

Increasing customer requirements

Digitalization

IOT Lotsize one

New business models

smart Service

smart Service

Life cycle optimization

Unskilled operators

IOT

Lotsize one

Digitalization

IOT

New business models

Increasing customer requirements

Increasing customer requirements

Lotsize one

GEMÜ



Sales reps: The experts for everything?!

But...

Increasing customer requirements

Word cloud containing: Digitalization, IOT, Lotsize one, smart Service, New business models, Life cycle optimization, Unskilled operators, Digitalization, Increasing customer requirements, Lotsize one.



...time for a Change

from generalist to specialist

from product seller to problem solver

Change

- Specialized sales force
- Specialized Product-and Application management
- Specialized customer solutions



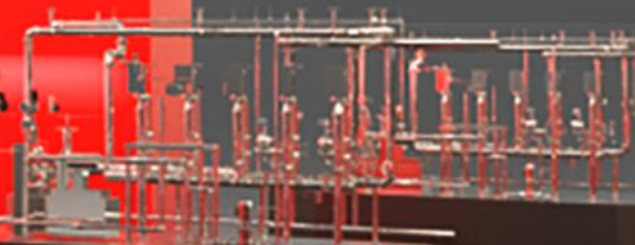


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Thanks for your attention.

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