



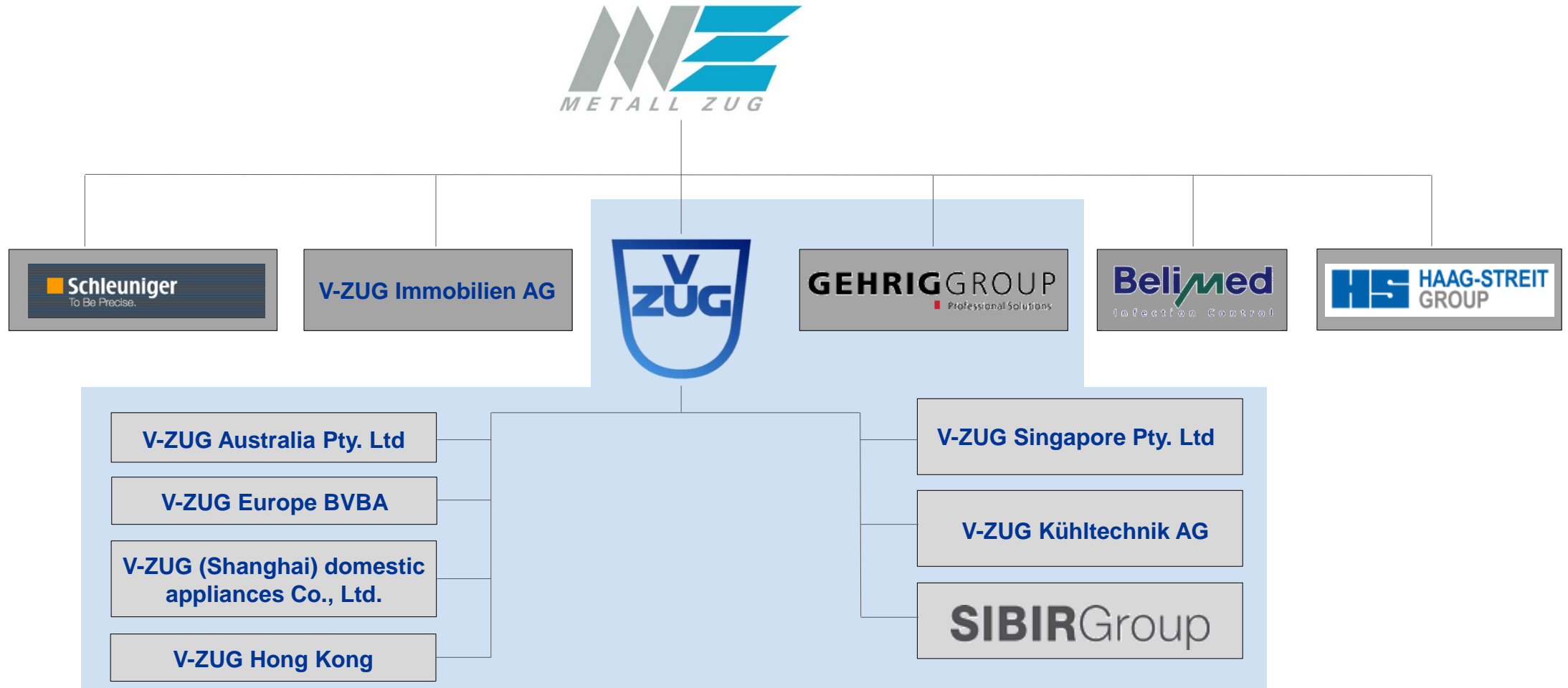
Digitalisierung in einem 100-jährigen Unternehmen

HSLU / Abend der Wirtschaft

Horw, 6. November 2018

METALL ZUG GROUP

Division Household



An aerial photograph of a large, calm lake surrounded by lush green hills and a small town on the shore. The sky is filled with dramatic, grey clouds, with some light breaking through near the horizon. The foreground shows a rocky, brownish hillside.

100 years — a success story

100 years – a success story



It began in **1913** with Verzinkerei Zug AG and 39 employees, who galvanised sheet metal products and metal parts.

- V-ZUG has always been **run by its owner**
- For three generations, the owning family has held the majority of shares
- mission = profitable growth: double-digit EBIT margin to sustain unique DNA

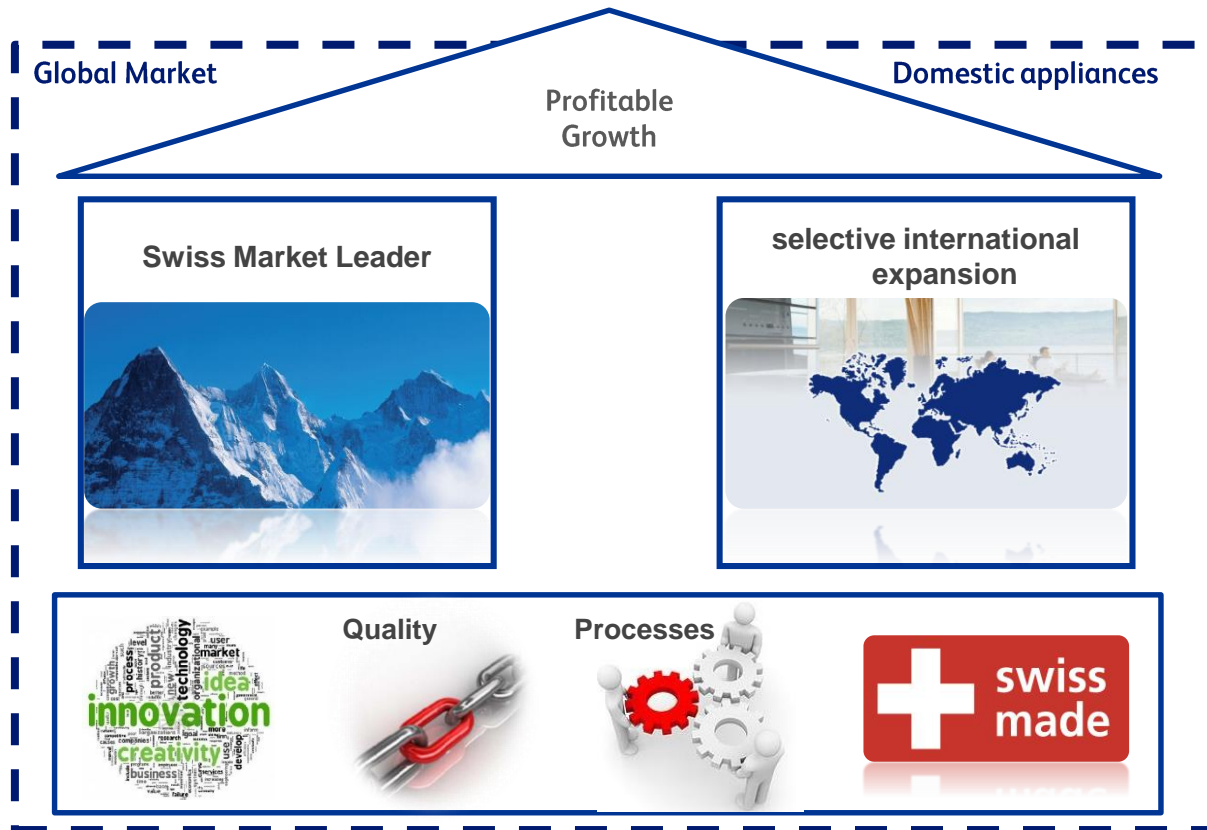


today:

- > 2000 employees (1600 in Switzerland)
- > MCHF 600 net sales global in 20 countries

Where to go ...?

We have defined long-term objectives and the owner's full support

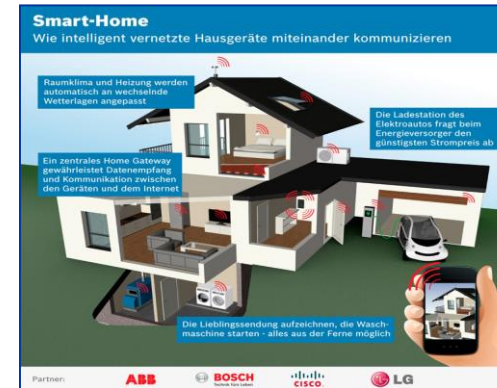
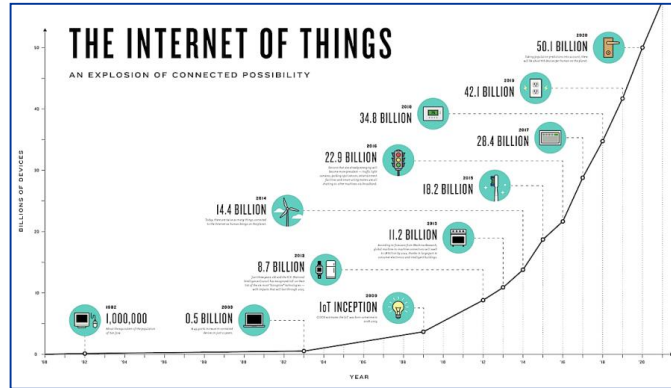


- Maintain the industrie's **benchmark profitability** for the next generations by long-term focused growth and process initiatives sustaining over-proportional investment capabilities in Swiss core competencies.
- Solidify our **leadership in the Swiss Market** as conditional base for international expansion.
- **Expand selectively** in focused international markets with high-end products & services leveraging at least 25% of global sales.
- Strengthen and fulfill our **core competencies (USPs)** such as "Leader in Innovation & Quality" and offering "(Swiss) boutique manufacturing solutions" with highest precision.

Motivation: Why change?

Digitization, Internet of Things, Industry 4.0 – Is this relevant for us?

Connected worlds are becoming standard in all living & working environments



Connectivity is already reality in the world of «white goods»

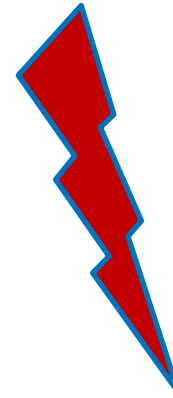
Digital supported production and development tools are key success factors to stay competitive



SMU do have a starting advantage (lower complexity & less time needed) for implementation of new standards

Motivation: Why change?

Digitization, Internet of Things, Industry 4.0 – Is this effecting us?



Continuous change has (always) been our recipe of success...

Our dimensions of transformation ...

Physical transformation



1

Services & Products, ...



2

Processes, Systems, People...

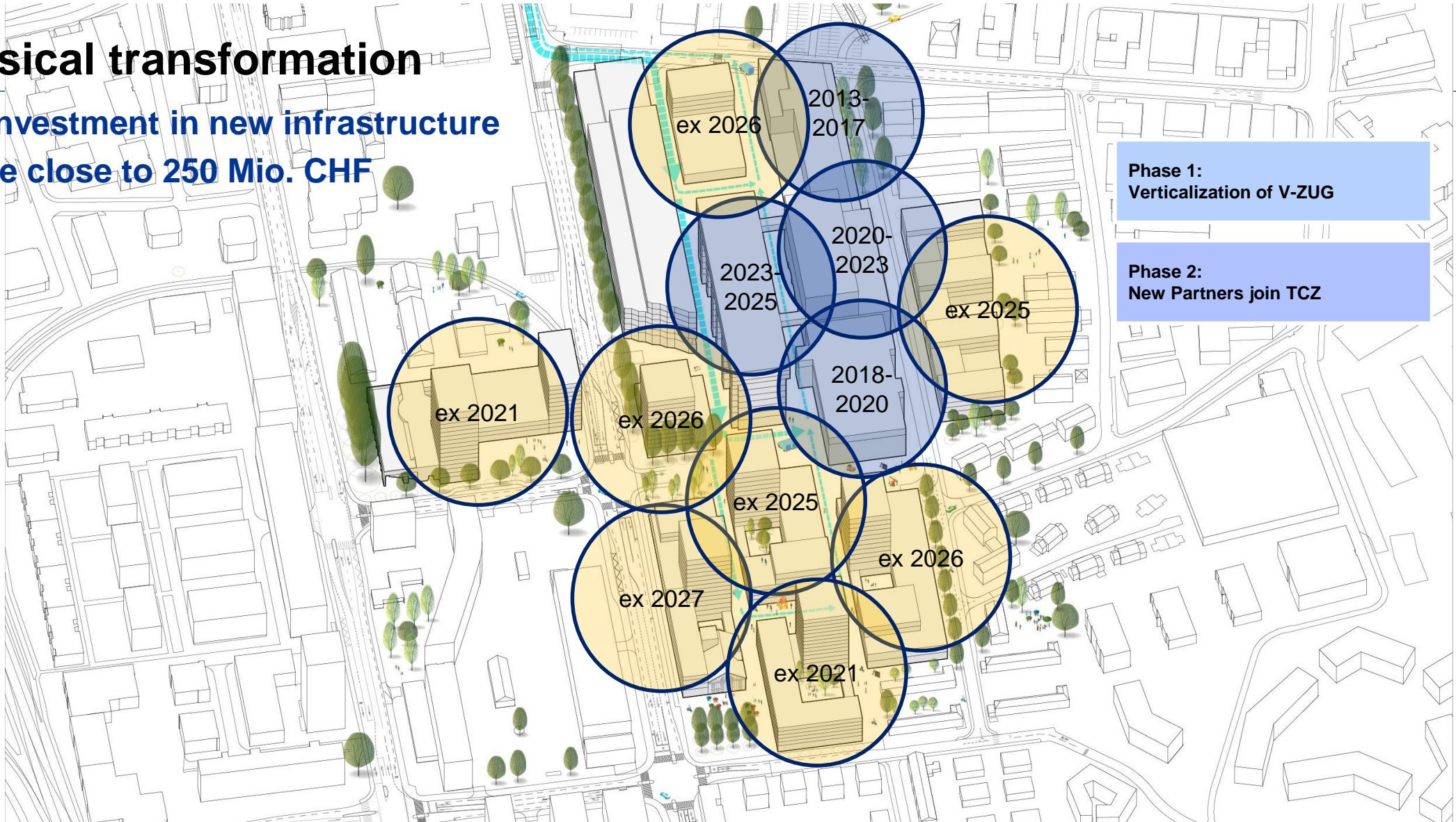


3

1

Physical transformation

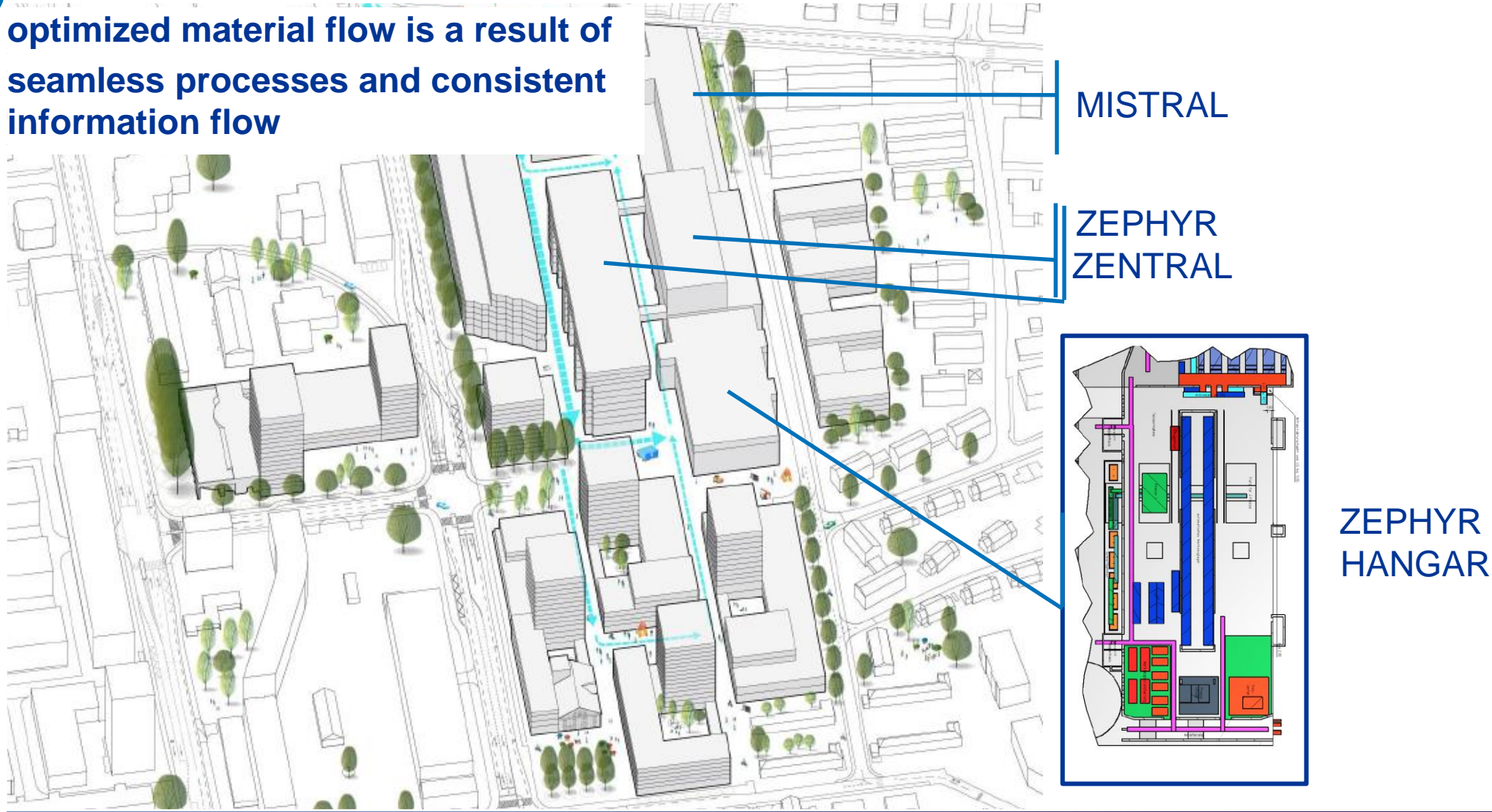
The investment in new infrastructure will be close to 250 Mio. CHF



1

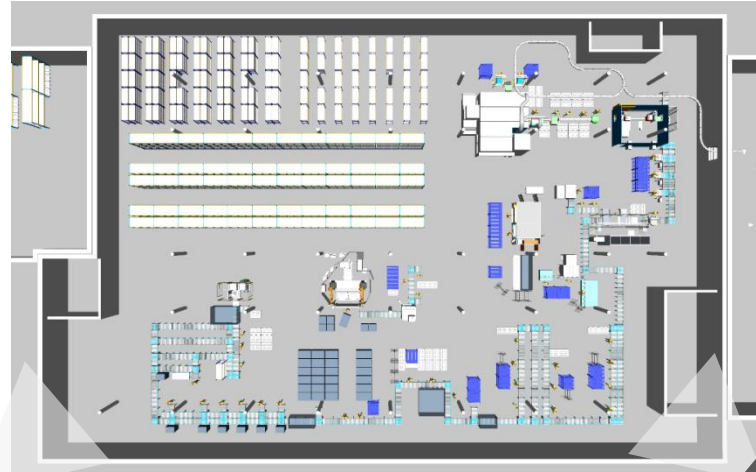
Physical transformation

optimized material flow is a result of seamless processes and consistent information flow



1 Physical transformation

3D-Model „V-ZUG 33“:
a digital simulation of the future



2

Digital transformation

New products & Services



- **connectivity:** Retro – / Line – & Future – Fit
rapid building «eco-systems» (open API)

- **DCE** **digital customer experience**
direct approach to «C»...
more than a product; solutions ... including partners

- **DOX** **digital operational excellence**
digital means & tools to optimize our value chain (E2E)

- **use instead of buy** new offerings to investor / landlord / facility management / and ... user!

- **Individual** Adaptive products, ...

Processes are (just) people! 😊

Changes are always effecting and effected by people: is all about «we can, we may, we want»

Processes, systems,
people...



(digital) systems are enablers & solid foundation ...

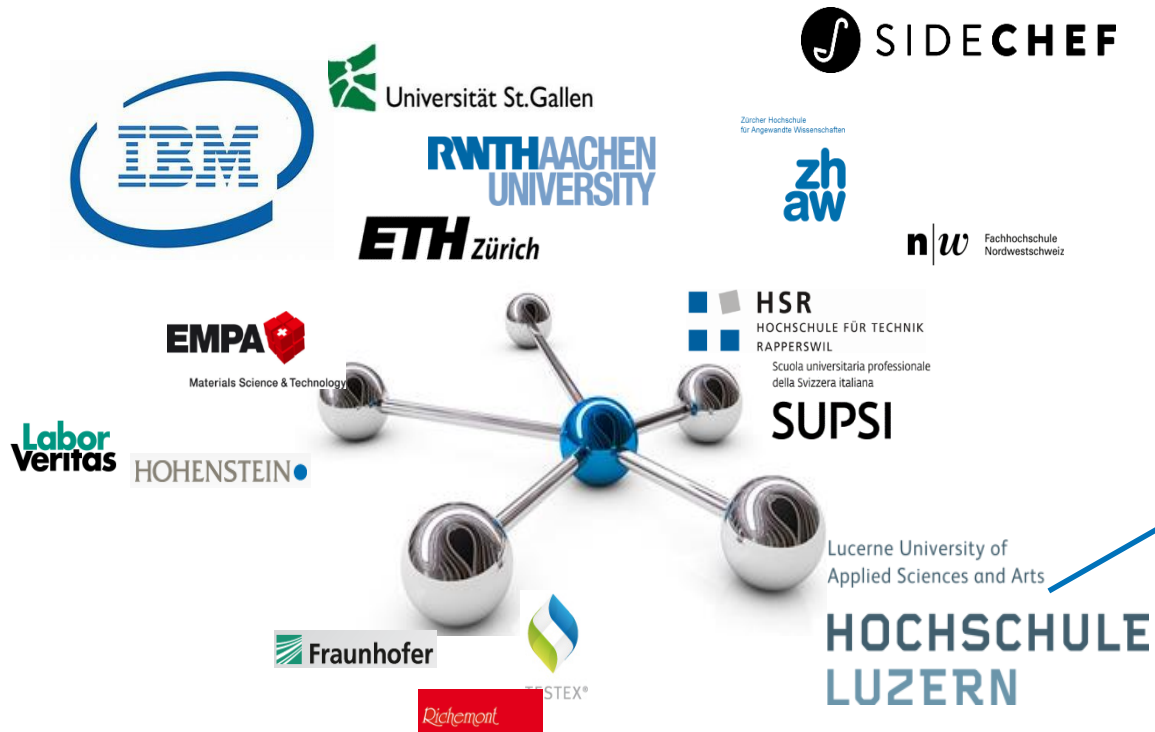
- replacement of core IT systems (real time system S4 Hana)
- «soil remediation» of internal IT systems (LotusNotes, Windows 2000 ff, ...)
- enable professional internal workflow with cooperative systems (Office 365)
- flexible work / time models , new offerings for mobility
- vitality: increased offering to support individual health and fitness

- **... they need to be supported by ...**
- «free spaces»: open innovation, garages, interaction & contact zones, off-sites
- «agility»: trained skills & active support (agile methodologies, tools and teams)
- «empowerment»: create and defend «freedom to act»!
(«meeting free-morning», cross-functional projects, deployment of power, ...)
- ...

3

Processes are (just) people! 😊

Not invented by me? ... collaborating eco-systems are essential for innovation power & the competitive edge



Building Excellence

Verein
Innovationspark Zentralschweiz

Mitgliederübersicht

A grid of logos for various member companies and institutions, including: AMSTEIN + WALTHERT, Alfred Müller, ANLIKER, KANTON LUZERN, Basler & Hofmann, GEMPERLE, hkg.ch, CKW, csem, hodel, condair, ClimaNova, digitalSTROM, dormakaba, LANDISBAU, EBERLI, ewl, Emch+Bengen, OTTCFISCHER, ITZ, Kanton Zug, Kanton Obwalden, Kanton Nidwalden, Kanton Schwyz, Kanton Uri, Landis Gyr, milani, thingdust, WITZIG, thermoplan, stroby, SwissLife, DATWYLER, ENGIE, HHM, V ZUG, HOCHSCHULE LUZERN, ZugEstates, and zehnder.

V-ZUG: R&D eco-system (extract only)

3

Processes are (just) people! 😊

an open word ...



ALL GROUPS

Sort by: Members

- V-ZUG Women's Network
- Market Insights_at_Product Manag... 1
- Digital Services
- Digitalisierung
- Smart Data
- Product_Market_Insights EN
- RoundTable ZUGORAMA
- Project James
- ACTplus
- Office 365
- KICKSTART ACCELERATOR
- TIP
- vzugdesign
- FOCUS 123 members
- International Team
- Cool-at-vzug
- Gourmet Academy
- All Company 14
- + Create a group
- * Discover more groups
- PRIVATE MESSAGES +
- Markus Zwimpfer
- Markus Zwimpfer
- Rolf Jenni
- Samuel Mischler

Group Name	Members	Status
Digitalisierung	160 members	Joined
EDP	160 members	Join
Market Insights_at_Product Management...	126 members	Joined
Office 365	102 members	Joined
EKK	71 members	Join
vzugdesign	60 members	Joined
International Team	59 members	Joined
RoundTable ZUGORAMA	57 members	Joined

HOME V.ZUG 33 DIGITALISIERUNG @WORK ARCHIV

KONTAKT DE EN

BLUEonline

Sauberes Geschir auf Knopfdruck
Silvio Lehni erklärt im Expertentalk, welche komplexe Technologie hinter dem meist genutzten Geschirrspülprogramm steckt. [Weiterlesen](#)

Dein V-ZUG Bild

Schaufenster

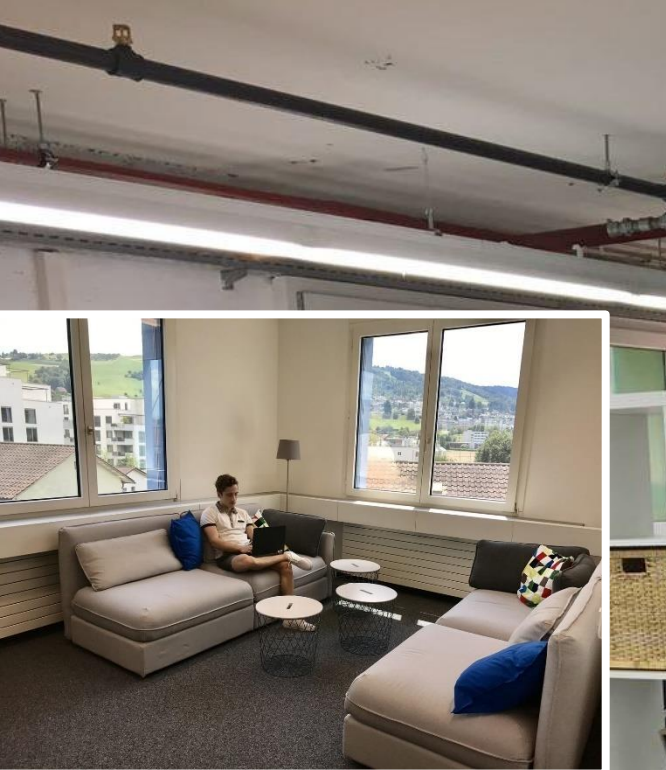
Umfrage
Frage des Monats
OKTOBER Russisch? Griechisch? Italienisch? ...
[Weiterlesen](#)

Ein neues Namenssystem
Wir taufen unsere Produkte neu: einheitlich, verständlich und nachvollziehbar.

Open Data meets Smart Kitchen
Hackdays 45 Stunden im Ausnahmezustand

Neueste Artikel

Neue Montageinsel 12







Besten Dank für Ihre Aufmerksamkeit.