

HOW COULD A PROJECT WITH US LOOK LIKE?



CONSULTING FIELD: Digitalization

INDUSTRY: Telecommunication

PERIOD: Three months

TASK:

- Analysis of the external environment, the trends as well as the impact on business models of digitalization topics in the automotive industry
- Conceptualization of various journeys – IT, supplier, customer and employer – along the sector-specific value chain
- Connection of traditional and digital resources along the value chain to enable the future product of shared and/or autonomous driving car

1. KICK OFF

- Presentation of the project team, scope and content
- Determination of procedures and responsibilities
- Agreement on and appointment of sub project goals

2. RESEARCH & ANALYSIS

- Desktop research by students
- Support and input of the project lead through regular meetings and feedback rounds
- Creation of mid-presentation with first results

3. MID-PRESENTATION

- Presentation at the client's premises
- Discussion of the interim results and inclusion of client feedback

4. FOCUS AND RECOMMENDATIONS

- Concretization and adjustment of present results
- Preparation of more detailed analyses and derivation of recommendations for action

5. FINAL PRESENTATION

- Presentation of final results of the project at the client's premises
- Direct feedback and discussion round together with the client
- Surrender of all documents and presentations