

Making Money on Digital in Mechanical Engineering



Guidelines for successful monetization of digital goods and services

in Cooperation with

BCG BOSTON
CONSULTING
GROUP

VDMA

Business Advisory

VDMA

Business Advisory

Lyoner Str. 18
60528 Frankfurt am Main
Internet www.vdma.org

Contact

Robert Konjusic
E-Mail robert.konjusic@vdma.org

Boston Consulting Group GmbH

Im Mediapark 8
KölnTurm
50670 Köln

Contact

Dr. Ralph Lässig
E-Mail Laessig.Ralph@bcg.com