

## PRESS RELEASE

### **Dr. Thede Consulting is further expanding their digitalisation competence and joins BVDW as a member**

Hamburg, 24 July 2015 . **Digital Transformation has long since arrived in the financial industry. Dr. Thede Consulting has administered to the digital challenge from the very beginning and now enhances their digital competence with the membership in the Bundesverband der digitalen Wirtschaft (BVDW) – Federal Association of the digital economy.**

All industries are currently facing new challenges caused by the digital transformation, however, some industries, e.g. telecommunications, are considerably further advanced than the financial industry. With the membership in the BVDW, Dr. Thede Consulting will actively contribute to the knowledge transfer with all value creating participants who are affected by the digital transformation. „We expect to gain valuable knowledge from this industry-overlapping network, specifically learning which steps to take in order to master the challenges caused by the digital transformation the best possible way“, say Andre Standke and Jens Hegeler, Managing Directors at Dr. Thede Consulting. „With our membership, we develop valuable knowledge and sound competence in this future topic to help us create extra added value for our clients.“

In the BVDW, Dr. Thede Consulting will focus specifically on the changes in the areas retail and automotive and utilise their existing expertise in the digitalisation of business models. „We possess a strong basis of our long-term experience in the transaction and payment industry“, says Standke. „The data generated this way is qualified in many ways to make those business models being developed in the course of the digitalisation sustainably profitable in regards to segmentation, product design and channel control.“

Dr. Thede Consulting starts their BVDW membership with leading the lab „Connected Car“ and heading the topics „Digital business models for OEM's“ and „Chances and risks for car manufacturers“ by Martin Meinert and Jens Kohnen, both Manager at Dr. Thede Consulting. „The car manufacturers have to strategically reposition themselves in the light of current customer expectations along with the digital integration if they don't want to lose their customer relationship. We will analyse these challenges in the Lab and collectively develop viable solutions“, says Jens Hegeler. Both papers will be published at the upcoming dmexco in September 2015.

This knowledge transfer enables Dr. Thede Consulting to apply the experience from other branches to the financial industry. Currently, financial service providers are being attacked by platform-providers such as Apple as well as heeled Fintech start-ups, but in principle, they have very good prospects to develop digital eco-systems for financial products. Furthermore, the knowledge from the payment and transaction business provides a strong basis for the consulting services of Dr. Thede Consulting for other industries such as automotive and retail. The smooth integration of these processes into the value chain and the sensible use of customer data generated in this process, are essential components also for successful digital business models of the future.

## ABOUT DR. THEDE CONSULTING

Dr. Thede Consulting is a leading management consultancy in retail banking, payment transactions and card business. Along with the current market developments, we have expanded our focus towards digital/mobile payment solutions, new business models in the payment environment and loyalty-concepts. Our clients are the relevant market players and decision makers in this market environment. We consult financial and mobility service providers in future topics such as digital commerce, data strategies, loyalty-programmes and mobility services in all stages of the value chain. In this rapidly changing market environment, we focus on the substantial success drivers for our clients.

[www.dr-thede.com](http://www.dr-thede.com)

## ABOUT BVDW

The Bundesverband für Digitale Wirtschaft (BVDW) e.V. (Federal Association of the digital economy) is the central interest group for companies operating digital business models or who are working in the digital value creation. With their member companies composed of various segments of the internet industry, the BVDW is interdisciplinarily embedded and allows a holistic view on the topics of the digital economy.

[www.bvdw.org](http://www.bvdw.org)

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