

Services



DIGITAL STRATEGIES

We believe in your strength and aim to transfer it into a digital value proposition for your organisation. Our methods are strongly human centered: Customer Personas, Customer/Employee Journey and Design Thinking/Co-Creation are our guiding principles to elaborate your digital strategy.



STRATEGIC PROJECTS

We support you and like to take an active role in the strategy execution to get things done and ensure you reap the benefits of your digitalisation investments. We are a hands-on team that can provide project management and technical leadership to push your projects ahead.



CLOUD ADOPTION

Digital strategies are often realised through smart adoption of cloud-native services. We use our technical expertise to guide you through your cloud adoption journey and design reliable systems to integrate with your on-prem software too.

Customers

The following customer representatives can confirm our services:

Thomas Reichert
Head Automation R&D
Bühler AG

[linkedin.com/in/thomas-reichert-phd](https://www.linkedin.com/in/thomas-reichert-phd)

Digital Strategy, Project Execution & Cloud Adoption Milling Solutions

Matthias Bleibler
Head R&D
Huber + Suhner AG

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Digital Strategy Fiber Optics & Data Center Division

Andres Kellenberger
Head IT
Industrial Engineering Group

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Persona based IT Strategy in industrial construction

Company

Founded in 2018, Option 4.0 AG is a partner owned company based in Zürich Area. Our team actually consist of 9 highly skilled experts.

Contact:

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Your Consultant

4		Co-Founder Digital-Strategies & Strategic Projects	 Pascal Müller
3		Executive Board (CIO) ERP Program Management IT Management	
2		Outsourcing Projects Venture Management Consultant	
1		Global Alliances Sales & Business Development Product Management	

Eidg. dipl. Landwirt, dipl. Ing. Agr FH (BWL), Exec MBA Business Engineering Universität St. Gallen