

The background is a solid dark blue. Overlaid on this is a complex network of thin, light blue lines that connect various points, creating a web-like structure. In the lower-left quadrant, there is a semi-circular shape composed of many small, light blue dots, resembling a globe or a data sphere. The overall aesthetic is technological and digital.

INTERNATIONAL STUDY

DIGITALIZATION 2020

STAUFEN.

DIGITALIZATION 2020

BACKGROUND AND FRAMEWORK OF THE STUDY

For this study,
the business consultancy
Staufen AG, in collaboration with experts from Staufen Digital Neonex

surveyed a total of 1,119 companies

in Germany, USA, China, Brazil, Mexico, Switzerland, Italy, Poland, Hungary, Czech Republic and Romania

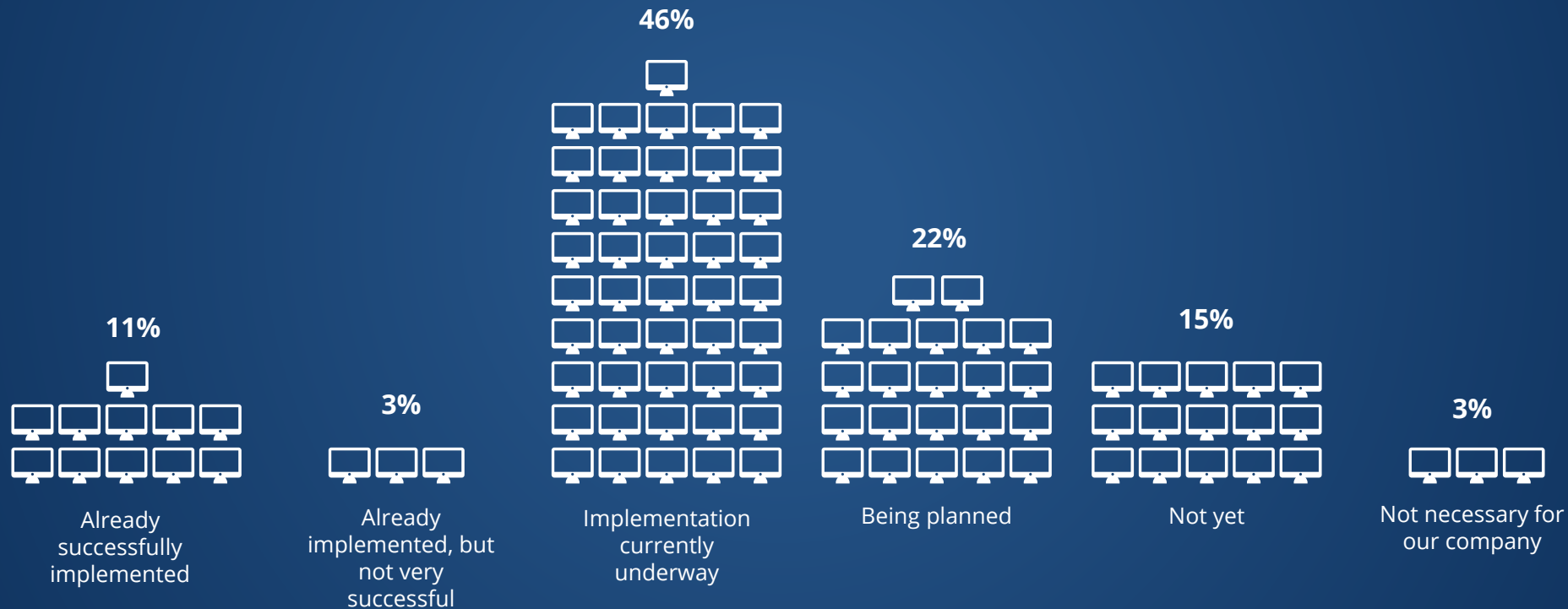
On the topic of digitalization

The survey was conducted in August 2020.

About the Study

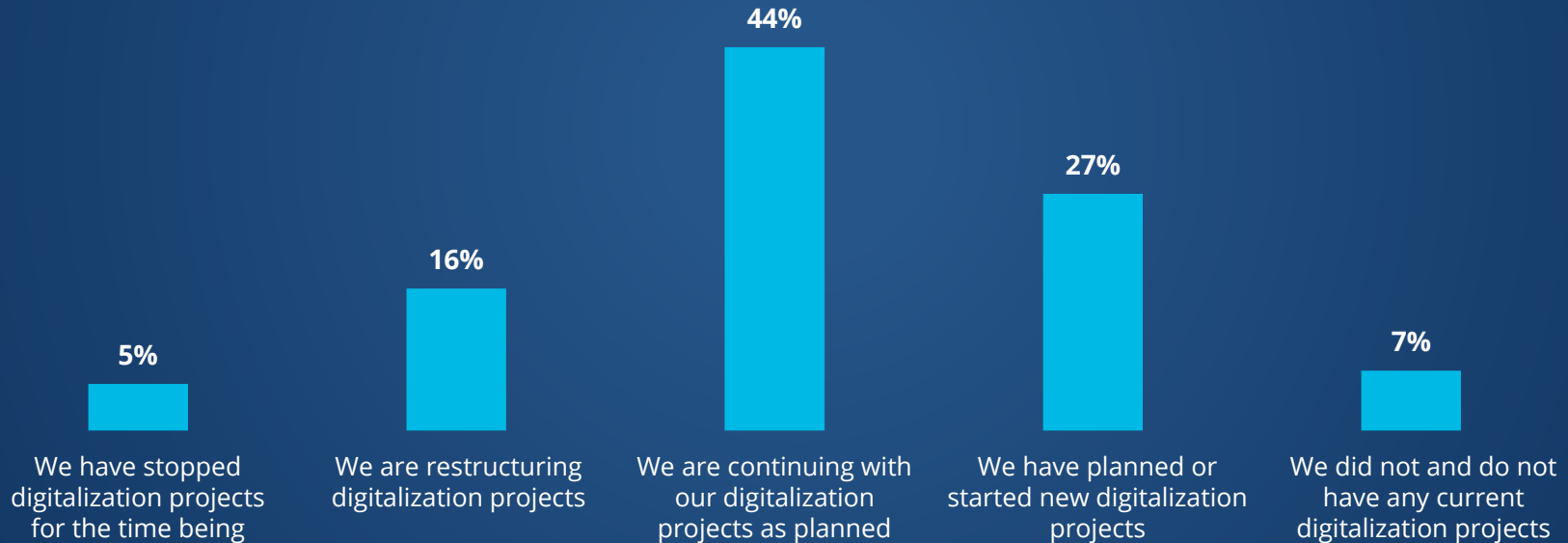
DIGITALIZATION 2020
THE RESULTS.

Does your company pursue a company-comprehensive **digitalization strategy**?



Only about **every tenth company** already has a **successful digitalization strategy**

The coronavirus pandemic has shut down large parts of the global economy for months.
What were the consequences from this for digitalization projects in your company?



Every fifth digitalization project has been stopped or is being fully restructured as a result of the COVID-19 pandemic.



63 %

... all companies that indicated they had already **successfully implemented a digitalization strategy** are continuing with their digitalization projects **as planned**.

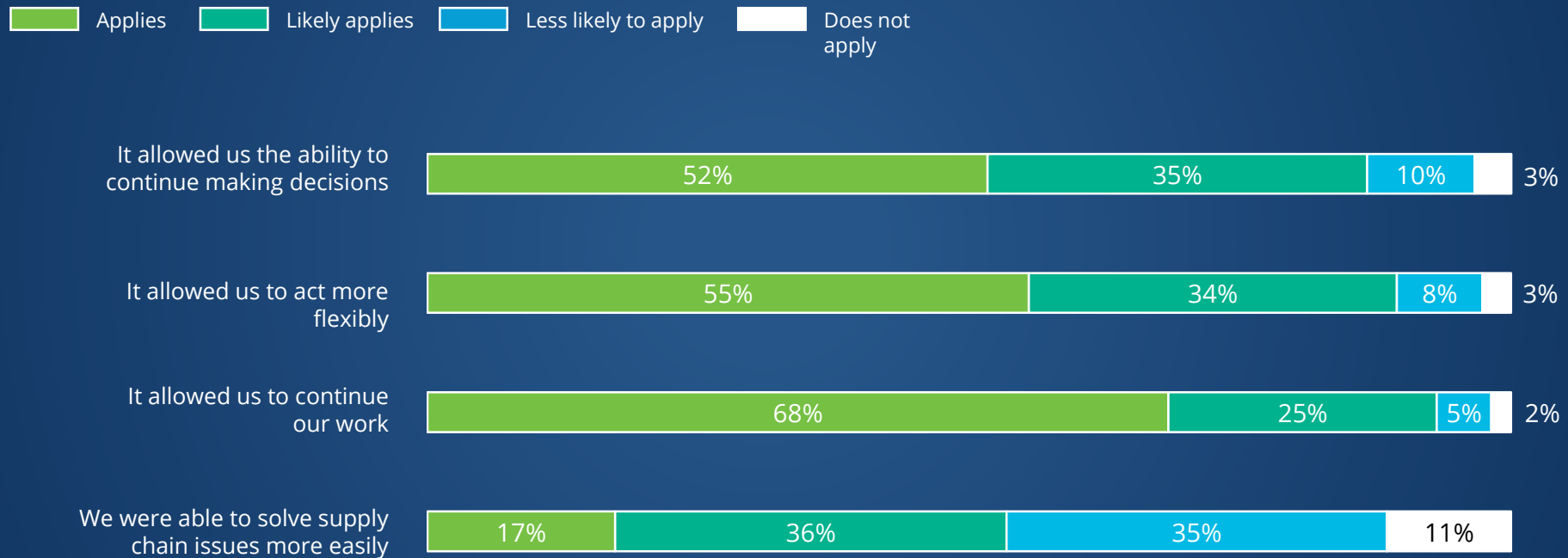
Digital pioneers are more consistent in continuing the course than other companies

What **new insights** did the crisis give you concerning your company's **digitalization**?



A targeted **development of digital knowledge among executives** is the key to success

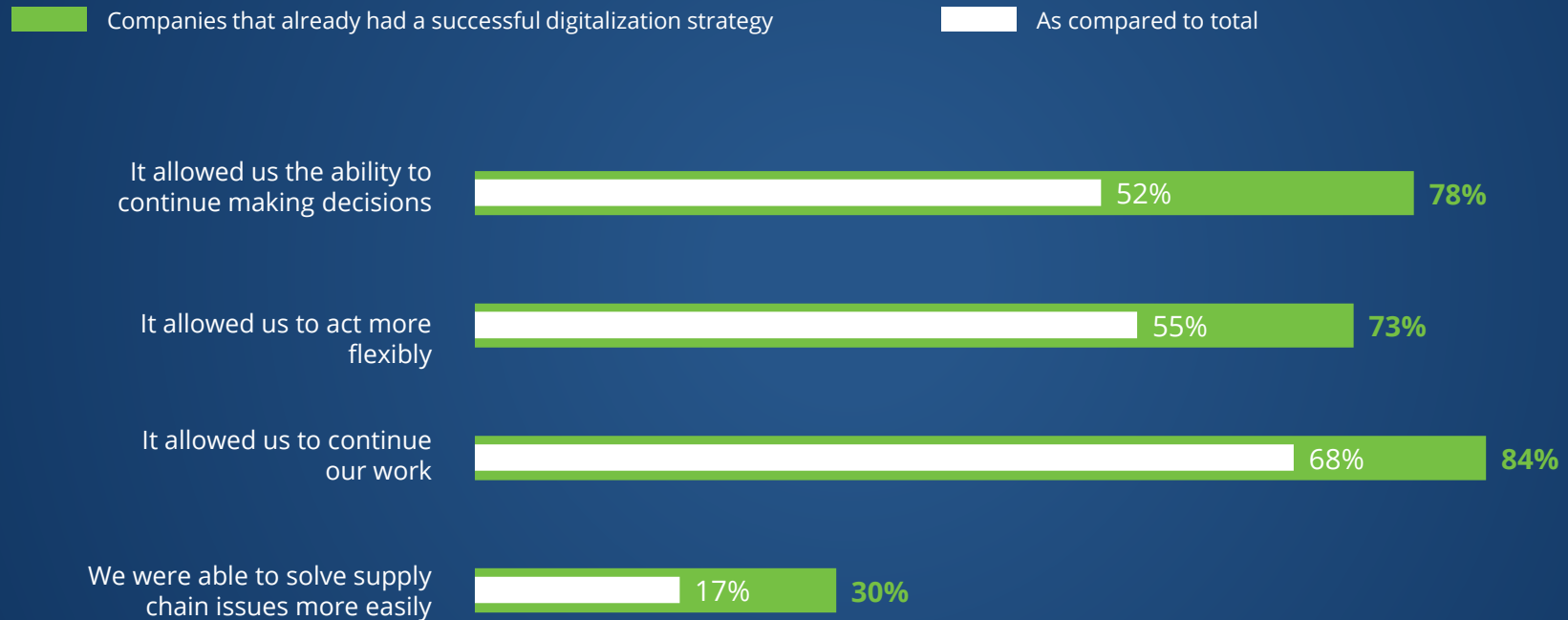
In how far did **digitalization help** you **during the shutdown**?



Digitalization gave companies the capability to continue to **make decisions, take action and work** during the shutdown

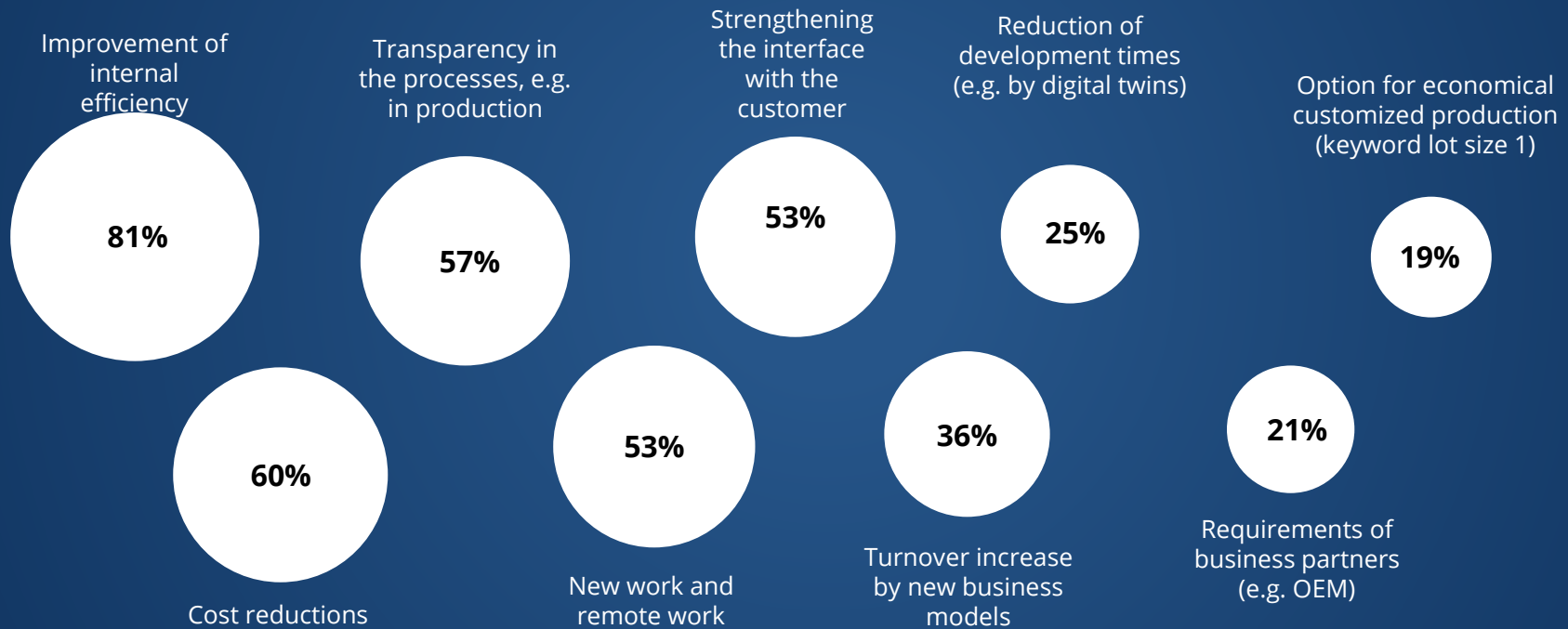
In how far did **digitalization help** you **during the shutdown**?

Participants, who responded with "Applies"



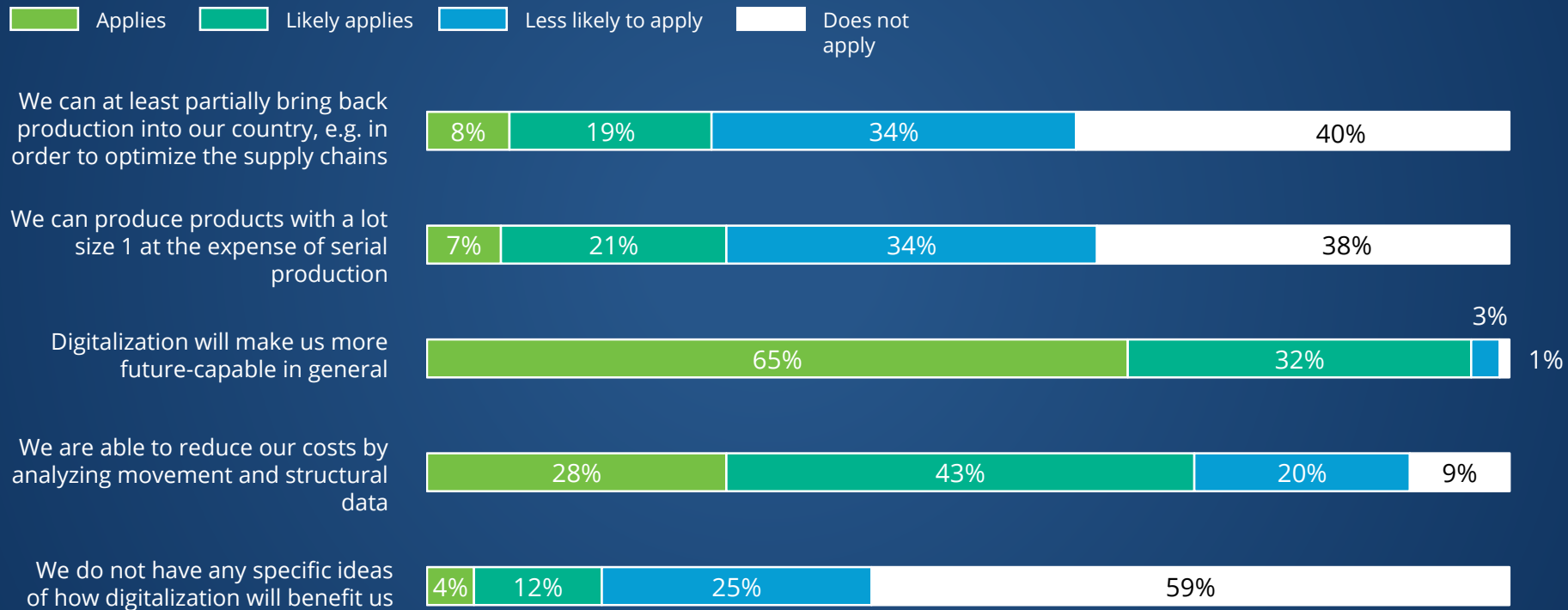
Companies with a successful digitalization strategy were also clearly at an advantage during the shutdown

What are the current **motives** for digitalization measures in your company?



Clear **digitalization objectives**:
Increasing **efficiency**, lowering **costs**
and achieving more **transparency**

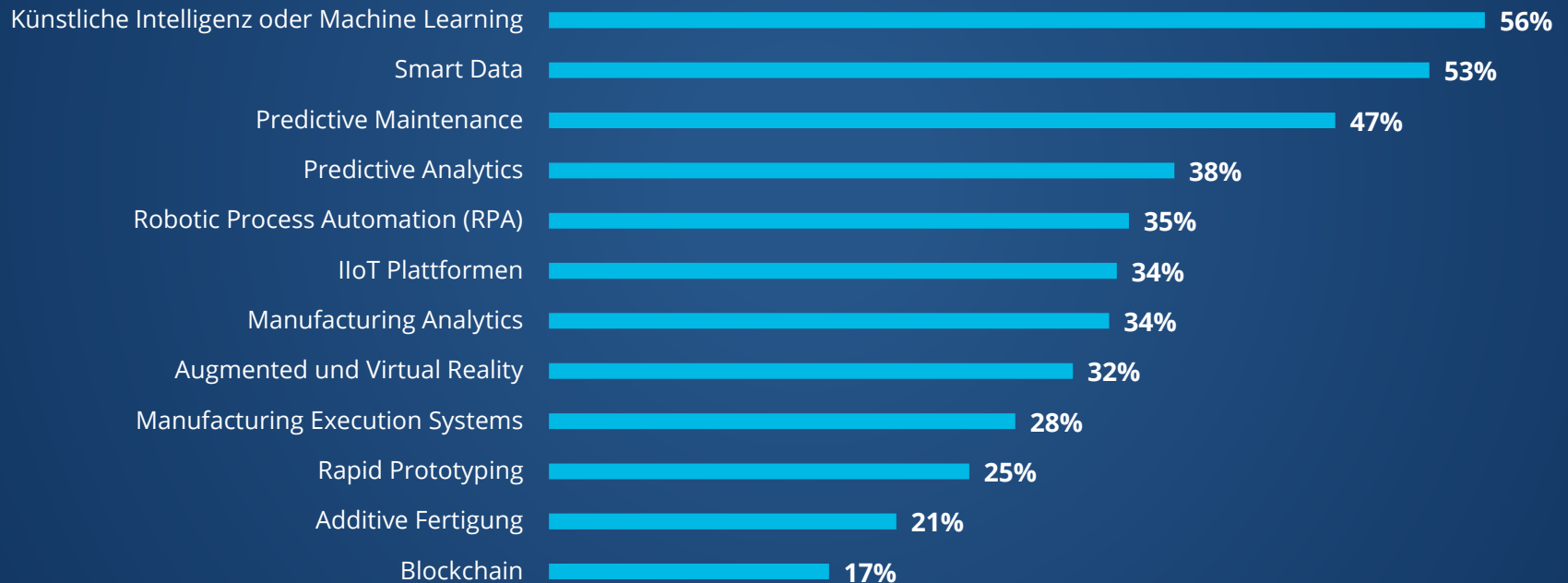
What do you expect to change in your company due to digitalization?



Digitalization remains the **no. 1** strategy that companies are pinning their hopes on

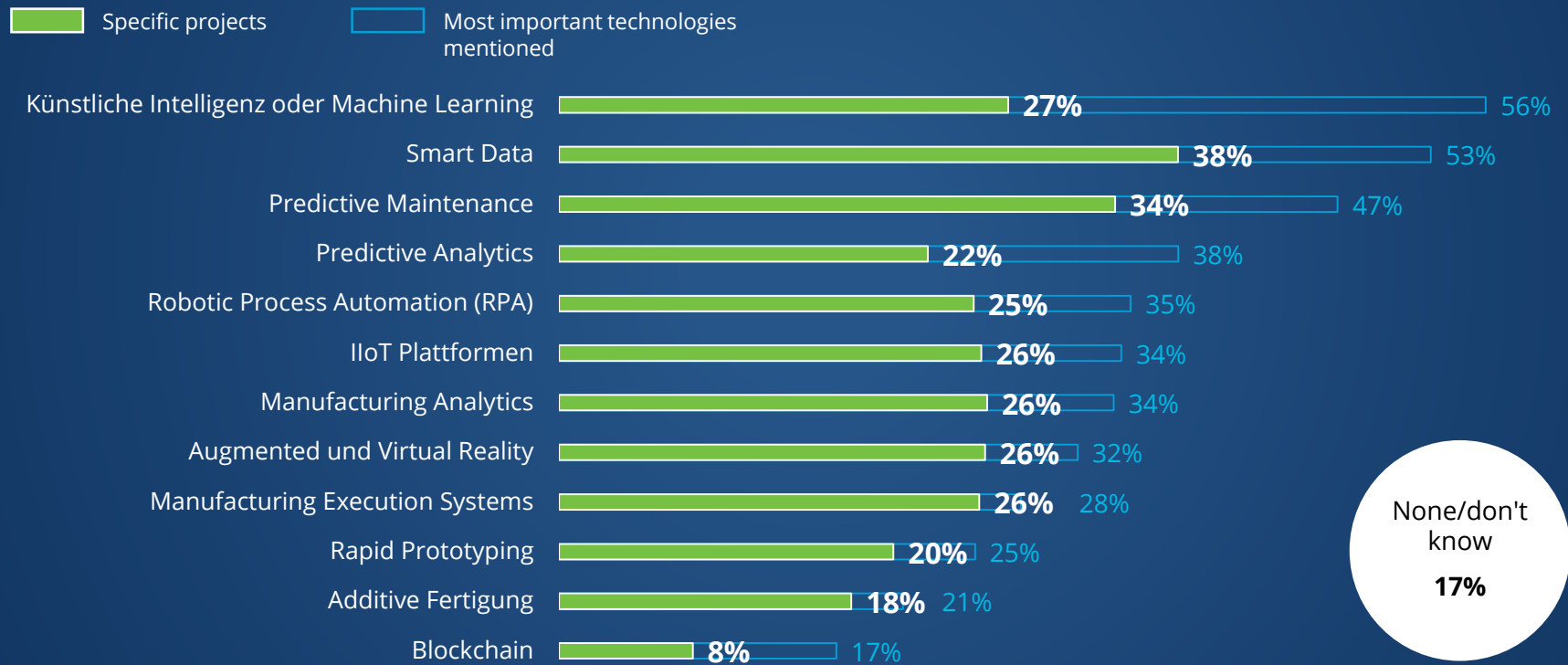
The following **technologies** are subject to great debate.

Please name those most important to you from your point of view. Multiple answers are possible



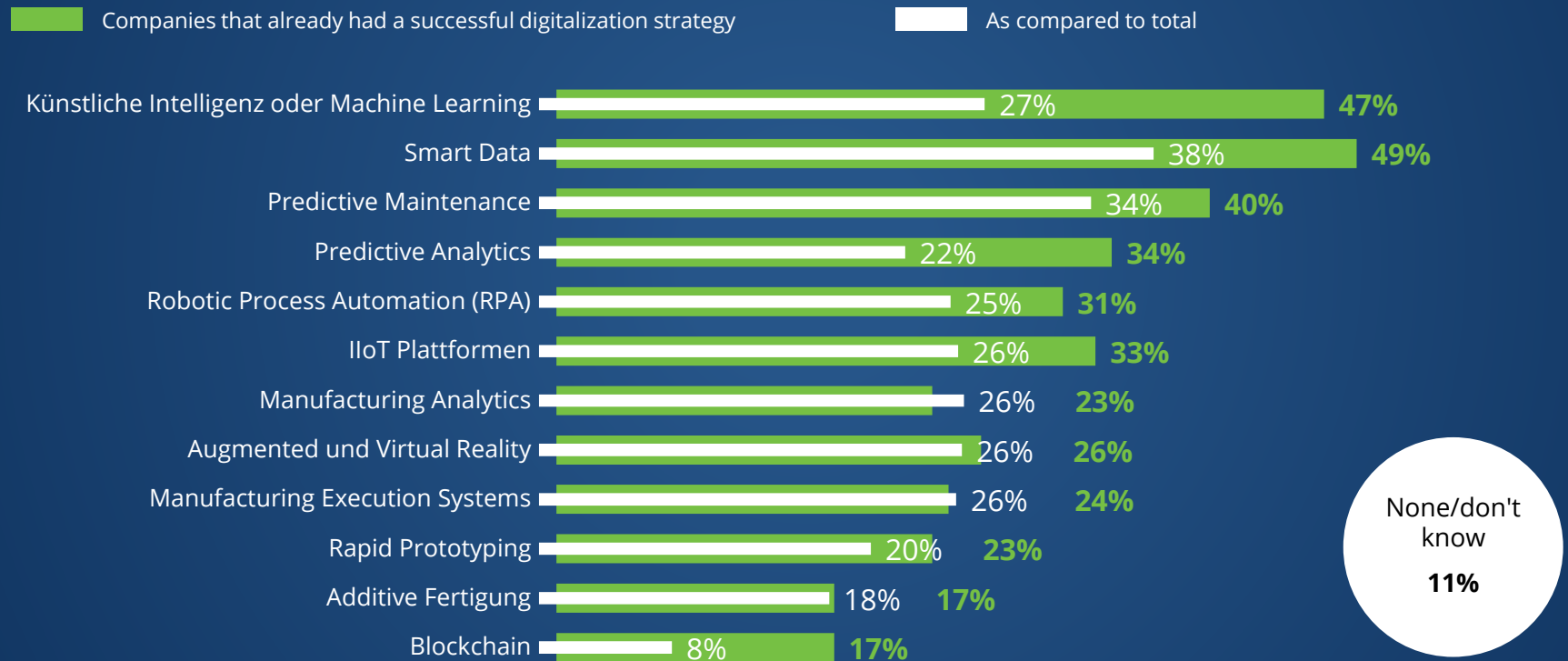
Technology trends: **AI, Smart Data**
and **Predictive Maintenance** are
clearly in the lead

For which of these **technologies** does your company already have **specific projects**? Multiple answers are possible



Wishing and reality: Even with respect to the **huge topics**, many **companies** are **just spectators**

For which of these **technologies** does your company already have **specific projects**? Multiple answers are possible



A clear **digitalization strategy**
ensures more **specific projects**

DIGITALIZATION 2020

STATISTICAL DATA

Demographic questions

What area is your company working at?

Industrial	70 %
Services	19 %
Trade	4 %
Public sector	7 %

What industry is your company working at?

Mechanical and plant engineering	27 %
Automotive industry	15 %
Electronics industry	9 %
Banks and insurance	4 %
Chemical-pharmaceutical industry	4 %
Construction industry	4 %
Medical technology	3 %
Aviation	2 %
Energy	2 %
Food and beverage	1 %
Other services	14 %
Other	15 %

What was your annual revenue before the crisis?

up to EUR 50 M	21 %
EUR 50 - 250 M	25 %
EUR 250 - 500 M	10 %
EUR 500 M - 1 B	7 %
more than EUR 1 B	20 %
No answer	17 %

What is your function in your company?

Shareholder / Owner	2 %
Managing Shareholder	5 %
Managing Director / Director	13 %
Division Manager	22 %
Main Department Manager	7 %
Department Manager	19 %
Other	32 %

51 % of participants come from the mechanical engineering industry, the automotive sector or the electrical industry

STAUFEN.

INSIDE EVERY COMPANY
THERE IS AN EVEN BETTER ONE.

Contact



Wilhelm Goschy
CEO
w.goschy@staufen.ag
+49 7024 8056 0

Media contact



Werner Bärtle
Director Marketing
w.baertle@staufen.ag
+49 7024 8056 157

STAUFEN.AG

Beratung.Akademie.Beteiligung

Blumenstraße 5

D-73257 Köngen

+49 7024 8056 0

Krankenhaus 1 . Im Zollhafen 18

D-50678 Köln

+49 221 168819 0

www.staufen.ag

STAUFEN.