

Digital Innovation

The key driver of digital transformation in organizations is the establishment and development of a competitive corporate, digitization and product strategy.



“Common” challenges in the digital innovation of business models

- _ *What are future business models?*
- _ *What are the pains and gains of my customers that are not served and satisfied yet?*
- _ *What are future offerings and how can new digital initiatives be synergistically connected to the existing portfolio in an economically advantageous way?*
- _ *Which measures and methods support in expanding and further developing business models?*
- _ *How can platforms be used?*

