

Company Jun 22, 2017

Porsche invests in digitization

On June 22 and 23, leading figures from the digital scene are meeting at the Noah conference.



Digital transformation is one of the key issues here at Porsche as well. To contend with both traditional and newer competitors, Porsche is broadening its horizons and working on building an ecosystem with suitable partners. In his keynote address at the event, Thilo Koslowski, CEO of Porsche Digital, discussed why Porsche is looking for partners to design the digital transformation and what he thinks a Porsche as a digital assist system should look like.

"We have a very close collaboration with partners. We think that this idea of an ecosystem is essential. We're not trying to reinvent the wheel, but we will reinvent what can be done for business models with different technologies and approaches in the future" explains Koslowski. "This is precisely what is interesting about the here and now: We are living in a world today that did not exist in the same way only a few years ago. We have all the technology we need to create something completely new. There are no more missing fundamentals, and new technologies are becoming increasingly cheaper." Just a few years ago, the sensor systems required for allowing cars to drive autonomously did not exist. There was no established cloud infrastructure, nor any networks for exchanging data in real-time and for evaluating them using artificial intelligence. "We now have all the ingredients we need to create new customer experiences."

Integrated mobility solutions

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