

An infographic by



Innovating at scale: Business model innovation in Germany

Germany's Industrie 4.0 strategy places technology at the heart of its economic future. But putting new technology to effective economic use often requires new business models. To assess the state of business model innovation in Germany, The Economist Intelligence Unit surveyed 200 business leaders at large German companies, for a study sponsored by Rackspace. Here's what it found:

German companies are well-versed in business model innovation

97%

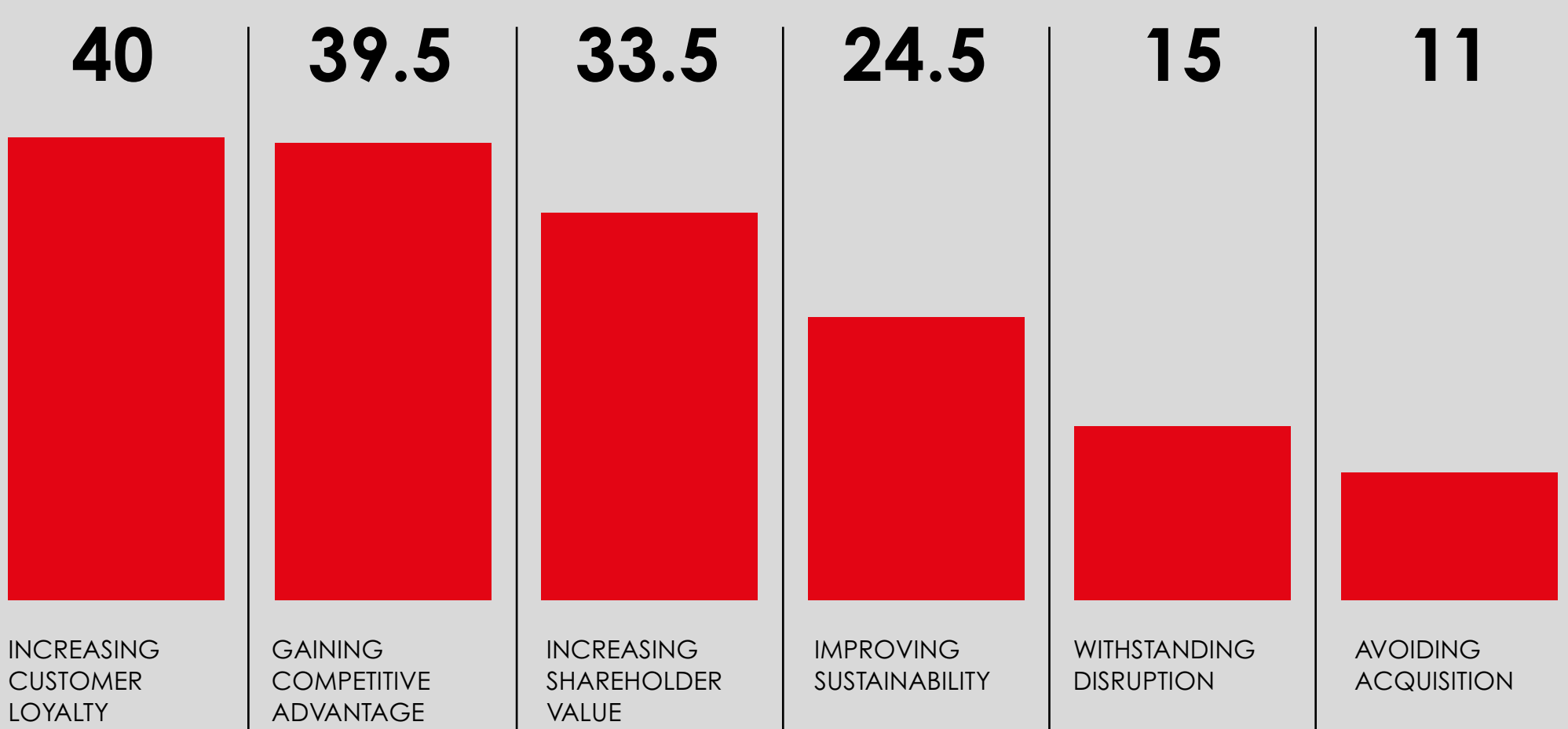
of German business leaders say their organisation has modified its core business model in the last three years

95%

expect to do so in the next three years

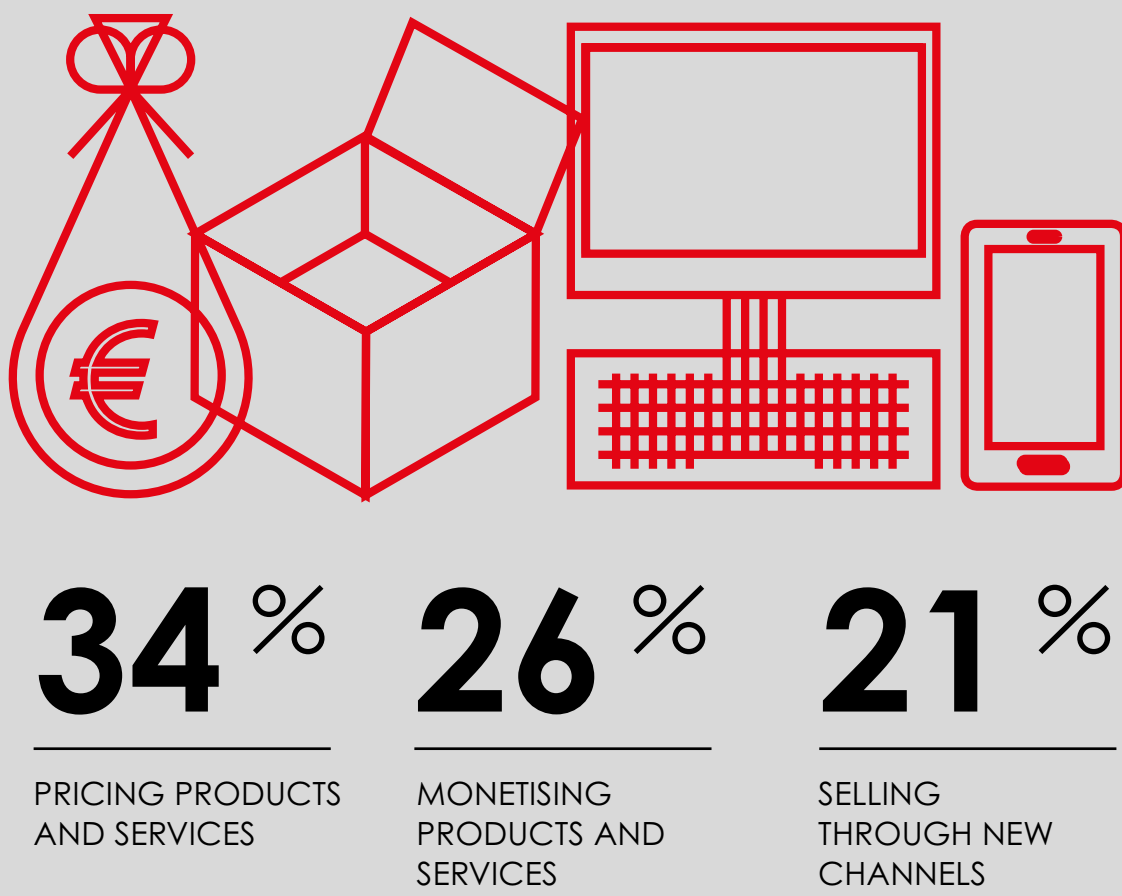
This innovation is being driven by customers and competition

The benefits of business model innovation:

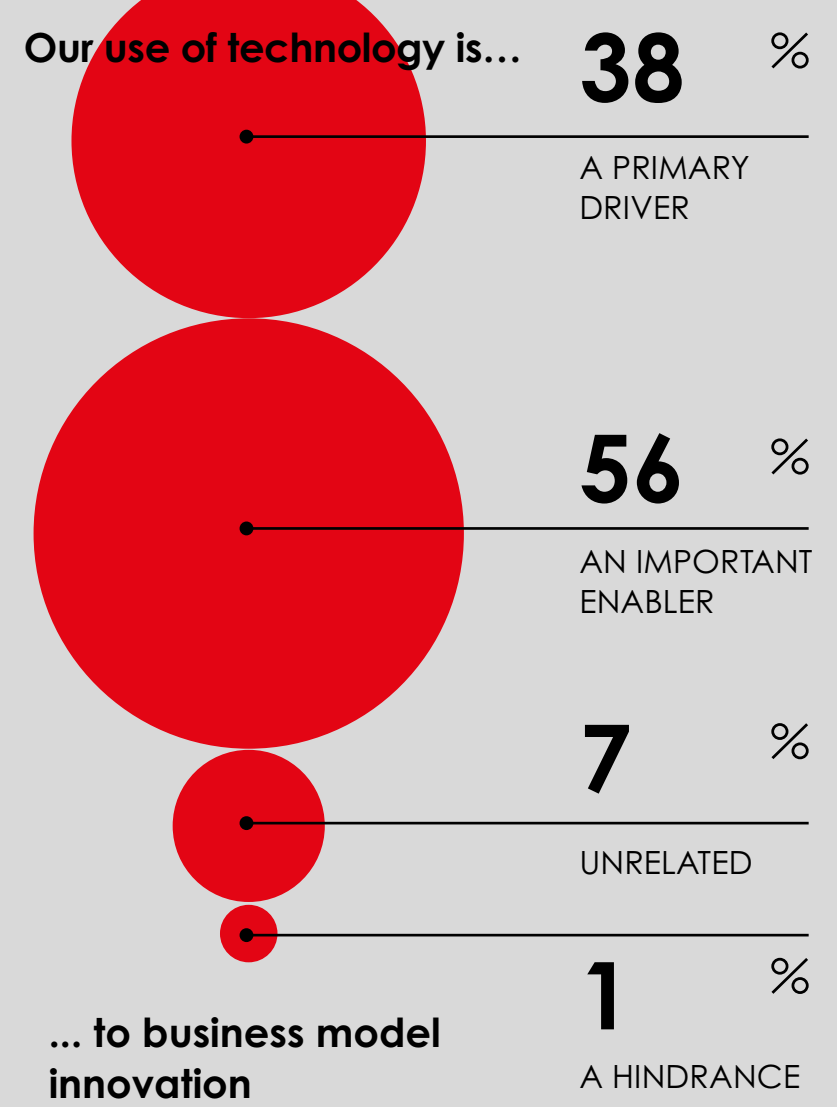


That explains why most business model innovation is customer-facing

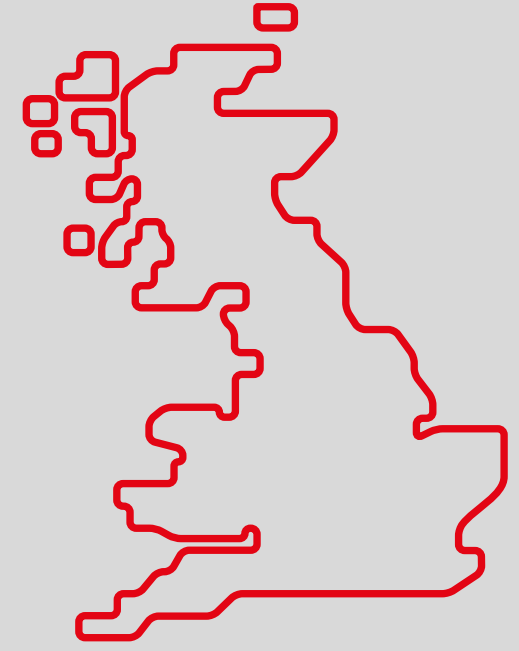
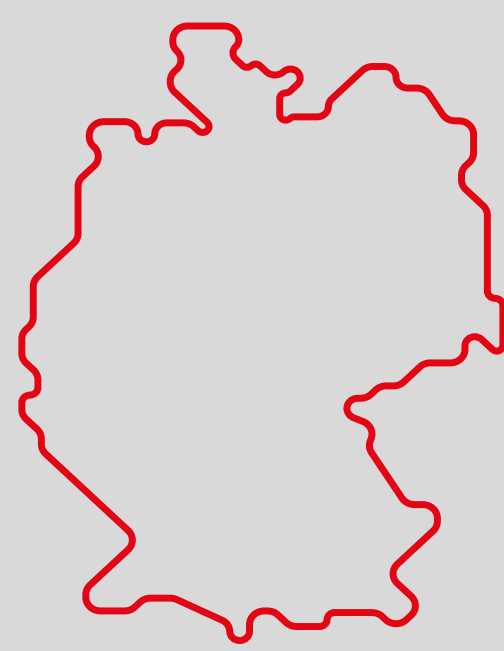
THE MOST COMMON FORMS OF BUSINESS MODEL INNOVATION:



Technology lies at the heart of business model innovation



Large German firms are no more risk averse than their UK peers



A fear that changing the way we operate will damage our business" was cited as a challenge to business model innovation by:

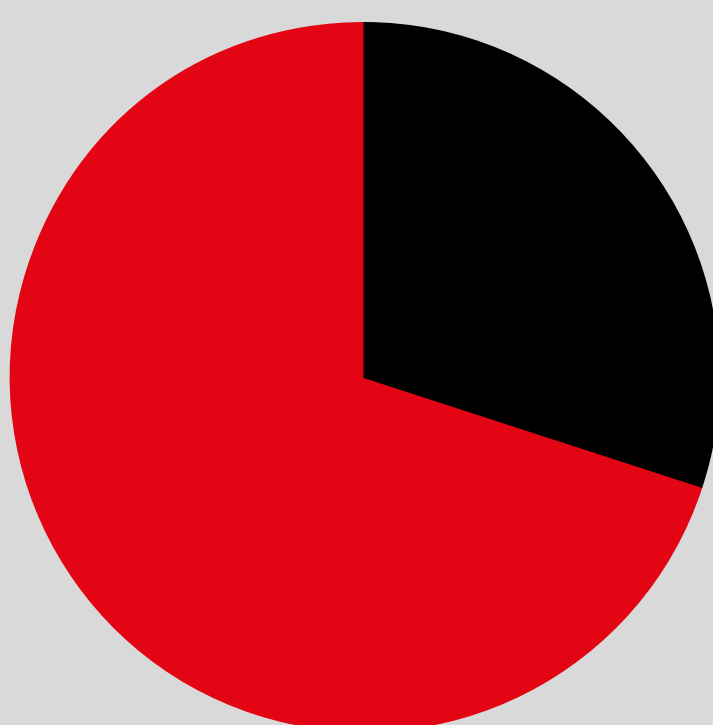
29.5%

of German respondents

32%

of UK respondents

Three in ten see employees as a challenge to business model innovation



30%

say 'Employees are too resistant to change'

This suggests many German business leaders have too little trust in their employees to direct business model innovation from the ground up.

If they are to grasp the opportunities of Industrie 4.0, German business leaders must foster a culture of innovation and entrepreneurialism, and that requires trust in employees' judgement.

For more on business model innovation in Germany, visit [ARTICLE URL]

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