



We are Mercedes-Benz Tech Innovation

Company Presentation

Mercedes-Benz



What our business partners say about us

“Competence and personality
– this combination is unbeatable on the market”

“Creative ideas and out of the box thinking”

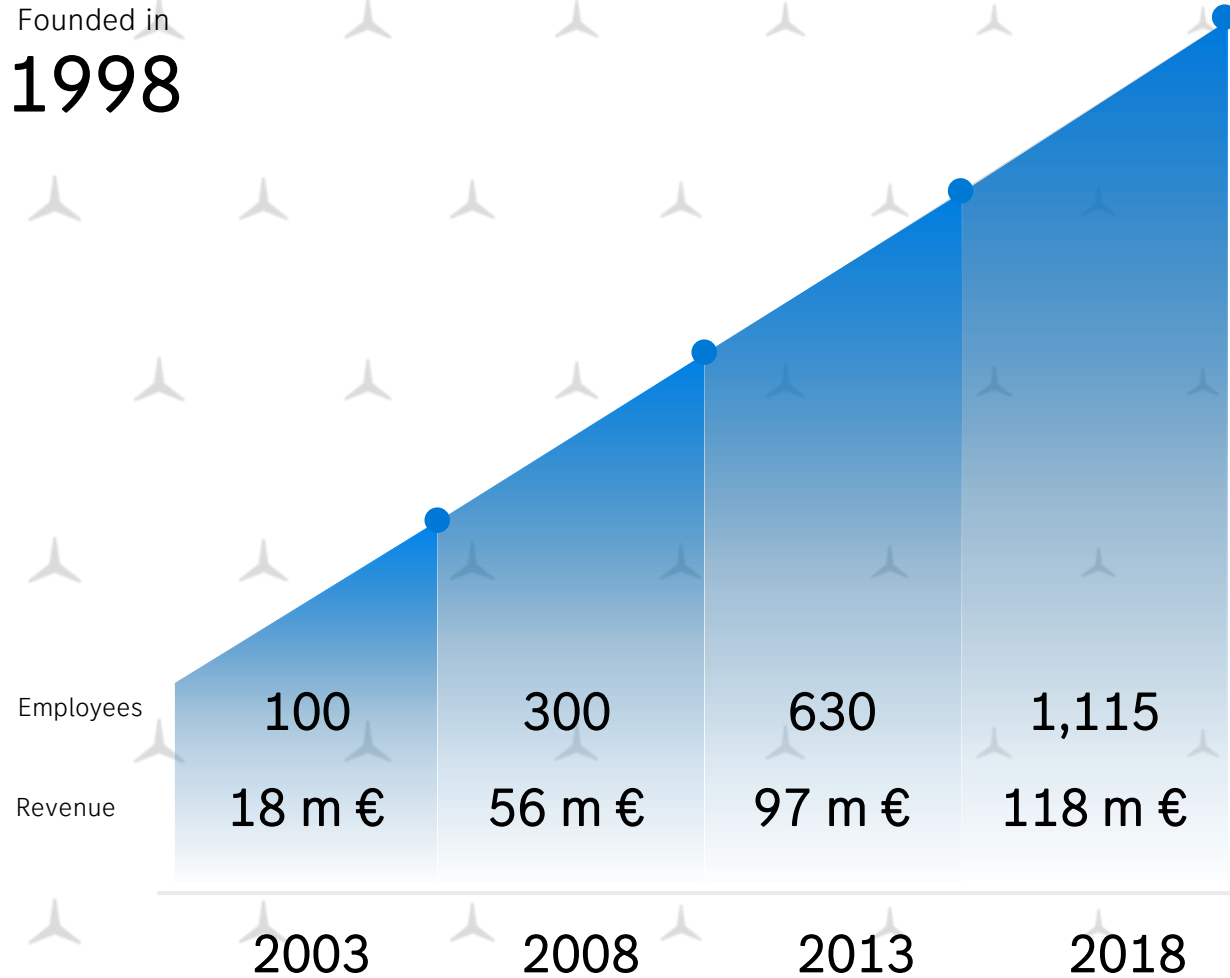
“Responsible for entering
innovative topics with expertise”

#techinnovators



Our development in numbers

Founded in
1998



*yearly average

Today
2024

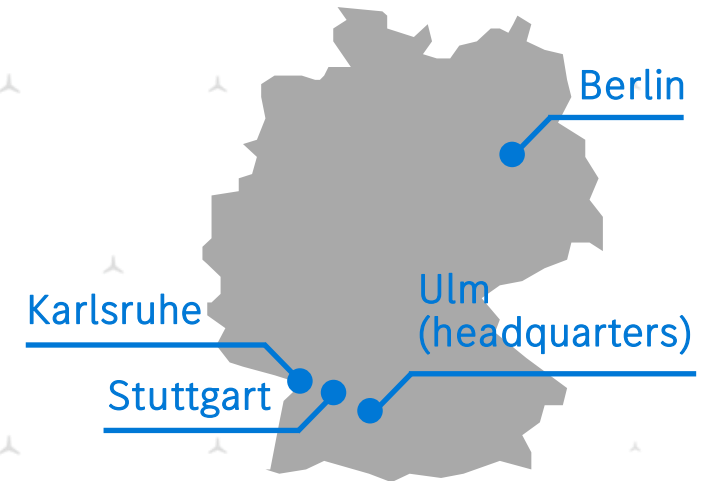
1,800

Employees (July 2024)

248

m. € Revenue
(2023)

Where we are



Daniel Geisel
CEO



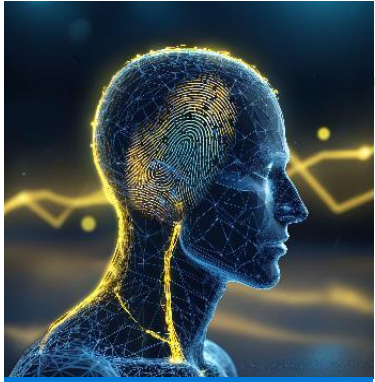
Christine Luckert
CFO



Worldwide Group network



We shape the digital future of Mercedes-Benz in six business streams



One Customer

We lead the management of customer data across all channels and sales levels at Mercedes-Benz.

- 360° Customer Profile
- Mercedes Account & Master Data
- Consent & Privacy Management
- Data Strategy
- Mercedes me ID



Car

We drive the development of car software embedded, onboard and offboard.

- InCar Infotainment
- E2E Software Update
- Charging Solutions
- ADAS Dev Platform
- ECU SW Development
- MIC Tooling
- Mercedes-Benz Intelligent Cloud



Car Sales

We design the luxury customer experience and drive vertical functional integration for car sales.

- Car Configuration
- Stock Management Used Cars
- Revolutionized Sales Planning
- Epic Progressive Image Generator



Car After-Sales

We use digital targeting to engage new & existing customers and leverage connected car capabilities in after-sales.

- Accident Business
- GenAI@CAC (Customer Assistance Center)
- TP.Dashboard
- Critical Parts



Car Mobility

We integrate luxury mobility services into the journey of Mercedes-Benz customers: seamless and effortless.

- Mercedes pay
- Vehicle Booking System



Cross Technologies

We foster cyber security and develop latest technologies as the basis for new products and innovations.

- Car IT- and Cyber Security
- Container platform CaaS
- GenAI Accelerator
- CNCF End User Award
- GitHub FOSS Ambassador Award

Where experience meets pioneering spirit

100 %

We are a 100 % subsidiary and strategic partner exclusively for Mercedes-Benz.



Where experience meets pioneering spirit



25
years

We have been developing digital products and software solutions for over 25 years.

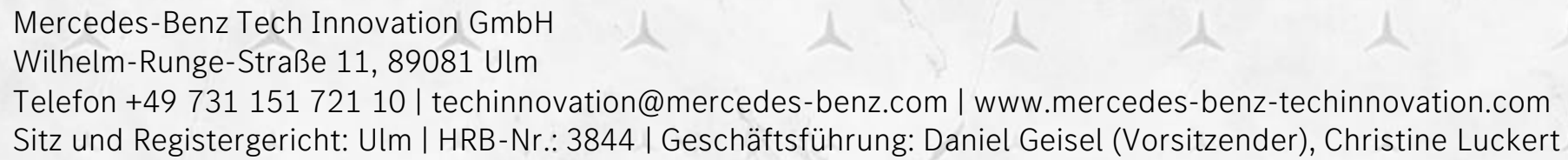
Visionary perspectives: a word from the Mercedes-Benz CIO

“Mercedes-Benz has always stood for two things:
exquisite craftsmanship and groundbreaking technology.
With our IT, we make sure it stays this way.”

Katrin Lehmann

CIO Mercedes-Benz AG





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Mercedes-Benz Tech Innovation