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Digital Transformation

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Our Challenge Defend Interface to Customers

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Customer / User

Digital interface to the customer, becoming main differentiation factor
Threat: Occupied by competition / new players

Digital Customer Experience / Seamless Journey

Recipes / Inspiration	Planning	Grocery Delivery	Storage / Cooling	Preparing	Cooking	Serving	Cleaning

Cooking Process

Appliances

Our Strategy Combine Digital Layer with Strong Products

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Customer / User

Our Believe
Combining the digital layer with technologically differentiating products offers "real" USPs

Digital Customer Experience / Seamless Journey

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Cooking Process

Appliances

Digital Transformation @ HSLU

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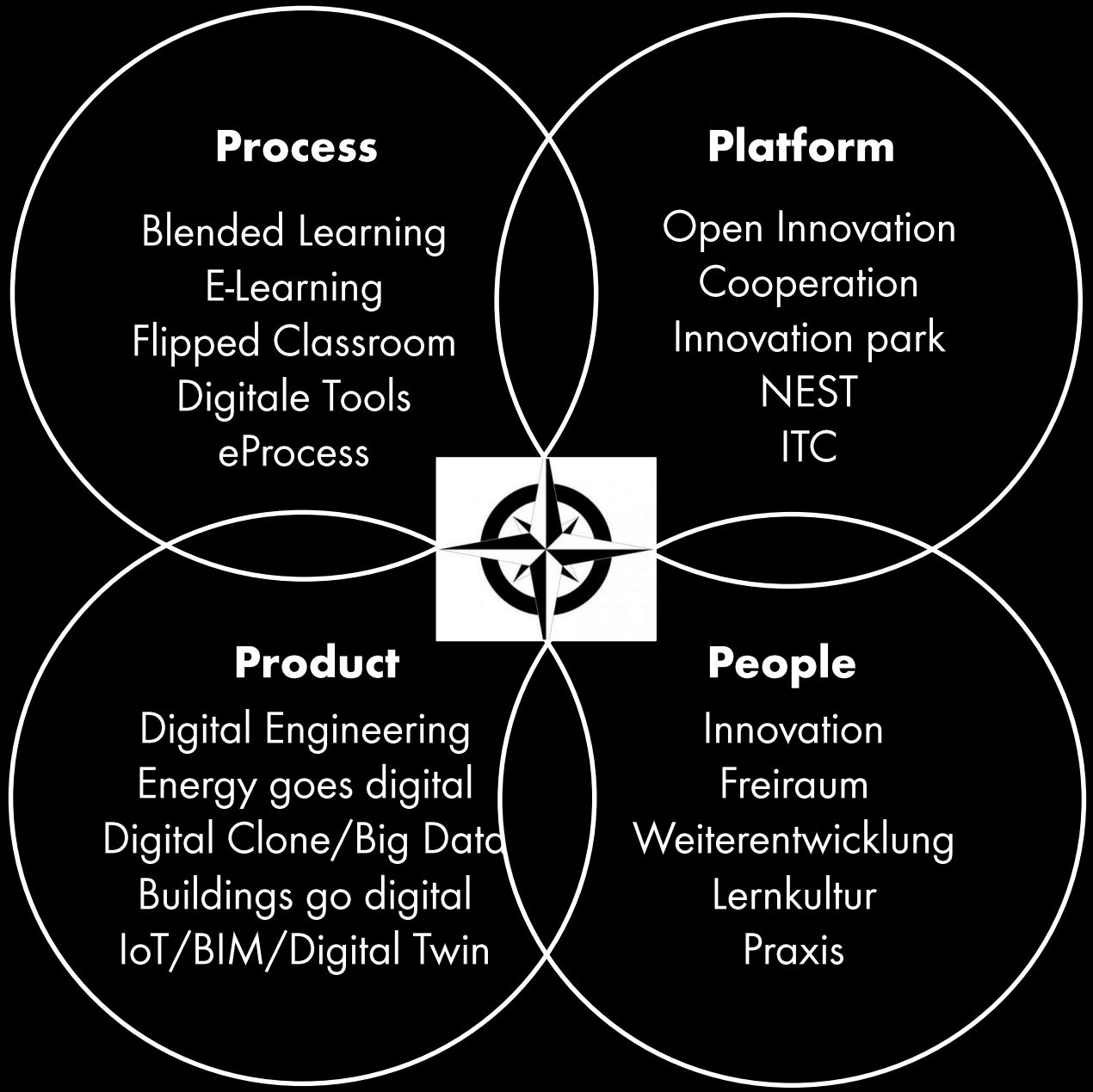

Our Approach Creating A Lab to Invent The Future

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V-ZUG Lab
"Invent the Future"

- **Interdisciplinary teams** (HW, process engineering, SW, IoT, Cloud, Marketing, Customer Insights, Finance, Digital…)
- **Internal** (V-ZUG knowledge) and **external** resources
- **Agile** development approach
- Output: **PoCs, MVPs**

Transfer

Line Organization
"Execute the Future"

- Classical development projects (appliances)
- **DevOps** for Digital Products / Solutions
- Mixed approach: **waterfall** and **agile**, depending on what suits best
- Output: **New services / products**

Success Factors Why Our Lab Will be Successful

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Unsuccessful Lab

- Missing Top-Management commitment
- Inadequate organizational setup and governance
- Inappropriate content: focus on tech only
- Wrong staffing

V-ZUG Lab

- Proactive commitment up to owner family
- Well organized interlink with line organization
- Holistic Approach: Tech, Customer Insight & Business Modelling
- Right Mix between internal, new staff and external partners

Success Factors for Digital Transformation

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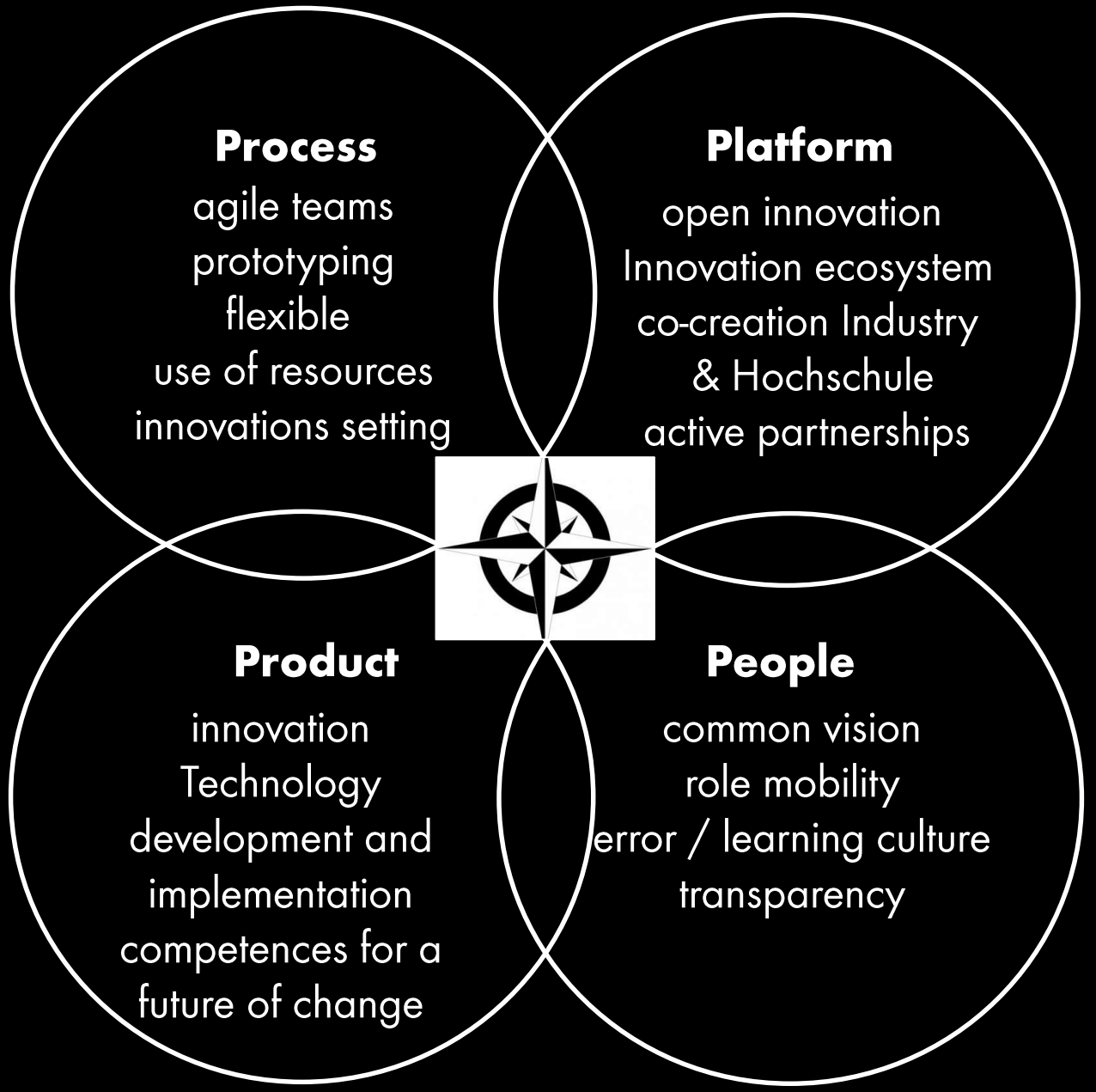

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THANK YOU