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A business function really can be this exciting.



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I am looking forward to the digital world of tomorrow. Let's open the doors to progress! Thus far it seems there has been too much talk and too little action. Nearly every day I see ways to make our lives and jobs easier. These ideas make me want to launch start-ups on the spot. I would like to develop a digital world map for executive board offices, which would show company leaders how the machines and business operations are running at their international sites right then in real time. That would bring a new quality to transparency.

When I land at an airport and it takes almost as much time to catch a taxi as the domestic flight itself, I long for transportation services to be digitally connected. That would ensure smooth and rapid transport to the final destination for both me and my luggage—with no long distances to walk and no waiting times. And at home in Stuttgart, I'm not terribly eager to park my car myself when shopping on Saturdays. When I arrive at a parking garage, the electronic parking assistant is welcome to take over and maneuver the car into a narrow parking place, and then retrieve it again when I call—via an app.

Oh yes, and when my car needs washing, I don't need to be there either. A clever car can do that on its own. Washing, drying, vacuuming—all of that can be done while I take care of more important matters. Maybe an inventive start-up troop in a garage somewhere is already designing self-cleaning vehicle surfaces. Disruption! For that would spell the end of the car wash business model.

If the fridge in a smart home already knows that the grocery delivery service should bring yogurt next time, that same company could also pick up my laundry and take it to the cleaner's and back. And speaking of apps—as far as I'm concerned, good digital apps should be like master keys. I like having everything done from a single source: theater tickets linked to a restaurant reservation, hotel stay, and museum tour for a short getaway. And I'm by no means the only person to have such desires.

Now, I'm not about to found a start-up. Younger people—digital natives—are better at that. But I am part of the large group of those who need their services and therefore will help their new business models become successful. Moreover, in my job as a consultant, I see yet an-

other important task: the many companies with long and solid traditions must not be allowed to go under—they need to read the handwriting on the wall and find their place in the world of tomorrow. Courageously, with imaginative ideas, and a good sense for people, trends, and visions. That's what transformation is all about—finding new forms.

In this issue, you will meet fifty women and men who are working on the digital future. And we look at the many innovations already underway at forward-thinking companies.

I wish you much reading pleasure.

Eberhard Weiblen
Chairman of the Executive Board
Porsche Consulting GmbH