

**dbeyond**

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# AI elevated powerhouse for people & data-driven digitalization

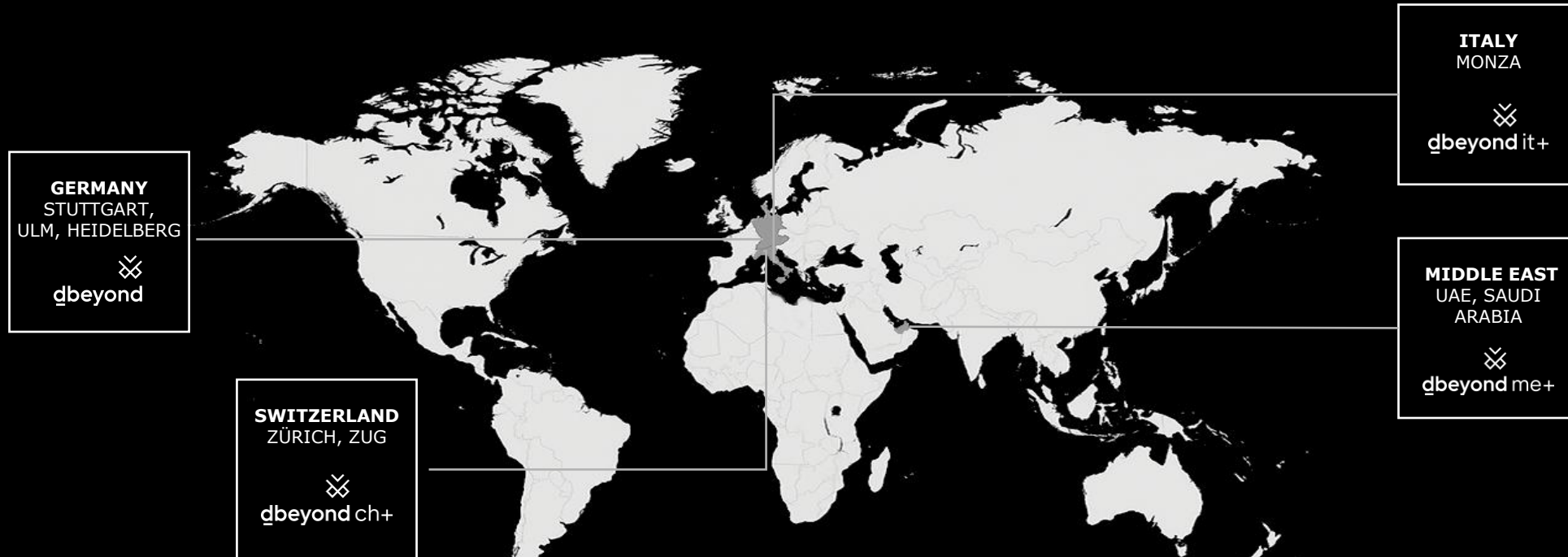


Empowering people with intuitive AI tools.

Data-driven decisions replacing assumptions and guesswork.

Sustainable impact through technology, people, and strategy alignment.

# Rooted in Germany, dbeyond is exporting its engineering and innovation mindset to the Middle East



# Our offerings accelerate the digital transformation of our clients

## AI VALUE CREATION

### DIGITAL STRATEGY & ROADMAP

We develop and implement the strategic foundations for the transformation of our clients

### AI PROCESS AUTOMATION

We orchestrate the integration of AI in our client's workflows and empower them to scale

### DIGITAL CORE

We modernize ERP ecosystems (SAP / non-SAP) technologies and provide an integration platform

### SMART FACTORY & INDUSTRY 4.0

Automation and data-driven decision making for the Factory of the Future

### DIGITAL TWIN VALUE CREATION

New approaches to manage complexity through digitalization of supply chain and manufacturing

### ORGANI- ZATIONAL DEVELOPMENT

We support our clients in developing dynamic, cross-functional value teams

### TEAM SKILLS ELEVATION

Competence and skill-based training programs to develop the workforce of the future

## PEOPLE EMPOWERMENT



# Building on a billion-euro legacy, driving Middle East innovation: Our Founders

**DR. LUTZ MIESCHKE**  
Founder & Chairman



- Founded MHP, grown into a billion-euro consultancy
- 30+ years shaping the intersection of business & technology
- Former IBM and Roland Berger executive

**DR. MARKUS KIRCHLER**  
Founder & Co-CEO



- Former Senior Partner & Board Member at MHP
- Expert in strategy execution & large-scale transformation
- Advocates client-centric, people-first leadership

**DR. ANDREAS HIRNING**  
Founder & Co-CEO



- 30 years guiding companies through digital transformation
- Specialist in mid-market modernization
- Known for blending technical insight with empathetic leadership

**DR. MARKUS JUNGINGER**  
Founder & Senior Partner



- Former CTO at a leading Tier 1 automotive supplier
- Drove systems & software innovation at scale
- Brings deep expertise in engineering strategy & global expansion

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# We combine consulting expertise with digital assets — going beyond traditional firms and software vendors

## EXAMPLE: KÄRCHER

### Challenge:

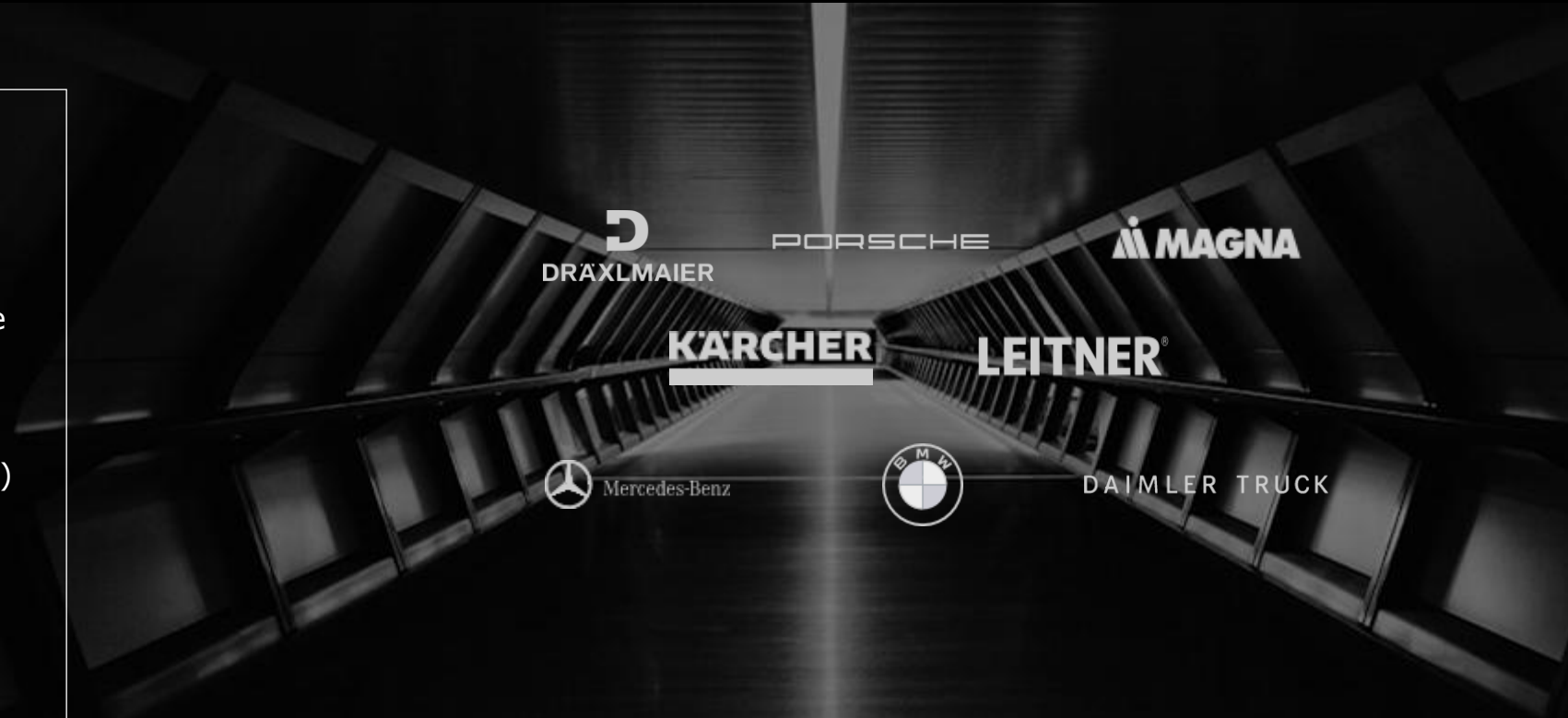
3 production lines, high inefficiency

### Solution:

Digital Twin with ipolog<sup>1</sup> / NVIDIA Omniverse  
→ optimized layout & flows

### Impact:

- - **67%** production lines (from 3 to 1)
- **+50%** faster resource planning
- **+10%** increase in assembly efficiency
- Continuous, data-driven **optimization** of operations



**Beyond consulting. Beyond software.  
We leave you with value you can operate.**

# Factory planning with us ensures an optimized ramp-up, reduced cost and future-proof flexibility in operations



**90%  
RELIABILITY**



**+50%  
THROUGHPUT**



**-30%  
COST**

The  
challenge

Complex, individualized products make coordination difficult

High product diversity and variance making planning difficult

Rising complexity and late changes lead to high costs in logistics and production

Our  
solution

Virtual layout planning in a Digital Twin / Metaverse

AI-powered visualization and optimization of material flows for precise timing of assembly

Integrated digital planning and simulation in the Digital Twin for lean and cost-efficient processes

Our  
references



**MAGNA** PORSCHE

**KÄRCHER**

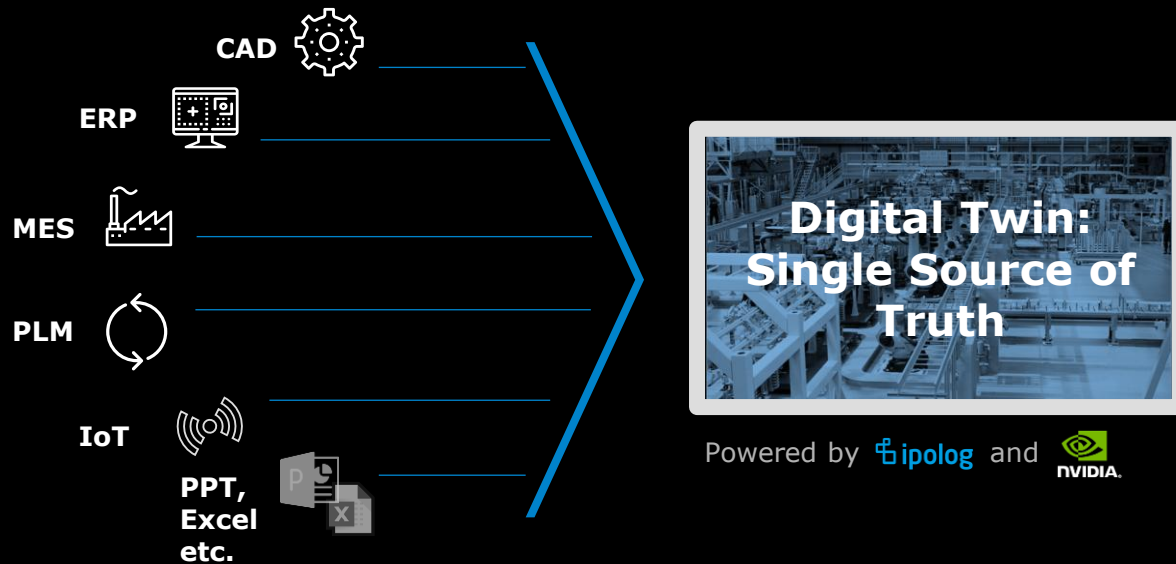


**LEITNER**



DAIMLER TRUCK

# Simulate before you invest — plan once, execute right



- Integrates all key data sources (CAD, ERP, MES, Excel etc) into one simulation-ready model
- Software simulates layouts, flows, and resources dynamically
- Run multiple "what-if" scenarios virtually before committing CapEx
- Creates a living Digital Twin of your factory for continuous optimization

**From assumptions to validated layouts.**

# Kärcher Municipal optimized assembly line through Digital Twin layout simulation

PROJECT EXAMPLE



## INITIAL SITUATION

Client: German manufacturer of municipal vehicles

Challenge:

- High product variety made assembly planning complex.
- Planning in Excel spreadsheets became unmanageable.
- Unbalanced operator deployment → inefficiencies and bottlenecks.
- Lack of transparency for decision-making in layout changes.

## SOLUTION

- Built a Digital Twin of the assembly line using ipolog.
- Simulated material flows and workstation layouts.
- Ran multiple what-if scenarios (operator allocation, takt time changes).
- Integrated resource and personnel planning into one simulation model.

## IMPACT

**-50%**

reduction in resource planning

**+10%**

increase in assembly line worker efficiency

**-67%**

no. of production lines (from 3 to 1) for same volume

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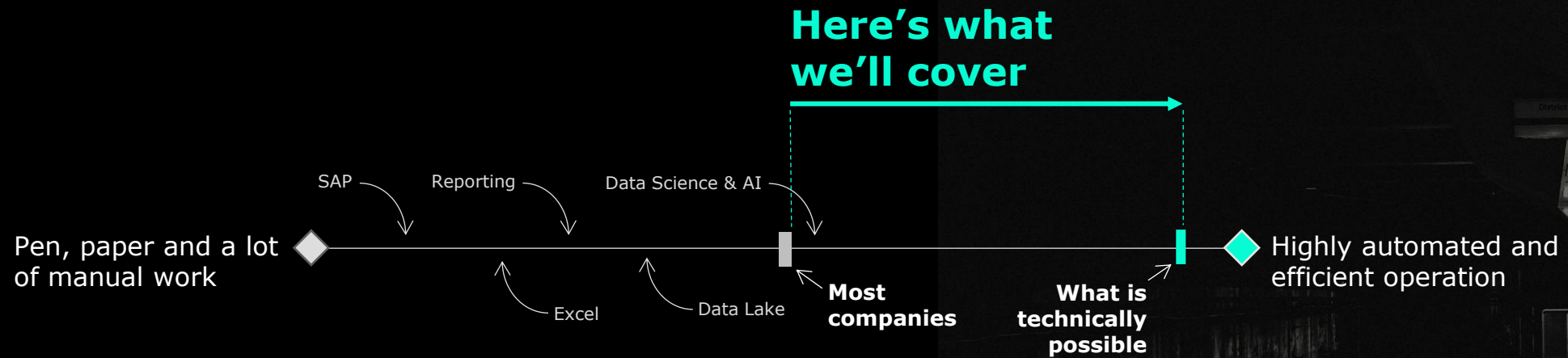
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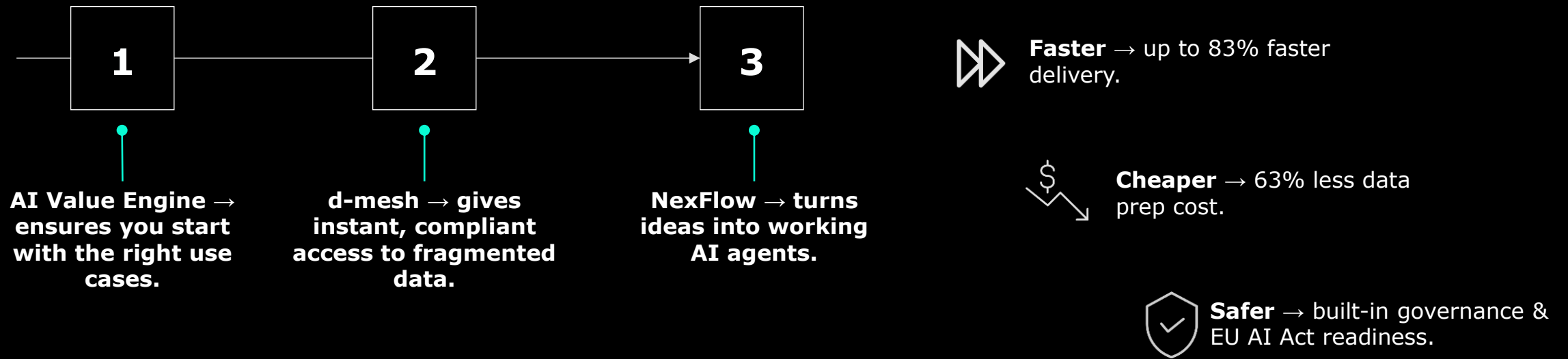
# Mind the gap: AI potential vs. real adoption



- Most companies stuck in pilots & Excel/PowerPoint reporting.
- Data fragmented across hundreds of systems.
- Scaling AI fails due to cost, speed, compliance.

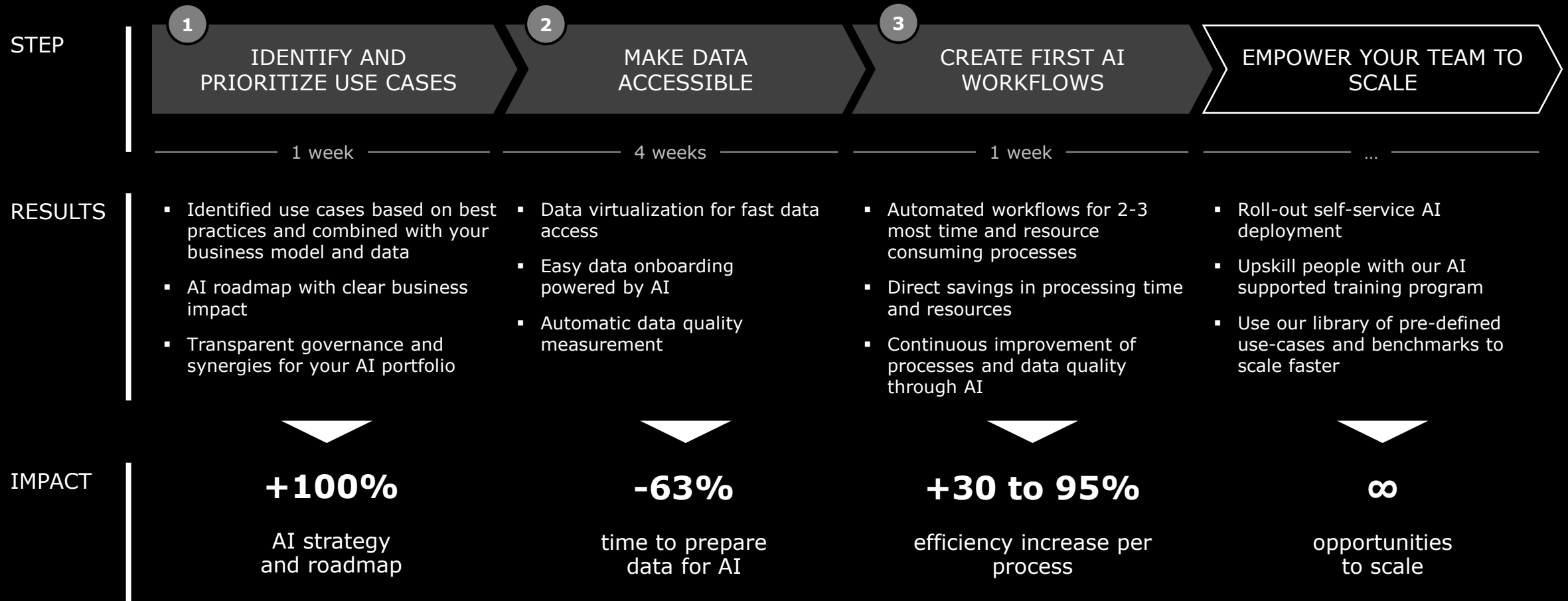
**The gap between what's possible and what's used has never been greater.**

# The power of integration: From idea to running AI apps in weeks, not years



**Immediate ROI, scalable adoption, sustainable impact.**

# In 6 weeks, we empower your organization to scale AI autonomously and achieve direct savings



# Faster tender automation with NexFlow

PROJECT EXAMPLE



## INITIAL SITUATION

Client: Global leader in discrete manufacturing

Challenge:

- Multi-version tenders, hundreds of pages.
- Reviewing and commenting each requirement was slow and manual.
- High effort for engineers, risk of missed details.

## SOLUTION

- d-agent applied for tender automation.
- Automatic requirement extraction & comparison.
- Development and usage of consistent standards for similar requirements.
- Predictive commenting based on historical data.

## IMPACT

**<4h**

to create prototype

**-80%**

manual effort

**+600%**

no. of tenders per month

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# Workforce transformation: The crucial building block in Vision 2030 & Operation 300bn



**HR ambition ≠ action:**  
Leaders know workforce strategy is vital, yet HR remains operational, not strategic.



**Skills gaps**, mismatched roles, and lack of market data slow execution



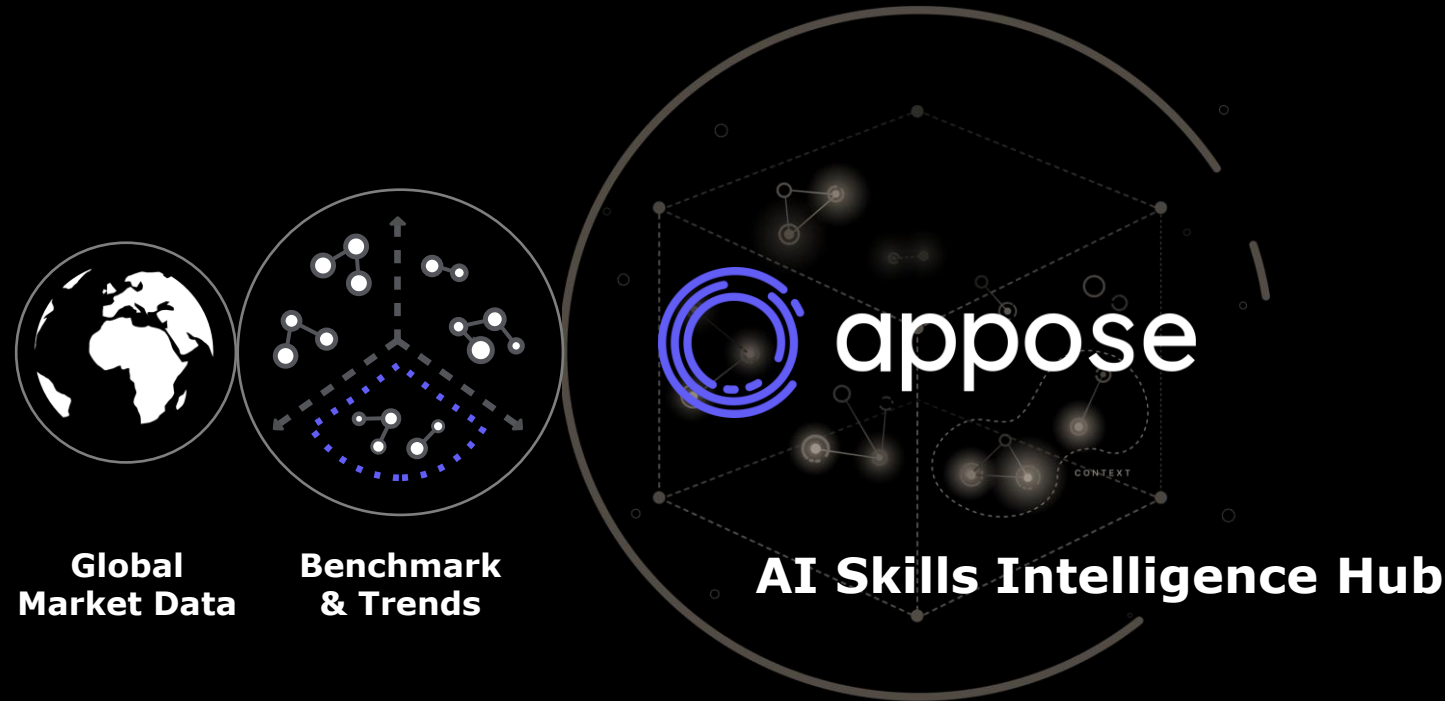
**Digital industries outpace workforce:** new roles emerge, outdated skills remain



Without **data-driven skills intelligence**, localization and productivity targets will be missed

**National ambitions depend on future-ready skills  
— but current systems can't deliver.**

# Our solution: Future-proof workforce transformation. Operational in weeks. Immune to decay.



## BUSINESS VALUE

- 500M+ benchmark data points for **real-time labor market insights.**
- **AI predictions** to anticipate and prepare for future skills needs.
- Plug-&-play apps **up and running in weeks**, not months.
- **Seamless HR integration** into SAP, Oracle, Workday, LMS for **immediate business impact.**
- **Built for localization**, upskilling, and future skills in GCC.



# From Skills Data to measurable value: Aligning people, national strategy, and business performance

## DATA-DRIVEN LEADERSHIP

- Transparency on human capital skills, roles & gaps.
- Optimization of internal role profiles.
- Leaders finally control the #1 cost block.

## FASTER LOCALIZATION / ICV

- Accelerate Saudization, Emiratization and In-Country Value (ICV) programs.
- Align national talent with future industry roles.
- Ensure a steady hiring pipeline for sustainable growth.

## COMPETITIVE ADVANTAGE

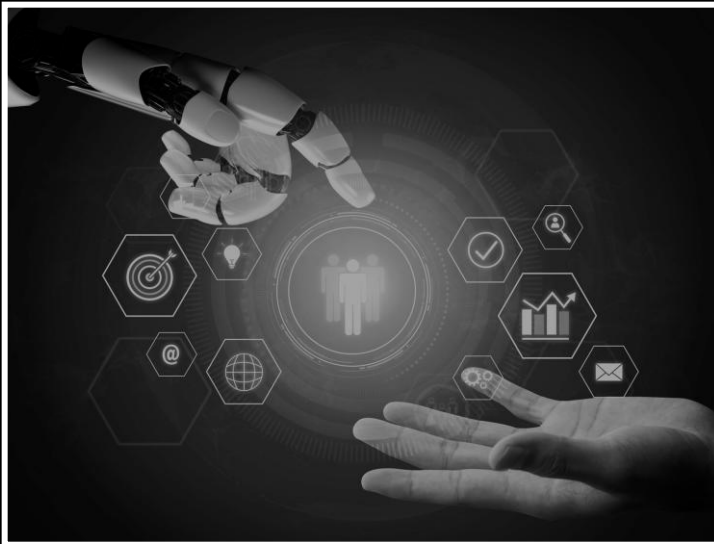
- Retain and grow national talent before competitors hire them away.
- Benchmark roles vs. the market.
- Anticipate next-gen skills (AI, Industry 4.0, sustainability) before they become gaps.

## IMMEDIATE EBIT IMPACT

- Improved use of existing resources.
- Reduced restructuring time & cost.
- More targeted recruitment and fewer mis-hires.
- ROI visible in the first quarter

# Establishing a data-driven skills gap analysis as the foundation for dynamic competency management

PROJECT EXAMPLE



## INITIAL SITUATION

Client: Global player in manufacturing

Challenge:

- Different departments using inconsistent skill definitions.
- No visibility on which skills the workforce already had.
- Difficult to plan training or recruitment in line with business goals.

## SOLUTION

- Created a company-wide skills framework combining future, market, and business needs.
- Integrated the appose Skills Intelligence Hub with the client's existing HR and learning systems.
- Automated skill gap analysis to highlight training needs per employee and unit.
- Matched employees directly with the most relevant learning content.
- Updated HR processes to support skills-based decision-making.
- Focused external recruitment only on roles that couldn't be filled internally.

## IMPACT



One consistent skills framework rolled out across the company



Automated analysis of workforce skills in every business unit



Clear identification of employee learning needs and external hiring priorities

# Your contacts in the Middle East

**From pilot to  
scale — tangible  
results in weeks!**

## YOUR CONTACTS

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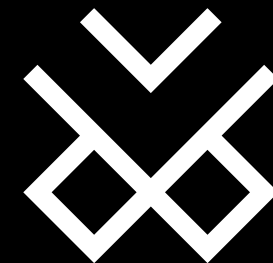


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**THANK**

**YOU**



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