

Smart Building as a Business

A guide for hardware companies on how to develop their smartification strategy

White Paper: Smart Buildings

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27/09/2019 Porsche Consulting publishes new White Paper

Buildings are becoming smart buildings. This trend can already be seen and is gaining momentum due to the Internet of Things. From a user's point of view this promises possibilities that were never previously available in terms of usage quality and efficiency. From the point of view of the providers of building technology it means completely new business opportunities. For this, the conventional product business must be expanded in the direction of value-added services in order to secure a place in the highly competitive smart building ecosystem. The White Paper from Porsche Consulting describes five steps with which building technology providers can define and implement their strategic position in the changing market circumstances. The findings are also interesting for other parties involved in the field of building technology solutions and they can also be applied to all important hardware markets.

Link Collection

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart