

## Media Release

Voith GmbH  
Group Communication  
St. Poeltener Str. 43  
89522 Heidenheim, Germany  
Tel. +49 7321 37-3456  
Fax +49 7321 37-7107  
www.voith.com

Page 1 of 4

### **Voith and Ray Sono Will Jointly Accelerate the Digitization of Industry**

2017-05-15

- **Voith enters a strategic partnership with the leading German digital service provider Ray Sono**
- **Ray Sono building up, in addition to its core business, an innovation hub for industry-oriented digitization solutions, with Voith as a pilot customer**
- **As part of an innovative cooperation model, Voith is acquiring a 60 percent stake in Ray Sono, although the digital experts will continue to act as an independent service provider in the B2C and B2B market**
- **Voith is implementing a further step in its digital agenda: Ray Sono will be assisting the Heidenheim-based company, besides its existing customers, in a long-term and sustainable journey along the path of digitization**

Heidenheim/Munich. Voith, the global technology company, and Ray Sono, one of Germany's leading digital service providers, have concluded a strategic partnership: these companies have joined up to build a new business division for industry-oriented digitization solutions under the auspices of Ray Sono AG. To supplement its core business, Ray Sono is to establish the agency on the market as a new digital service provider for industry. To do so, Voith is acquiring a 60 percent stake in Ray Sono AG. The cooperation model is geared to the strengths of the two partners, combining traditional skills with new business models.

The aim is to develop industry-oriented digitization solutions above all in the fields of the Internet of Things and Industry 4.0. Voith is taking on the role of pilot customer in this new business division of Ray Sono. The knowhow and resources of this new unit at Ray Sono will in future be



available to the existing customers of the agency, considerably extending its range of services.

Ray Sono AG will continue to operate with independent management and will remain active on the market under its own brand as an independent service provider for digitization in the B2C and B2B environment. There will also be no changes at all for customers, business partners and employees as a result of Voith's stake.

The partnership of the two companies is also aimed at implementing digital solutions within Voith's portfolio, such as the virtualization of machines and systems and the improvement of existing digital solutions. "With Ray Sono's expertise, the digital solutions offered and soon to be developed by Voith will provide an intuitive user experience that is significantly more powerful than before, and thus contribute to improving efficiency for industrial customers," explains Dr. Hubert Lienhard, President and CEO of Voith GmbH.

Thomas Helbing, President of Ray Sono AG: "We are pleased to work with Voith to set up this new business division within Ray Sono, with one its aims being to develop digital products and services for the industrial sector. This will bring the strengths of Ray Sono to the fore: the interaction of design thinking, customer experience, technical implementation and the nurturing of these complex digital ecosystems".

Ray Sono, established in 1992, currently has about 200 permanent employees in Munich and Berlin, and generated sales last year of around €18.8 million in the B2B and B2C environment, with its customers including Austrian Airlines, BMW, BRITA, DATEV, Deutsche Bahn, Linde, MAN, McDonalds and Miles & More. Ray Sono considers itself a pioneer and trailblazer of digital change for its customers, developing digital strategies plus the applications, products and services (mobile and personalized) based on them.

Voith's objective is to make a significant contribution to the digital transformation of industry. As part of its digital agenda, Voith is expanding its existing products and services to offer new digital solutions for its existing markets of energy, oil & gas, paper, raw materials, and transport & automotive, as well as the development of digital solutions for new markets Voith has not yet tapped. To achieve this objective, the Group Division Voith Digital Solutions – now with around 1,500 employees and around €300 million in sales – was established in 2016 to focus on the development of the company's digital business models.

Voith GmbH  
Group Communication  
St. Poeltener Str. 43  
89522 Heidenheim, Germany  
Tel. +49 7321 37-3456  
Fax +49 7321 37-7107  
www.voith.com

Page 2 of 4



Voith intends to invest an additional amount of around €100 million, over the next two fiscal years alone, in the development of digital products and services. More than twenty specific incubation projects have already advanced to the alpha or beta phase. Other projects will be launched soon.

“Voith and Ray Sono are united by traditional, complementary skills in their business segments, a leading market position and a sustainable value-oriented corporate culture. For Voith, acquiring a stake in Ray Sono is an important building block of our digital agenda that helps add significant expertise to the Group,” says Dr. Hubert Lienhard.

Thomas Fehr, President of Ray Sono AG: “By bringing together the 150 years of technological and process experience of Voith and the 25 years of digital transformation expertise of Ray Sono, we will be jointly developing highly innovative digital solutions for industry. That offers attractive potential for growth, both in the core business of Voith and for Ray Sono AG as a partner for digitization, which now has in Voith a strong majority shareholder.”

## About Voith

For 150 years, Voith’s technologies have been inspiring customers, business partners and employees around the world. Founded in 1867, Voith today has around 19,000 employees, sales of €4.3 billion and locations in more than 60 countries worldwide, and is thus one of the largest family-owned companies in Europe. Being a technology leader, Voith sets standards in the markets of energy, oil & gas, paper, raw materials and transport & automotive.

## About Ray Sono

Ray Sono, established in 1992, is one of Germany’s leading agencies for digitization. The company, headquartered in Munich and Berlin, is a pioneer and trailblazer for top companies and brands in their digital channels – from websites to apps and social media. Ray Sono devises digital strategies and creates digital applications, with a dedication to detail and a continuous and channel-transcending customer journey. Ray Sono has an online editorial service to ensure sustainable support for the channels at the highest level. For further information visit [www.raysono.com](http://www.raysono.com).

Voith GmbH  
Group Communication  
St. Poeltener Str. 43  
89522 Heidenheim, Germany  
Tel. +49 7321 37-3456  
Fax +49 7321 37-7107  
[www.voith.com](http://www.voith.com)

Page 3 of 4



Your contacts for press enquiries:

**Ray Sono:**

Frank Plümer  
plümer communications  
Friedensallee 27  
22765 Hamburg

Tel.: +49 40 790 21 89 70  
E-mail: fp@pluecom.de

**Voith:**

Dirk Böckenhoff  
Group Communication Voith GmbH  
Tel. +49 7321 37-3456  
dirk.boeckenhoff@voith.com  
www.voith.com

Voith GmbH  
Group Communication  
St. Poeltener Str. 43  
89522 Heidenheim, Germany  
Tel. +49 7321 37-3456  
Fax +49 7321 37-7107  
www.voith.com

Page 4 of 4

**Twitter**

<https://twitter.com/voithgmbh>  
[https://twitter.com/voith\\_hydro](https://twitter.com/voith_hydro)  
[https://twitter.com/voith\\_paper](https://twitter.com/voith_paper)  
[https://twitter.com/voith\\_turbo](https://twitter.com/voith_turbo)  
[https://twitter.com/Voith\\_DS](https://twitter.com/Voith_DS)  
[https://twitter.com/Voith\\_Career](https://twitter.com/Voith_Career)

**Instagram**

<https://www.instagram.com/voithgmbh/>

**LinkedIn**

<https://www.linkedin.com/company/voith-gmbh>  
<https://www.linkedin.com/company/voith-hydro>  
<https://www.linkedin.com/company/voith-turbo>  
<https://www.linkedin.com/company/voith-paper>  
<https://www.linkedin.com/company/voith-digital-solutions>

**Facebook**

<https://www.facebook.com/VoithGlobal/>

**YouTube**

<https://www.youtube.com/user/VoithTurboOfficial>  
<https://www.youtube.com/user/VoithPaperEN>  
[https://www.youtube.com/c/Voith\\_Hydro](https://www.youtube.com/c/Voith_Hydro)

