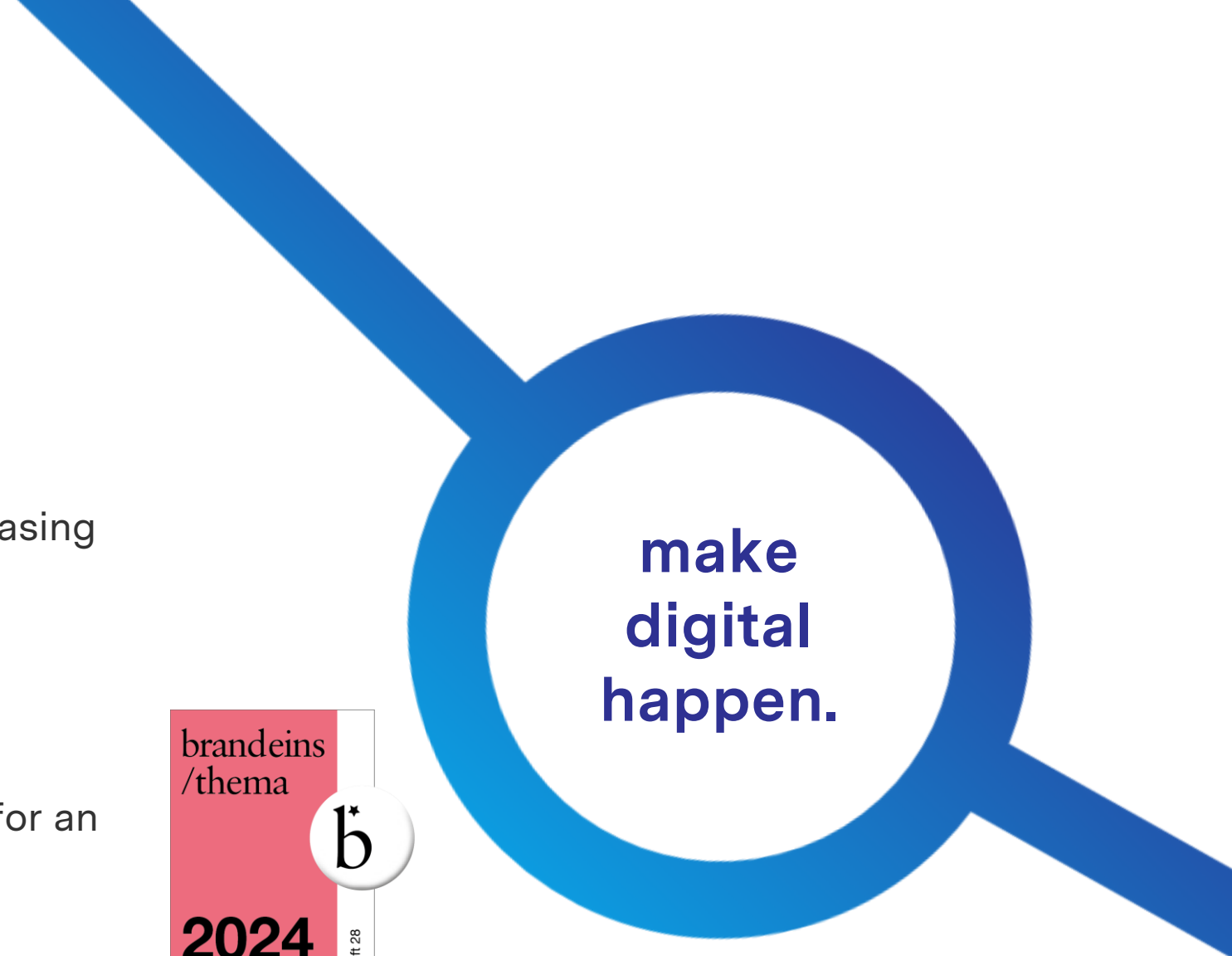




# About mm1

Connected Business means: Using the possibilities of digital connectivity for increasing top line and bottom-line results.

With around 140 consultants, we help organizations to master their digital transformation. We support by creating successful digital offerings and processes for an increasingly connected world.



**make  
digital  
happen.**



# Focus on digital & connected, excellent people and long-term experience put us among the top rated consultancies

## Focus



### Connected Business

Leading specialized consultancy at the intersection of digitalization and connectivity

## Team



### 140 people

We are >140 consultants and experts.  
Each one of us with an excellent level of expertise regarding digitalization and digital transformation.

## Expertise



### Award winning

Regularly awarded with the „Beste Berater“ (‘best consultancy’) award  
We are rated as a top consultancy for Innovation & Growth in Germany.

## Experience



### > 25 years

In business since 1997.  
Experience in more than 500 large scale projects for digital products, connected solutions and innovative business models

# What is „Connected Business“?

## Some mm1 project examples

Connected Business means that ...



... basketball matches can be watched with a 360° VR view even at home



... cars can collect data and cities can utilize their infrastructure better based on that data



... banking customers will be served in their channel of choice



... connected forklifts prevent accidents in intralogistics operations



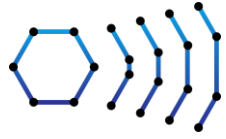
... operations of HVACR systems will be improved and made better for the environment



... passengers in cars and in trains can enjoy high quality internet access

# With our comprehensive service offering, we support four key industries to digitally move ahead

## Service Offering



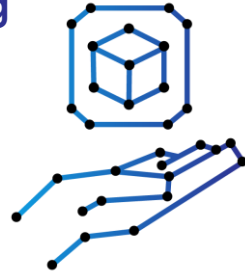
### Connectivity & IOT

Connectivity done right. We develop connectivity and IoT solutions that are the foundation of your digital business.



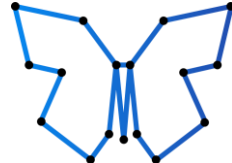
### Data Thinking

From data to value. We harness your data and develop data-driven business models to monetize information.



### Digital Innovation

We design successful digital business models, products and services – from ideation and user centric design until go-to-market.



### Digital Strategy & Transformation

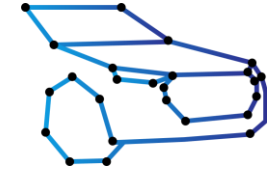
We build skills and rebuild IT system landscapes. We help organizations in working more agile, efficient, and interconnected.

## Industries



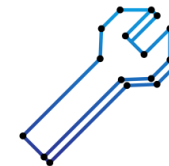
### Telecommunications

Telecommunications is the mother of connected business. Enhance your market offering with our telco expertise.



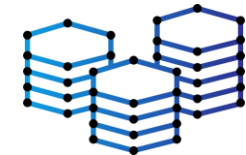
### Mobility

Intermodal mobility, smart logistics and more. We help rail and automotive players get ready for the future.



### Industry

Smart products, connected manufacturing, digital infrastructure. Digitize your products and processes.



### Financial Services

Money is becoming digital. We help you capture the possibilities of connected banking and insurance.



# We support from strategy to E2E implementation of digital solutions to developing your digital organization

## We develop Connected Business strategies and business models

Development of digital targets according to Lean Startup (e.g. Value Proposition/Biz Model Canvas), strategic positioning regarding competition/technology/business model trends, management of digital portfolios and roadmaps

## We implement digitally networked solutions and offers



### Concept



Iteratively conceive products/solutions with Design Thinking Workshops, define requirements from a user perspective (epics, user stories, etc.), manage requirements through backlogs and specifications



### Agile Implementation



Development of minimal viable products (MVP), agile implementation support (Scrum, Kanban); *optional*: technical implementation or "full stack development" (UX/App/Cloud/SW/ Devices/Connectivity) by mm1 partners



### Market Launch



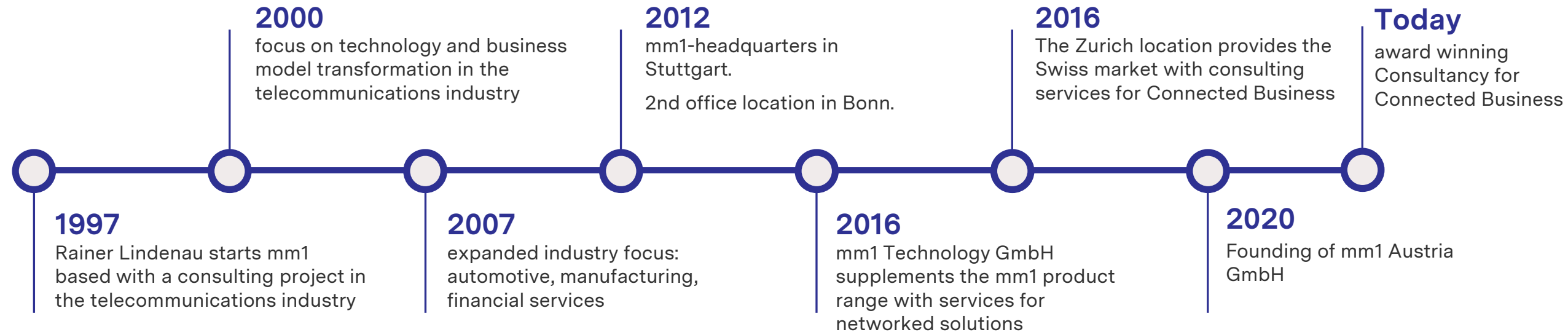
Crafting G2M concepts including international roll-out management, KPI-based market introduction and scaling, Programs for Sales Performance and Product Lifecycle Management

## We build new skills and support your digital transformation

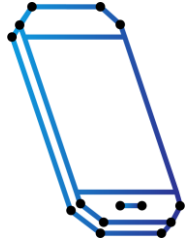
Optimizing existing structures and processes, incubation of new digital units (e.g. Digital Lab), Startup-as-a-Service (Company Building), introduction of modern methods (Agile, Lean Startup, Design Thinking), training of employees and departments, expert and method support



# We have accompanied organizations on their way into the digital world for more than 25 years.



# Reputed companies entrust us with their digitalization initiatives

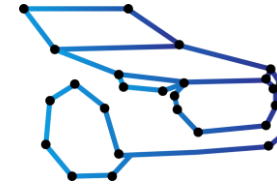


## Telecommunications

Leading fixed network carriers in Germany and Switzerland

2 out of 3 mobile operators in Germany

Multiple telecommunications companies in Europe

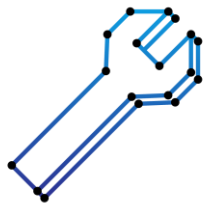


## Mobility

Various automotive premium OEMs und Tier-1 Suppliers

Leading rail and aviation players

IT-/Systems service providers to the automotive industry

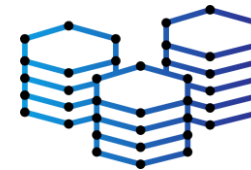


## Industry

Mid sized ‚hidden champions‘ in Manufacturing

Leading smart home platforms

International and national energy service providers/ utilities



## Financial Services

Various insurance companies (national and cross-country)

Leading payment services providers

Savings banks/cooperative banks; private banks



# Hearts + Brains: a great team!



# mm1

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