



# Mobile World Congress 2024 Barcelona – Fireside Chat with BMW

Is your dream smart factory  
worth the cost?



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Success factors and challenges in driving digital transformation in a smart factory



**Kai Grunwitz**

CEO, Germany and DACH Leader,  
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**Pallavi Mahajan**

Corporate Vice President and GM,  
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(NEX Software) at Intel



**Martin Kleiner**

Head of Structural Enabling  
Digitalization, BMW

# Need for speed and efficiency is driving the technology revolution

96%

Of manufacturers agree that the business demand for **increased speed, agility and innovation** is driving new operating models

The top two business objectives for manufacturers over the next 24 months are:



Improved operational efficiency



Digitalization and greater adoption of innovation/new technologies

(For those in advanced stages of digitalization – this is #1)

90%

Of automotive respondents say that **technological investment/progress** will be instrumental to their future success



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# Key technologies driving digitalization

97%

Of automotive respondents agree that the **rapid scale of connected devices (IoT sensors and mobile devices)** is driving the need for more **agile networks**

Source: 2023 Global Network Report; 2023 Edge Advantage Report

#1

**Modern Connectivity (e.g. 5G)** ranked top before AI & RPA and Cloud & Edge Technologies.

LinkedIn Poll Kai Grunwitz - What are the main IT technologies/solutions helping to accelerate shop-floor modernization towards a smart factory?

58%

... of manufacturers are currently **utilizing edge-to-cloud solutions** and architectures, while another 30% are planning to deploy such solutions within the next 18 months.”

Source: IDC #EUR151263223 and IDC's Global Manufacturing Survey, 2023 (N = 1,332)



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# What are the key challenges

**Processes**  
**Complexity**  
**of Changes**

**Technology**  
**Security**  
**Concerns**

**Culture**  
**Resistance**  
**to Change**

**People**  
**Lack of**  
**Skills**

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# BMW Innovation Hub

*"Real laboratory" for testing future technologies*



**"The Innovation Hub is the ideal place for ideas to become reality. I am very pleased to have renowned players from the tech industry on board."**

Milan Nedeljković, BMW AG's Board Member for production at the opening of the Innovation Hub in 2022



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