Press release (06/2017) 

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**International Association of Controllers initiates „Digitization**

**offensive“**

Digitization will radically change company and controlling / business management of the digital economy necessary / "digital tasting room"

*Munich, May 15, 2017 –* **The International Association of Controllers (ICV) is initiating a "digitization offensive" with its expert work group "BI / Big Data and Controlling". Together with partners from business and research, the ICV launches initiatives to support the company's controlling of digital transformation.**

Prof. Dr. Andreas Seufert, Ludwigshafen University of Applied Sciences, Director of the Institute of Business Intelligence at the Steinbeis Hochschule Berlin, explains the changes that accompany the digitization process. To reduce the burden on the standardization / automation of transactional processes and thus to reduce costs is "almost negligent". "Not only are business processes digitized, but also products and business models." The term "digital transformation" is not an accident, Seufert continues: "It describes the profound transformation of entire industries and companies, entirely in the Schumpeter's sense of creative destruction." In many cases, however, the scope and, above all, the speed of the changes are dramatically underestimated.

Controlling is affected by digitization in two ways:

* **Digital Economy**: In order to be able to carry out its role as a business partner in the future, controlling needs a deep understanding of the effects and possibilities of digital information on the business models, on the reorganization of processes and the economic design of digital products: An economic understanding of the digital economy is to be created.
* **Digital Controlling**: It is also about the digital transformation of the controlling itself. "Although the handling of information is traditionally seen as the focus of controlling," says Seufert, "the status quo in the controlling of many companies is not up to date. The possibilities for the development, networking and analysis of data have dramatically improved over the past few years. In order to be able to benefit from this, the development of appropriate competences is urgently required."

Against this background, the "BI / Big Data and Controlling" expert work group of the International Association of Controllers (ICV) is launching a "digitization offensive". Together with partners from business and research, various initiatives will support the company's controlling of digital transformation. This includes:

* Webinares with partners & other events (e.g. ICV Controlling Barcamp)
* Publications
* Business Innovation Lab as „Digital Tasting Room“
* Boot-Camp (Workshop/Case Studies/Hands-on)
* Study: "Digitization of Business - Challenges and Potentials of BI / Big Data and Cloud" (Start in May, results in autumn 2017)
* Action Research: Research / transfer projects together as well as exchange with companies, scientifically supported for example by the Institute for Business Intelligence and the Business Innovation Lab of HS Ludwigshafen.

Der ***Internationale Controller Verein eV*** (ICV) hat in D, A, CH sowie in zwölf weiteren The **International Association** **of Controllers** (ICV) has in Germany, Austria, Switzerland, Poland and 12 other countries in Central and Eastern Europe around 6,500 in practical Controlling active members. The key objective of ICV controlling philosophy is reaching permanent economic success. With its honorary chairman Dr. Albrecht Deyhle the association, founded in 1975 has shaped the Controlling in German speaking countries placed and influenced. The ICV merges controllers, CFOs, managers and scientists and it is strictly oriented its members’ benefit. Experience, communication and being focused on future-oriented trends are foundations of ICV. ICV combines practical experience with the latest research results and prepares its knowledge for practical implementation. The ICV is makes personal contribution to the success of its members and to the sustainable performance of companies. Siegfried Gänßlen is the chairman of ICV, CEO of Hansgrohe SE, Schiltach, Vice-Chairman of ICV is Prof. Dr. Heimo Losbichler, FH Steyr.

**For more information:**

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