

## Interviewing Dr. Donatus Weber: “The foundation for a digital future”

In Part 2 of the interview with Dr. Donatus Weber, the Director Digital Services and Managing Director of Jagenberg Digital Solutions GmbH takes a look into the future and shows where Kampf's Digital Customer Solutions are heading.

***When it comes to digitalization and Industry 4.0, you could be called the driving force at Kampf Schneid- und Wickeltechnik GmbH & Co KG. How would you describe the current developments, and what future plans do you have?***

Kampf is positioning itself as a technology leader. In fact, we are already leading the way in many areas. I am thinking of IIoT platform “the@vanced” and our customer portal “my@vanced”, for instance. But there is still a lot to do. Ideas that need to be iterated, communicated, and also shared with others. We have already left some market participants behind in terms of Industry 4.0, but I think it's important that we get our inspiration from those who are still in front. What can we still learn from them and the way they work? In my opinion, networking and exchanging with other stakeholders in our industry will create quite a few opportunities for us. So far, we have built up a leading position and now it's a matter of maintaining that position and working to expand it. Of course, transforming the company from being a machine builder to becoming a digital solution provider poses a challenge and will remain so. But precisely this spurs me on and motivates me to get the best out of myself and my team.

***You mentioned the IIoT platform “the@vanced” and the customer portal “my@vanced”. What opportunities does the implementation of these digital solutions leverage for Kampf?***



Dr. Donatus Weber auf der K-Messe

In a B2B company like ours, customer interfaces are pivotal. This entails that we respond to the requirements and usage behavior of younger generations. They take technology and digital for granted. For them, it will simply not do without digital solutions – and we have to offer a solution for that. The exchange with customers also provides a great opportunity to evaluate whether we are heading in the right direction but also which kinds of services they might still expect from us. Companies that don't make use of this kind of close customer contact, miss out on opportunities for dialogue and will not have any standing in the future. Of that, I am convinced!



When it comes to the IIoT platform the@vanced, we are also creating new data spaces which can trigger automatic processes, such as instructions for action. AI supports our customer here and helps them use their machines as efficiently as possible. To be able to offer them a holistic solution, we always assume the customers' perspectives.

With the implementation of our Digital Customer Services, we are also becoming part of the transformation of traditional business models. The change from "one-time payment" to rental models, such as "pay per use", is underway, and we are witnessing how these models are becoming more and more individualized. This, in turn, can only work if you really know what customers want. So, for me, the aggregation of virtual data represents the foundation for a digital future.

***Networking with other stakeholders from the industry holds many opportunities. You are already part of various initiatives and projects. To what extent can Kampf and Jagenberg Digital Solutions benefit from this?***

I am a board member of the "Digital Industries World e. V." technology committee. It has approximately 80 member companies - one of which is Kampf Schneid- und Wickeltechnik GmbH & Co. KG. In this forum we are actively committed to the future of digitalization. Furthermore, I am also active as Chairman of the VDMA's (German Engineering Federation) Platform Economy Expert Group. In that position, I address issues that deal with the future role of Digital Customer Services.

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**Dr. Donatus Weber**

The big pioneers of mechanical engineering, such as Festo and Siemens, are also participating in these two groups. For us, this brings the enormous advantage that we can be part of all current developments at the early stages. Whether it's the EU Data Act or new interface models, we are right where it's happening!

A "Converting 4.0 network" is another aspect which I consider very important. Around 80 percent of our machines are composed of third-party components. If we get a supplier on board, i.e., network with people in companies, we can take the next step and connect machines, industries - and ultimately entire value chains. Being able to integrate these allows us to take a big step forward toward a safer and more efficient future - and that's a win-win for everyone involved.

***What is your vision for the company?***

Completely merging physical machines and processes with the digital world is something I dream of. Ultimately, the goal are digital services which enable machines to virtually maintain themselves. This means we can offer our customers a unique service, something no one else has. But I think it is also important to show our true colors by remaining authentic in this transformative process and continue to fill with life the values we stand for with our claim "CREATE.FUTURE.TOGETHER."