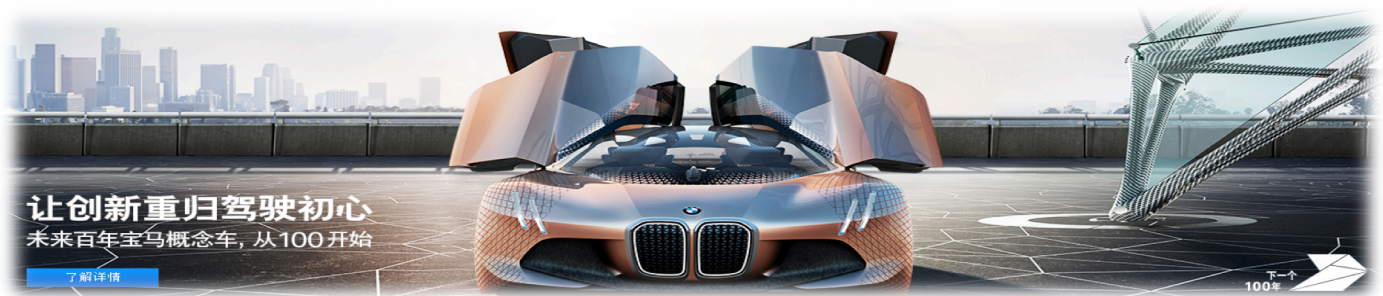


BMW Group China



Client Profile

The BMW Group is one of the most successful manufacturers of automobiles with its BMW, MINI and Rolls-Royce brands, which has a global sales network in more than 140 countries. In 1994, BMW Group established the representative office in Beijing, which is recognized as BMW's official entry to Chinese market. In the year of 2010, BMW has sold 168,998 cars in Mainland China, which made China the 3rd largest market in BMW's global sales network.

Client Situation

With the stimulation of Chinese government, the massive entrepreneurship is happening. The automotive sector is being pressured by swiftly changing market. Consumer expectations shift and more innovation is required.

The innovations in automotive sector would generate impact on customers' preference, behavior, as well as their decisions on mobility, which lead to the change in automotive industry. From BMW's perspective, it is important to monitor relevant innovations to support strategy decision.

Our Response

Detecon has developed an approach for BMW innovation as 5 monitoring processes (scoping, scouting, assessment, connect, deliver):

Scoping: The monitoring process begins with a scope definition, followed by radar scouting, expert assessment, innovation pioneer interviews, and closes with a comprehensive management report.

Scouting: Once the right scope is identified, a proven methodology is deployed to lay the foundation for strategic decisions through visualization of all developments and detailed radar profiling.

Detecon China is a subsidiary of Detecon International, one of the world's leading consultancies in the field of ICT and management consultancy. Today, Detecon Int., which is headquartered in Germany, has a workforce of more than 1,000 staff in 15 locations worldwide. DETECON Consulting Co. Ltd China has been operating in the Chinese market since 2001 and has established itself as an inherent part of the Chinese Automotive industry by delivering projects to companies representing all areas of Automotive.

Why Detecon?

Our IT strategy and ICT management consulting services enhance the value creation chain at T-Systems.

Assessment: The innovation discovery requires a vigilant, systematic and proactive method of monitoring to identify, to understand, and to customize relevant sources globally before pushing to the client.

Connect: Once BMW identifies the innovation trends which are of potential high impact and interest for the corporate, Detecon conducts the assessment modules for the specific topics.

Deliver: Through its extensive start-up network and experience in corporate partnership setup, Detecon acts as the liaison and enables the first contact as well as face to face interviews for BMW.

Client Benefits

According to the monitoring process, following results were provided to BMW Group.

- Early identification of product, services and service model trends 0-3 years into the future.
 - ✓ Quick scan innovation profiles
 - ✓ Aggregation of quick scans into 4 monitoring reports together with deep dives
- Sort out overly risky innovation ideas based on early identification of associated risks and challenges, enhanced detail and better suitability for management exposure of weekly submitted trend profiles.
 - ✓ Delivery of deep dive innovation assessments
 - ✓ First hand insights through f2f meetings to establish a connection for potential further negotiations
- Clear overview about the project outcome including the innovation monitoring results and the deep dive of the selected innovative topics
 - ✓ Structured Project Finalization
 - ✓ Guidance for BMW on how to proceed and into which innovation to engage