

PRESS RELEASE

Strategy and qualification – German Industry 4.0 Index identifies the success factors of digital transformation / Every eighth Industry 4.0 initiative exceeds expectations

According to the current Industry 4.0 Index, the results of ongoing digitization activities exceed expectations in 12 percent of German companies – in some cases even significantly. Successful digitizers agree on the reason: A structured approach and targeted development of expertise make all the difference. Companies that have yet to achieve their goals in terms of Industry 4.0 are also aware of this. For the German Industry 4.0 Index, business consultancy Staufen together with experts from Staufen Digital Neonex surveyed more than 300 industrial companies in Germany.

"Our study, which has been carried out for the sixth time now, once again proves that successful digital transformation is no accident, but rather the result of the right strategic decisions and an excellent leadership culture," says Wilhelm Goschy, CEO of Staufen AG. "Therefore, especially in economically tense times like now, it is important not to let yourself stray from the path. Courage, patience and foresight are required to ensure the long-term - and digital - success of a company."

According to the study, companies, whose expectations for Industry 4.0 have yet to be fulfilled, think this too. The top 3 reasons for their failure are lack of capacity (79 percent), lack of know-how (54 percent) and an unstructured approach with inadequate processes (46 percent). For comparison: Digital pioneers justify their success with a more structured approach including clear processes (70 percent) and targeted development of digital expertise (68 percent).

"Regardless of the success of their activities so far, it is clear to all companies which levers are decisive in digital transformation," summarizes Dr. Jochen Schlick, Senior Partner at Staufen Digital Neonex. "And with the right strategic experience and methodical knowledge of Industry 4.0, these levers can also be

used successfully." Find out how companies have already achieved success at the NEXCON on March 5, 2020, organized by Staufen Digital Neonex (www.nexcon.digital).

German Industry 4.0 Index

For the current "German Industry 4.0 Index," business consultancy Staufen AG and Staufen Digital Neonex GmbH surveyed a total of 323 companies in Germany last fall on the topics of Industry 4.0 and Digitization. Nearly 70% of the companies surveyed come from the mechanical and plant engineering, electrical engineering and automotive industries. Download the study at: <https://www.staufen.ag/de/unternehmen/media/studien-whitepaper/>

Save the date: NEXCON Global Conference on March 5, 2020

NEXCON is an online platform that provides decision-makers with expertise and qualifications in the field of Industry 4.0. In 2020, four one-day conferences with different focuses will take place on the platform. In addition, NEXCON offers seminars, coaching and expert discussions all year round. Speakers from Germany, China, Mexico and the USA from companies such as Microsoft, Schaeffler and Mabe will take part in the virtual conference on March 5th. More information and registration available at: www.nexcon.digital

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About Staufen AG - www.staufen.ag

Inside every company there is an even better one. With this conviction, Staufen AG has been advising and qualifying companies and employees for more than 25 years. Markets are on the move - the competitive pressure is enormous. Staufen helps to quickly bring about the right changes, increase productivity, improve quality and increase innovative strength. With the most fitting strategies and methods, international transformation

consulting ensures rapid and measurable success. With an aim towards raising the potential available in every company, Staufen consultants work side-by-side with company executives and employees to establish a vibrant and long-term culture of change. Staufen subsidiary Staufen Digital Neonex supports medium-sized industrial companies on their path to digital transformation. The Academy of Staufen AG also offers certified, practice-oriented training courses. From the international locations, more than 340 employees serve customers all over the world. In 2019, Staufen AG was recognized by "brand eins Wissen" as "Best Consultants" for the sixth year in a row. According to the renowned industry study "Hidden Champions 2020," the consulting firm is Germany's best lean management consultancy and was honored several times with the "Best of Consulting" award by the "Wirtschaftswoche" journal.

About Staufen Digital Neonex GmbH - www.staufen-neonex.de

Staufen Digital Neonex GmbH is the subsidiary of Staufen AG that focuses on the digital transformation of industrial value creation. In national and international projects for medium-sized companies and corporations, the company concentrates on strengthening competitiveness through the possibilities of smart factories. When it comes to smart factories, one thing also holds true for Neonex: People make the difference.