

zühlke
empowering ideas

The future
starts today.



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empowering ideas

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Zühlke Group

Empowering ideas: We help companies take their ideas to market successfully.

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Zühlke Engineering

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Zühlke Ventures

Empowering entrepreneurs: We help technology start-ups get from business plan to commercial success.



A powerful idea can become a phenomenon if it is delivered on time. As an independent partner, we work with you to take your ideas to market and help your business achieve success. We take your requirements and apply our knowledge and practical experience in three interconnected areas: **product and software engineering, management consulting and start-up financing** for your business benefit.

The Zühlke Group. Having delivered more than 8000 successful projects involving hundreds of different businesses, people and technologies, we are just the partner to take a challenging project and deliver it right first time. We add value through our interdisciplinary experience; providing solutions that anticipate and exploit business and technical advances.

Bespoke solutions

Whenever your plans for the future go beyond business-as-usual; working with us pays off. We will create a solution that is fit for purpose and may give you a competitive advantage. In every project we undertake you can be sure our full execution capabilities will be dedicated to delivering meaningful and measurable results.

Top performing teams

Zühlke stands for outstanding performance. We only recruit the best and brightest. We are unique in that every year we invest 12% of our revenue into training our people. In our view, outstanding performance is best achieved by working closely with you. This is why we locate our staff in offices close to our customers and why we are familiar with your local market and conditions.

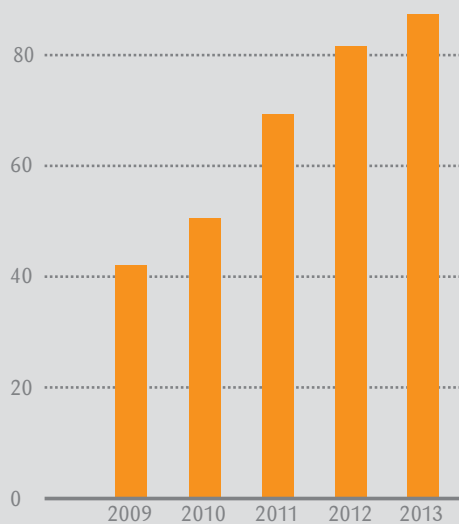
Dedicated to your success

We are there with you, working for you, taking ownership and responsibility. Our size means we can be trusted with critical projects – large or small. In addition, being an owner-led company means we care passionately about every customer and commitment. We have remained fiercely independent so we can always provide the best solution and offer impartial advice.

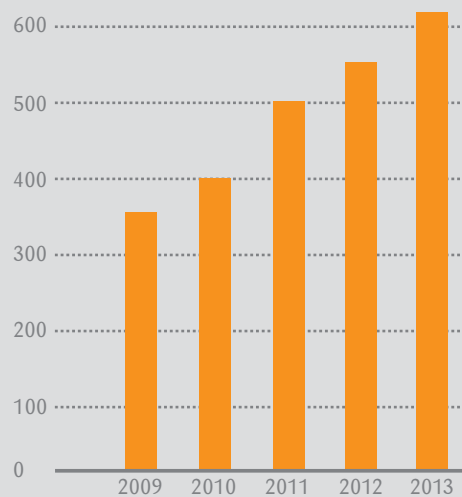
Zühlke Group (2013)

Expertise	Product development, software solutions, management consulting, start-up financing
Locations	Austria, Germany, Serbia, Switzerland, United Kingdom
Experience	Over 40 years' experience with more than 8000 projects in a wide range of industries
Employees	630
Revenue	€ 85m

Revenue growth (in millions of euros)



Zühlke Group employees



What do you need
for innovation to take off?





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Product development. The creation of innovative products is facilitated by using sound methods. Tested and refined over thousands of projects, the proven Zühlke Engineering development process provides you with the assurance that every relevant business, technical and human factor will be considered and leads to a clear strategic advantage.

From business case to commercial success

We can support your product development all the way from the initial concept through to mass production. Additionally, you will benefit from an innovation method that generates ideas for products and defines several clear variants of these. We analyse technical feasibility as well as the underlying business case. With our in-house workshop and laboratory facilities we can quickly build and test prototypes at any stage of the project.

Lateral thinking, forward action

In our work we bring to bear experience gained in many different domains and markets. This guarantees that development of your product uses the best state-of-the-art practices. Our interdisciplinary teams combine mechanical, electronic and software engineering expertise all under one roof. Customers often like us to take overall project responsibility, which gives them a single point of contact.

Making your products a success

To complement our product development services, we also have some unique capabilities in house. We can optimise product designs for usability. Our customers also value our ability to reduce production costs while still conforming to relevant standards and regulations, as well as meeting Clean Technology requirements.

Product development success stories



“Moving to centralised monitoring of construction machinery has created new opportunities for us. It gives us a significant edge over our competitors.”

Johann Stickler, Technical Director, Liebherr

Wherever in the world Liebherr construction machines are used, the company and its customers know at the touch of a button whether a machine is running at any given time and how much fuel it is consuming. A Zühlke Engineering-created telematic module that can be integrated into practically any machine records the data in real time and transfers it to a web portal – thus enabling central control of remote maintenance, resource scheduling and contract management.



“Thanks to Zühlke Engineering’s methodology and creativity, we were able to capitalise on every ounce of innovation, giving us a strong foundation for our product development.”

Pedro Sanchez Martinez, Principal Scientist and Engineer, Braun GmbH

Tweezers, springs or adhesive strips? What is the easiest method of removing hair? Are there alternatives to existing drives for epilators? The Zühlke Engineering team led several Braun employees through its tried-and-tested brainstorming process from which the best ideas were feasibility tested using functional models. This gave Braun a wide range of alternatives out of which came a revolutionary idea for a new product.



“Developing a new ophthalmic laser helped us get a foothold in the Asian market. Today, Ziemer is one of the leading suppliers in this market.”

Frank Ziemer, President & CEO, Ziemer Ophthalmic Systems AG

A new kind of ophthalmic laser is a real eye-opener. By reducing the time a patient spends in surgery it accelerates the healing process and eliminates the risk of infection. Zühlke Engineering was involved in developing this compact and user-friendly eye surgery device. Our interdisciplinary team worked together, complying with all requirements of the ISO 13485 standard for risk-based medical device design and development. With this new device patients now recover their normal vision within less than an hour of the operation.

Software solutions. Business success relies upon software. Companies use their IT systems creatively to run their business and many companies also ship software as their business. Zühlke Engineering helps companies with both aspects. Customers value our reliable software solutions that are delivered on time and within budget and that integrate seamlessly into their business and products.

Using our know-how to gain a competitive advantage

Because we are not tied to any particular applications or technologies, we can focus our capabilities on finding the very best solution for your business. Our advantage comes from the know-how gained from thousands of projects in a wide range of industries and markets. When working on complex projects, such as enterprise integration or combining product and software development, this advantage really helps our customers to achieve success.

Hitting the ground running

Our teams have one goal: using their know-how to ensure a successful project outcome. They are also skilled in combining experience from a range of different disciplines to help your business prosper. Our engineers add value to a project from day one, seamlessly blending into your existing teams and working with you to achieve optimum results.

Achieving a collaborative partnership

We take responsibility for more than just the software we build. We also ensure it is accepted by users. Our clients see us as an extension of their own team. They expect and receive genuine collaboration and open knowledge transfer throughout every stage of software development. We respond to new requirements or changes with action – not with paperwork.

Software solution success stories



“The key to success is a combination of solid expertise and excellent social skills. And that’s exactly what Zühlke Engineering offers.”

Alexander Neu, Head of the Steam Turbine Software Development Programme, Alstom (Schweiz) AG

Turbine design is not just a matter of complex calculations, it also requires considerable expertise. Alstom and Zühlke Engineering developed a rollout plan that accommodates both. This demanded excellent social skills on the part of the software developers who needed to be able to glean knowledge from the experts and define acceptance criteria for the new solution. By striking up a long-term partnership with Zühlke Engineering, Alstom secured key know-how and paved the way for innovation.



“Through creative involvement, dedication and genuine partnership, Zühlke significantly contributed to enhancing our application offering by supporting our mobile innovation approach.”

Jonathan Newbery, International Sales & Distribution Manager Global Corporate, Zurich Insurance Company Ltd

The new Zurich MIA iPad application enables Zurich's insurance buyers and intermediaries to gain a constantly updated view of the different insurance regulations and tax laws that apply in countries around the world while on the move. Zühlke used the Scrum methodology and was able to produce a functioning mobile prototype after just a few weeks. Zurich found this highly persuasive and rapidly decided to continue development of the app. To optimise performance and usability, Zühlke implemented a native iOS solution. The innovative concept helped the Zurich MIA iPad app achieve excellent usability and a positive customer experience.



“Zühlke Engineering’s experience provides us with security. Thanks to the new platform, our website can handle the next few years of growth.”

Frank Dilk, IT Director, PlanetHome AG

The PlanetHome website was already running at close to full capacity, with more growth expected in the years ahead. Zühlke Engineering took on the project management responsibility for the migration to a new service-oriented architecture and assisted with the development of an adaptable and flexible IT infrastructure, which involved adjustments to all PlanetHome’s ITIL processes. By means of a new, comprehensive testing procedure, Zühlke Engineering ensured that the migration to the new platform went off without a hitch.

Zühlke Management Consultants. Empowering Performance.



What do you need
to take your business
to the next level?

A man in a dark suit and light blue shirt stands on a purple cube. The cube has the text 'zühlke' in white, with 'empowering ideas' in a smaller font below it. The background is a modern building with a complex, faceted facade and large glass windows. The scene is set on a balcony or walkway with a metal railing.

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Management consulting. Strategic or operational change in a technology-intensive company is a complex journey. Zühlke Management Consultants will help you to navigate it successfully. We accomplish this by contributing outstanding implementation skills, our own entrepreneurial experience and the technological know-how of the entire Zühlke Group. These have been proven in the successful delivery of more than 8000 projects. Our team also regularly manages major change programmes and projects.

A coach for growth

We can be your coach if you are looking to expand into a new business area, helping you with our experience to assess the opportunities and risks objectively. If you are looking to change your business model, we can assist in the transition process with our keen understanding of your existing and new capabilities. If your growth objectives require greater innovative power, we enable you to achieve a more targeted deployment of resources, raise your innovation rate and shorten your time to market.

Market-led business processes

We have the capability to align your IT strategy and architecture precisely to the needs of your business. By meshing Information Technology intelligently with your business logic, IT is transformed from a tool to a long-term competitive advantage. And by optimising and automating business processes, you can increase the efficiency and agility of your business.

A simpler and leaner way to profitability

We employ innovative approaches to enhance your operational effectiveness. For example, we can apply lean management principles to your research and development processes. We offer a unique service to reduce production costs while maintaining high quality. If you need to improve the efficiency of your project management, we can introduce powerful new methodologies.

Management consulting success stories



“The environment in which we work with our customers is complex – that’s why processes are so crucial. Zühlke’s team of experts rapidly mapped 300 processes and then went on to optimise them using a specially developed process model.”

Dr Uwe Lauber, CEO MAN Diesel & Turbo Schweiz AG

MAN planned further expansion and improvements in product quality. To facilitate this, Zühlke Management Consultants introduced a custom process management model. Managers were provided with extensive support as they gradually integrated process activities into their day-to-day work. By using an appropriately diverse communications strategy, Zühlke was able to embed a process mindset throughout the organisation, from the workshop through to senior management levels. MAN is now in a position to manage the model itself.



“Zühlke acts as a useful sparring partner and provides us with expert support on strategic issues. Our mutual trust enables us to rapidly share ideas and information when tackling new issues and to jointly specify projects for implementation.”

Markus Kaiser, Executive Director and Chairman of the Kaiser Management Board

Kaiser, a successful manufacturer of specialist vehicles, devised new business development strategies in collaboration with Zühlke. During implementation, Zühlke held regular meetings with the management board and provided practical support for strategic development projects, potential acquisitions and development of the group structure.



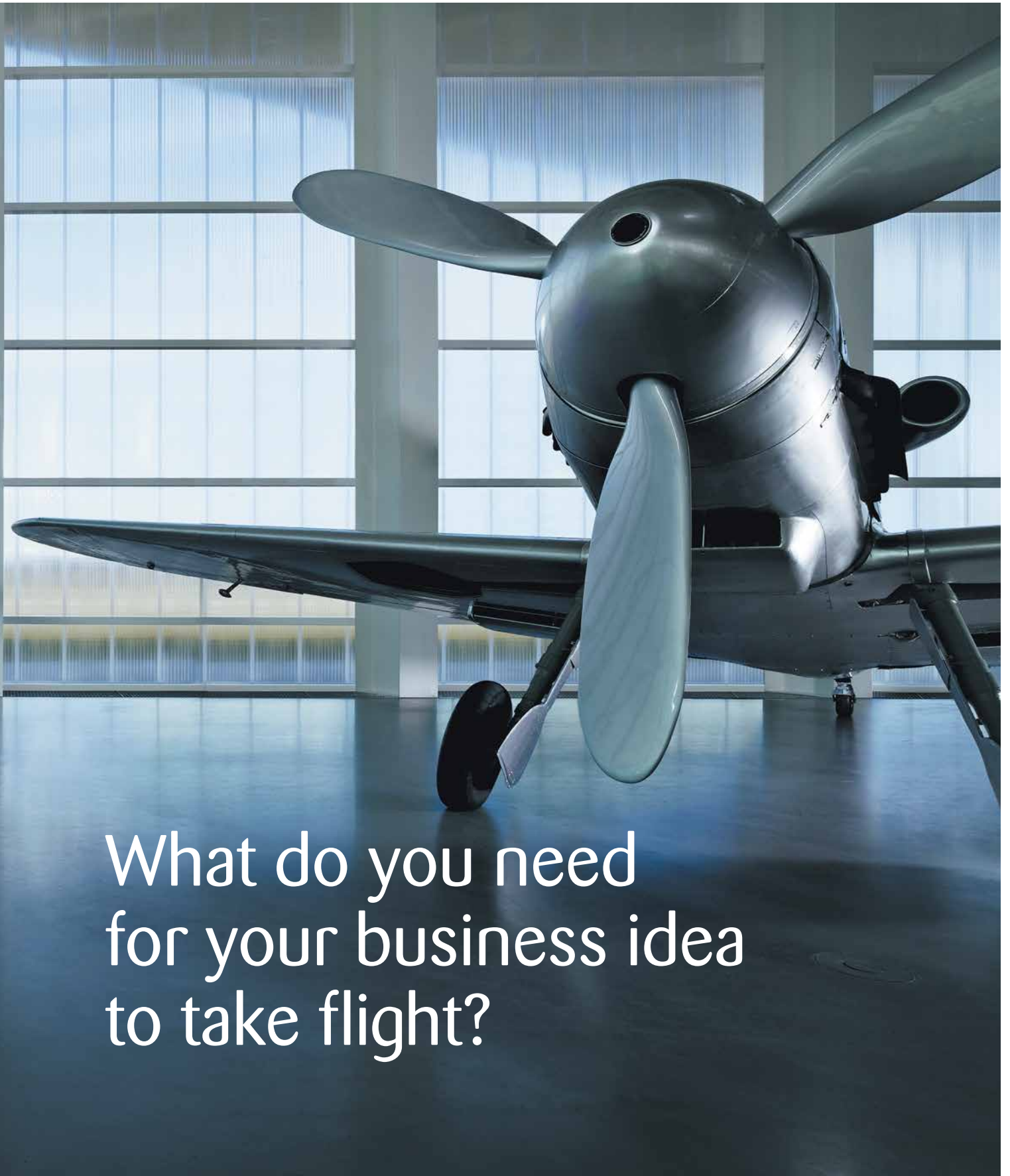
“Zühlke staff are professionals on every level. Whether they’re talking to tram drivers or senior managers, they always manage to hit the right note.”

Christian Wohlwend, Operations Director, BERNMOBIL

BERNMOBIL is working to create the technology of tomorrow, today. Zühlke Management Consultants is helping to realise this vision. Zühlke’s specialists are working to embed expert project management and development techniques in areas such as the definition of products and the testing of newly developed systems and applications. Zühlke’s consultants directly manage projects covering passenger information, timetabling and system development. One pilot project demonstrated the operational and technical feasibility of a nationwide networked passenger information system. Another project developed and implemented a systematic procurement strategy for passenger information display systems at bus and tram stops.

Zühlke Ventures. Empowering Entrepreneurs.





What do you need
for your business idea
to take flight?

Start-up financing. Successful technology start-ups are built on understanding of market fundamentals, solid product ideas, efficient execution and committed investors. Zühlke Ventures provides support to high-tech start-ups in all four of these areas. We accelerate market success and create sustainable value for founders and investors.

A passion for technology start-ups

The Zühlke Group has its roots in engineering. We therefore have a deep understanding of and professional enthusiasm for technology products and markets. We deeply understand and anticipate your plans and are able to finance them. As a start-up, you benefit from our independence as a venture business, while at the same time having access to our international network of contacts at any time.

A process for better return on investment

Before we invest, we spend a lot of time communicating with the founders, understanding their technology and value proposition as well as their business model and cash flow needs. This enables both parties to make better decisions and ensures a successful long-term partnership. We also look at what lies behind the numbers, taking a 360-degree view of the technical, corporate and financial picture.

A knowledgeable partner for investors

Our experience in engineering makes us an attractive partner for co-investors. As a lead-investor, we are quick to spot development opportunities and our relationships with technology research institutes and our business practices enable us to identify promising start-ups and accurately assess risks. There are no hard-and-fast rules as to how investors interact or which roles are assumed. Instead these are dictated by the best interests of the start-up and its partners.

Our portfolio – dynamic high-tech start-ups

We back promising ideas – with DistalMotion, Leman Micro Devices, Swisstom and Tenon Technology AG we are investing in new medical technology products and, thanks to our commitment to DSwiss, we are also helping to launch an internet data safe.

Zühlke Ventures

Expertise	Early-stage finance and business support for technology start-ups
Investment focus	€ 400,000 to € 1.2m
Key industries	IT, medical technology, microtechnology
Regional focus	Austria, Germany, Switzerland, United Kingdom

Success story: Zühlke Ventures for DSwiss AG

3 questions for Dr Tobias Christen, CEO and Co-founder DSwiss



What is the DSwiss business proposition?

We bring the safe deposit box concept to the web. Our online SecureSafe product offers long-term storage for sensitive data such as passwords and documents, in a high security environment. Users can access the product from their browser or via an iPhone or iPad. Our second business area is the integration of our data safe into online banking. As well as traditional physical safe deposit boxes, a number of Swiss banks are now offering their customers a digital equivalent that protects their digital assets.

How has Zühlke Ventures helped to empower this proposition?

We are currently investing in further development of our products and in marketing, especially in Switzerland. We are also tackling new projects with banks. Without the financial support of Zühlke Ventures, our activities would have been restricted or even postponed, which would have resulted in missing our market window. Zühlke Ventures' investment has enabled DSwiss to grow faster, to the extent we are now ready to take the next step: international expansion.

What added value has the partnership created?

The partners at Zühlke Ventures provide us with extensive know-how and many years of technology and business experience. In Walter Hürsch we have a committed expert on the board of directors. Zühlke Ventures' impressive business network, not just in Switzerland, but also in Austria, Germany and the United Kingdom, is also extremely valuable. Their network has created opportunities at potential customers, partners and other investors where, without Zühlke Ventures' help, DSwiss would have had difficulty getting in the door.

DSwiss AG. Empowered by Zühlke Ventures.

DSwiss' SecureSafe service provides users with a secure online data store for sensitive and confidential data. Thanks to 20 years of experience in IT risk management and successful implementation of business-critical applications (e.g. online banking), the DSwiss team is able to deliver solutions that satisfy the highest international security standards.

Have you shaped your future today?
We look forward to getting
to know you and your goals.

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