



# TECH x DATA TALKS OMMAX

**OMMAX Future Tech 2023**  
Andreas Stihl AG & Co. KG  
13. September 2023

***STIHL***



# STIHL



# KEY FIGURES

# 5,495.0

THEREOF **1,783.1** MIO. EURO  
REVENUE  
ANDREAS STIHL AG & CO. KG

**MIO. EURO**  
REVENUE  
STIHL HOLDING AG & CO. KG



## 20,552

EMPLOYEES  
(31.12.2022)

THEREOF **5,968**  
EMPLOYEES  
ANDREAS STIHL AG & CO. KG

## 404

MIO. EURO  
CAPITAL EXPENDITURE



**199.1** MIO. EURO  
DEPRECIATION &  
AMORTIZATION

## 61.9%

EQUITY RATIO

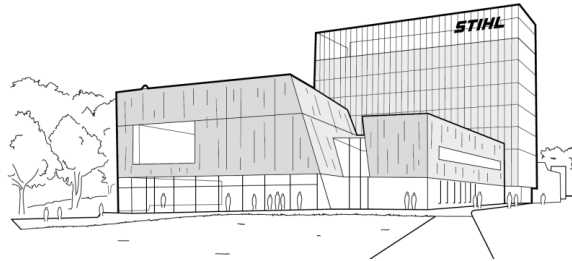




IN OVER  
**160**

**countries** and on  
**five continents**,  
STIHL is represent  
around the world

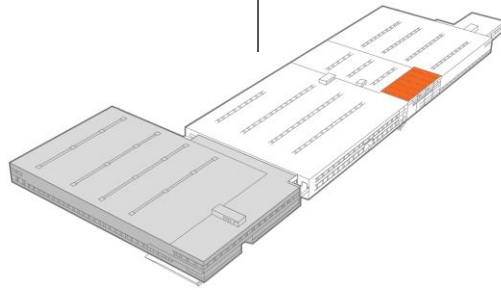
# STIHL sales network



HEADQUARTER

**&** MANUFACTURING  
COMPANIES

**6**



STIHL-OWNED  
SALES AND MARKETING  
COMPANIES WORLDWIDE

**42**

**&** APPROXIMATELY  
IMPORTERS

**120**



MORE THAN

**55.000**

**AUTHORIZED  
SERVICED DEALERS**

# Overview of our use cases

## STRATEGYPHASE



COMPANY STRATEGY



DEPARTMENT AND VALUE CHAIN



DATA



SYSTEMS & INFRASTRUCTURE

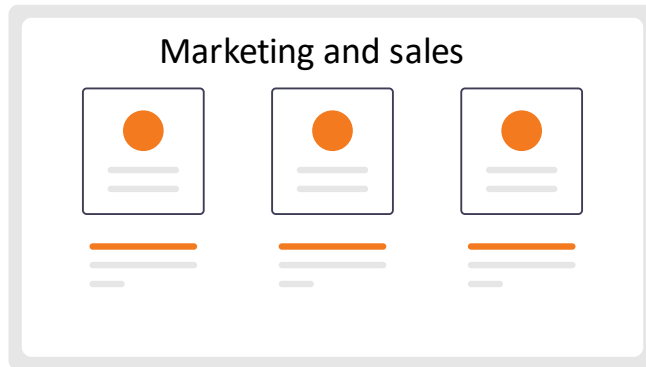
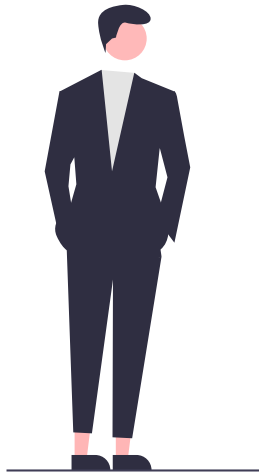


**Prioritization of use cases with the greatest impact on business areas and operational improvement**

# Identified use cases



## Identified use cases in marketing and sales board division



**PRODUCT MANAGEMENT**  
Streamline the product portfolio



**SALES**  
Improve product pricing



**SERVICE AND SUPPORT**  
Accelerate service processes



DEEP DIVE

Substantial cost savings via  
**AI-based ticket  
processing**

# Context



## Problem



costs **millions**  
every year

## Goal



minimize **costs**

+



happy **customers**

# Status quo



My new chain saw stopped lubricating the **chain** after only 13 months of ownership. Per the manual, as soon as I noticed the lack of lubrication and the oil reserve level not going down I took the saw to the California office of Dealership per the manual's instructions. It was purchased for home use. They tell me a new part is on back order. Is the **repair** covered under the 3 year factory **warranty?** The manual states that a repair would be done within 30 days. It has already been a couple of weeks since I dropped the saw off. I'm unsure if the bar or chain has been damaged due to lack of oil before I noticed the problem.

Hello  
Can we ask you for **free tickets** to the euroforest trade fair?  
Thank you

Hello,  
I bought the above mower referenced in 2020.  
I asked the mechanical department to give me a repair estimate on 16/05/2023. The estimate is 145 euros. I'm sending you photos of the parts, in particular the **pulley** and **fan**.  
I would like to ask you to take into account **the defect of this lawnmower** despite extinction of the warranty

We own a company FSA 57 weed whacker and are attempting to purchase replacement trimmer line cartridges. We cannot seem to locate them and need assistance.  
Thank you

Hello,  
I'm taking the liberty of contacting you because we're looking for for my son's school fair. We'd be delighted if **prizes** you could help us make sure the event runs smoothly on July 1.

**HOSE HAS BEEN BURNED BY MUFFLER LEAKING, PLEASE ADVISE, RESPECTFULL THANKS.**

Dear Ladies and Gentlemen  
I would like to know if the **company chainsaw MS 181 petrol chainsaw** is made in Germany if not which equivalent product is made in Germany  
Thanks in advance



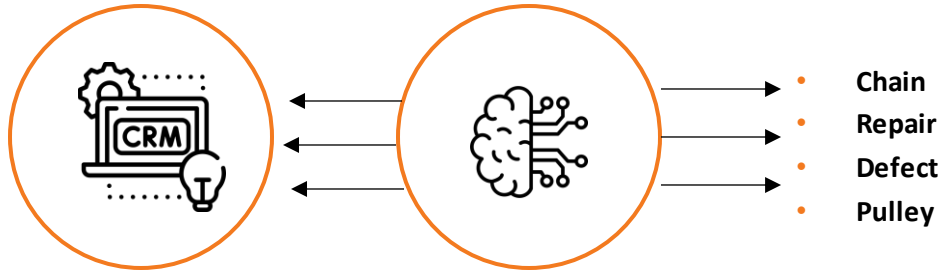
Note: Communication examples are made up

# Explanation algorithm

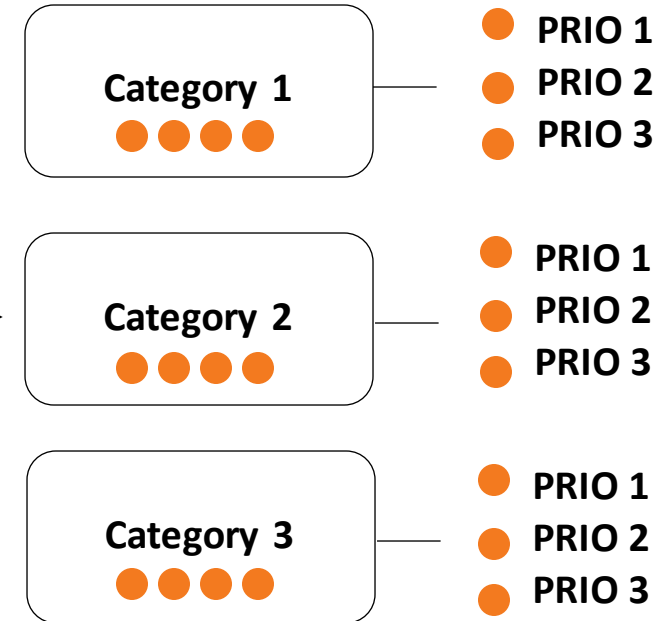
1



2



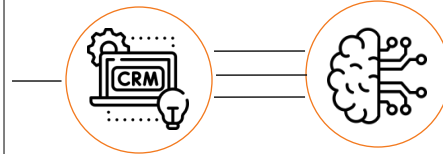
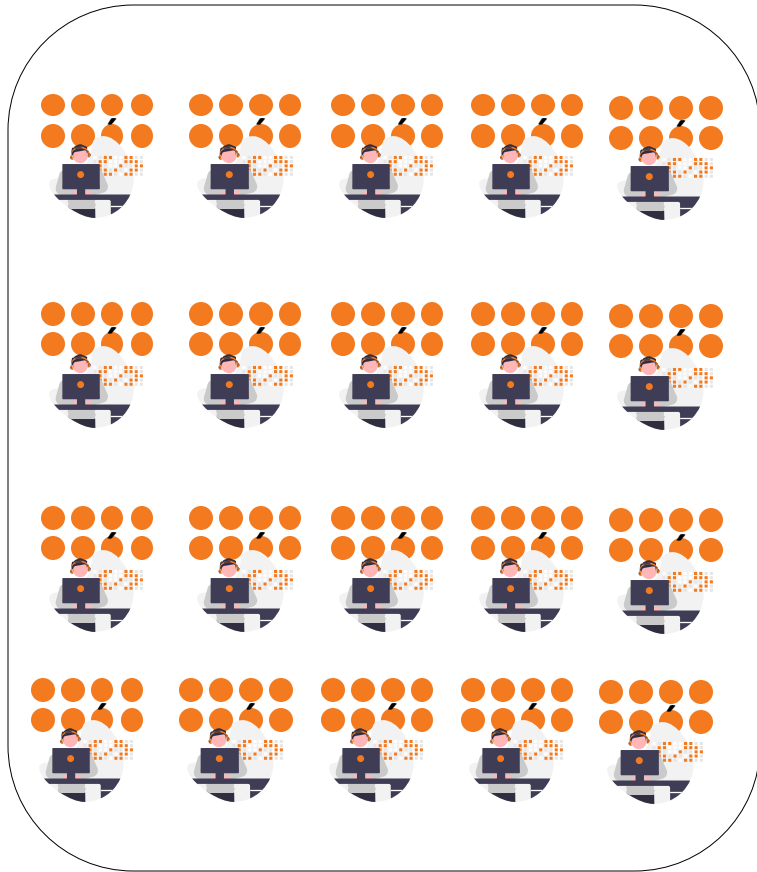
3



AI algorithm takes tickets and selects correct category based on text in tickets

The more text elements match with a category, the higher the probability that the ticket can be matched

Over 650,000€ can be saved yearly through the algorithm



OVER

**650,000€**

saved per year



OVER

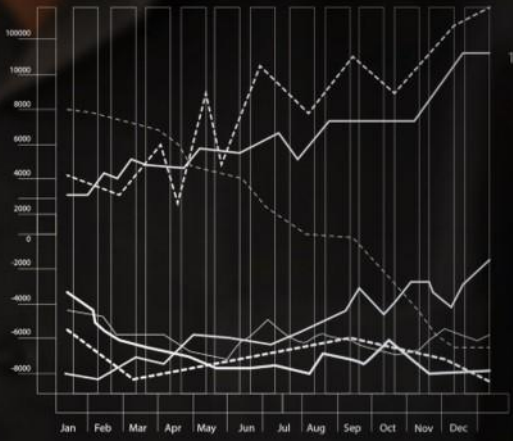
**1 minute**

saved per ticket



Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

**Technology  
Innovation  
SYSTEM**



1:34:23:45



Technology  
Innovation  
SYSTEM