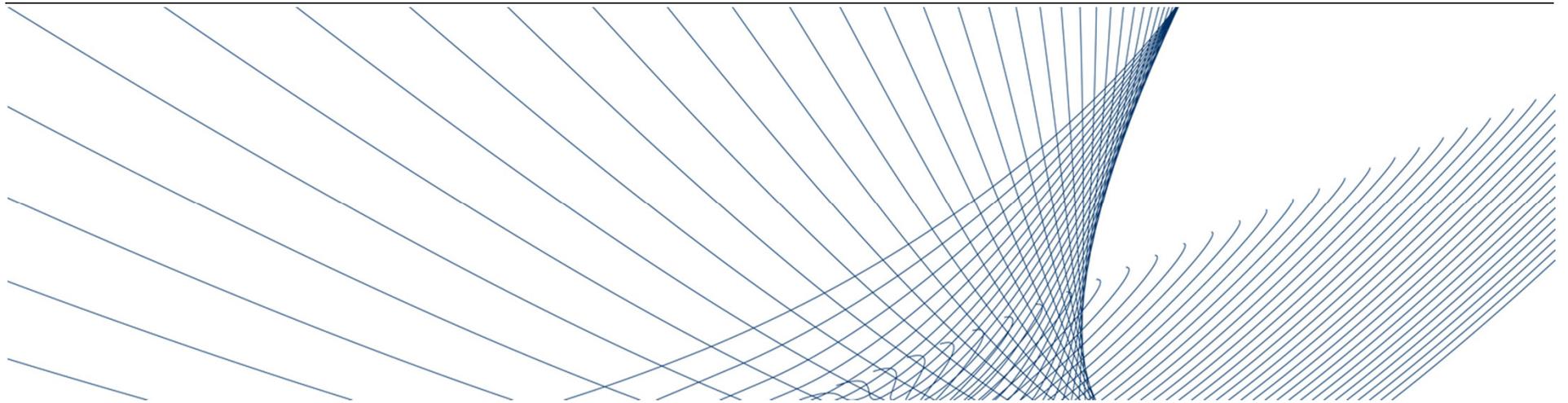


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# **Digital Mobility @ Automotive Industry**

## **“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

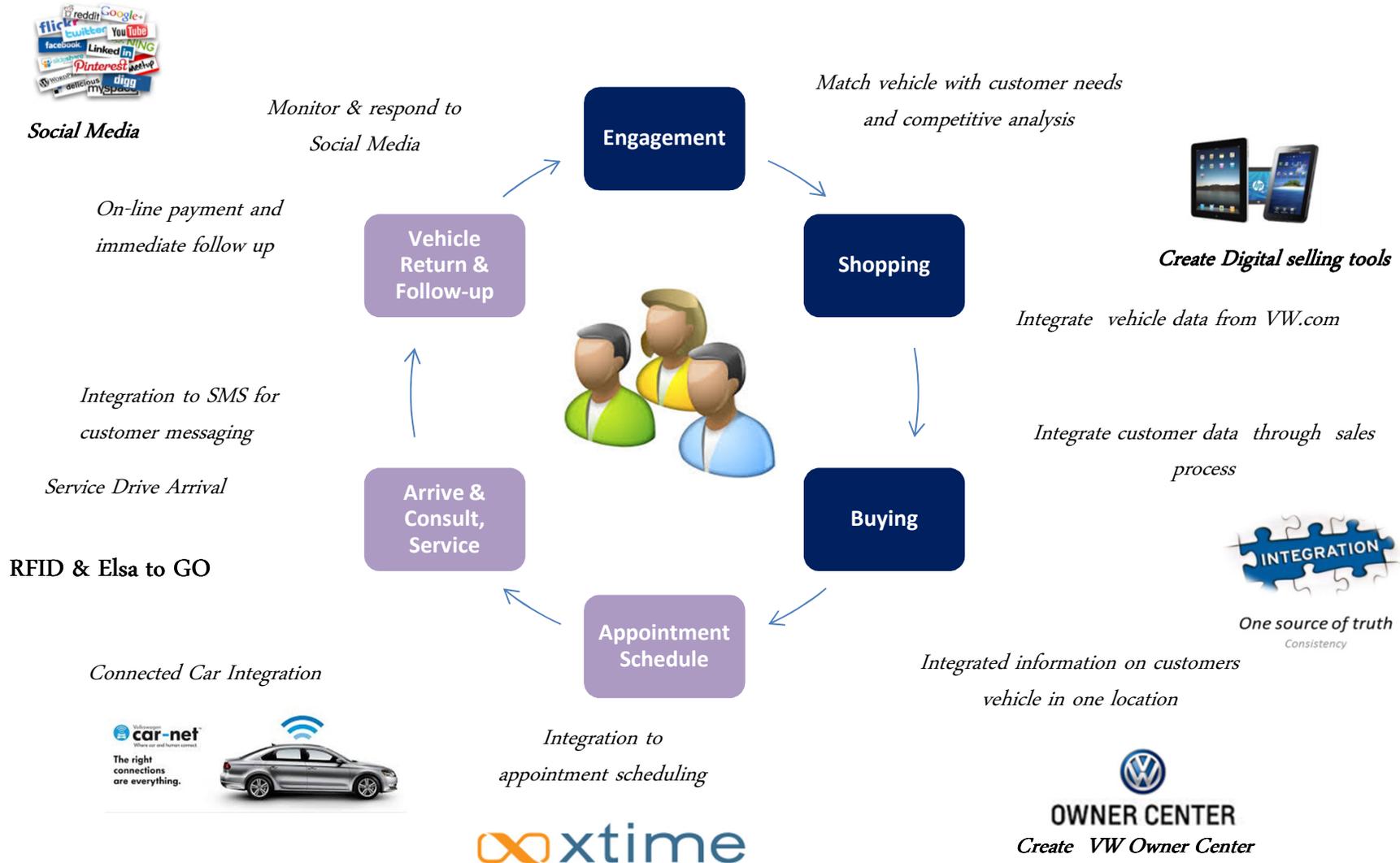


Enter the Digitalization Era

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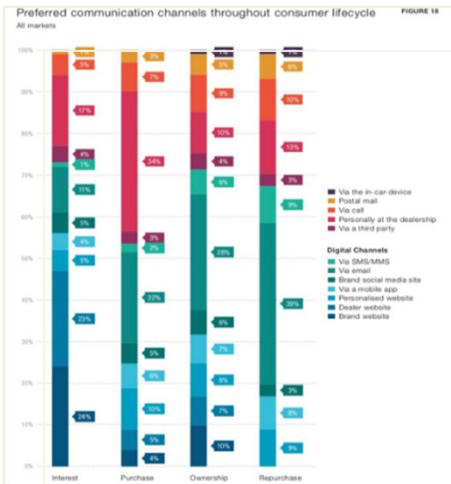
## Customer move into the Digital Mobility arena.



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## New expectations in Customer car-buying and ownership



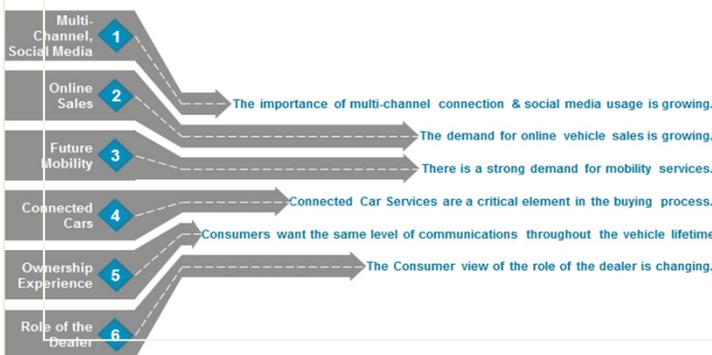
### Communications:

Exactly what I want to see

When I want it

How I want it

### Key findings from Cars Online 2014



### Customer want:

Easy buying process

Flexible interactions

Informed ownership

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

## Automotive Manufacturing – Digitalization

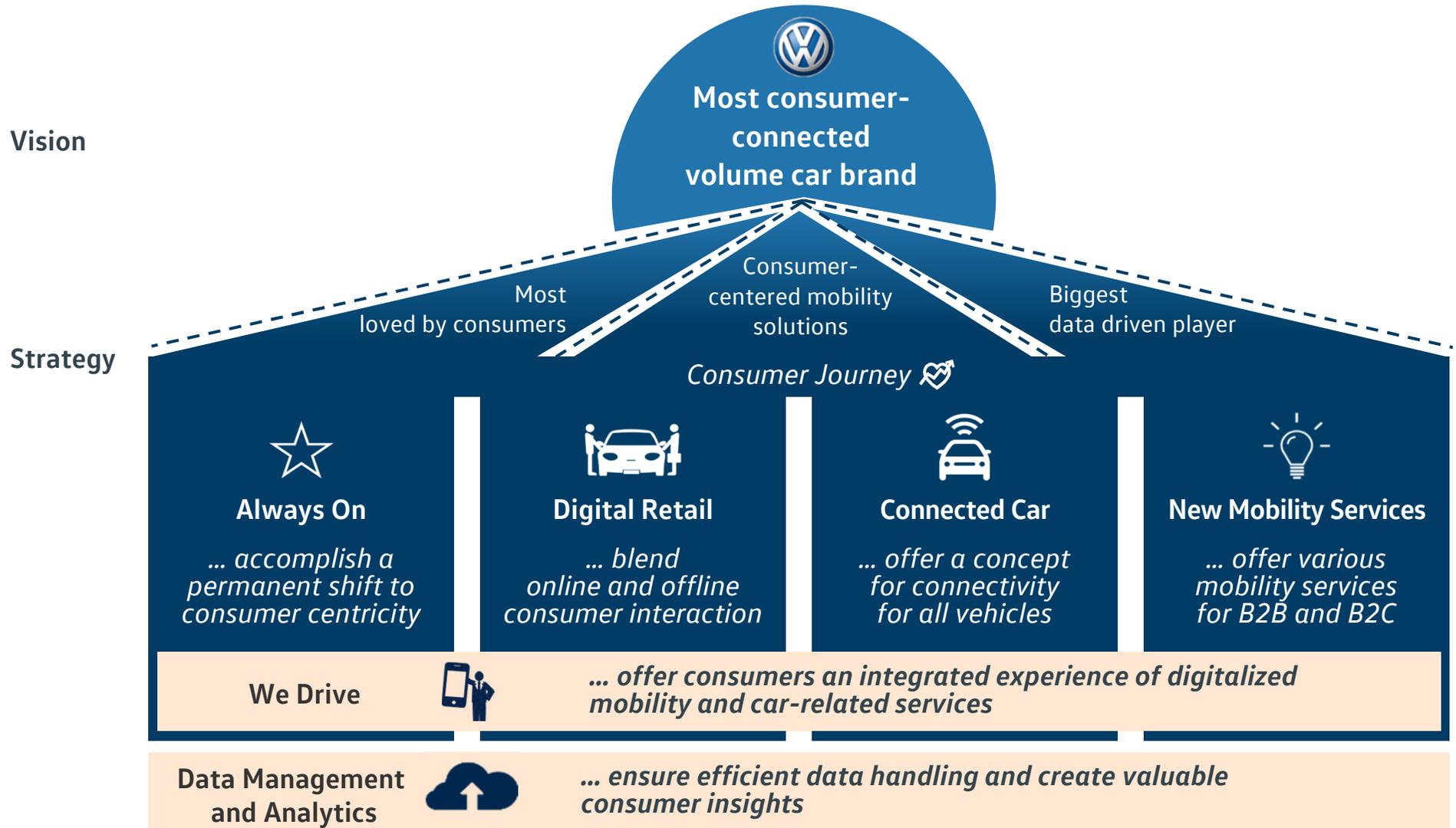
- **Digitalization for manufacturing Industries is about**
  - *Disrupt or Be Disrupted – Transforming Manufacturing from Interacting “Face to Face” to “Smart Mobile technologies”*
- **Its a whole new game change in Business Collaboration and Systems Convergence:**
  - *Transforming Business Models from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



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## Volkswagen Group Digitalization Strategy - Alignment



## Corporate IT Strategy Roadmap - Digital Mobility.

Other industries are changing



From music stores  
to downloading



*Exemplary*

Process participation



From service counter  
to do it yourself



Customers are changing

Customer quotes from interviews *Exemplary*

**Single sign on**  
"I think, it's very important for the overall communication to be logged and tracked so I don't have to repeat myself constantly. I'd prefer to be known rather than totally anonymous."

**Education**  
"I would like to get constantly educated about how to get the most out of my car."

**New formats**  
"I was impressed by the Tesla store - I like that it is smaller, more personal and there is no pressure"

**Data sharing**  
"The more they know about me, the better - I increase convenience"

**Digitalization**  
"For me being 50, the online buying model would be perfect"

**Digitalization**  
"I don't like paper anymore. Please do not give me a piece of paper."

**Customer-driven process**  
"Having no dealer wouldn't bother me but I think you have to have both - with and without dealers"

Our competitors are already moving

Retail concept



*Exemplary*

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



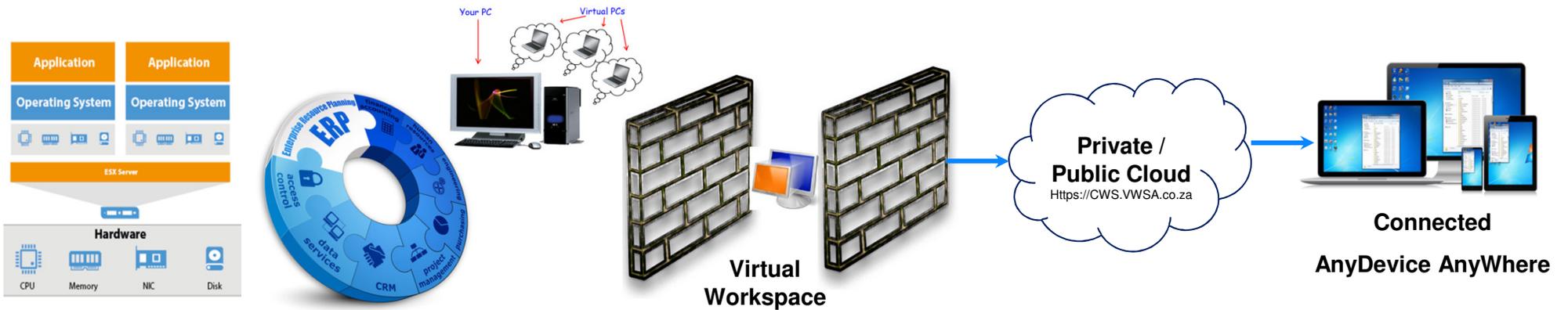
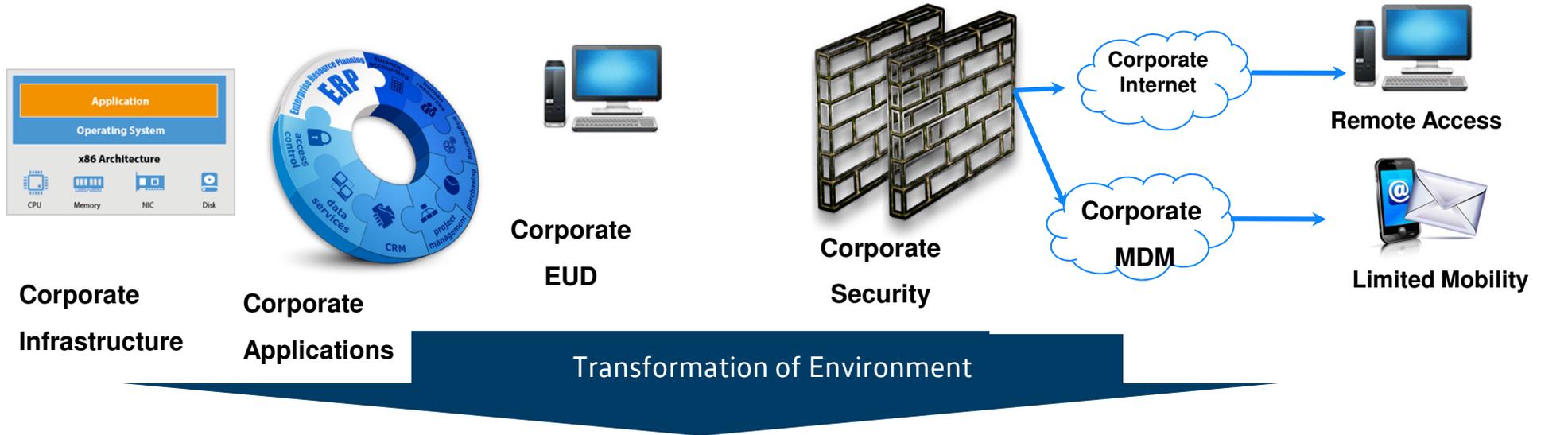
## What to consider when leading Digital Mobile Transformation

- 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.

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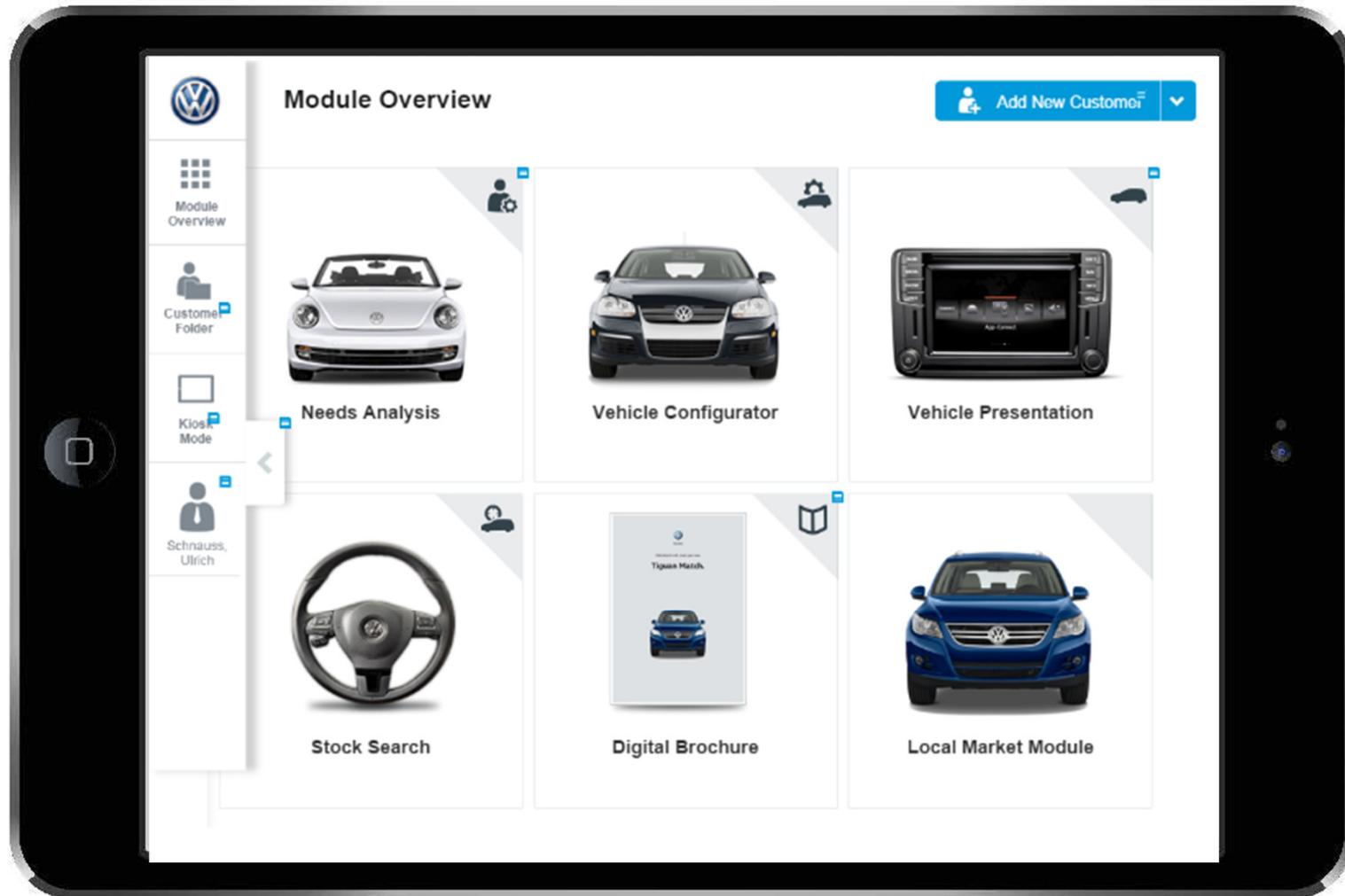
## Environment Transformation @ VWSA



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## Corporate Game Changes @ Volkswagen Group towards Digital Mobility



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“IT@crossing point”



Thank you