

## Offering: Strategy for Manufacturing Industries



### 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.

## Customer first – people first

We believe strongly in a profound, eco-system-based approach: Customer and user centricity is key, a strong core team extended by a high-class specialist network on- and nearshore is the base of good performance and customer satisfaction. This is the main time investment and the base of our service.

Founded in 2018 Option 4.0 has a strong customer base with top brands in their respective market, a great team with vast experience in different industry domains. Our industry expertise covers machinery industry and manufacturing, telecommunications, Sports event organizations, Broadcasting / Television, insurance, and construction. With close to 40 people delivering out of 6 countries, we are a multi-cultural enterprise with the core team (20 people) based out of Kanton Zürich, Switzerland

## Company Factsheet



<p><b>FOUNDED</b></p> <p><b>July 2018</b></p>	<p><b>OWNERSHIP</b></p> <p><b>Management &amp; Employees</b></p>	<p><b>LOCATIONS</b></p> <p><b>Winterthur &amp; Zürich</b> (Switzerland)</p>	<p><b>KEY COMPETENCIES</b></p> <p><b>Strategy Development</b> <b>Cloud based Product Engineering &amp; Development</b> <b>Project Management</b> <b>Data Analytics &amp; – Science</b></p>
<p><b>MANAGEMENT TEAM</b></p> <p> <b>Luis Delgado</b></p> <p> <b>Thorsten Korell</b></p> <p> <b>Pascal Müller</b></p>	<p><b>CORE TEAM</b></p> 	<p><b>NEAR &amp; OFFSHORE (300 ENGINEER RESOURCE POOL)</b></p> <p><b>Belgium</b> (4) <b>Poland</b> (3) <b>Portugal</b> (2) <b>Ukraine</b> (6) <b>United Kingdom</b> (2) <b>India</b> (1) Development &amp; BPO</p>	<p><b>KEY PARTNER</b></p> <p><b>Microsoft Certified</b></p> 

The following customer representatives can confirm our services:

**Thomas Reichert**  
Head Automation R&D  
Bühler AG

**Matthias Bleibler**  
Head R&D  
Huber + Suhner AG

**Andres Kellenberger**  
Head IT  
Industrial Engineering Group

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

[linkedin.com/in/matthiasbleibler](https://www.linkedin.com/in/matthiasbleibler)

[linkedin.com/in/kellenberger-andres-44a538ab](https://www.linkedin.com/in/kellenberger-andres-44a538ab)

Digital Strategy, Project Execution & Cloud Adoption Milling Solutions

Digital Strategy Fiber Optics & Data Center Division

Persona based IT Strategy in industrial construction