

The Horizons of Digitalization

Oliver // 5 p.m.

Time to talk about
the project?

Roberta // 8 a.m.

Sure, my car's doing the
driving and the schedule is
open on my laptop.

Digitalization makes it possible

The world is becoming digital. Data communication can be found in almost all areas of our lives. The smartphone has had a firm grip on us for some time now, and the working world and industry are in the midst of a transformation process. The automotive industry is a driving force behind this development, which Continental is helping to shape. So what do we have our sights on now that the car is “always on”?

Continental has set itself three key goals. The first is zero road traffic accidents. The second is cleaner air through lower fuel consumption and emissions. The third is intelligent driving for enhanced efficiency, comfort, convenience, information, entertainment, and driving enjoyment. To help achieve these goals, we have our digital products and systems solutions, as well as the right conditions thanks to highly automated company processes, an organization and culture based on networked thought and action, and employees who are tackling the challenges of the future.

Communication networks connect us; Continental is increasingly integrating digital Industry 4.0 techniques into its value-creation processes. What are we taking into account here? Who is working together on this? There are many answers, some of which you will find here.

The foundation of digitalization

The Internet of Everything links everything with everything, so the sky is the limit when it comes to sharing data. Developments are not linear. Instead, they are driven from many sides simultaneously. This is why digital companies evolve best if their company culture is characterized by networked, cross-hierarchical, and interdepartmental thought and action. At Continental, we foster this kind of culture, enabling us to make the most of the opportunities digitalization presents.

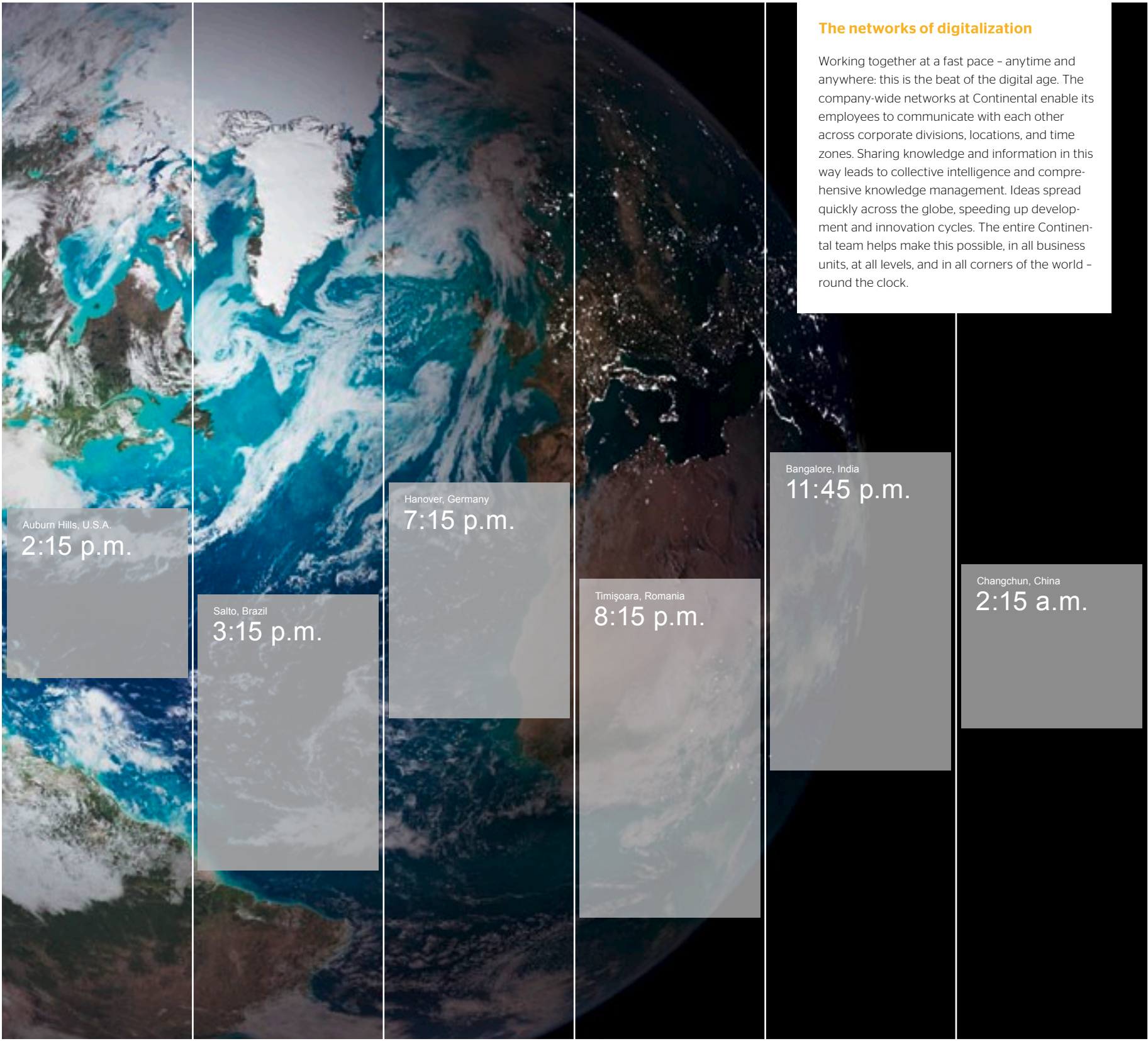
Trust

Freedom To Act

Passion To Win

For One Another





The networks of digitalization

Working together at a fast pace – anytime and anywhere: this is the beat of the digital age. The company-wide networks at Continental enable its employees to communicate with each other across corporate divisions, locations, and time zones. Sharing knowledge and information in this way leads to collective intelligence and comprehensive knowledge management. Ideas spread quickly across the globe, speeding up development and innovation cycles. The entire Continental team helps make this possible, in all business units, at all levels, and in all corners of the world – round the clock.



The minds of digitalization

Our employees wholeheartedly support Continental's four corporate values Trust, Passion To Win, Freedom To Act, and For One Another, as shown by our 2015 global employee survey. Trust is the value they see as particularly important. For project manager Paulo Pinto, trust is vital when it comes to achieving top performance. But he also feels that the values could be embodied to an even greater extent in the day-to-day working environment.

Fit for digitalization

The digital working world requires employees who have digital expertise, who can think beyond the edge of their desks, and who are willing to refine their skills while developing new ones. That is why careers at Continental are always accompanied by suitable training measures. At the same time, we develop new qualifications and training courses. For example, we offer apprenticeships as automotive software developers, as an alternative to studying – especially for those who did not finish their university degree. Future mobility is a fascinating and growing field of work for increasing numbers of people – and Continental is already a top employer in this area.

Fitness workout



673 kcal



13 km



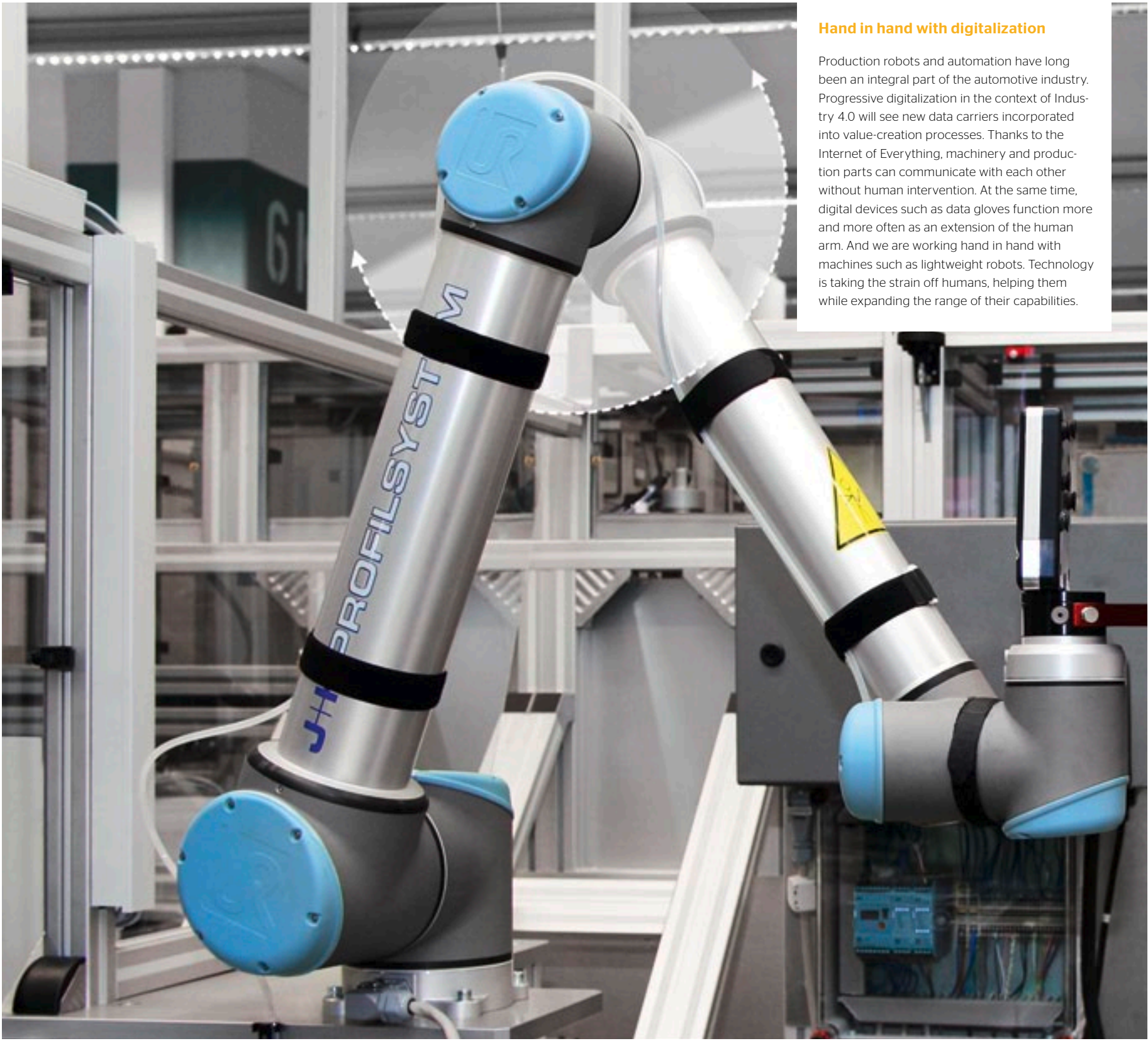
1 h 20 min



157 bpm

Activity





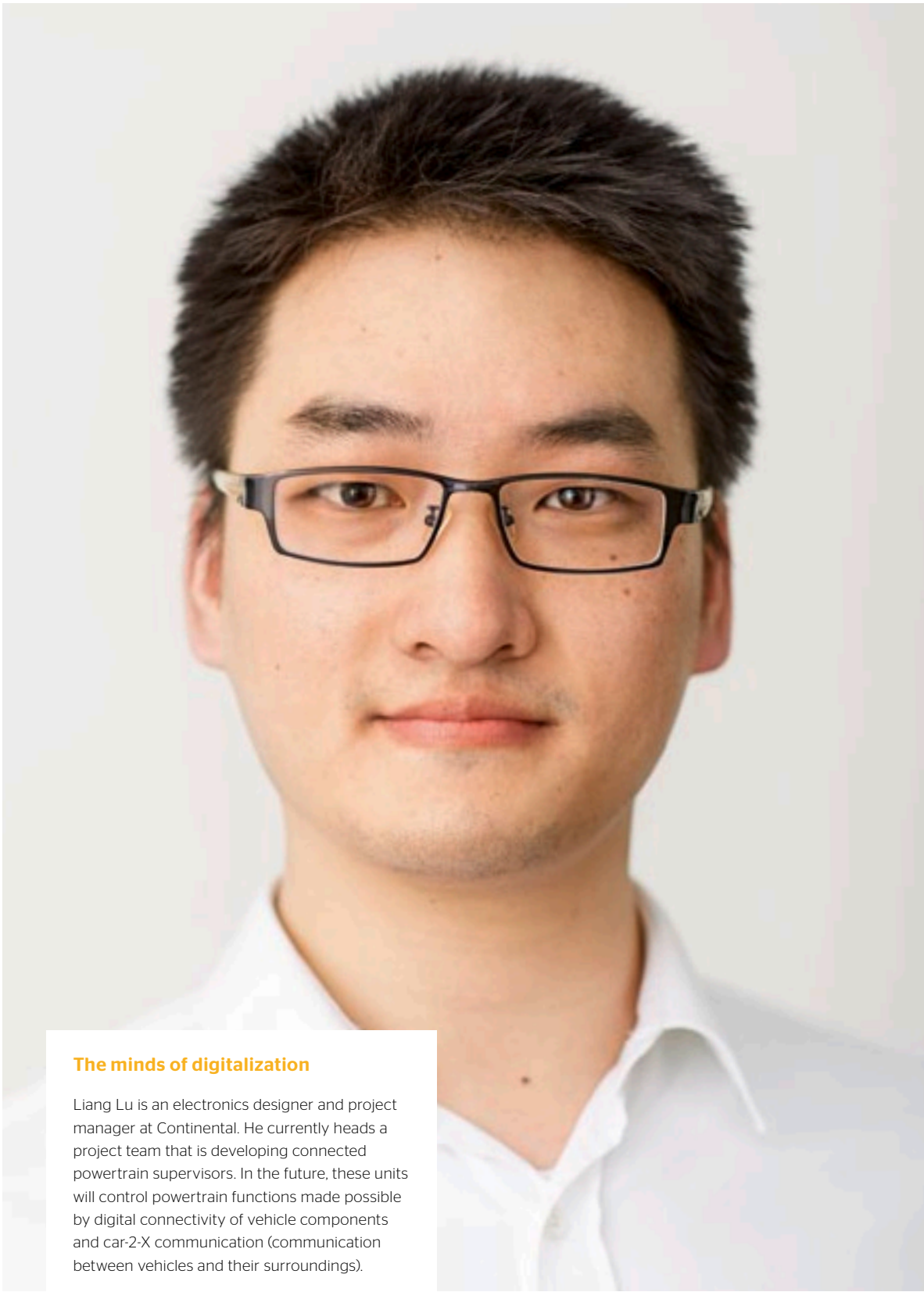
Hand in hand with digitalization

Production robots and automation have long been an integral part of the automotive industry. Progressive digitalization in the context of Industry 4.0 will see new data carriers incorporated into value-creation processes. Thanks to the Internet of Everything, machinery and production parts can communicate with each other without human intervention. At the same time, digital devices such as data gloves function more and more often as an extension of the human arm. And we are working hand in hand with machines such as lightweight robots. Technology is taking the strain off humans, helping them while expanding the range of their capabilities.



The minds of digitalization

Anna Heuberger, who has been at Continental for over 30 years, now has a lightweight robot as a co-worker. The two work alongside each other in the final assembly stage of on-board power supply control units. The robot does most of the monotonous and physically strenuous work. The team belongs to one of the three robotics competency centers that Continental has set up in Germany, South Korea, and the U.S.A. The testing phase has already shown that Anna Heuberger gets work done a lot more easily and efficiently with her new co-worker in Regensburg.







The minds of digitalization

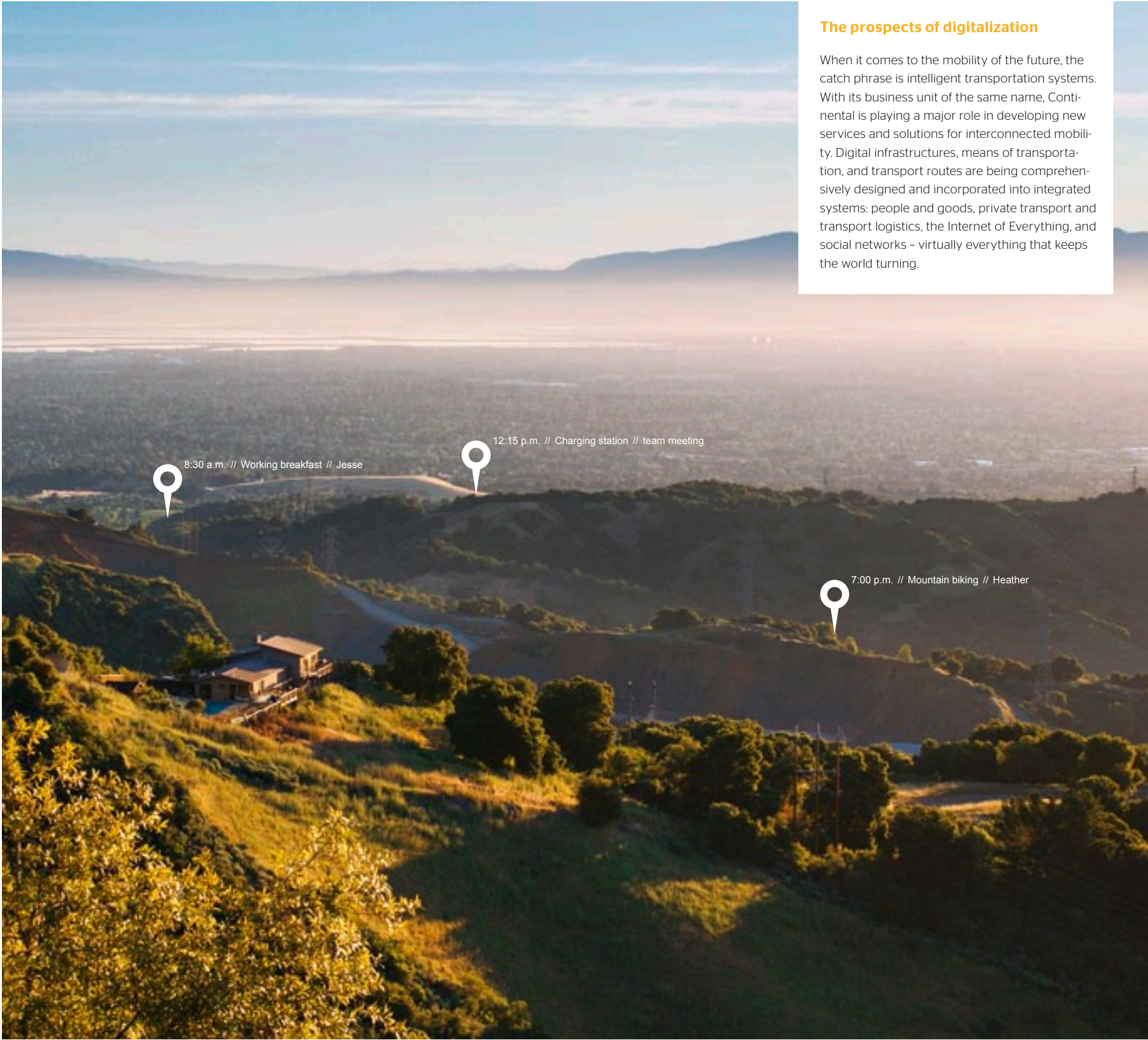
Liang Lu is an electronics designer and project manager at Continental. He currently heads a project team that is developing connected powertrain supervisors. In the future, these units will control powertrain functions made possible by digital connectivity of vehicle components and car-2-X communication (communication between vehicles and their surroundings).



Innovations arising from digitalization

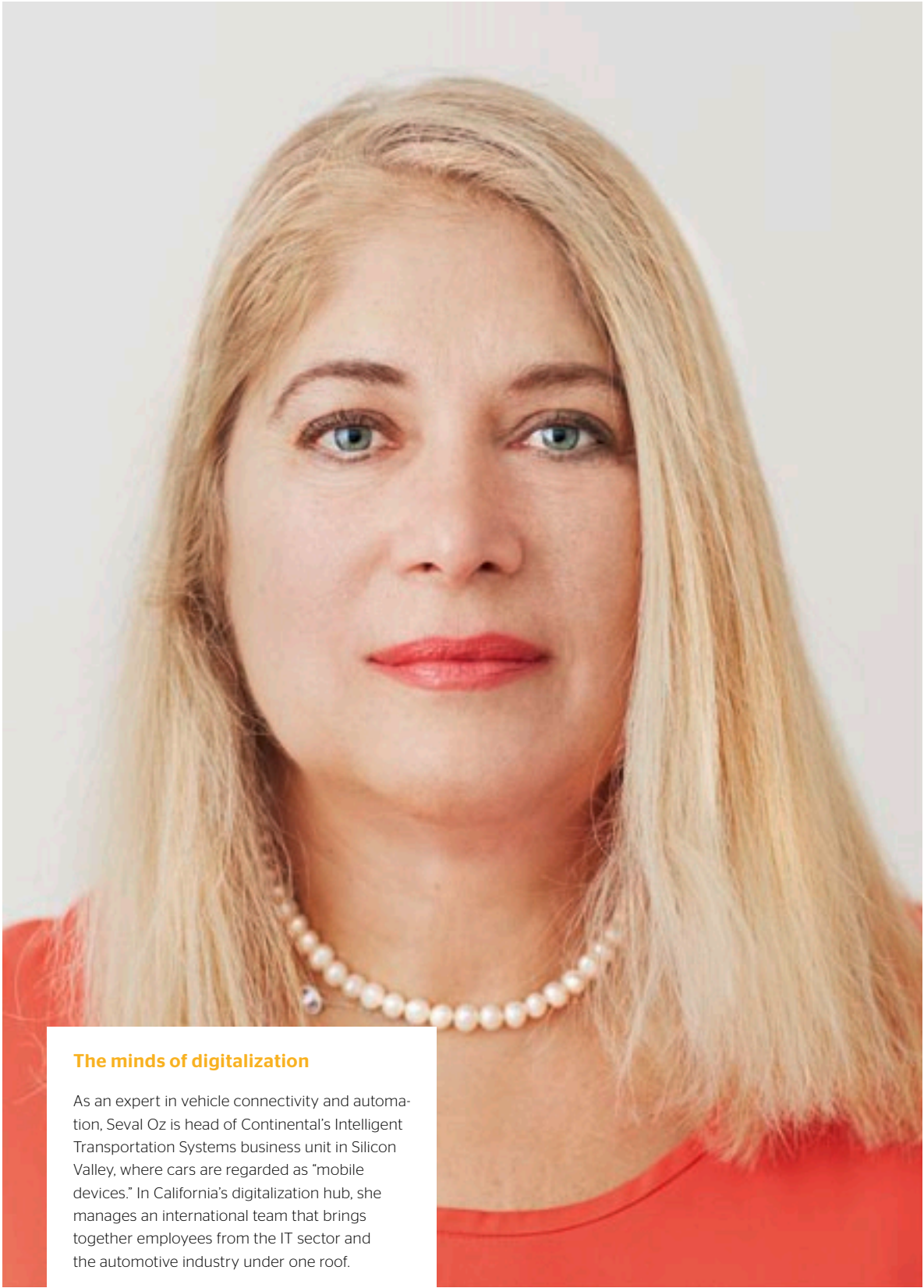
Modern cars are data carriers on wheels. They contain some 170 sensors that record data, more than 90 electronic control units that process data, and around 150 actuators that mechanically implement this data. Continental takes all of this and uses it as a basis for solutions that act as a forward-looking companion for drivers – like a sixth sense. These systems are becoming more intelligently and closely connected with each other – also with other vehicles – and thus form the foundation of automated driving. Continental is the driving force behind this development: for enhanced safety, zero accidents, reduced consumption and emissions, and greater driving comfort, convenience, and enjoyment.

Driver: Johannes		
	Steering angle	33°
	Exhaust temperature	856° C
	Wheel speed	4 m/s
	Lane departure	0.8%



The prospects of digitalization

When it comes to the mobility of the future, the catch phrase is intelligent transportation systems. With its business unit of the same name, Continental is playing a major role in developing new services and solutions for interconnected mobility. Digital infrastructures, means of transportation, and transport routes are being comprehensively designed and incorporated into integrated systems: people and goods, private transport and transport logistics, the Internet of Everything, and social networks – virtually everything that keeps the world turning.



The minds of digitalization

As an expert in vehicle connectivity and automation, Seval Oz is head of Continental's Intelligent Transportation Systems business unit in Silicon Valley, where cars are regarded as "mobile devices." In California's digitalization hub, she manages an international team that brings together employees from the IT sector and the automotive industry under one roof.

Partner of digitalization

Connectivity and collaboration do not stop at Continental's factory gates. As an automotive supplier, we work both on behalf of and closely with manufacturers. New solutions are often developed and implemented on digital platforms as a joint effort, transcending corporate boundaries. We also cultivate partnerships outside of the automotive industry, for instance with leading IT companies. These partnerships are vital when it comes to pushing forward the development of not only Industry 4.0, but product innovations as well. After all, strong partners are essential if digitalization is to be successful.

Jorge
Carmaker

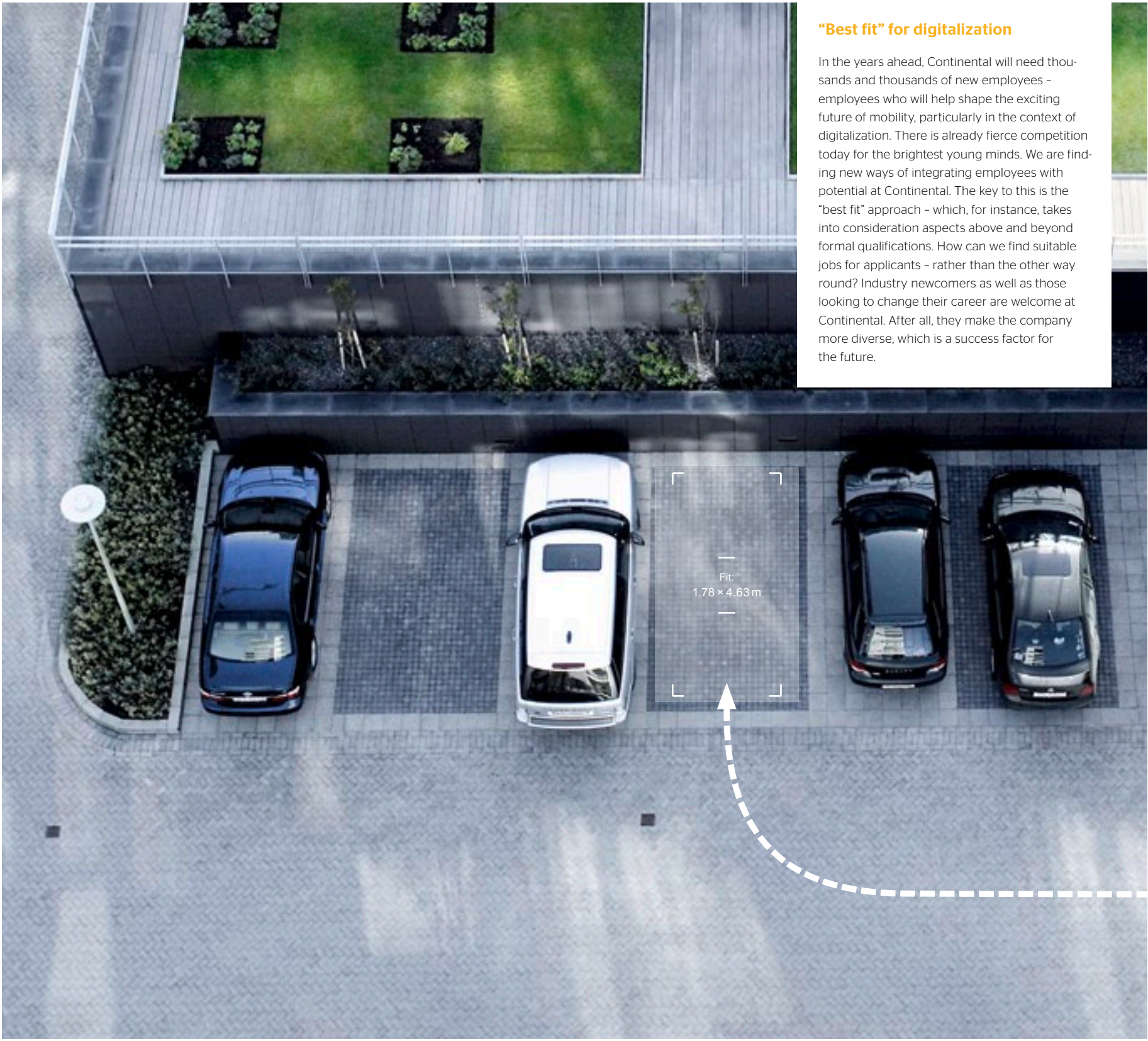


Ralf
Continental



Kate
Development partner





“Best fit” for digitalization

In the years ahead, Continental will need thousands and thousands of new employees – employees who will help shape the exciting future of mobility, particularly in the context of digitalization. There is already fierce competition today for the brightest young minds. We are finding new ways of integrating employees with potential at Continental. The key to this is the “best fit” approach – which, for instance, takes into consideration aspects above and beyond formal qualifications. How can we find suitable jobs for applicants – rather than the other way round? Industry newcomers as well as those looking to change their career are welcome at Continental. After all, they make the company more diverse, which is a success factor for the future.



The minds of digitalization

Francesco Perri from the talent and organization development department appreciates the diverse employment opportunities Continental has to offer and the possibilities to develop and grow in the company. Cross-divisional networking gives rise to experiences in new fields and exciting prospects. And whoever is looking for a change at Continental will find promising opportunities for new tasks and challenges at the 430 locations in 55 countries.

The dynamics of digitalization

Digital transformation is becoming an integral part of industry, our working world as a whole, and all other areas of life. When it comes to future mobility, automated driving is the next milestone we have in our sights. As we move toward this milestone, we will continue networking with one other and working together intuitively with people and machines. And we will have a direct connection to technology. The world is becoming increasingly enhanced by virtual realities - both from the production and the application side.

We therefore invite you to help us shape the future and become part of our company's connected development. As a shareholder, a customer and partner - or as a Continental employee.