



GEFÖRDERT VOM



SME-specific digitization strategies and the transformation of corporate culture through innovative work processes/organization

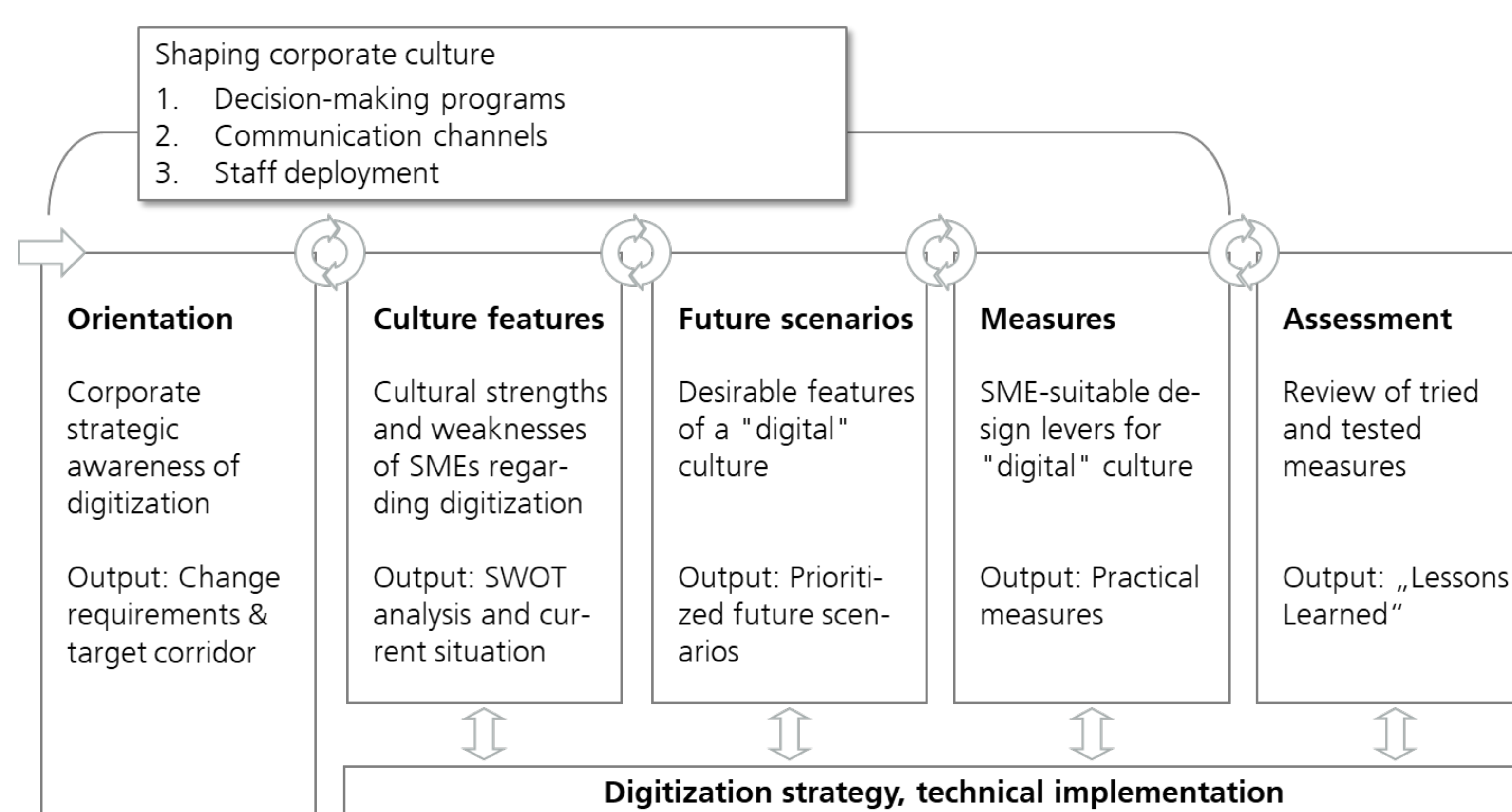
Short summary

This collaborative project (PI: Fraunhofer ISI) supports medium-sized companies in actively shaping digital change. Digital technologies offer potential solutions for companies seeking to develop new business models, create new customer experiences or link people, machines and objects. However, the central assumption behind the project is that digital transformation also requires cultural change, leading employees to support and actively participate in digital change. The project explores to what extent such a "digital culture" can be actively shaped in medium-sized industrial companies and how cultural change can be supported with the help of concrete measures.

Digitization strategy („roadmap“)

Projects	2020	2021	2022		lighthouses
Product & Sales					
Predictive Maintenance					intelligent product system
Big Data / data streams					
CRM / market Intelligence					
Digital marketing					
Production					
Tool-Management					smart networked production
PLM					
Data collection					
Networked machine					
Operative Management					
Process map					Intelligent administrative processes
Knowledge transfer					
Data security					
Key figures BI					

The methodology of „TrueCultureDig“



Research approach

Based on two examples of medium-sized companies in the sectors of mechanical and plant engineering and medical technology, the project analyzes the cultural prerequisites of digital transformation, develops company-specific digitization strategies, accompanies the latter's technical implementation and tests concrete use cases over a period of three years. The goal is to develop a methodology that can also be used by other SMEs pursuing culturally appropriate digital transformation. An interdisciplinary consortium of three re-search institutes combines its expertise in innovation research, business informatics and change management in order to better understand the company-specific interaction of culture, work processes/organization and technology in the context of digital transformation.

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In collaboration with

