

# INDUSTRY 4.0. IN GERMANY: OPPORTUNITIES FOR DANISH COMPANIES

## 'JOIN THE DATA DRIVEN (R)EVOLUTION'



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# Innovation Centre Denmark

- Silicon Valley 2006
- Shanghai 2007
- Munich 2008
- Sao Paulo 2013
- Bangalore 2013
- Seoul 2013
- Tel Aviv 2016



## **Tech-Ambassador 2017**

# GERMANY

Germany is behind, Germany is loosing, Germany is in the digital stoneage, Germany is slow, Germany invests too little, Germany is oldfashioned....

Not quite the case....



# THE GERMAN INDUSTRY CHALLENGE

- Size, hierarchies and decentralization leads to high path-dependency and organizational complexity
- Compliance and governance processes make a cooperation with small and agile companies more difficult
- Engineering Culture and product orientation has difficulty thinking software as the core business
- Fragmented and complex IT landscapes hamper migration to the cloud
- Mismatched innovation cycles in the core business and ICT impedes a common thinking





# POSSIBILITIES FOR DENMARK

## ○ Software

- SaaS
- UCC
- Big Data (Analyse og visualisering)
- MES, ERP, CRM

• ...

„Daten sind der Rohstoff der Zukunft - wie Kohle und Stahl“.

## ○ Hardware

- Sensorer
- Embedded Systems
- Robotteknologi
- Cloud-teknologi

...

Angela Merkel



## The Challenge

„Mit dem radikalen Wandel in vielen Branchen ist ein neuer Manager-Typ gefragt: informell, nicht glattgebügelt und einem Hang zum Querdenken. Doch solche Menschen sind rar.“

(Süddeutsche Zeitung, April 2016)



# ORGANISATIONAL CHANGE AS DANISH STRENGTH





# THE DANISH MODEL

- Short chains of command
- Informal leadership
- Flat hierarchies
- Agility
- Prototype, implement, scale
- Solutions





„Vertragen Sie sich, seien Sie neugierig auf das, was kommt, und hängen Sie nicht zu sehr an Ihren alten einzelnen Branchen.“

Angel Merkel

