# How PWC could help Miele to improve in Digital Transformation

Gesine Linn Hamberger | Q2 2024



## Tradition & Innovation - for 125 years

- Company founded in 1899 by Carl Miele and Reinhard Zinkann
- Family-owned company with more than 80 family shareholders
- Six Executive Directors, including two founders' great-grandsons
- Consistent positioning in the premium segment
- Considered as the quality and innovation leader in its branch of industry





### **PWC**

- One of the largest accounting companies worldwide
- Acting in over 150 countries worldwide
- Creating value for organisations by delivering the results they need
- Core values: Integrity, Care, Working together, Making a difference and Reimagining the possible



#### **Initial Situation and Challenges**

- Lots of manual processes and "Silos" between departments
- Need for disruptive technologies to reach cost saving measures
- Long delivery times between nearby plants and subcontractors
- Delivery points for trucks spread on large area
- High costs for spare parts and administration
- Old IT system infrastructure



#### Goals



Increase efficiency in processes and production



Reduce costs and invest in sustainable technologies



Stay competitive and be ready for future IT developments



## PWCs essential eight technologies

- Artificial Intelligence
- Virtual Reality
- Internet of Things
- 3D printing
- Getting started
- Engaging staff
- Keeping it simple
- Doing it now

Using PWCs essential eight technologies to advance Miele's digital

transformation

**Artificial intelligence** can be used to identify redundant tasks and help to improve process speed

Miele could use **virtual reality** to present the product to the customer in unique way or to deliver product trainings online

Miele could use **internet of things** to supervise the production and control the efficiency of delivery routes

**3D printing** could be used to print spare parts directly where needed to reduce costs and improve sustainability

PWC could help Miele to prioritise & **get started** on new digital projects

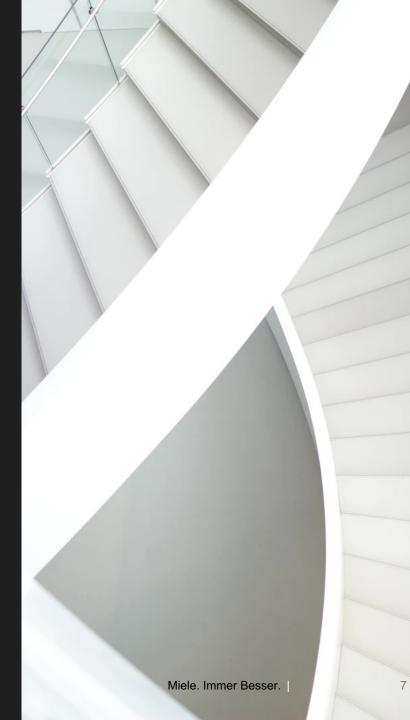
**Engaging the staff** is especially important as Miele's staff is very diverse from different age groups and with various educational backgrounds

With the help of a consulting company the changes can be **simple** and show first results quickly

**Doing it now**, is important as all competitors are improving as well and Miele does not want to be left behind

#### **Outlook**

- PWC & Miele could be a good fit to improve Miele's digital transformation
- Digital Transformation is important if Miele aims to reduce costs and increase efficiency
- Future IT developments are awaiting Miele and will improve the overall performance of the company



# Miele