All you ever wanted to know about convergence – and why you should care

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Introduction
About the speaker

Alex Stern

Alex Stern is focusing on examining key trends affecting Autodesk and its environment and translating those trends into company-wide strategies to continuously improve our customers' ability to take advantage of these trends. Before joining Autodesk, Alex worked in management consulting, helping clients accelerate their business transformation initiatives. Prior to his consulting career, Alex worked at BMW Group in Munich in R&D strategy and innovation management. Based in Autodesk’s Munich office, he enjoys the outdoors and spending time with his family.
Convergence is a major force of disruption

The explosion of data, automation & insights is creating unprecedented connections across discipline, technology, process and industry boundaries, thereby fueling disruption.

To keep up, we need to adapt our ways of working

We can no longer work in siloes but instead need to embrace converging ways of working that help span discipline, technology, process and industry boundaries.
Why convergence is a major force of disruption
What the dictionary has to say

Convergence
[lat. con-vertere – “to incline together”]

1. The process of *moving together from different directions* and meeting; the point where this happens

2. The process of *becoming very similar* or the same
The melding of telecommunications, computing, and consumer electronics

Lou Gerstner, CEO IBM
Once all parts have converged, we have a platform
Integrated Software/Hardware Platform
Software Platform for streaming
Data, automation & insights are the rocket fuel for convergence

Global Datasphere 2010-2024

1) Source: Statista. *estimate
Integrated Software/Hardware Platform
Peloton
Robots-as-a-service in construction
Atari hotels
Watching movies in Fortnite
PWC estimates an exponential growth in disruption

New entrant activity (European data only, in %) 1996-2020

PHASE 1
Media and telecommunications

PHASE 2
Finance

PHASE 3
Cross-Industry

Source: PWC, 2018: Drive or be drive Understanding the third wave of industry convergence
How do we adapt our ways of working?
Pioneering Innovation

The Virtual Innovation Agency (VIA) is an interactive and dynamic interface between innovation pioneers from all over the world and the BMW Group. VIA serves as a platform for exchanging innovative topics and making new contacts.

In addition, VIA enables you to realise new ideas, technology or research findings in collaboration with BMW Group.

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Innovation happens when things are (re-)combined

- Software
- Consumer Electronics
- Auto Manufacturing
However, boundaries got in the way
Convergence requires working across boundaries
Convergence demands ways of working that are collaborative, flexible, and adaptive.
WORKFLOW COORDINATION
Optimal connection and coordination of work processes between multidisciplinary teams and digital systems
ON-DEMAND CUSTOMIZATION
On-demand customization

Precise customization of products or environments and their components at scale, by integrating customer requirements into configurable processes.
Virtual Creation

Development of information-based models of reality that can be translated into experiences that are visually rich, supporting smarter decisions.
CONTINUOUS RESHAPING
Ongoing adaptation of digital and physical objects long after their initial creation to meet performance needs and evolving customer expectations.

Source: Unsplash
Summary
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