

SPEAKER



NAME

Max Schnippering
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BIOGRAPHY

Maximilian Schnippering studied Business Administration with a focus on Supply Chain Management at the Duale Hochschule Mannheim (DHBW) with Heidelberger Druckmaschinen AG. During his studies he lived three months in Tokyo and worked for Heidelberg's branch in Japan. After his studies he began working for the Subscription-Team focusing on sales and logistic implementation of the newly created business model. In this function, Mr. Schnippering works closely with print shops worldwide and supports them realizing vendor managed inventory concepts. Since more than three years he is member of the Bundesvereinigung Logistik (BVL) e.V. and was their Student Chair Person for two years.

LECTURE

Heidelberg goes digital!
Subscription economy – Outcome based
business model for Heidelberger
Druckmaschinen AG

Subscription is a response from Heidelberg to the demands of digitization in the printing industry. Customers receive higher productivity and higher output at lower costs - Heidelberg generates recurring revenues. This is an example of new digital business models based on big data in the printing industry.