

DIGITRANS.me – success stories

Company name	Schäfer Feinmechanik GmbH
Industry	Advanced Manufacturing

Success brief – A brief summary of the problem and how it has been addressed	<p>Above all, Schäfer Feinmechanik GmbH wanted to transform inner processes and external communication. For this purpose, the business model was to be overhauled and subjected to a digital transformation.</p> <p>As part of the DIGITRANS Blended Learning Training, Schäfer Feinmechanik GmbH has developed a prototype of a new digital business model that aims to advance both internal processes and external communication. Within the workshop, a plan was developed to carry out the implementation of the prototype.</p>
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Please answer the following questions regarding your experience with DIGITRANS.me

The situation – Describe your situation prior to using DIGITRANS.me and DIGITRANS trainings in general

Schäfer Feinmechanik develops and produces solutions for specific customer requirements. From classical mechanical engineering to high-tech products in the fields of precision mechanics, plant and mechanical engineering, medical and electrical engineering and beyond. Although the company already uses some new technologies, the business model in part bases still on obsolete structures. Especially internal processes and external communication are in need of a reorganization.

Most of internal processes consume too many resources, take too much time and sometimes even hinder each other. Digitization is not yet very important here, which is why digital transformation of the business model not only could save resources, but also increase efficiency.

In addition, external communication with the public or potential new customers shows another problem. This topic can also be tackled by progressing the business model.

The DIGITRANS Blended Learning Training in Salzburg on 25.03.2019 was the perfect opportunity to view and revise our business model from different perspectives. Subsequently, we were able to set up a project team that will take on the digital transformation of the business model in the long run. Already we are quickly achieving successes.

The challenge – Describe your challenge and why it needed to be addressed

We gratefully accepted the offer of the blended learning training. Not only because education and training has always been a high priority for us, but also because we were convinced that we could better exploit our potentials through a digital transformation of our business model. Internal processes are always based on the same obsolete principles and urgently need to be revised. Also external communication has to break new ground.

As an advanced manufacturing company, to us new technologies are very important in order to remain competitive. However, at least as important is a digital and contemporary business model to survive in the current age of digital transformation.

The solution – In what way have you resolved the problem

As part of the Blended Learning Training, a plan was developed to

- launch an internal digitization offensive
- optimize internal and external process and increase efficiency
- include new trends in the business model

For this purpose, the current business model was scrutinized at first. The environment of the company, the ongoing economic environment, technology & legal trends, competitor and customer trends were also included. From this information, a plan was developed.

It was particularly important to learn methods and tools as part of the DIGITRANS training, which we can use in the company further on. Thus, a steady process of digital transformation of the business model was enabled.

The outcome – What was the outcome?

The DIGITRANS Blended Learning Training not only identified issues within the business model, but also taught us the methods and tools needed to eliminate these issues.

The digital transformation is a subject that has been hard for us to grasp. We did not know how and where to start. However, the training provided us with an overview and an action plan on how to transform continuously our business model in order to push and optimize current digitalization processes and increase efficiency.



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