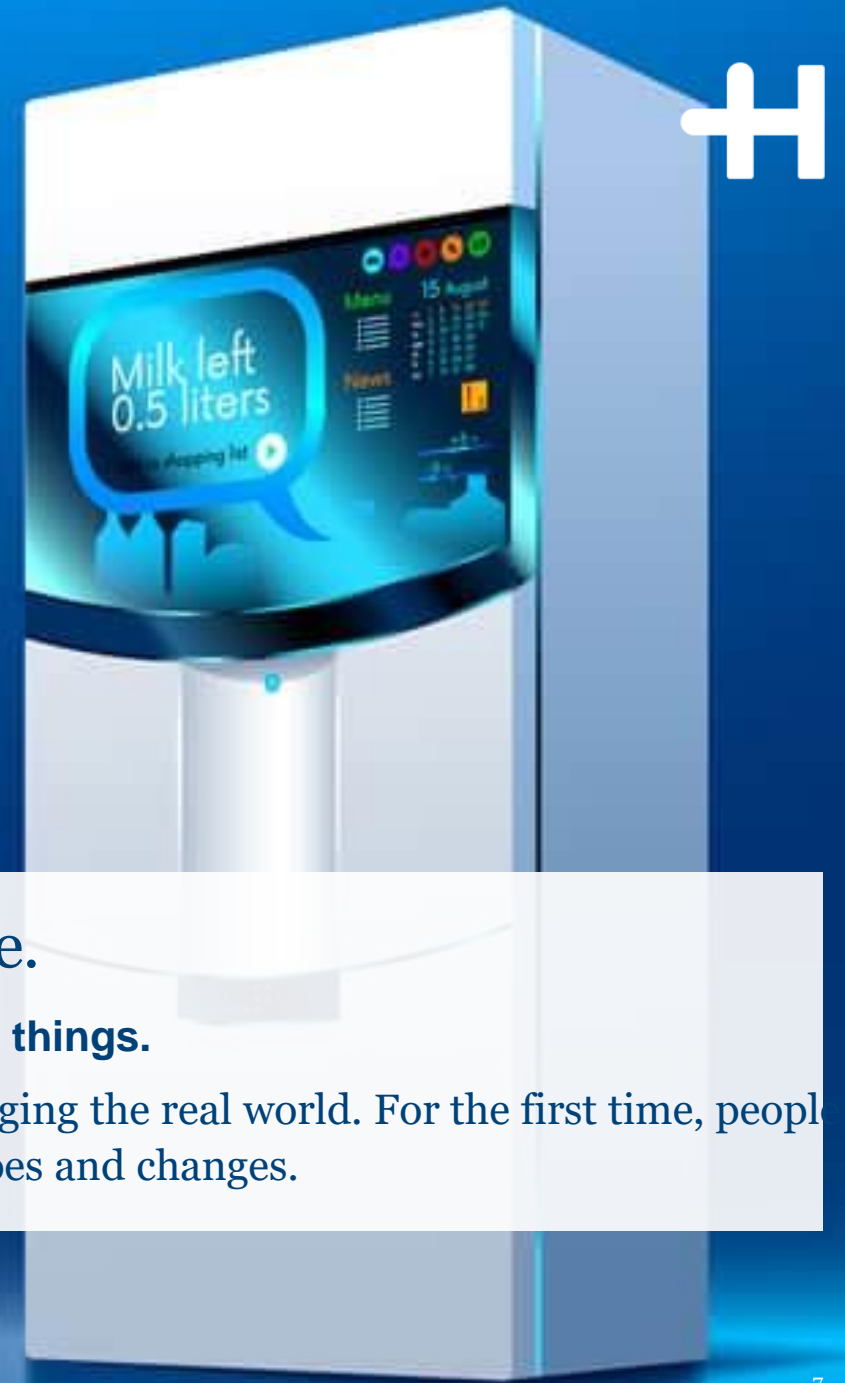
New York, 7th Avenue 2017.

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The availability dilemma.



The third wave.
Digital economy of things.
The Internet is changing the real world. For the first time, people can see what the Internet does and changes.



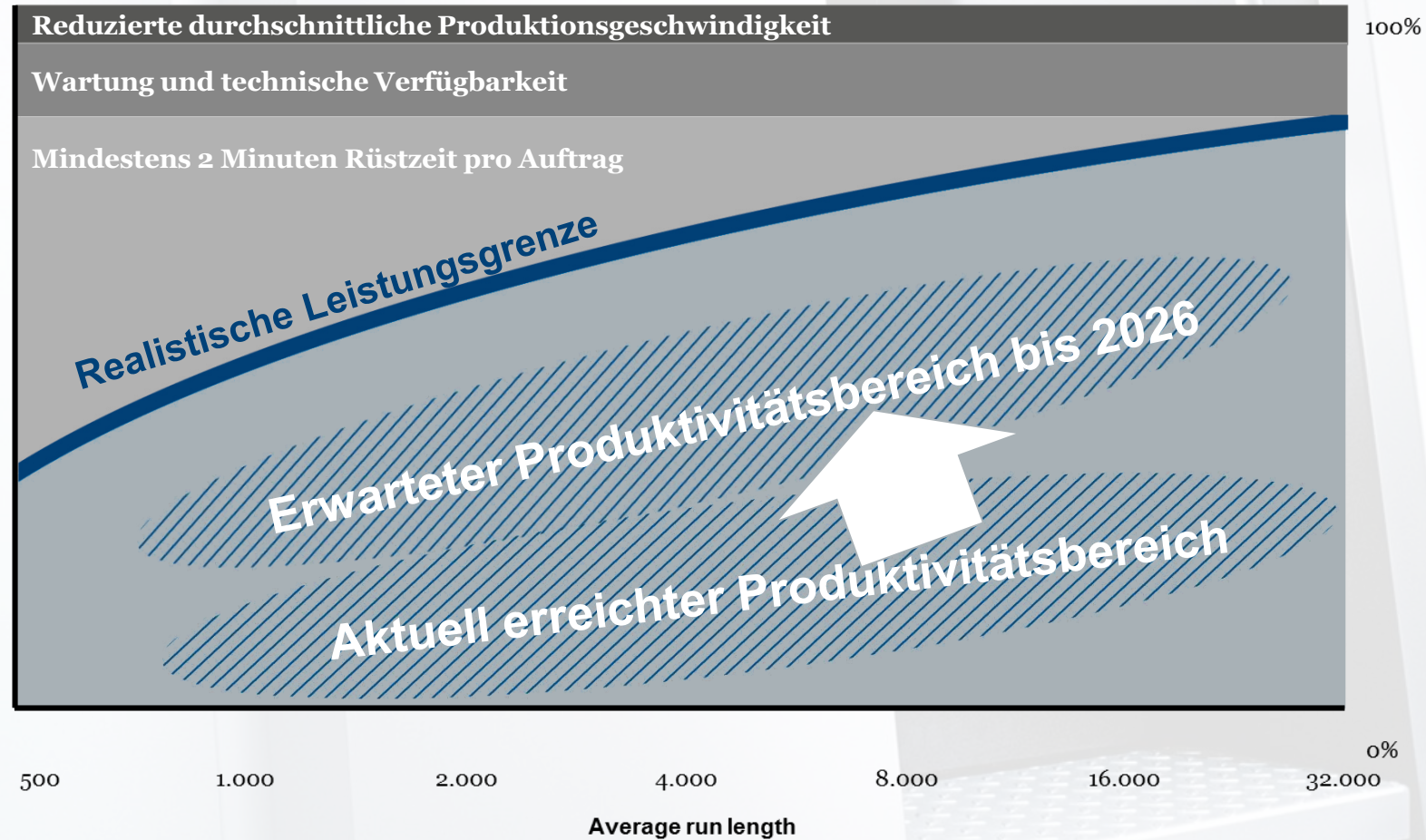
Digital economy of things. From “Ownership” to “Usership”.



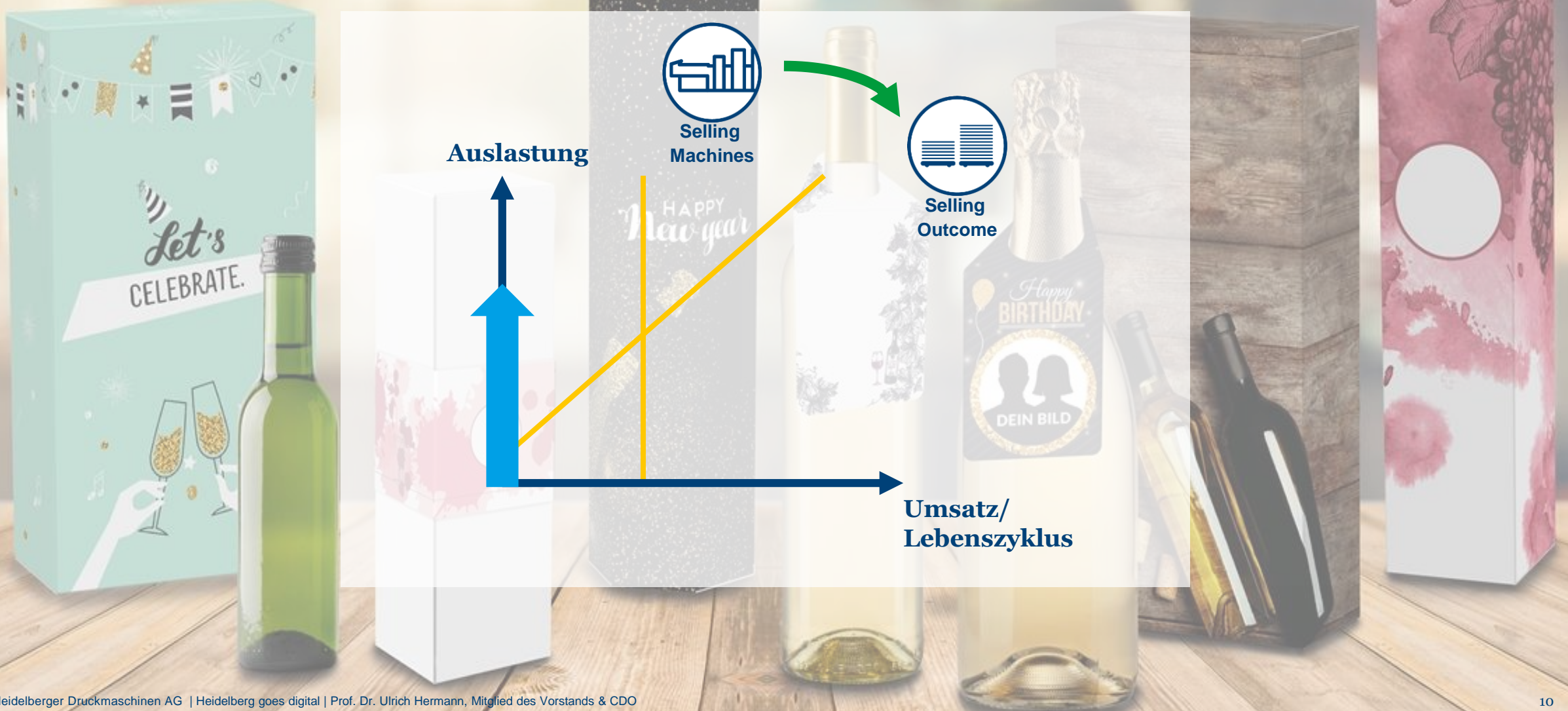
Beispiel Print Media Industrie:

Verdoppelung der Nutzung in 10 Jahren.

Overall equipment effectiveness (OEE)

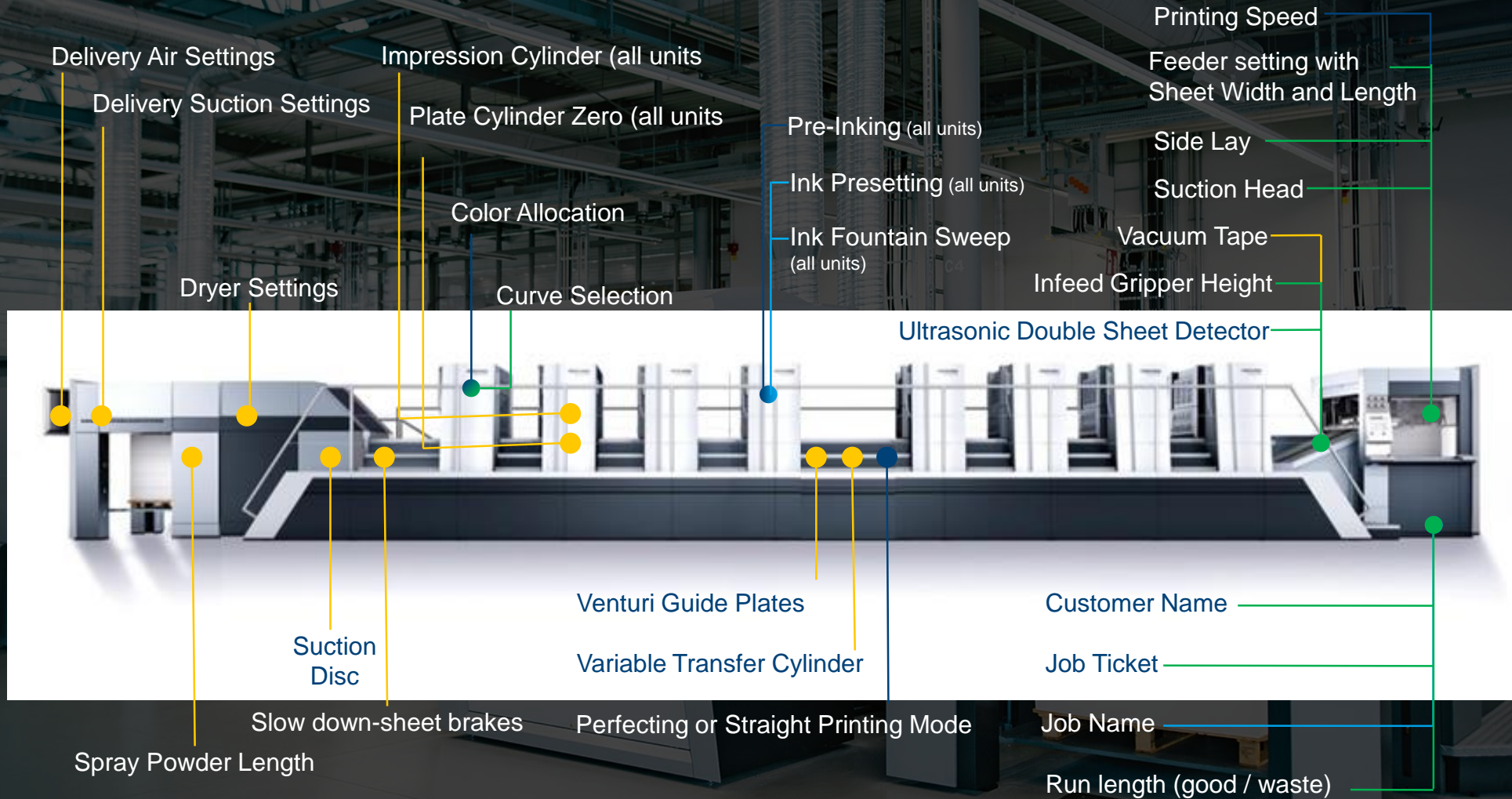


Digitale Geschäftsmodelle: Wachstum durch Nutzung.



Unser Asset: Die vernetzte

Maschine der Welt.

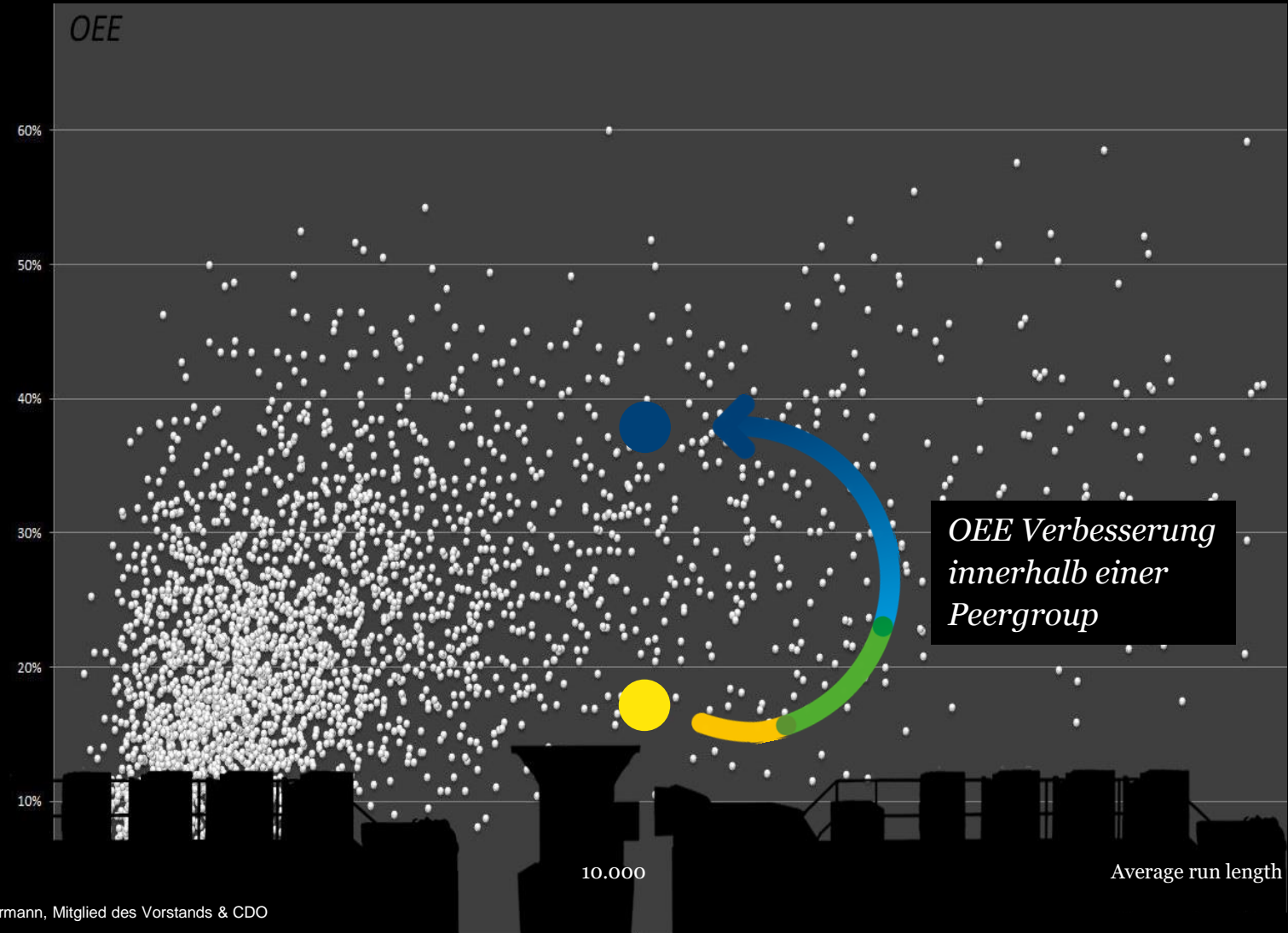




Die „Sheetfed-Milchstraße“. Wir verstehen „Nutzung“.

Daten sind die Basis für
unsere Führungsgrößen
im Subskriptionsvertrag

Real data of ~ 3.000 machines by
 $f(x)=OEE(\text{run length})$ – Jan 2018



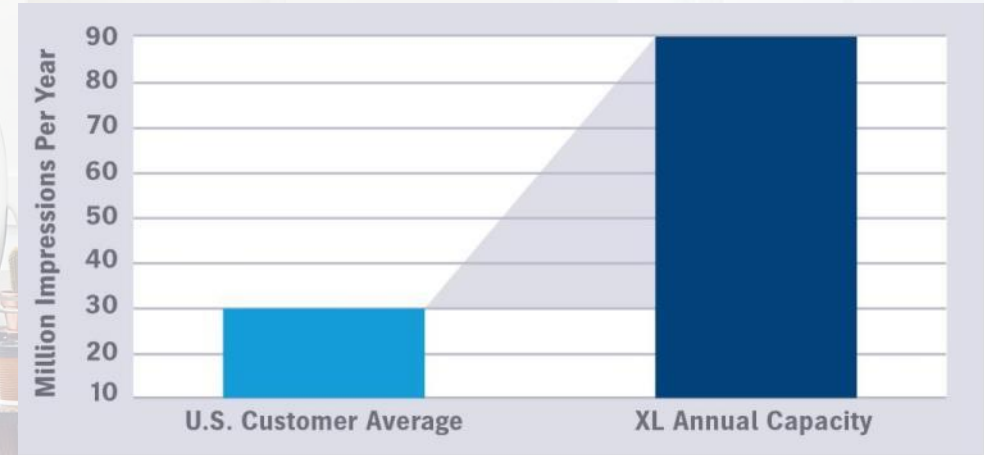


Our agenda is clear. Heidelberg goes digital.



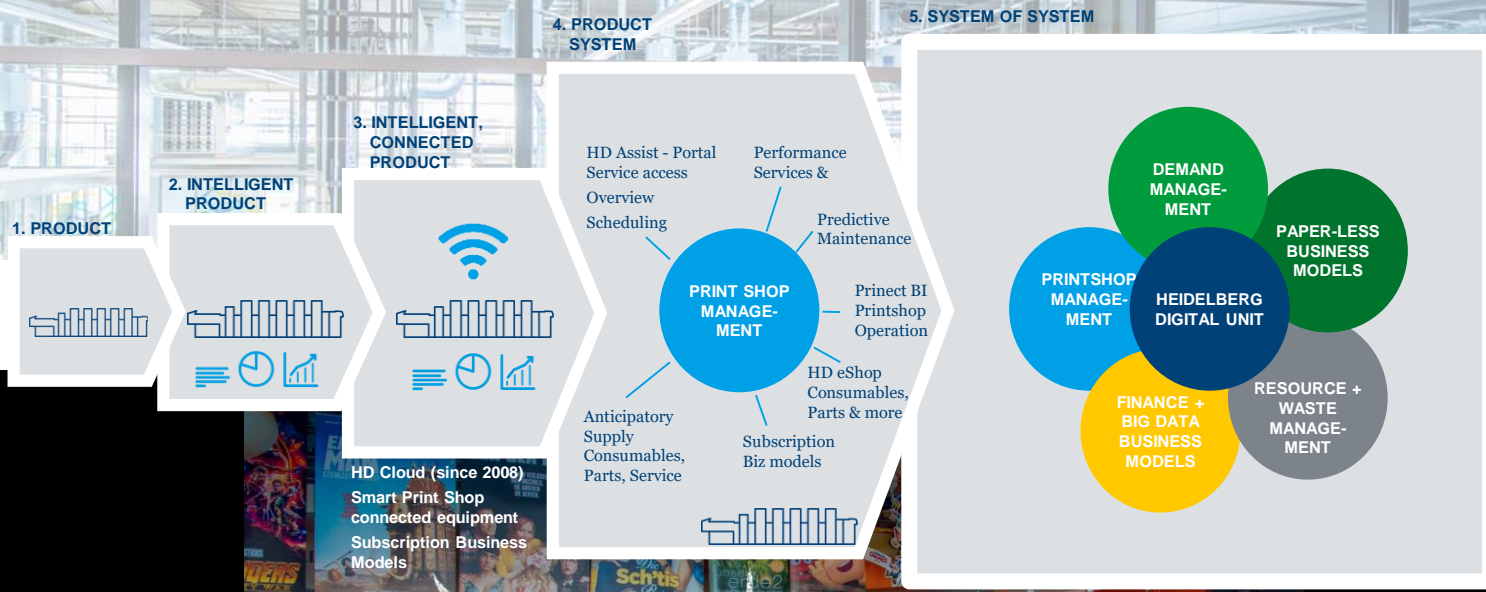


Digitales Geschäftsmodell. #Heidelberg Subscription.



For more details visit
www.heidelberg-subscription.com/

Heidelberg has a vision. Wir betreiben das weltweit führende digitale Ökosystem der Print Media Industrie.



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**Vielen Dank.
Ihre Fragen.**

