OMV

Digitalisierungsstrategie im Kontext der K.I. – Überholt oder wichtiger denn je?

Licensa Empowered 2025

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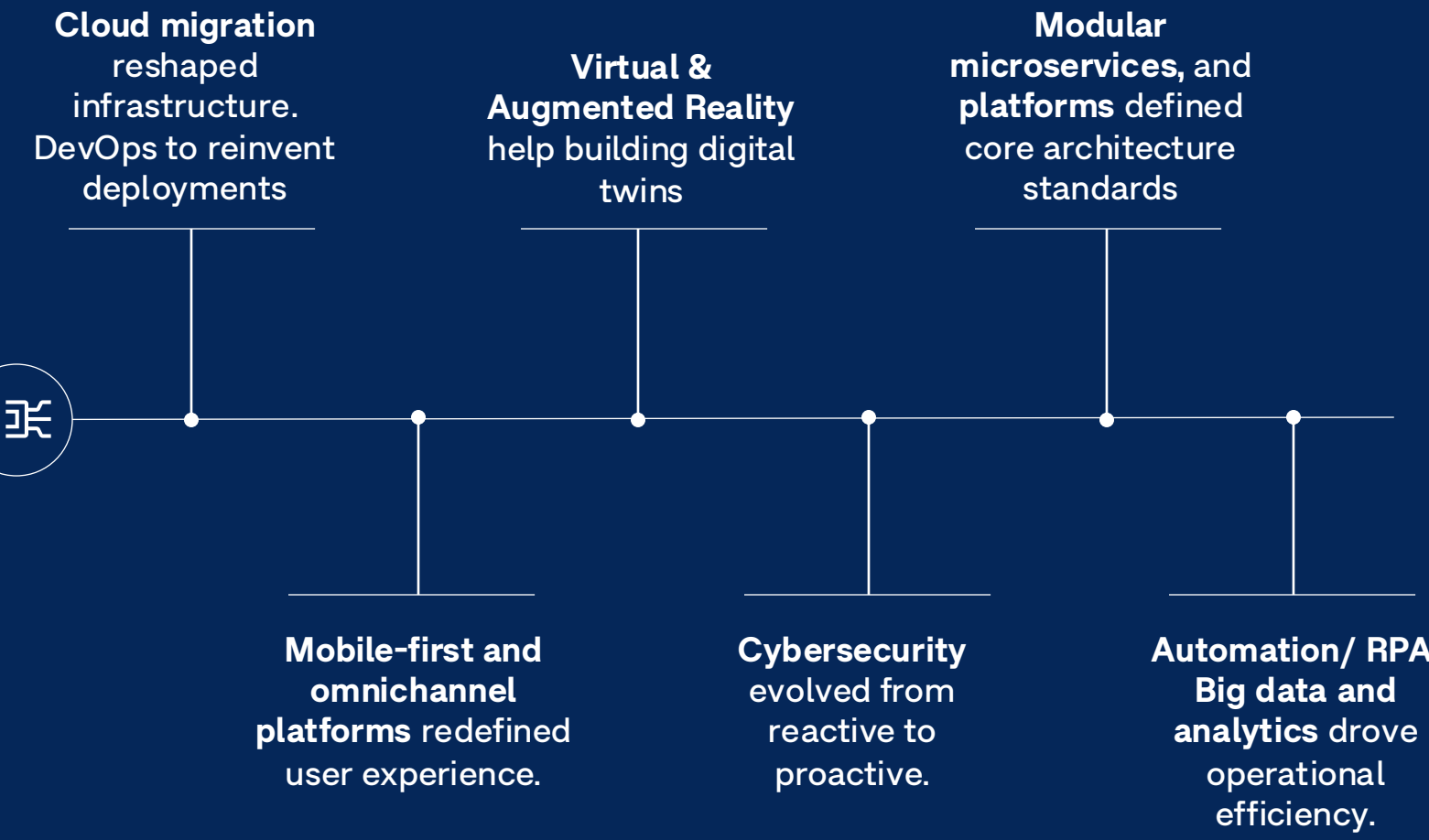
What did Digitalization mean in the past?



Does the rise of AI make classical digitalization obsolete, or does it inject new momentum into “digital” transformation?

There are plenty of success stories, digitalizing their industries

Siemens launched MindSphere, a cloud-based, open IoT operating system, allowing companies to connect their machines and physical infrastructure to the digital world, optimizing operations and enabling data-driven decision-making.

BMW expanded its ConnectedDrive platform, integrating real-time traffic, remote services, and in-car digital assistants, setting new standards for digital mobility and customer experience

Maersk launched TradeLens, a blockchain-based platform to digitize global shipping documentation, increasing transparency and efficiency in the supply chain.

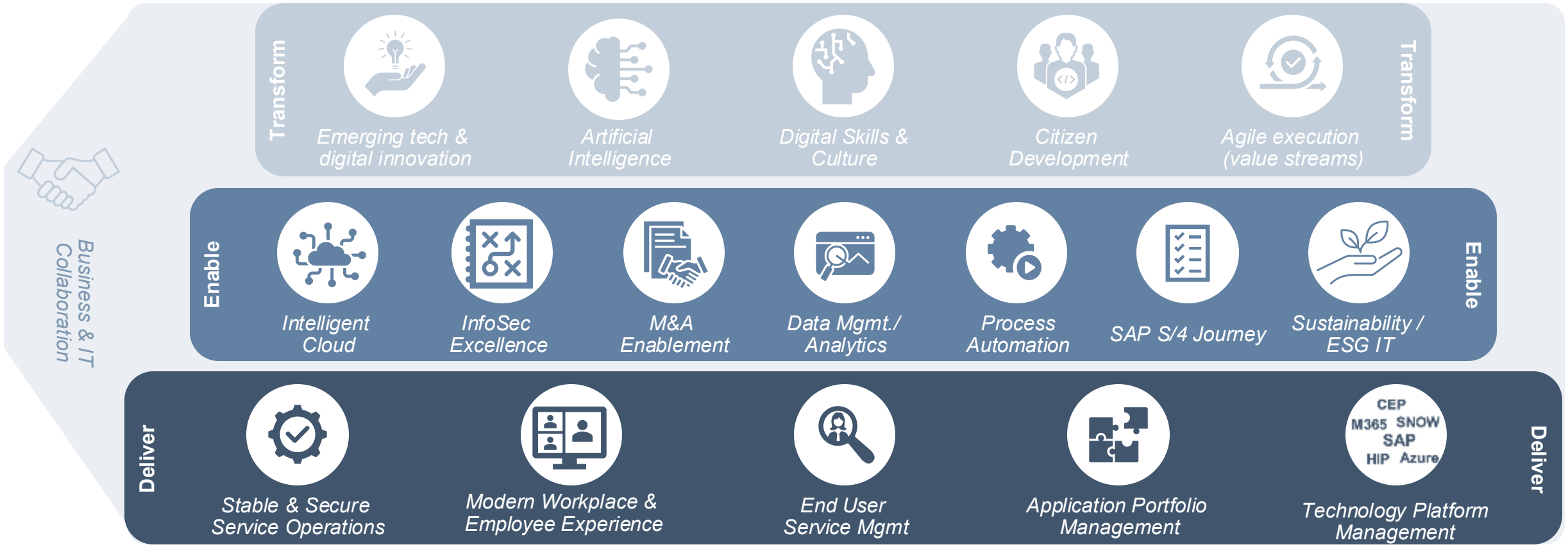
Airbus introduced the Skywise platform, a cloud-based data analytics solution for aviation, improving safety, operations, and supply chain management.

DBS Bank undertook a comprehensive digital transformation, reimagining itself as a "technology company in banking" by adopting cloud, agile development, and data analytics, resulting in award-winning digital banking services.

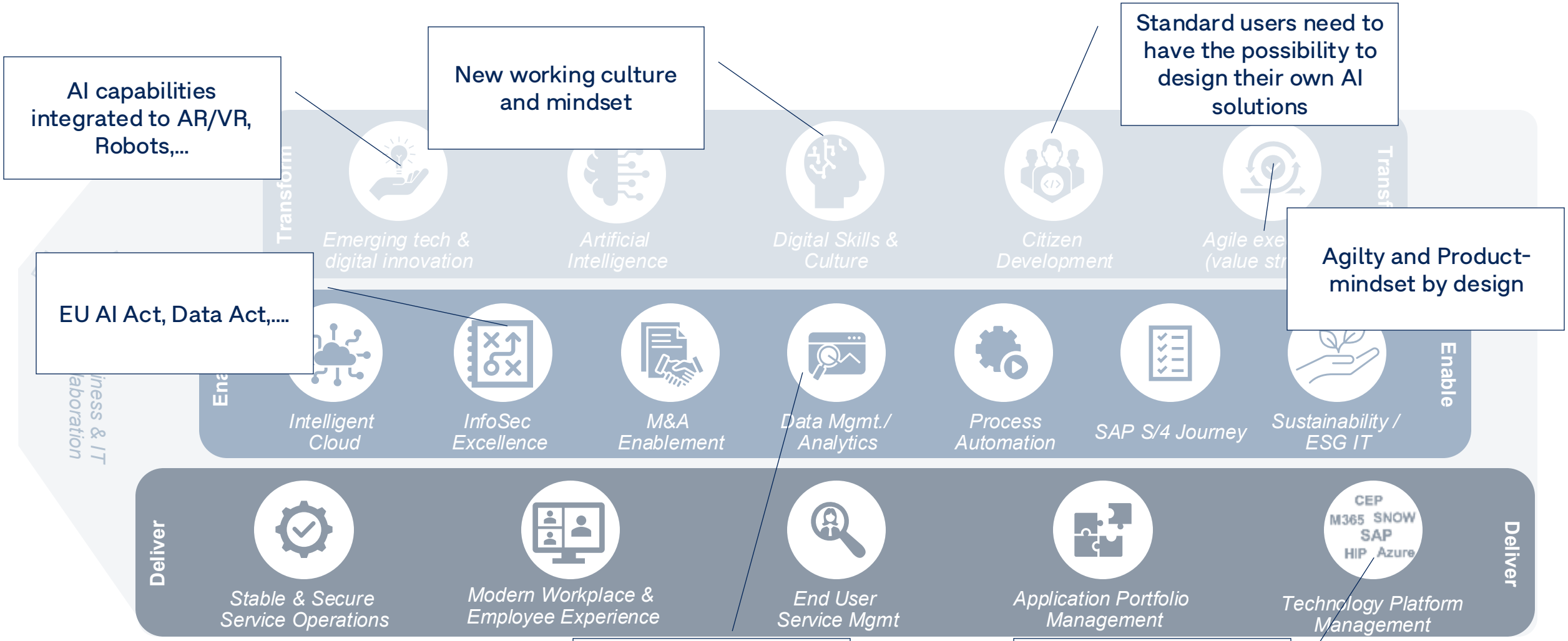
Even though these success stories are ~10 years "old",
the digital themes seem to be "commodity" now,
and in the same time well connected to current challenges and
resonate well with our thoughts on integrating

Artificial Intelligence

Looking at OMV's IT & Digital Capabilities from 2022, we see AI moves from a single capability to an overarching driver of our today's company strategy



All capabilities remain crucial for our IT & Digital Strategy, while AI becomes an integrated part of all of them



Three enablers are core to move from a Digital Transformation to an AI-enabled Transformation

Platforms & Software

Core technology platforms and standard software enable fast and standardized adoption of AI services as a foundation and drive flexibility & scalability.
A highly custom, non-modular architecture slows down AI adoption.

Agile by Design

A strict product-centric approach and agile mindset are crucial to deal with uncertainties and balance business requirements/ expectations with fast technology developments

Data Governance

Data Governance experiences a revival and moves from the perception of “DPO compliance” to a true asset for scaling AI capabilities and use cases

Those companies which became mature in adopting digitalization in their areas have an advantage in introducing and scaling AI, while late followers can accelerate their adoption curve and catch up with a strong commitment and a solid “take & shape” approach for AI