

DEVELOPMENT OF A BUSINESS ORIENTED IT STRATEGY FOR EUROPEAN CAR MANUFACTURER



Client

- Leading European car manufacturer
- Part of the Volkswagen Group

Starting position

- Negative impact on sales due to financial crisis and discontinuation of the “cash for clunkers” initiative expected
- Definition of a strategy how the IT can contribute to deal with the expected decline in earnings

Approach

- Interviews with top management on business requirements and priorities
- Identification of “quick wins”
- Development of a framework to align IT activities with business priorities

Results

- Identification of “quick wins” to cut IT costs by 21%
- Portfolio of 16 initiatives to sustainably strengthen IT’s role as real business enabler and value creator agreed with board of directors