

VOLKSWAGEN GROUP
DIGITAL SOLUTIONS [PORTUGAL]





Welcome to
Yellow Home!

Caio Arruda

VOLKSWAGEN GROUP



Nutzfahrzeuge



SKODA



SEAT



CUPRA



Audi



BENTLEY



Scout

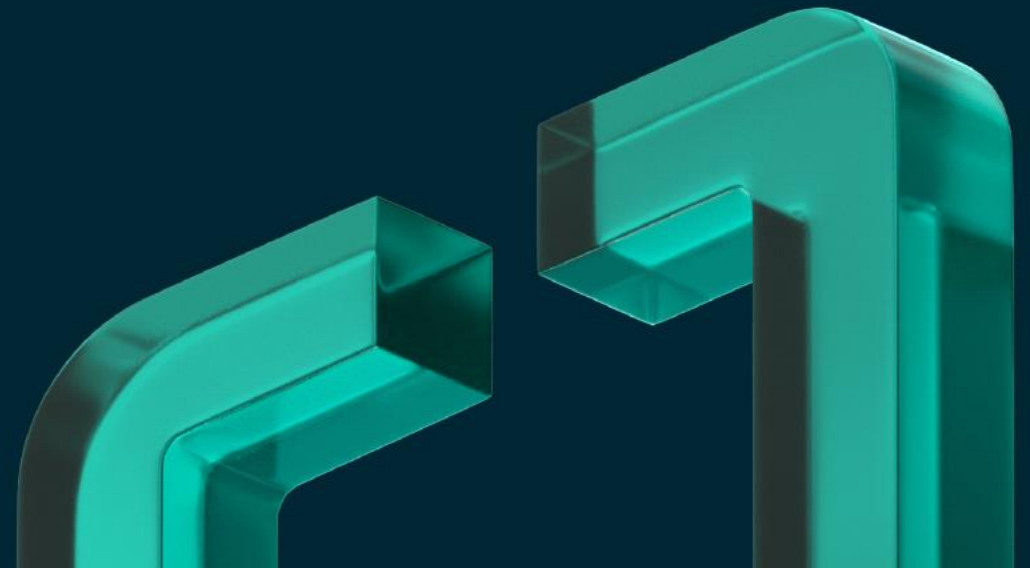


SCANIA

C A R I A D

M O I A

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What We Do

We build software that powers everything — from end-user experiences to application support and products for commercial vehicles.

Why Portugal ?

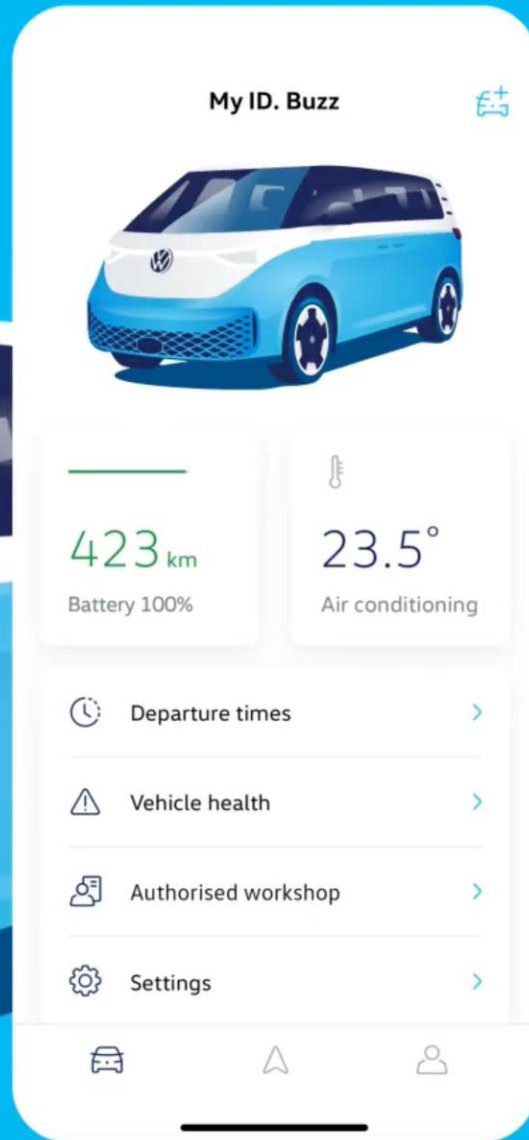
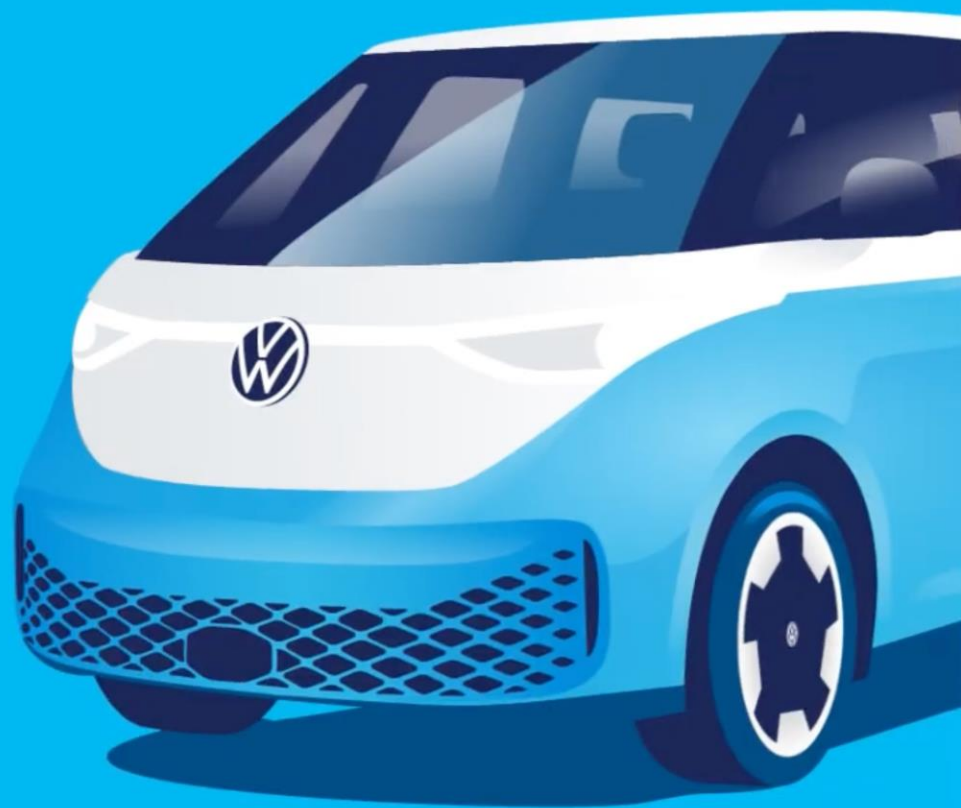
Knowledge.

Location.

Talent.

Mindset.

Ideas → Execution



Volkswagen App

Access to the digital services and VW's ecosystem



Buyer



Friction in the
Registration Process



Visibility Over
Delivery Statuses



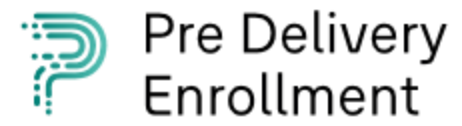
Dealer



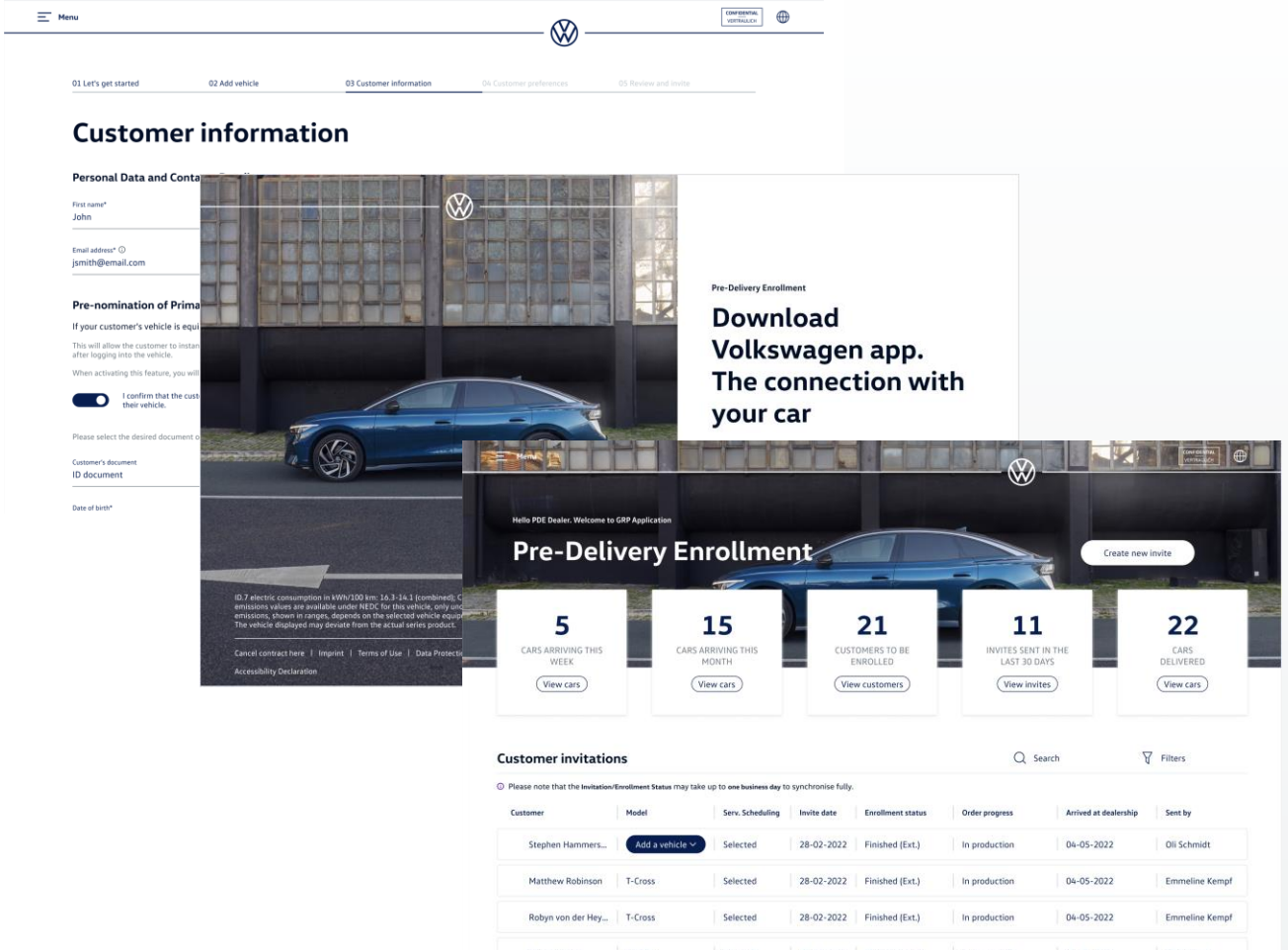
Aftersales
Opportunities



Customer Service
Needs & Effort



 Pre Delivery Enrollment



The screenshot displays the 'Customer information' section of the Volkswagen Group Digital Solutions [Portugal] website. The page is divided into several sections:

- Personal Data and Contact:** Includes fields for 'First name*' (John) and 'Email address*' (jsmith@email.com).
- Pre-nomination of Primary Driver:** A section explaining that this allows the customer to install the app after logging into the vehicle. It features a toggle switch and a confirmation statement: 'I confirm that the customer is the primary driver of the vehicle.'
- Documents:** A section for 'Customer's document ID document' and 'Date of birth*'. Below this, there is a small image of a blue Volkswagen car and a text box with technical specifications: 'ID.7 electric consumption in kWh/100 km: 14.3-14.1 (combined). CO2 emissions values are available under NEDC for this vehicle, only under test conditions, shown in ranges, depends on the selected vehicle equipment. The vehicle displayed may deviate from the actual series product.' Below the text box are links for 'Cancel contact here', 'Imprint', 'Terms of Use', 'Data Protection', and 'Accessibility Declaration'.
- Pre-Delivery Enrollment Dashboard:** A central dashboard with a header 'Hello PDE Dealer. Welcome to GRP Application' and a 'Create new invite' button. It features five data cards:
 - 5 CARS ARRIVING THIS WEEK** (View cars)
 - 15 CARS ARRIVING THIS MONTH** (View cars)
 - 21 CUSTOMERS TO BE ENROLLED** (View customers)
 - 11 INVITES SENT IN THE LAST 30 DAYS** (View invites)
 - 22 CARS DELIVERED** (View cars)
- Customer invitations:** A table listing customer details and their enrollment status. A search bar and filters are available at the top right of this section.

Ideas → Execution

Problems → Solutions

Opportunities → Value Generation

Software Developers

Product Designers

Product Managers

Software Testers

Teach Architects

Data Scientists

SAP Consultants

Agile Enablers

IT Service Analysts

Data Engineers

SREs

Data Engineers

and more...

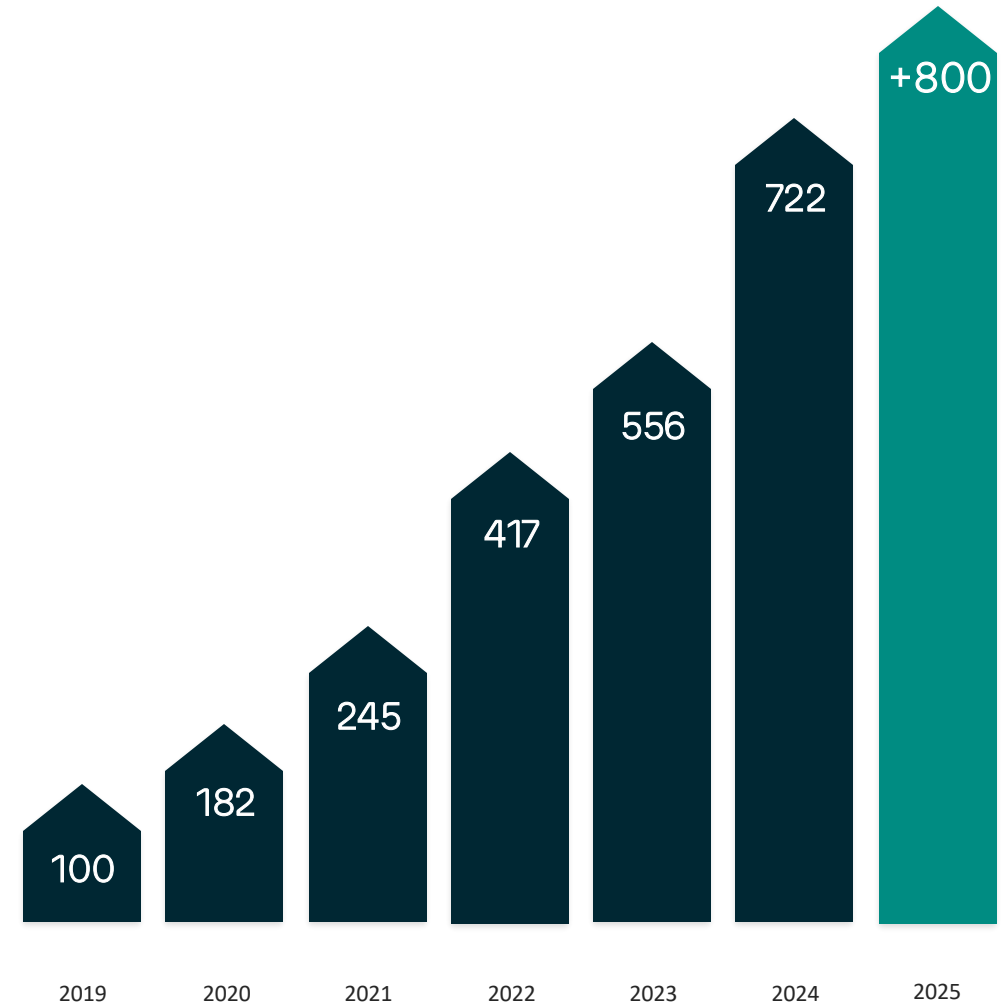
Sustainable Growth & Trust

SUCCESSFULLY DELIVERING WHAT IT HAS BEEN PROPOSED TO DO:

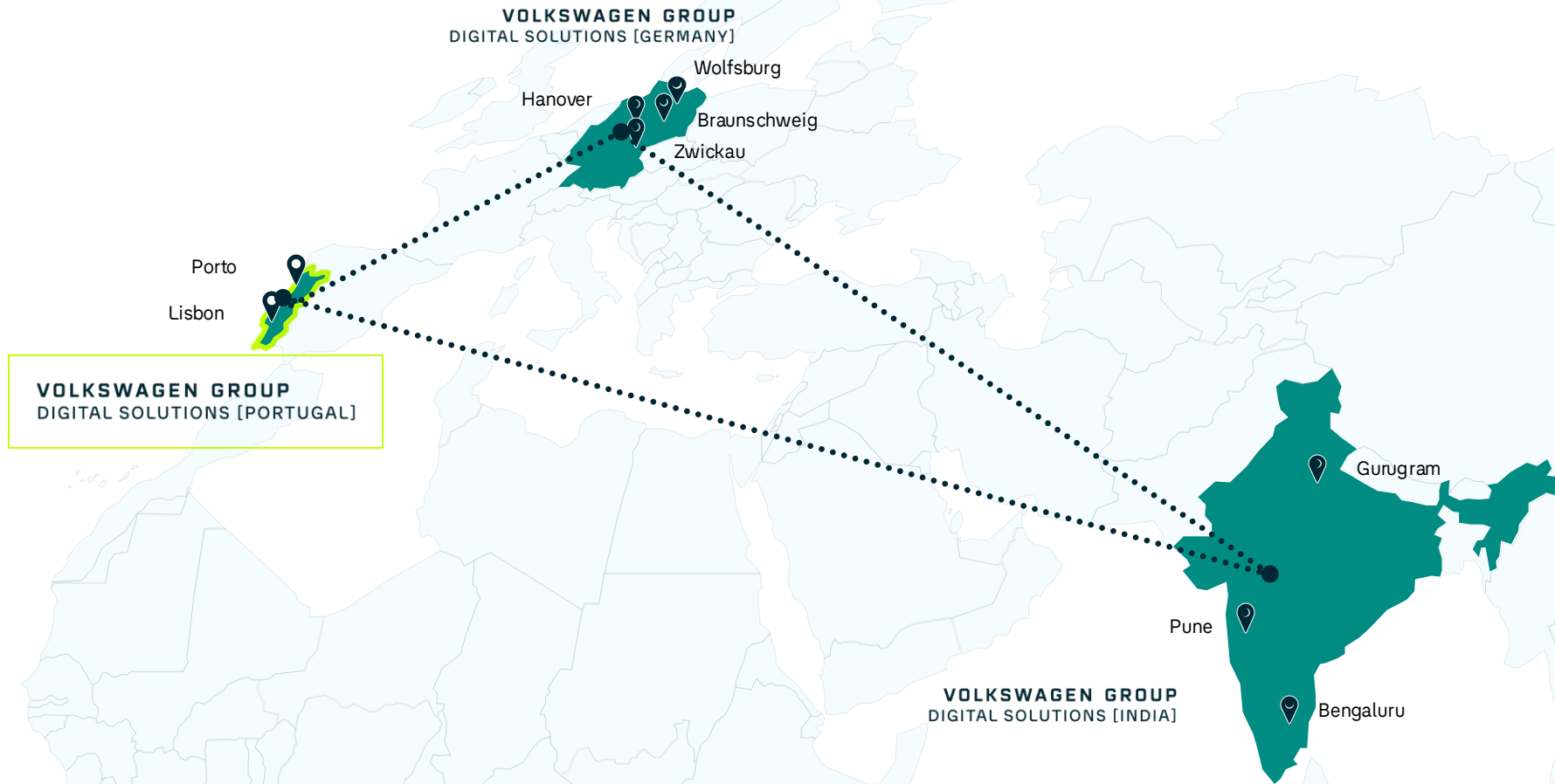
To be the **top quality tech hub** for the **Volkswagen Group** in Portugal

Since 2019 that VWGDS Portugal grows in a healthy and sustainable way becoming more relevant as a **VW Global IT Strategic insourcing company** with **Business Critical Applications** knowledge.

We have been able to have a **positive impact** in the **Portuguese Tech Market** and **attract talent** to our teams.



VW Group Digital Solutions





Exploring New Roads





Building a Sustainable Tech Culture that Scales

Gilberto Pe-Curto
Miguel Esteves

Why Culture Matters in Tech



"Culture eats strategy for breakfast, and innovation for dessert."

A Few Big Rules



Ask Why & Challenge the Status
Quo.

Fun & Flow



Fun & Cool cultures foster creativity and
engagement

Sustainability as a Mindset



"Sustainability means teaching people to grow with Tech, not chasing it."

Scaling Without Losing Soul



“While some chased quick wins, we paused to ask:
what kind of tech citizens do we want to be?”

Portugal as a Playground to Scale Culture in VW



“Masters of eine Lösung aus dem Ärmel schütteln”
(To pull a solution out of one’s sleeve)

Build it like you mean it



"Start small, stay human, scale smart."



Thank You!