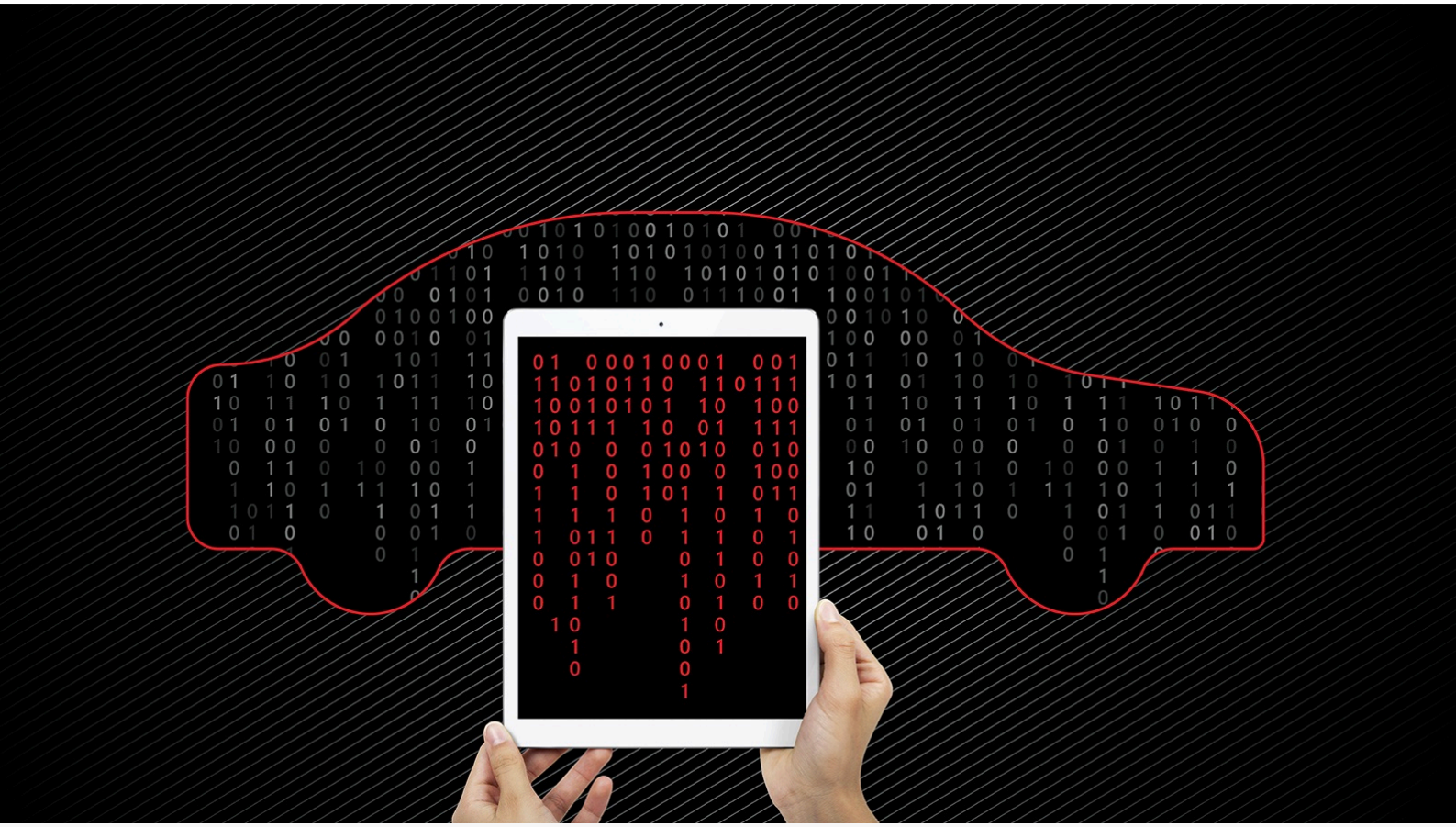


The Great Treasure Hunt

08/08/2024 How Volkswagen is proving the value of data

It's no secret these days that data is an invaluable asset. Even so, it is by no means obvious how to make good use of it within a group structure – that remains, at any rate, an unsolved problem for many industrial companies. Volkswagen is demonstrating how it's done. Two high-ranking treasure-hunters, Patricia Stich and Sven Lorenz, offer insights into the data strategy of the automotive group and how it is being implemented.

Volkswagen raises the data treasure trove

Ten automotive brands, nine million vehicles annually – and every single one of them constantly generates data with hundreds of sensors. Windshield wipers, air conditioning, tire pressure, speed – what's it all good for? "Those in the know are in the know," says Sven Lorenz, Head of Group Data & AI at the Volkswagen Group, meaning that such data is initially only available to a very small group of users. It is generated for a specific purpose and is available in the form that can be used for that purpose. "If we take the data out of its original context, it can add value in very different places," says Lorenz.

Read the full article: The Great Treasure Hunt

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