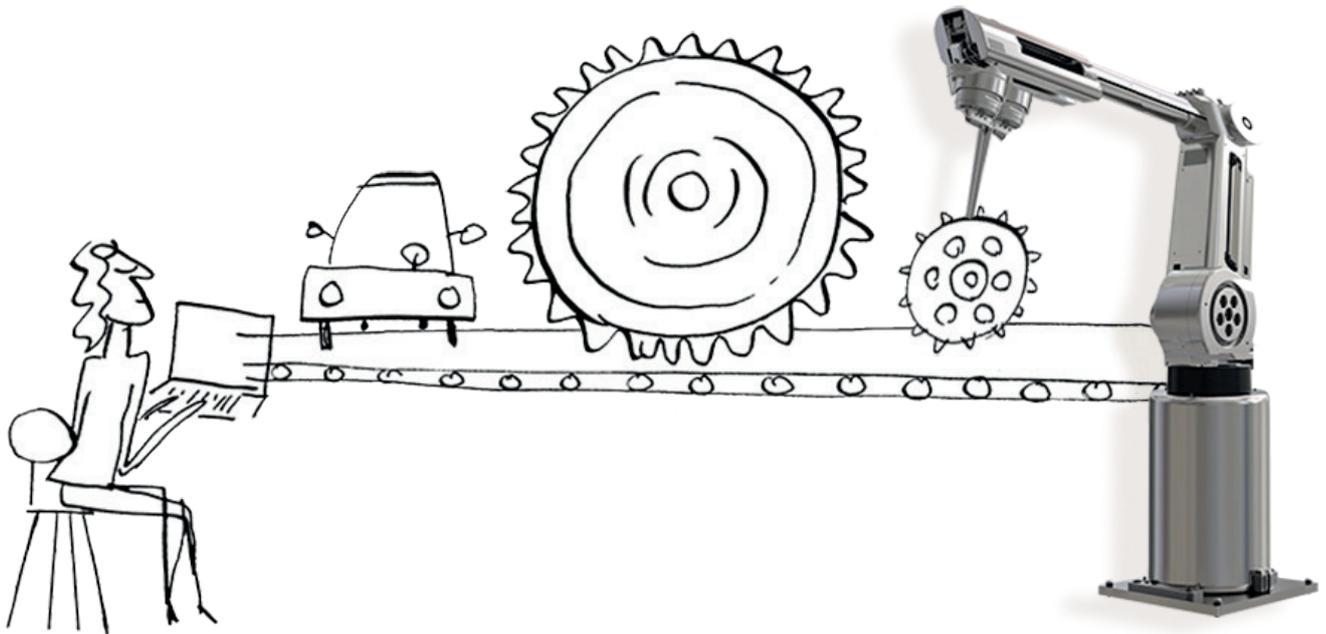




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STRATEGY | M&A | TRANSFORMATION



# DEX#2

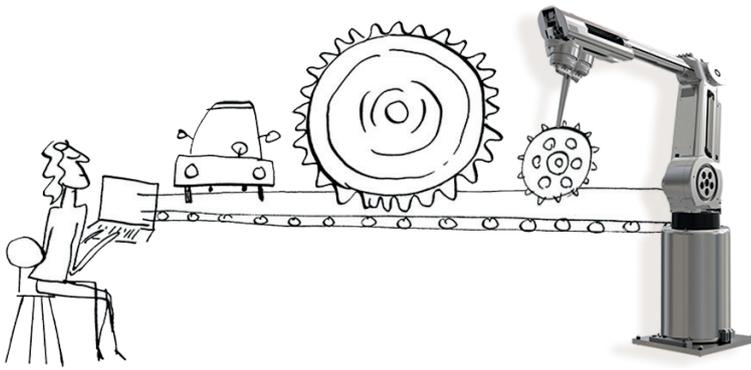
IMMERSE. SHARE. CONNECT.

## YOUR ROAD TO IIOT

The “Industrial Internet of Things (IIoT)” marks a new era of industrialization and companies need to adapt to remain capable of competing. The increasing integration of sensors, equipment, processes and employees leads to fundamental changes in market structures as well as to new business models and innovative production processes. During the second edition of our digital event series DEX we will provide you with a platform to deepen your understanding with respect to the challenges and benefits of IIOT.

September 13, 2018  
Munich

Highlight Towers  
Mies-van-der-Rohe-Straße 8  
80807 München



# INVITATION

Dear Digital Colleagues,

DEX #2 brings together renowned speakers from established industrial companies as well as digital pioneers. Together we want to explore what's in it for you and how challenges on the road to IIoT can be tackled:

- **Why do investments in IIoT make sense right now?**
- **What are potential use cases and business models as well as associated risks and benefits?**
- **How can an IIoT strategy be implemented successfully in your business?**

Keynote speeches:

- Chris Boos (Arago)
- Thomas Goecke (König & Bauer)
- Dennis Janitzka (Norican Digital)
- Christian Lutz (Crate.io)

In addition to the keynote speeches live experience sessions with IoT start-ups and tech companies will give you the chance to gain valuable, hands-on insights on how IoT can be put into practice:

- Aconno (From Sensors to IoT Applications)
- Augmentaio (Unleash the power of IOT with AR)
- Relayr (Turning IoT data into viable Business Models)
- Selfbits (Personalized Industry 4.0 on selfbits Cloud)

Become a member of our exclusive digital community – we are looking forward to welcoming you at the DEX #2 on 13th September 2018 in Munich.

Sincerely yours,

Wolfram Römhild  
Managing Director, goetzpartners

Götz von Steynitz  
Partner, goetzpartners

## ABOUT DEX

*Change is the new normal.  
To master transition,  
collaboration has become  
vital to stay competitive in  
an ever-evolving landscape.  
We have created DEX,  
goetzpartners' digital event  
series, as a platform for all  
digital warriors facing the  
same challenges and seeking  
opportunities to win.  
Get inspired by keynotes  
of like-minded experts,  
exchange ideas with your  
peers and shape your own  
vision for the future  
together with us.*

## REGISTER NOW

Become a member of our exclusive digital community – we are looking forward to welcoming you.

[Click here to register now.](#)

# AGENDA

04.00 pm **ARRIVAL & DRINKS**

04.20 pm **Introduction**

*goetzpartners*

04.30 pm **KEYNOTE 1 - Transforming a traditional industrial corporation with IOT**

- Technological infrastructure built at NORICAN Group
- Key barriers of implementation
- Project successes and outlook

*Dennis Janitza, Vice President - Product Development 4.0 Norican Digital*

05.00 pm **KEYNOTE 2 - Connect to customers in a whole new way**  
Creating customer value through IoT enabled services

*Thomas Goecke, Head of Marketing & CRM, König & Bauer*

05.30 pm **Experience Sessions**

- AUGMENTAIO - Unleash the power of IOT with AR
- RELAYR - Turning IOT data into viable business models
- ACONNO - From sensors to IOT applications
- SELFBITS - Personalized industry 4.0 on selfbits cloud

06.30 pm **KEYNOTE 3 - Data-Driven Manufacturing - IIoT Use Case in the Packaging Industry**

- Real-time data solution
- Monitoring and controlling

*Christian Lutz, CEO & Founder, Crate.io*

07.00 pm **KEYNOTE 4 - AI-driven industrial transformation**

- AI in the industrial environment
- Why IoT need AI

*Chris Boos, CEO & Founder, Arago*

07.30 pm **DISCUSSION, DRINKS & FOOD**



## SPEAKERS



Chris Boos  
CEO & Founder  
Arago



Thomas Goecke  
Head of Marketing & CRM  
König & Bauer



Dennis Janitza  
Vice President -  
Product Development 4.0  
Norican Digital



Christian Lutz  
CEO & Founder  
Crate.io

## ABOUT GOETZPARTNERS

goetzpartners, founded in 1991, is an independent advisory firm for all key issues of entrepreneurial activity: strategy, M&A and transformation.

[www.goetzpartners.com](http://www.goetzpartners.com)