



Volkswagen



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## Experience by Volkswagen & IBM



# The automotive industry's business environment is changing



**Time to Market**  
Years → Weeks

**Key Metric**  
#Units Sold → #Users

**Core Competencies**  
Engineering → User Centricity

**Market Mobility**  
Maturity → Growth



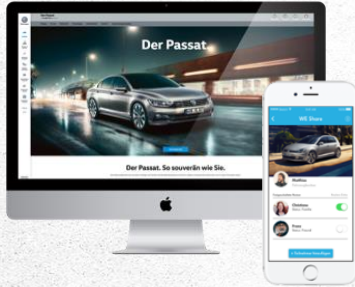
**Car Business**

**Mobility Business**



# We ecosystem offers digital services along the customer journey

## Customer Online



## Customer and Mobility

## Customer in Sales and Service



## Customer in Car



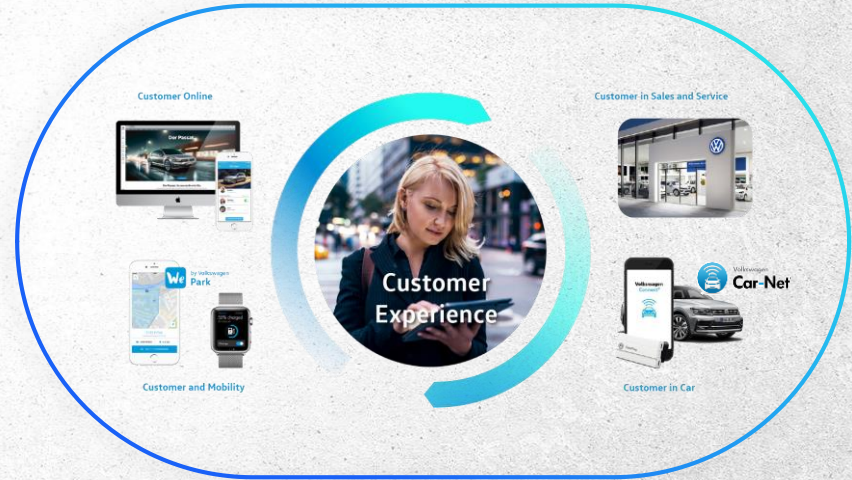


# Future cars and growing ecosystem depend on each other

## LAUNCH I.D. Family



## DIGITAL ECOSYSTEM Volkswagen We



# High potential for engagement in car

90 min  
on average  
daily spent on  
car\*

58%  
of offline  
purchases  
involve car\*

Vehicle  
produces  
GBs of Data

Contextua-  
lization: Major  
Marketing  
Trend

-> yet, today the vehicle is still a **Digital Whitespace** for offers!



# Customers will enjoy relevant personal offers

location  
based

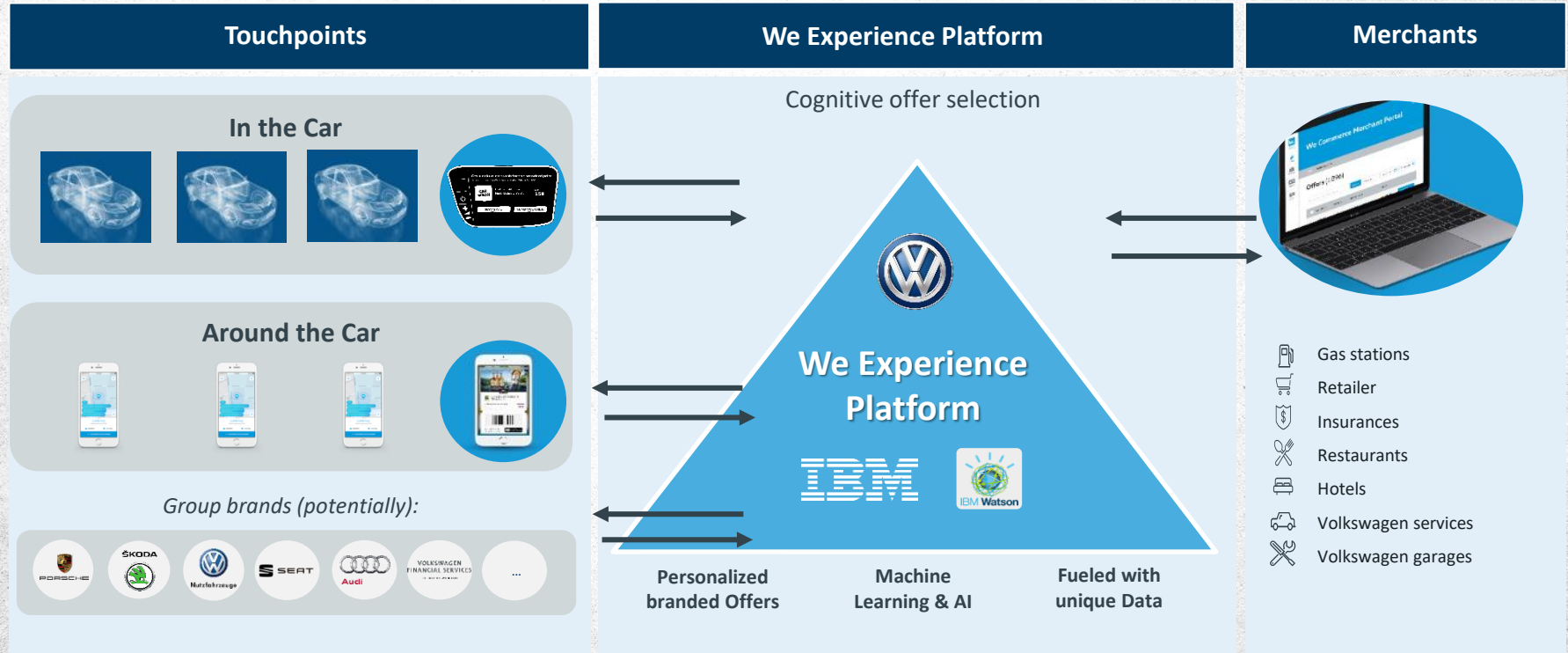
highly  
relevant

context  
sensitive





Experience is an integrated service, that connects the needs of Volkswagen customers with merchant offers, by making relevant recommendations through various touchpoints





Weather

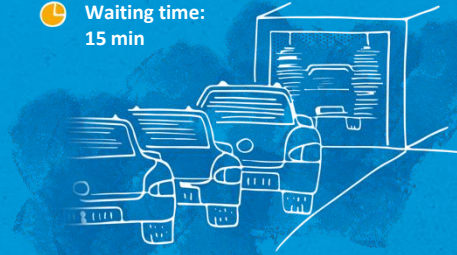
Route

Fuel Level

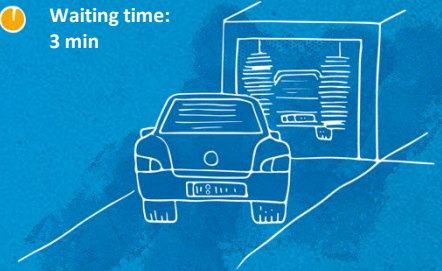
Availability

# USE CASE EXAMPLE: „Get a car wash“

⌚ Waiting time:  
15 min



⌚ Waiting time:  
3 min



Wash your car  
now and save  
even more time





Summary

**Attract Customers** through personal digital services

**Scalable Platform** with positive business impact for everyone

**True Partnership** leveraging the power of IBM & Volkswagen

