

# DIGITAL TRANSFORMATION DRIVES AUTOMATION SUCCESS

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The whole delegation together with our supervisor, Dr. Anita Graf, and Thomas Neuhaus, the CEO of Autexis IT (middle). Photo: JW

◎ **Corporate culture, security, usability and technology are the key success factors of automatization. Autexis IT CEO, Thomas Neuhaus, believes that digital transformation has a major influence on market success.**

Talking about automation and digitalization is, according to Thomas Neuhaus, not possible without using the buzzword "Industry 4.0". Industrial history began with the first industrial revolution which used water and steam power to mechanize production. In the second phase, electric power was implemented to create mass production. The third phase added in information technology to automate production. And now, Industry 4.0 is characterized by a fusion of technologies where the lines between the physical, digital and biological spheres have become meshed.

However, Neuhaus stressed that all new qualities and innovations bring some central challenges. With an incremental process, you should

increase your flexibility and efficiency to provide state of the art products under competitive conditions. This also means reducing delivery time and the time to market. Furthermore, companies should build cross enterprises and cross customer networks to benefit from each other.

"Getting a successful implementation, design thinking, scrum and continuous integration are important", said Neuhaus. "Also, a company needs the right people who introduce these changes in automatization. Integrate safely and be user-friendly."

Nevertheless, in the end innovation always means change, thus, the most important task when an innovation is implemented, is that everyone involved knows why and how the situation is changing. This is the most crucial part of implementing an innovation. Neuhaus believes that Industry 4.0 will change jobs and not destroy them. ● FG

## WINNING ELECTION CAMPAIGNS

**Joseph Napolitan:**

***"Decide what you are going to say, decide how and to whom you are going to say it and say it"***

◎ Dr. Louis Perron, a political scientist and consultant who has advised politicians all over the world, believes that there are six steps for a successful election campaign. One: you have to start quite early. Two: money is always over-estimated – the meaning of a message is always under-estimated. Three: early surveys about the election are not that reliable. Four: invest a lot of money in media and PR. Five: be disciplined to win the election. Six: be fast and intensive with everything. ● FG



Dr. Louis Perron from Perron Campaigns on how to win an election campaign and what have been lessons learned from the U.S. presidential election. Photo: JW