

PRESSEMITTEILUNG

Pforzheim, 29.09.2023

Witzenmann Digital.Forum – Platform for digitization in medium-sized businesses

Leading companies into the digital future is a powerful challenge with great opportunities. Modern IT solutions alone are not enough. As part of its digital strategy, Witzenmann cultivates cross-industry exchange and invites people to the Digital every two years.Forum.

Event grows with the variety of topics

Never before has the forum been as broad as this year. On the first day, presentations and workshops on the numerous digital projects were on the agenda.

Witzenmann tackles digitization strategically and holistically. The internal digital portfolio is correspondingly broad, in which the individual departments, together with Witzenmann IT and external partners, take care of making "Witzenmann the winner of the digital transformation" – this is the demanding claim in the digital strategy. This year's topics range from the digital lead plant at the Witzenmann branch plant in Buchbusch to digital purchasing, virtually supported factory planning and new digital business models.

Witzenmann focuses on cooperation and exchange

On the second day, the Digital.Forum opened its doors to external visitors from the close-knit network.

Witzenmann relies on cooperation and cultivates an intensive exchange of experience with universities and schools, research institutions and other companies in the transformation. In addition to numerous digital managers and decision-makers, the guest list also includes those who will continue to drive digitization in the future. 'DiFo for Schools' is the name of the program module in which Pforzheim students exchanged ideas in Witzenmann's digital laboratory.

The keynotes at the opening were given by Witzenmann COO/CDO Philip Paschen on Witzenmann's digital strategy and Celine Garbi Joergens, Christian Mueller and Morritz Cadacio from Microsoft Germany.

The keynote speaker is Alexander Lapp. The Director of the Digital Transformation Office at Mann & Hummel, Ludwigsburg, spoke about the challenges and opportunities on his company's way to becoming a digital champion. Mann & Hummel is the world's leading manufacturer of liquid and air filter systems, intake systems and cabin

PRESSEMITTEILUNG

air filters for the automotive industry, mechanical engineering, process engineering and industrial production.

The Group is family-owned and is considered a pioneer in digital transformation.

AI in the canteen

Another highlight was the live podcast "AI in the canteen". The well-known podcasters Robert Weber and Peter Seeberg have been bringing clarity to the many questions surrounding artificial intelligence for years, motivating and inspiring them. In their podcast format, they succeed in doing this in a particularly entertaining way and in a place where they can reach everyone in the company – in the canteen!

Foto:



Alexander Lapp, Mann & Hummel und Philip Paschen, Witzenmann
Foto aufgenommen von Witzenmann GmbH, September 2023

Press contact:

Witzenmann GmbH
Jochen Geiger
Östliche Karl-Friedrich-Str. 134
75175 Pforzheim
Germany
Phone. +49 (0) 72 31 - 581 - 745
E-Mail: jochen.geiger@witzenmann.com

PRESSEMITTEILUNG

The Witzenmann Group

The Witzenmann Group is the world's leading expert in safe and efficient management of media and energy for mobility and industry. The headquarters are in Pforzheim. With a total of 22 companies in 17 countries worldwide, the family-owned company employs around 4,300 people. In 2022, sales of €730 million were achieved.

In line with the company's motto "managing flexibility", Witzenmann, as an experienced development partner with the world's widest range of metal hoses, expansion joints, metal bellows, pipe supports and vehicle parts, offers its customers from a wide range of industries intelligent product solutions and services.