



FUTURE LAB AUTOMOTIVE: FROM DATA IDEA TO BUSINESS OUTCOME

SESSION 1: WEDNESDAY, NOVEMBER 19, 2025 AT 3:00 PM

Remote | Envisioning & Use Case Selection

In this compact kick-off session, we will jointly develop a future vision for your area. You'll gain inspiration from practical examples, collect ideas, and prioritize two to three concrete use cases – with a focus on business value and fast implementation.

REGISTER NOW!

Agenda

◇ Kick-off & Objectives

Overview of process, vision, and expected outcomes.

◇ Impulses & Inspiration

Best-practice examples from marketing, sales, and service.

◇ Prioritization

Selection of 2-3 use cases based on business value and feasibility.

◇ Wrap-up

Summary and next steps for deepening the work.

Your contact: Matthias Riegger | Tel.: +49 (0) 681 9924-440
E-Mail: [matthias.riegger\(at\)orbis.de](mailto:matthias.riegger(at)orbis.de)

Participation in the event is free of charge.
Market competitors are excluded from participation.





FUTURE LAB AUTOMOTIVE: FROM DATA IDEA TO BUSINESS OUTCOME

SESSION 2: THURSDAY, DECEMBER 04, 2025 AT 09:00 AM

Mercedes-Benz Museum in Stuttgart | Target Vision, Solution Sketch & 90-Day Plan

This is where things get concrete: For the selected use cases, you will define a clear target vision, sketch simple, practical solutions, and determine the required data packages. Then, you will create a pragmatic implementation plan, including timeline, responsibilities and clear metrics.

REGISTER NOW!

Agenda

◇ Review of Use Cases

Alignment of the selected ideas with company objectives.

◇ Target Vision Definition

What exactly should be achieved in 90 days?

◇ Solution Sketch

First technical and organizational draft of the implementation

◇ Roles & Responsibilities

Clear distribution of tasks within the team.

◇ Create a Plan

Creation of a pragmatic, realistic implementation plan.

Your contact: Matthias Riegger | Tel.: +49 (0) 681 9924-440
E-Mail: [matthias.riegger\(at\)orbis.de](mailto:matthias.riegger(at)orbis.de)

Participation in the event is free of charge.
Market competitors are excluded from participation.



FUTURE LAB AUTOMOTIVE: FROM DATA IDEA TO BUSINESS OUTCOME

SESSION 3: WEDNESDAY, JANUARY 14, 2026 AT 03:00 PM

Remote | Finalization, Commitment & Pilot Launch

In the final session, you will bring together all the building blocks. You will review the goals and actions, clarify the last responsibilities, and set the start date for the first pilots. With a checklist and reporting rhythm, your team will be ready for a successful launch.

REGISTER NOW!

Agenda

◇ Review of the Plan

Alignment of goals, actions, and KPIs.

◇ Finalization of the Solution

Last adjustments and concretization.

◇ Ready to start

Equipped with a neat checklist and a clear reporting rhythm.

◇ Reporting & Success Measurement

Agreement on a transparent monitoring and feedback rhythm.

Your contact: Matthias Riegger | Tel.: +49 (0) 681 9924-440
E-Mail: [matthias.riegger\(at\)orbis.de](mailto:matthias.riegger(at)orbis.de)

Participation in the event is free of charge.
Market competitors are excluded from participation.