

Digital Transformation

# The future has already begun

The advancing digitalisation of our environment is not just measured by smart devices, like self-driving cars and data glasses. The breakthrough of ingrained behavioural patterns, habitual structures and inherent economic constraints create the starting situation for digital transformation.



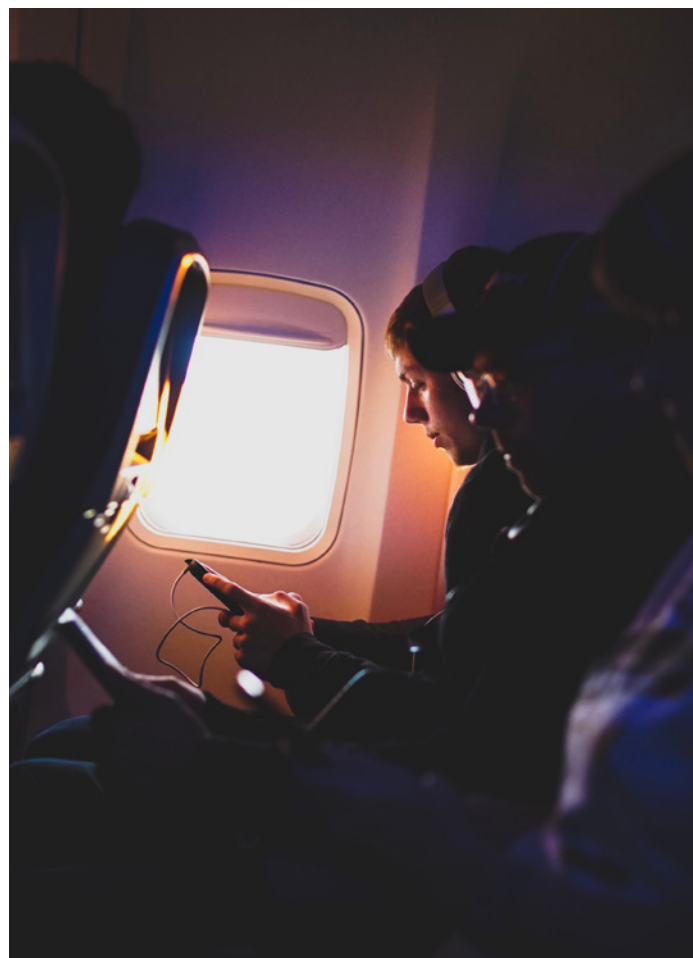
Social media does not respect hierarchies, and traditional one-way dialogues between companies and consumers are being replaced by an ever-increasing network of information providers and virtual protagonists. Holidays today normally begin with an online search of popular advice sites or booking platforms. The latter provide the connection between the virtual world and traditional suppliers, but also bring a new element into play: Authentic reviews by travelers are crucial to the decision to buy.

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But social networking took one step further. Because if you don't like hotels, you can book a private apartment to suit your taste for your next city break. Millions of people are already using online accommodation services such as Airbnb. In this sector, digitalisation has broken up traditional marketing, while creating completely new business models. This also corresponds to the objective of "digital transformation". This trend deals with the implementation of business models and work processes in the digital era. This is opening up new freedoms and a right of co-determination to socially networked people. The cards are stacked against you if you ignore thinking about writing off the new technical opportunities and networks as simply amusement or an obligatory act, then you would do well to consider the upheavals triggered by Amazon in the bookselling trade. There is lots of evidence indicating that we are only at the very beginning of the digital transformation.

US market researcher Gartner predicts: "Digitalisation has broken free of its shadowy existence and is now a main protagonist in the arena. And there will be winners and losers in all countries and industries."

However, the digital transformation still as a barrier to overcome. Proprietary networks and self-contained IT structures still dominate the business world for now. In many businesses, high safety barriers mean that there are fewer interfaces between the mobile end devices of employees and the company's IT.





## The smartphone as a door opener

Every employee is a protagonist and service user in their company. The morning access control, the canteen snack and the obligatory operation of the photocopier. All these activities require a small arsenal of cards and change, and patience if you've left your bag in the car again. This is where the concept of Legic Identsystems Ltd comes in, which it is introducing onto the Swiss market with the active support and software engineering knowledge of Greenliff AG. The principle is relatively simple. Legic offers a company access to an "eco-system". This contains various business apps from manufacturers, such as Kaba or a supplier of snacks. Now you just need to activate the individual app for your employees' smartphones. In the workplace, this then transforms the smartphone into a door opener, a handy briefcase or an identity card for printing. The preparations for a pilot project at the leading Swiss Telecom provider are already being made.

## Apps for time management

Using your own smartphone as a work tool? According to a German industry study by BITKOM, 43% of technology companies in Germany allow their employees to connect their own devices to the company network. The trend is called "Bring Your Own Device", or BYOD for short. Of the companies which allow BYOD, 81% are hoping for a higher degree of employee satisfaction. Almost three quarters (74%) are expecting increased efficiency because employees are already familiar with their own devices. Younger employees, in particular, more frequently expect to be allowed to use their own smartphones or tablets for work. US market researcher Gartner sees some potentials in this implementation, which will also open up efficiency gains to companies. For example, if employees handle their time & attendance management via smartphone, the HR department no longer has to deal with the laborious management of employee access cards.



## A digital tool box for elevator technicians

But industrial companies, which have already taken the digital transformation further than anyone else, are turning out to be really trendsetting. For example, Schindler, an elevator manufacturer considered to be rather traditional, has equipped 20,000 field staff with a digital tool box. This is a smartphone app, with which a technician can access technical data, order replacement parts and compile a service report all over the world. The modern elevators from Schindler also have sensors, making them part of the digital value-added chain. Schindler carries out its dialogue with potential clients and interested parties using a demo app available in iTunes. The lift of the future can be explored and designed here through a virtual tour.

### Advantages and possibilities

- Use of technology to reduce operating costs
- Productivity increases: Standardisation and simplification of work procedures
- Creation of new products and business models with lower investment costs
- Expansion and development of product ranges on digital platforms
- Stronger customer retention: use of analysis tools to analyse the customer behaviour and individualise the services offered

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## Digital Transformation raises questions

The digital transformation is already starting to roll. It is increasingly documenting our everyday life and redesigning the working world. If intelligent networked products are increasingly shaping our environment, this throws up a series of fundamental questions for companies. How can the relationships to employees, customers and suppliers be redefined? How does the creation of value work and what role do the companies want to play if entirely new business models and competitors arise through the digitalisation? Legic Identsystems Ltd and Greenliff AG are well-positioned and see their challenge as the development of solutions and synergies to support companies in the gradual realisation of the digital transformation.

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