



The management and IT consultancy MHP is partnering with Snowflake, the AI Data Cloud company. (photo: MHP)

PRESS RELEASE
Joint Cooperation

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MHP partners with Snowflake to deliver AI-driven data analysis for customers

- The management and IT consultancy MHP is partnering with Snowflake
- The cooperation combines MHP's in-depth consulting know-how and industry expertise with Snowflake's leading data platform
- The partnership is dedicated to helping clients achieve their digital transformation goals and succeed in today's competitive market

Ludwigsburg – The management and IT consultancy MHP is partnering with Snowflake, the AI Data Cloud company, to expand its expertise in high-performance, AI supported data analysis and to maximize insights and competitive advantages for joint customers.

Dr Horst-Florian Jaeck, Partner at MHP and expert in Big Data Analytics & IoT Technologies, summarizes the benefits as follows: "The cooperation combines MHP's in-depth consulting know-how and industry expertise with Snowflake's leading data platform. Together, we offer our customers powerful AI-supported data solutions that enable customized use cases and competitive advantages."

Lukasz Chlipala, Regional Partner Director at Snowflake, adds: "We are excited to collaborate with MHP to bring transformative data solutions to businesses across Germany and beyond. By combining Snowflake's AI Data Cloud capabilities with MHP's profound industry knowledge in the automotive sector, we empower German enterprises to leverage their data more effectively and drive significant innovation. Our partnership is dedicated to helping clients achieve their digital transformation goals and succeed in today's competitive market."

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About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. Around 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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