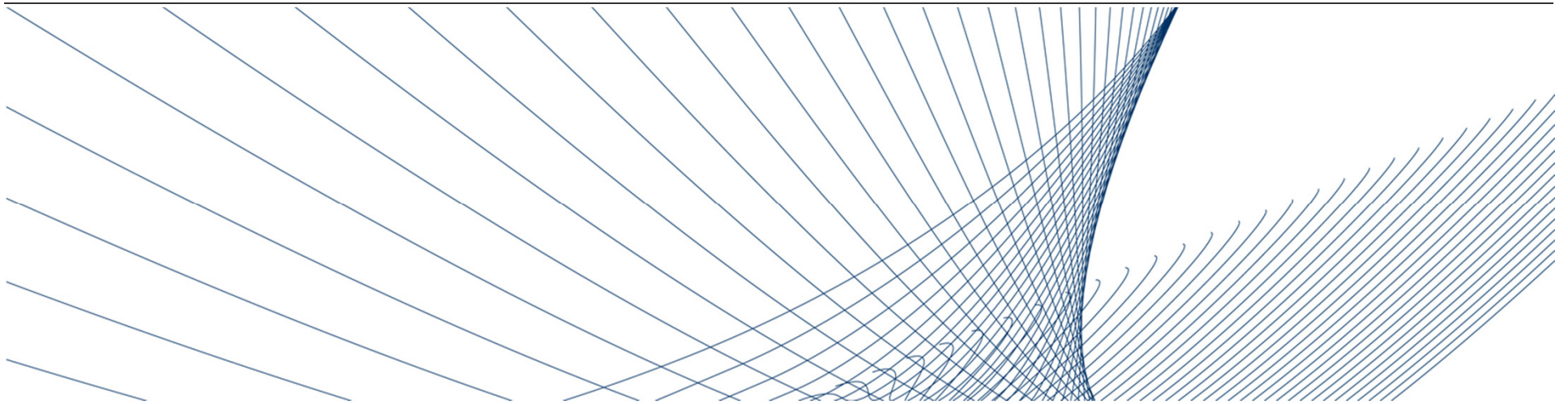


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Digital Mobility @ Automotive Industry

“What are the Game Changers for Mobility?”

Presenter

Antonio Raposo

18 August 2016

CIO Volkswagen Group South Africa

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Automotive Manufacturing – Progressive Development



1951 - The 1st Beetle rolled off the assembly line in Uitenhage



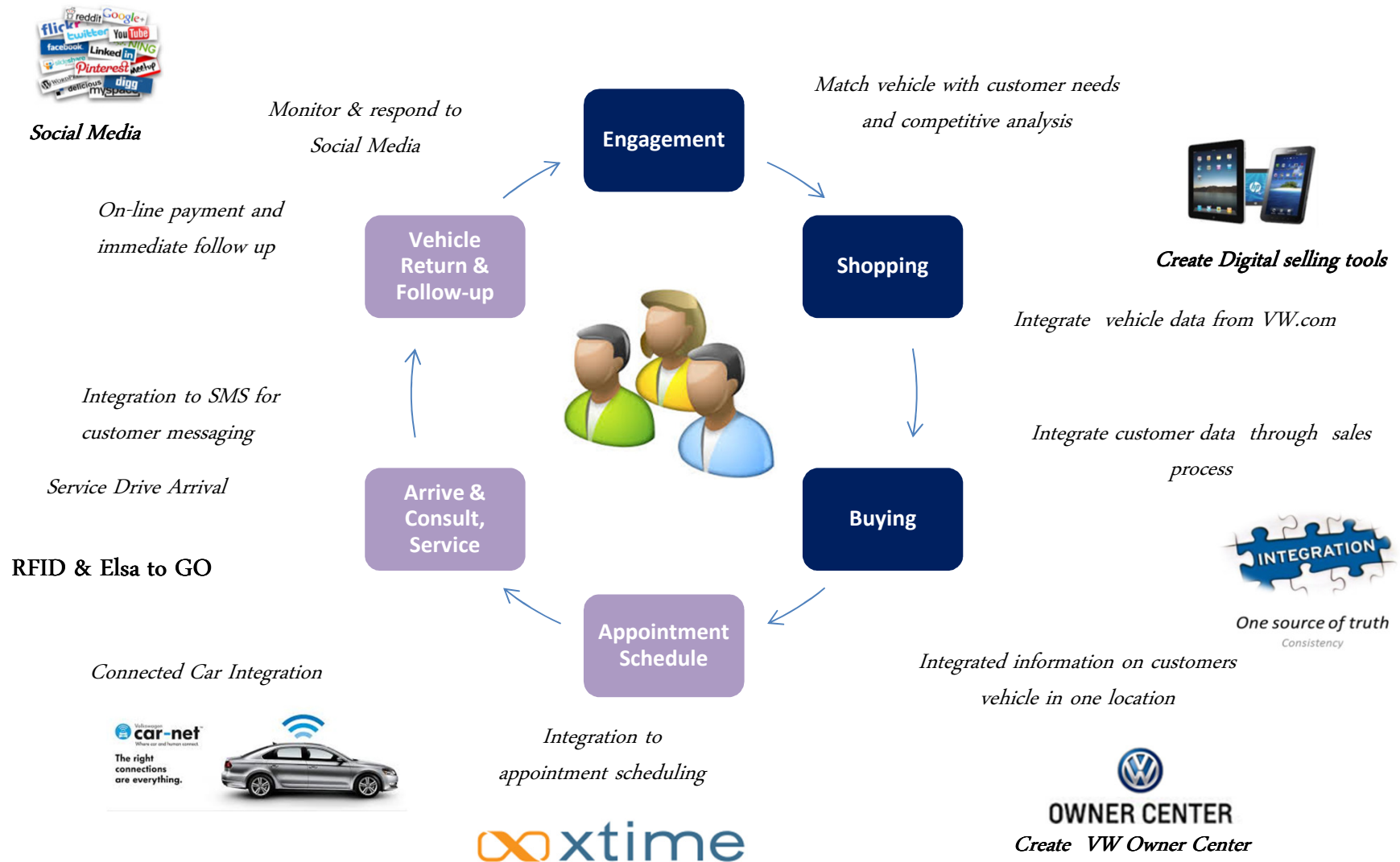
65 Years

Automotive has had a progressive change with
Electrification Decade
Automation Decade

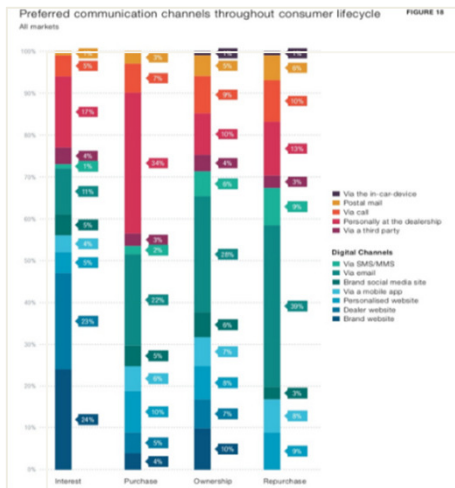


Enter the Digitalization Era

Customer move into the Digital Mobility arena.



New expectations in Customer car-buying and ownership



Communications:

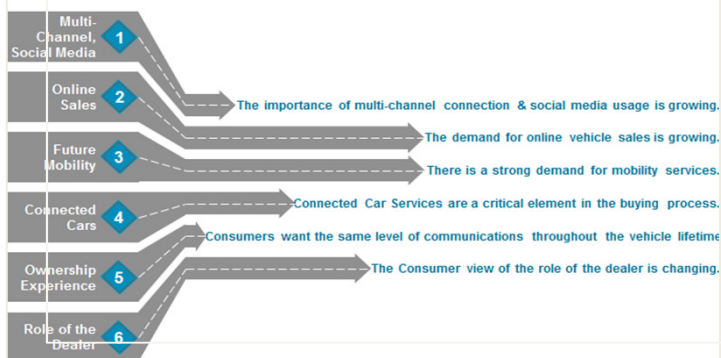
Exactly what I want to see

When I want it

How I want it

Align the Digital Sales & After Sales Strategy to new customer trends

Key findings from Cars Online 2014



Customer want:

Easy buying process

Flexible interactions

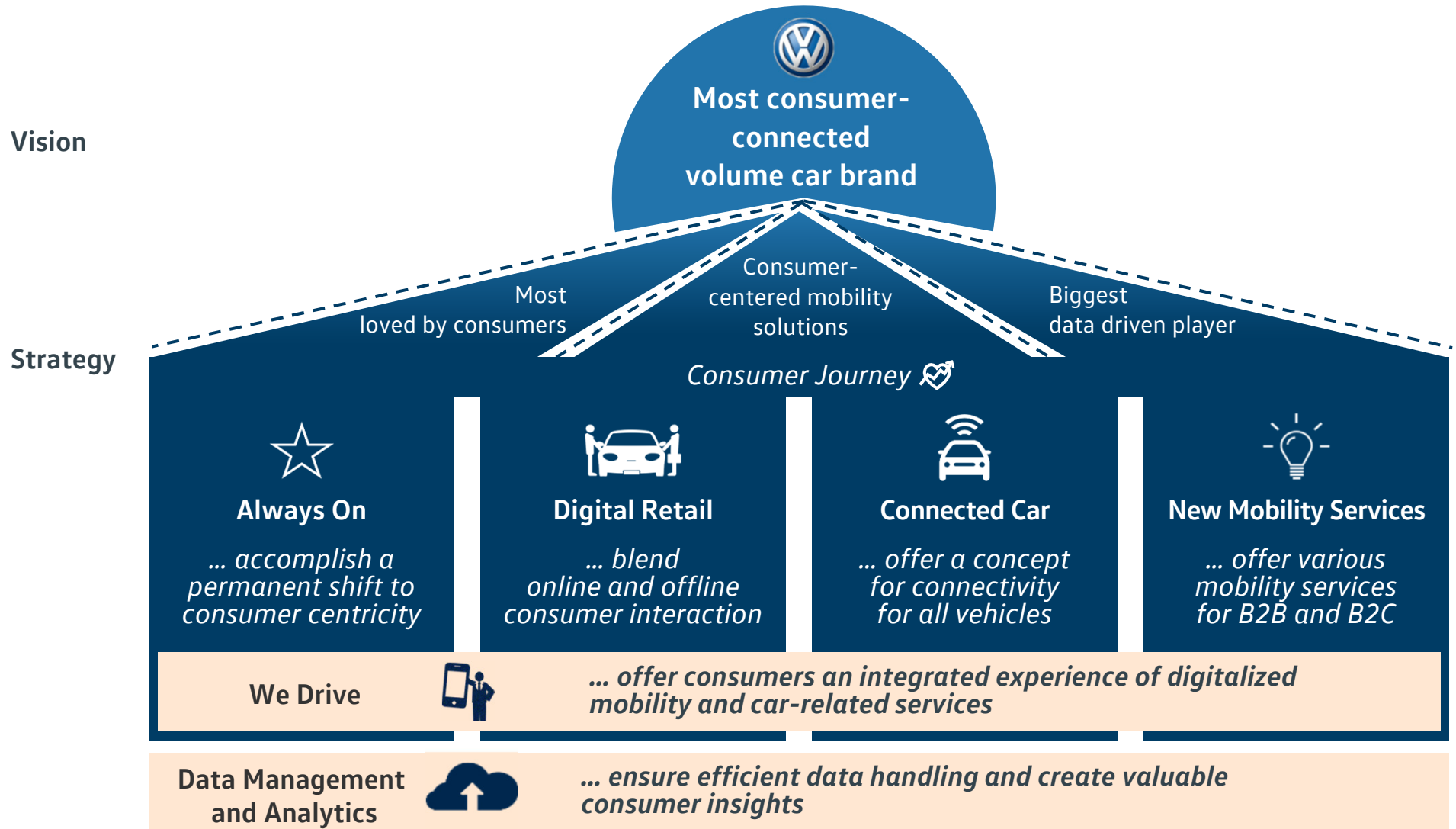
Informed ownership

Automotive Manufacturing – Digitalization

- **Digitalization for manufacturing Industries is about**
 - *Disrupt or Be Disrupted – Transforming Manufacturing from Interacting “Face to Face” to “Smart Mobile technologies”*
- **Its a whole new game change in Business Collaboration and Systems Convergence:**
 - *Transforming Business Models from Traditional to*
 - *Innovative Services*
 - *Innovate Infrastructure & Application Products*
 - *Innovative Data Security.*



Volkswagen Group Digitalization Strategy - Alignment



Corporate IT Strategy Roadmap - Digital Mobility.

Other industries are changing



From music stores
to downloading



Exemplary
MUSIC

Process participation



From service counter
to do it yourself



Customers are changing



Our competitors are already moving

Retail concept

- "No-barrier" concept, showrooms without desks
- New training concept for all sales staff
- No sales pressure
- iPads for consumer assistance



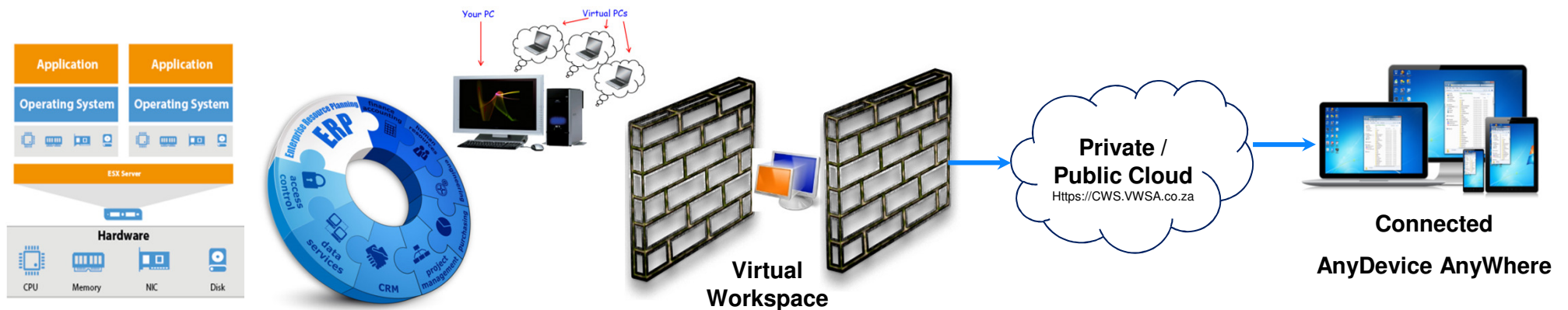
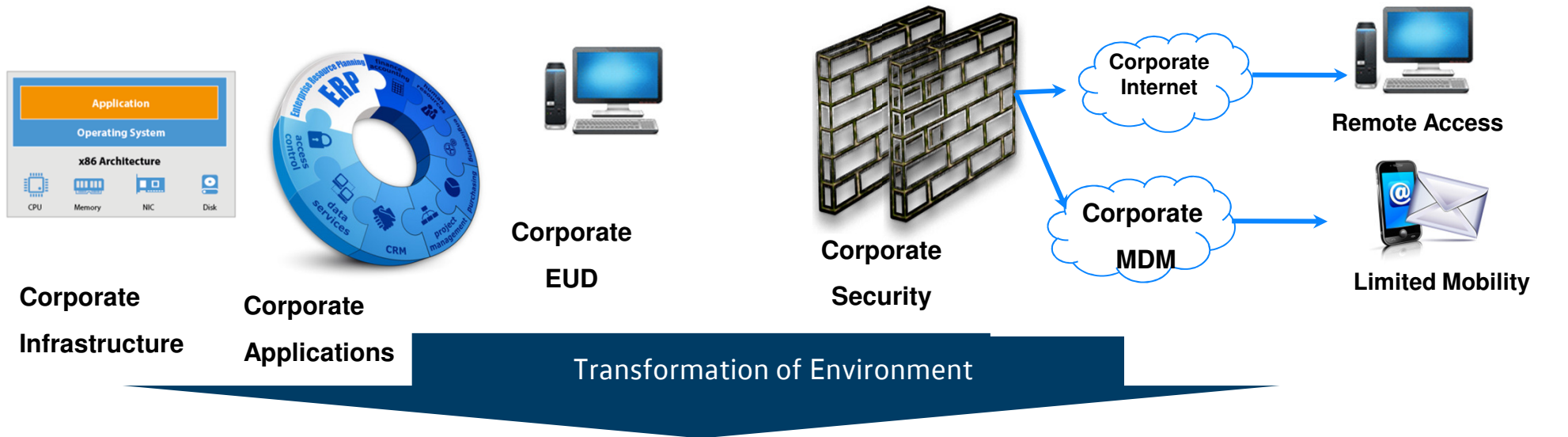
Exemplary



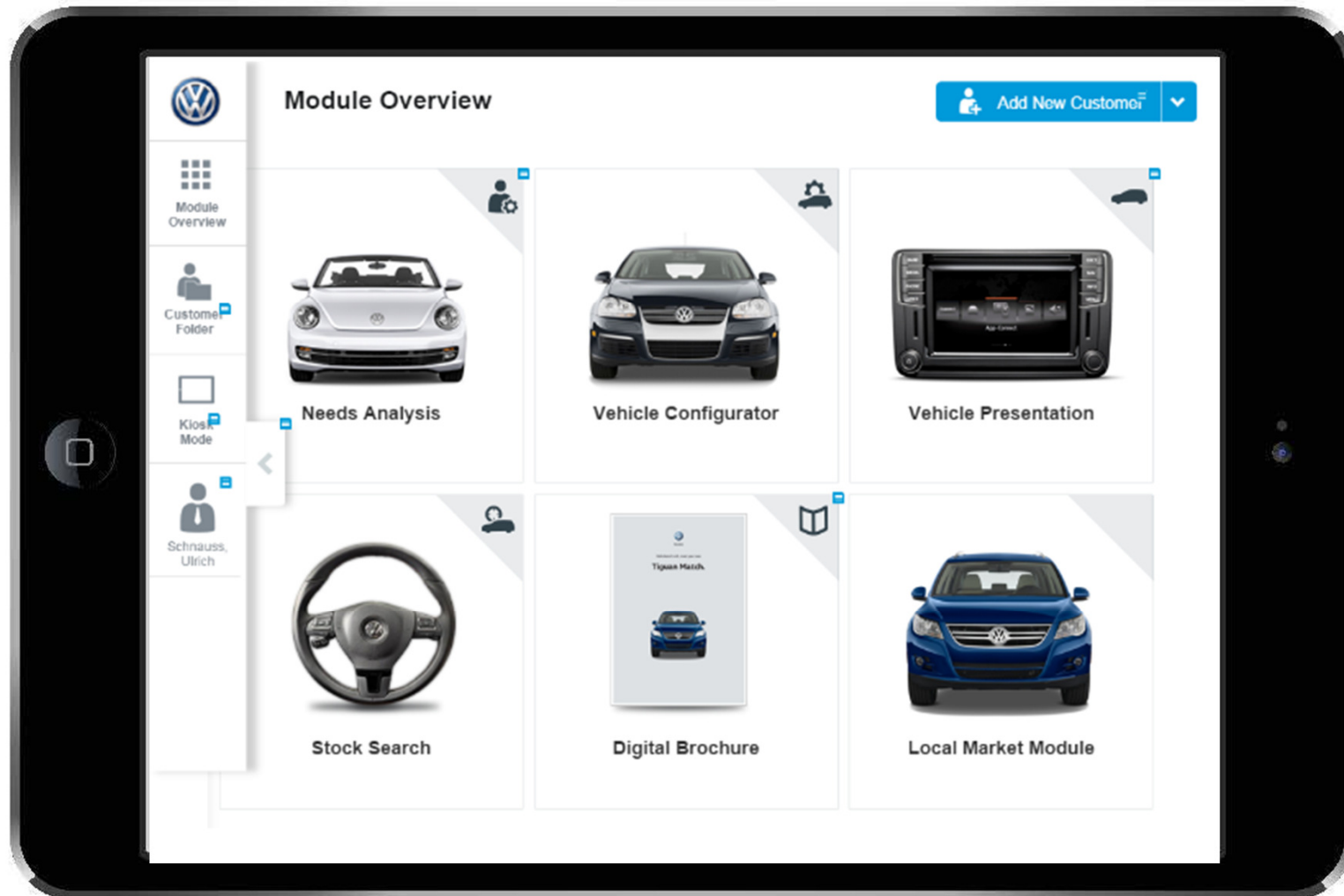
What to consider when leading Digital Mobile Transformation

- Its not about the latest digital technologies, but rather a dimension within the transformation of the business model and determining what data can do for your business in addition to hosting a robust infrastructure platform. Applicable tips:
 1. Defining what digital transformation means for your business strategy. (Targets - Achievements)
 2. Establish a collaborative, disciplined practice for executing and implementing a digital transformation process, supported by a cross functional IS competency developing agile high quality software applications.
 3. Ensuring IT to be the lead source for change and innovation with the capability in driving business transformation where the opportunity arises.
 4. Identify the IT resources with capability to run with the digital transformation initiatives. (Posses an assertive leadership quality)
 5. Establish a continuous learning culture in this new space where experimentations is required.

Environment Transformation @ VWSA



Corporate Game Changes @ Volkswagen Group towards Digital Mobility



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“IT@crossing point”



Thank you