CLIMATE PROTECTION

Climate protection and an environmentally compatible energy supply are the most important challenges of today

1 Year = 1 Million years
Every year, mankind consumes as much fossil fuel as was generated over one million years

CO₂ Emissions
40 percent of emissions come from residential heating systems

1970 until today
Worldwide energy consumption has doubled since 1970
FACT SHEET

With 11,600 employees, Viessmann generates an annual turnover of EUR 2.2 billion.

- Production sites in 11 countries
- 56% Export share
- 11,600 employees
- Sales activities in 74 countries
VIESSMANN RELOADED

DIGITAL BRAND TRANSFORMATION
VISION
WHAT WE BELIEVE TO BE THE FUTURE
DECARBONISATION/
BLOCKCHAIN/P2X/DIGITAL SERVICES ...  
TECHNOLOGY-WISE: YES! WHAT DOES THAT LOOK LIKE IN IMAGES?
Visually - is this the future picture we are longing for? Is this desirable for our kids?
CHANGING THE COMPANY VISION.
VISION

Viessmann takes care of the planet with customer-centric energy solutions
CHANGING VALUES.
HERITAGE: STANKOWSKI
ÄSTHETIK IST ORDNUNG.

Anton Stankowski
EXTREME BRAND ARCHITECTURE:
CLAIM + DIV-CLAIM + MOTTO

Making your life comfortable

Warm ums Herz

VIETNAM
can be. smart energy solutions
FOKUS: CUSTOMER-CENTRICITY
HYPOTHESIS

CUSTOMERED-CENTERED BRAND MANAGEMENT DEMANDS FLEXIBILITY
HYPOTHESIS: "NO CLAIM NEEDED"
UNDERSTANDING ...
OUR CUSTOMERS’ NEEDS
Our partnership with customers bridges generation borders
HOW?
EIGHT MONTHS INTO DIGITAL ...
Make stuff better
- i.e. Collaboration Meetings

Add new stuff
- i.e. Dedicated Task Force Teams (e.g. P&O)

Create new stuff
- i.e. Dedicated Teams (e.g. Data Insights)

Degree of core org involvement.
GEWINNSPIEL
DANKE FÜR 60.000 FANS!
HOW DESIGN AFFECTS THE BRAND & PRODUCTS.
OUR FAMILY-COMPANY
VISION OF THE FUTURE:

"WE TAKE CARE OF THE
PLANET WITH CUSTOMER-
CENTRIC ENERGY
SOLUTIONS."

RATHER LOOKS LIKE THIS...
LIFE WITHOUT (VISIBLE) TECHNOLOGY/PRODUCTS/DIGITAL SERVICES. A LIFE THAT IS HUMAN, HAPTIC AND SUSTAINABLE.
INDUSTRY AND BERLIN.
OUR BRAND TOPICS

• HARDWARE STRATEGY
• SERVICE DESIGN / INTERFACES
• BRAND VALUES / MANIFESTO
MEGA SMART HOME

DIGITAL: ARCHITEKTUR UND WÄRME WERDEN INTERFACE

Luftfeuchtigkeit: 60%

Temperatur: 24°

Badezimmer
THANK YOU!