



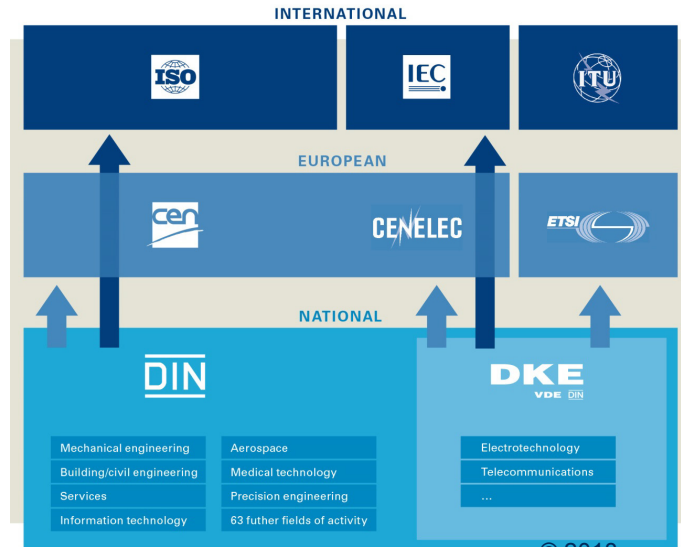
# Challenges and Opportunities on the Way to Digital Transformation

Siglinde Kaiser  
DIN e.V.  
International Consultation Services

May 22, 2018

# DIN e. V.

- Registered non-profit association supported by the private sector
- Service provider for standardization
- Based on agreement with the Federal Republic of Germany, responsible German standards body in European and international standards work
- 70 standards committees with 32.200 external experts



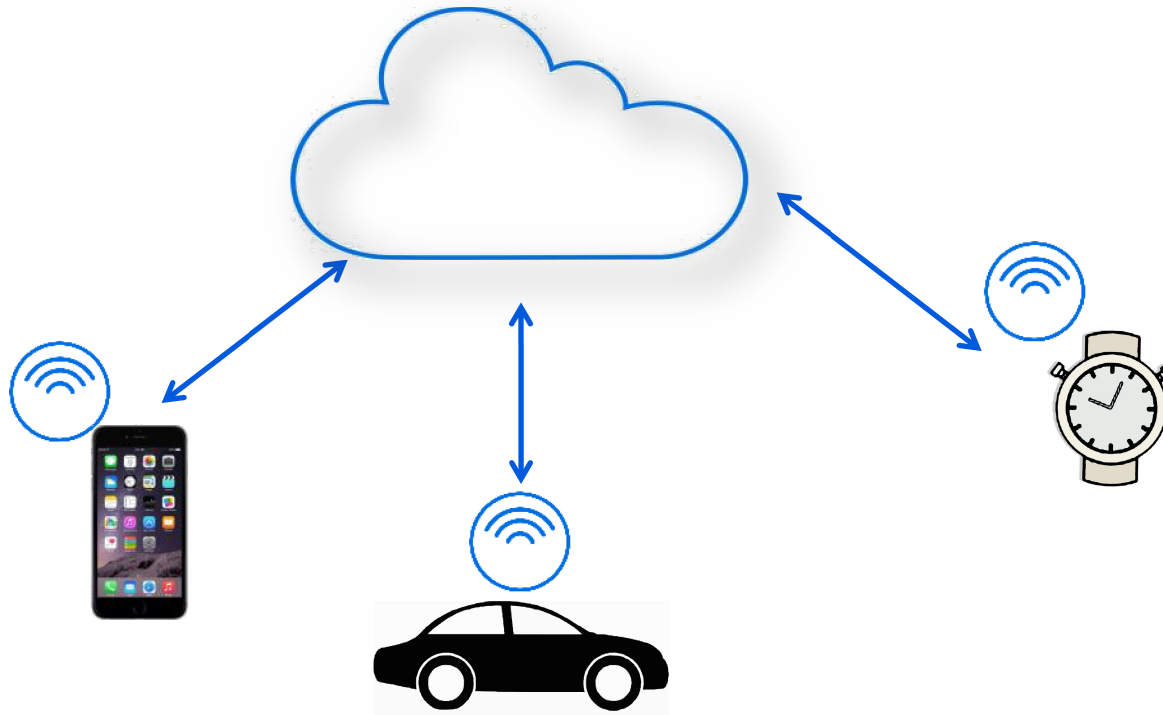
# Digital Transformation – Challenges and Opportunities

# A technical revolution has begun



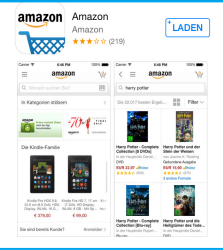
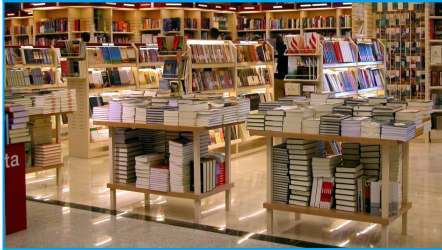


# Technical drivers: Connectivity

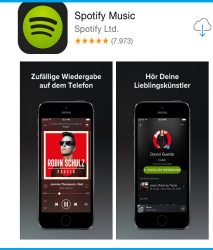


# The world is becoming digital

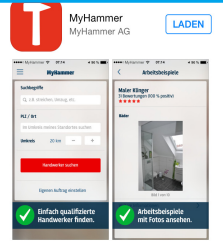
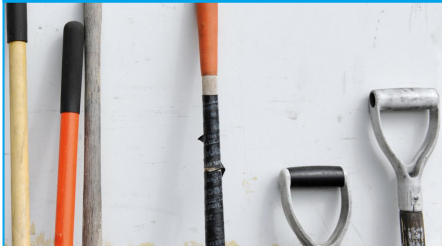
## Bookstore to eBook



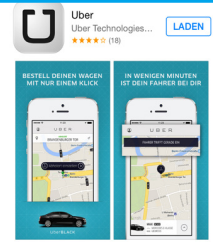
## Record Shop to Streaming



## Yellow Pages to Marketplace



## Taxi to Ride Sharing

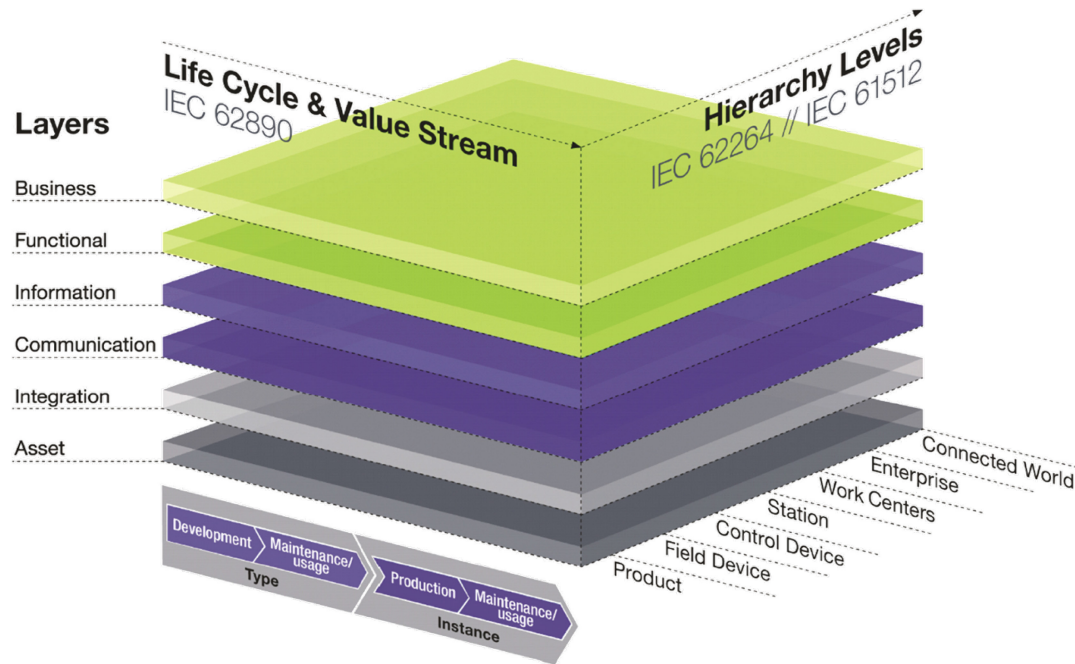


# Opportunities for standardization



# Digitization to support global processes

- DIN SPEC 91345 Reference Architecture Model Industrie 4.0

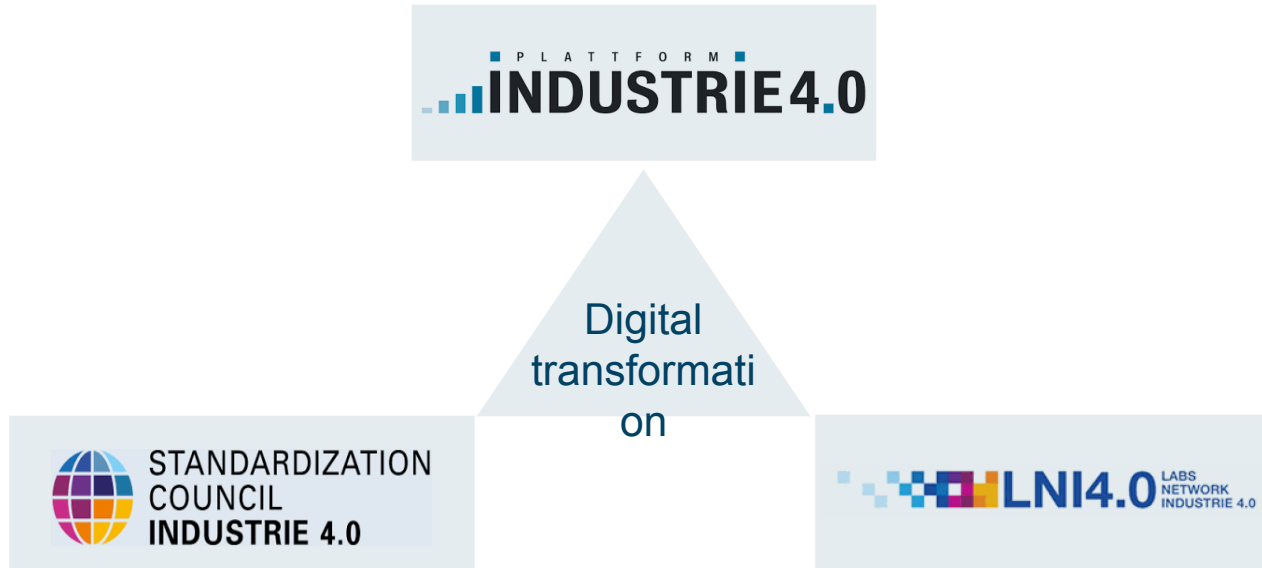


# Agile standardization

- DIN SPEC 92222 Reference Model for Industrial Cloud Federation



# Cooperation as key to successful digital transformation



Source: ZVEI, Prof. Wegener

[www.din.de](http://www.din.de)



Siglinde Kaiser  
DIN e. V.

Am DIN-Platz  
Burggrafenstraße 6  
10787 Berlin

[siglinde.kaiser@din.de](mailto:siglinde.kaiser@din.de)