



digitalhub
cologne



Digitalisierungsprojekte für kleine und große Akteure

Best Practise Digitalisierung im Startplatz am 17. Januar 2019

eine Initiative von



Stadt Köln



Universität zu Köln



IHK
Industrie- und Handelskammer
zu Köln



Warum ist Digitalisierung
für Unternehmen wichtig?



Digitalisierung in der gesamten Prozesskette

A close-up photograph of a person's hands interacting with a tablet. The tablet screen shows a design application with various panels, including a 'CHEAT SHEET: THE WANTED LIST' and a 'CUSTOM BUILT' section. In the background, a laptop is open, displaying a website. The scene is set on a wooden desk with a warm, ambient light.

Kooperation, Kommunikation und Kompetenz



Digitalisierung erfordert Mut zur Veränderung



Startup-Denken für das eigene Unternehmen

A photograph of two women in a professional setting. The woman on the left is Black with short, curly dark hair, wearing a dark blazer over a light-colored patterned top. The woman on the right is White with curly brown hair, wearing a light-colored blazer over a dark green top. They are both smiling and shaking hands. The background is a blurred office environment with a bookshelf and a lamp.

Neue Wege entdecken durch Design-Thinking



Keine Angst vor der Konkurrenz haben

A man with a beard and glasses, wearing a dark suit and a red tie, is seated at a wooden table. He is looking down at a smartphone in his hands. A glass of dark liquid is on the table to his right. The background is a dark, paneled wall.

Kommunikation & Weiterbildung als Schlüssel



Offenheit für Neues fördern

A photograph of a retail store aisle, likely a shoe store, with shelves stocked with various styles of sneakers. The shelves are arranged in a perspective that leads the eye into the distance. The sneakers are in their original boxes, which are open, showing the shoes inside. The colors of the sneakers and their boxes are diverse, including blues, reds, purples, and whites. The lighting is bright, typical of a retail environment. A semi-transparent white banner is overlaid at the bottom of the image, containing the text "Paradigmenwechsel sorgt für Umsatzplus".

Paradigmenwechsel sorgt für Umsatzplus

Kontakt



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