

FAST

A person is walking away from the camera down a long, narrow tunnel. The tunnel is formed by a series of large, glowing purple circles that recede into the distance, creating a strong sense of perspective. The background shows a city street at night with buildings and streetlights, all rendered in a dark, monochromatic purple color scheme. The overall mood is futuristic and mysterious.

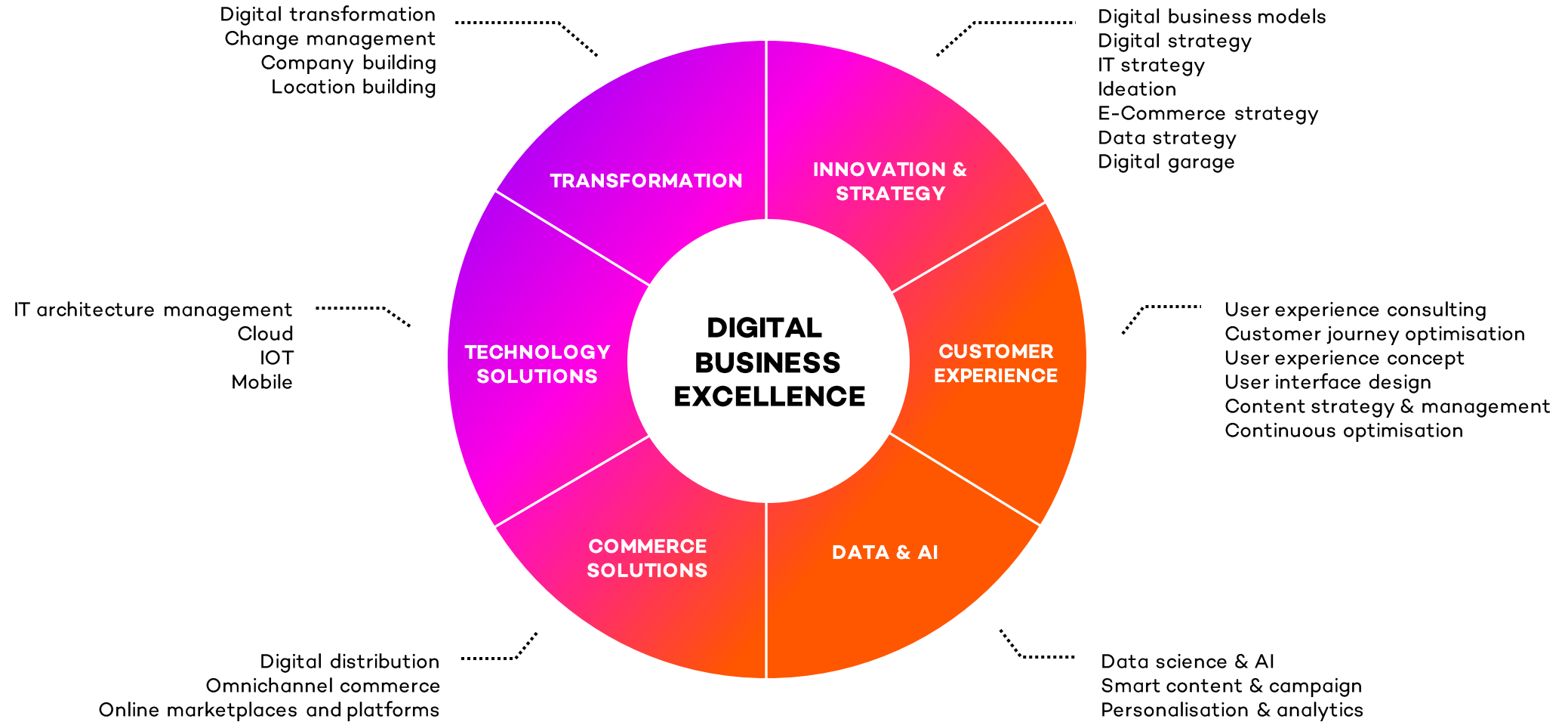
diconium
Company

diconium

diconium is a **service provider for the entire process of digital transformation**: from innovation & strategy, customer experience, marketing & artificial intelligence, commerce and technology solutions to building up digital units.



Our competencies



Who we are



Founded

1995

Revenue international 2020 (m Euro)

100

Employees international 2020 (FTE)

1062

Locations: Stuttgart | Berlin | Hamburg | Karlsruhe | Munich | Wolfsburg | Bangalore | Detroit | Lissabon | London | Peking | San Jose | VAE

diconium is a 100% subsidiary of the Volkswagen Group since the beginning of 2020

Overview of diconium



Digital business & technology since 1995



> 30 enterprise customers with long-standing customer relationship



Our values: #courage, #mindfulness, #collaboration, #impact



100% subsidiary of the **Volkswagen Group**



Certified participant of the TISAX Label



Hybris: **Platinum Partner**, “**Partner of the year**” award



Five years in a row one of the **100 Top-Job-Employers in Germany**



According to Forrester, **one of the top 8 providers in the area of commerce specialist service providers worldwide**




































Focus: “**Top Consultants 2021**” in the area of digitalization






















Brandeins: “**Best Management Consultants 2021**”

Extract from our customer list

AUTOMOTIVE			RETAIL & CONSUMER GOODS			FINANCE	INDUSTRIALS		TECH, MEDIA
 Volkswagen	 Nutzfahrzeuge	 Audi							
 PORSCHE	 CUPRA	 ŠKODA							
 DAIMLER	 Mercedes-Benz <small>Das Beste oder nichts.</small>								
									
									
									

Our partners



diconium and Volkswagen

Aims and challenges

diconium will take a formative position at CARIAD

VOLKSWAGEN
AKTIENGESELLSCHAFT



Volkswagen & diconium

Aims and challenges

Aims and challenges

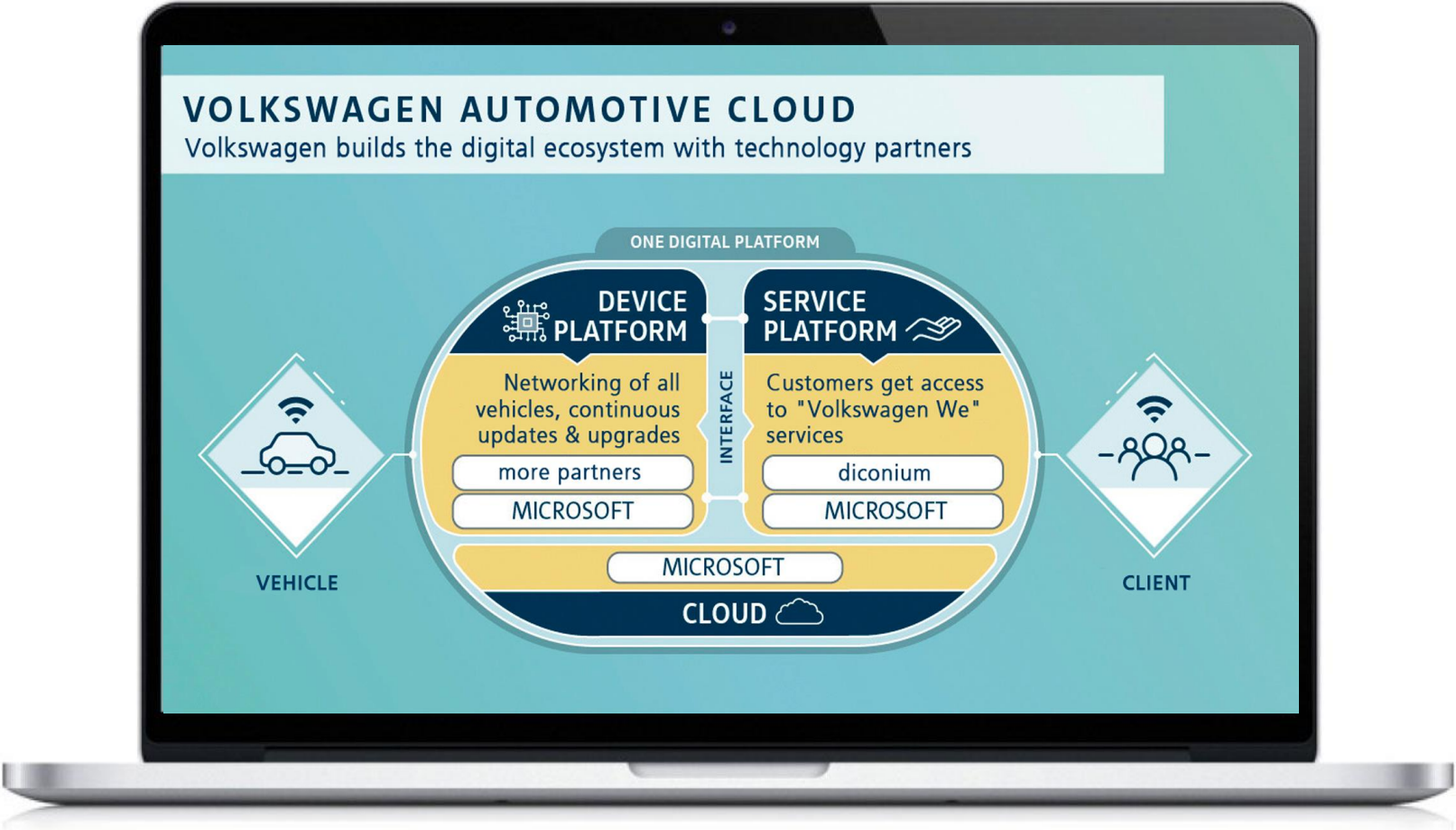
- Organising the structure of digital activities while keeping a single-source approach
- Definition of a digital target image
- Implementation of a marketplace platform
- Implementation and online sale of digital business models and products of the VW group
- Volkswagen automotive cloud as a basis for digital value added services in networked vehicles
- Shareholders agree to increase Volkswagen's stake in diconium from 49 to 100 percent
- diconium continues to contribute central know-how to the CARIAD company and strengthens Volkswagen's capabilities for the development of digital sales solutions

“We at Volkswagen are sustainably expanding our core business and will provide our customers with more and more digital value-added services inside and around their cars. For this, we are also bringing technology partners on board to support us in the development (...). With diconium, we are gaining a strong technology partner with substantial experience and great competence in the development of digital sales solutions.”

Christoph Hartung, Head of Digital & New Business / Mobility Services of the Volkswagenbrand

Volkswagen & diconium

Aims and challenges



Founders & management



DANIEL REBHORN

co-founder/managing director
diconium



ANJA HENDEL

managing director
diconium



MARCUS WORBS

managing director
diconium strategy



MARKUS BÖHM

managing director
diconium digital solutions



ROLAND OBERDORFER

managing director
diconium US



SHARAD BAIRATHI

managing partner
embitel



TOBIAS MARGARIT

managing director
diconium data

Our values

Our values are the foundation of our actions and our self-image as an employer, service provider and innovator.

#courage

We are passionate about breaking new ground by challenging ourselves, our customers and our partners to think differently and to shape change.

#mindfulness

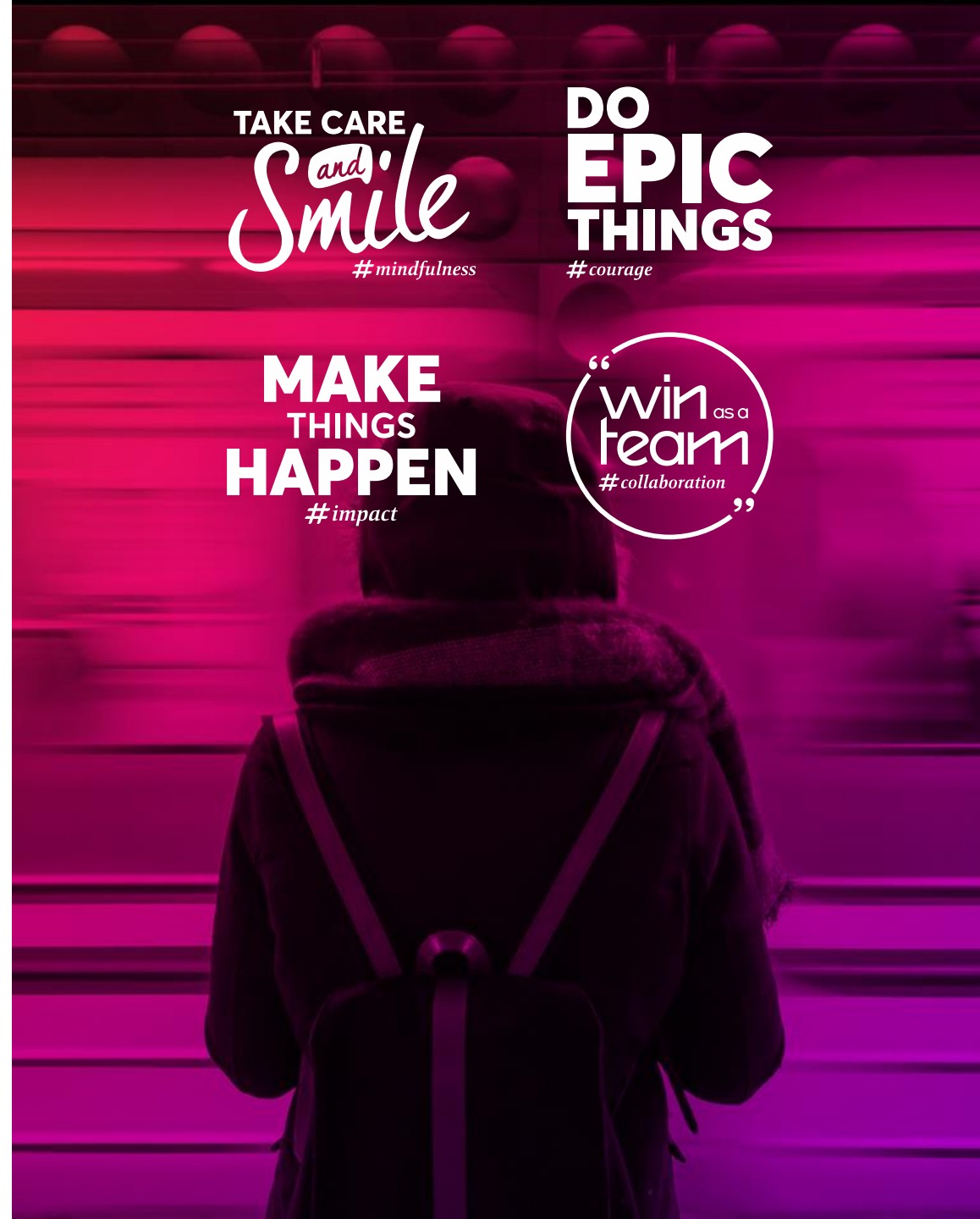
We are committed to a sustainable working environment in which we promote diversity, trust and actively support each other.

#collaboration

Honest feedback, exchange of ideas and cross-divisional thinking help us to achieve outstanding results and to develop continuously.

#impact

We make decisions, bring things to a successful conclusion and leave a positive result. We feel fundamentally obliged to place our customers at the centre of our actions.



A crowd of people at a concert, with a red-to-blue gradient overlay. The text is centered over the image.

// diconium

WHAT ARE YOU WAITING FOR?