

MOCCCA.

CONSULT. COACH. CHANGE.

Five service fields, one way of working — from
strategy to day-to-day operations.

We work where strategy meets operations.

Strategy & Management

- Strategy
- Restructuring & Turnaround
- Sales Consulting
- Supply Chain
- Start-up Advisory

Operational Excellence

- Lean & Six Sigma
- Production Performance
- Shop Floor Management
- Commissioning & Maintenance
- PMO & Document Management
- Industrial Transformation
- LED conversion

IT & Digitalisation

- IT Strategy & Architecture
- Process Digitalisation
- Microsoft 365 & Cloud
- Managed Services
- IT Project Management
- Information Security

AI & Automation

- AI Strategy & Readiness
- AI Agents
- Agentic Workflows
- Knowledge Systems / RAG
- Enterprise AI Integration

Digital Growth

- Agentic Marketing
- AI Websites
- Content Automation
- SEO / GEO
- Lead & CRM Automation

OWN PRODUCTS Moccca Agentic OS (pilot) Moccca Labs Moccca Academy (in preparation)

Every service field follows the same logic.

SERVICE FIELD	CONSULT · UNDERSTAND	COACH · ENABLE	CHANGE · DELIVER
Strategy & Management	Assessment of position, strategy and market analysis	Executive coaching, management workshops	Implement restructuring and sales transformation
Operational Excellence	OpEx assessment, value stream analysis	Lean training, shop floor routines	Improvement programmes, KPI systems
LED conversion	Free LED check, business case, funding	Decision paper, partner concept or tender	Installation, acceptance, verified savings
IT & Digitalisation	IT review, digitalisation roadmap	Introduction of and training on new systems	Integration, managed services in operation
AI & Automation	AI readiness, process assessment	AI enablement for teams and leaders	Agents and workflows in day-to-day business
Digital Growth	Positioning, target groups, channel analysis	Content and CRM routines	Website, lead automation, follow-up

Set direction, build structures, secure growth.

For companies that need to realign, grow or stabilise in a difficult environment.

Strategy & business model	Assessment of position, target picture and prioritised roadmap.
Restructuring & Turnaround	Secure liquidity, reorganise costs and structures.
Sales Consulting	Sales strategy, processes and steering.
Supply Chain	S&OP, inventory strategy and supplier risk.
Start-up Advisory	Business model, planning and building the organisation.
Change & Executive Coaching	Guide leaders through change.

CONTACT
Christian Ebner · Managing Director

CONSULT
Analysis of market, figures and organisation

COACH
Workshops and coaching for management

CHANGE
Implement measures and follow through

Stable, lean and measurable operations.

From the shop floor to the PMO: we make production, maintenance and projects predictable and improve them for good.

CONTACT
Dr. Ronald Hüner · Lean Six Sigma Black Belt

Lean & Six Sigma	Systematically reduce waste and variation.	
Production Performance	Increase availability, throughput and quality.	
Shop Floor Management	Key figures, routines and escalation where value is created.	
Commissioning & Maintenance	Steer commissioning, make maintenance predictable.	
PMO & Document Management	Steer projects, master documentation.	
Industrial Transformation	Reshape plants and processes — from analysis to operation.	
LED conversion	LED check, business case, implementation and verification — next slide.	
CONSULT	COACH	CHANGE
On-site assessment, value stream and key figures	Lean training and routines with the teams	Implement and secure improvements

LED conversion. Clearly calculated, properly delivered.

We check your lighting free of charge, calculate the business case openly and support the conversion through to verified savings — with vetted manufacturer partners or independently for a fee. You decide.

WAY 1 · no advisory fee for you

Implementation with a manufacturer partner

Offer directly from the manufacturer; the partner pays us.

Lighting concept and offer from the manufacturer partner

Funding, installation and acceptance coordinated

Fastest route to implementation

WAY 2 · manufacturer-neutral

Independent advice for a fee

Exclusively on your side — no commissions in this engagement.

Tender and offer comparison

Decision paper and award

Fee by proposal, fixed price or time and material

In both ways: business case, funding, emergency lighting and verified savings.

LED check → Analysis → Your way → Offer → Funding → Installation → Verification

FOR Industry & production · Logistics & warehousing · Offices & administration · Retail & commercial

CONTACT

Moccca sales team · sales@moccca.com

IT that keeps operations running.

IT strategy, digital processes and day-to-day operation of Microsoft 365, websites and workplaces — managed remotely, on site with partners.

CONTACT
IT & AI team

IT Strategy & Architecture	Target picture, architecture, selection of systems and vendors.
Process Digitalisation	Map processes digitally, remove media breaks.
Microsoft 365 & Cloud	Introduction, migration and administration.
IT Project Management	Plan, steer and accept IT projects.
Information Security	Baseline protection, policies and awareness.
Managed Services	Ongoing operation in fixed packages.

IT ESSENTIALS Administration of Microsoft 365 or Google, users and licences, security baseline, monthly report	MANAGED WORKPLACE plus device management, patching, endpoint protection, cloud backup, remote support	WORKPLACE PLUS plus fast response, quarterly IT review, security awareness, network monitoring	WEBSITE CARE Operation, updates, backups and monitoring of your website in three tiers
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Remote by Moccca, on site via partners · Terms on request.

AI that works in real processes.

We use AI where it brings measurable relief — with clear roles, human approval and clean integration into your systems.

CONTACT
IT & AI team

AI Strategy & Readiness	Where does your company stand, where does AI pay off?	
AI Process Assessment	Review processes for automation potential.	
AI Agents	Role-based agents for back office, sales and projects.	
Agentic Workflows	Delegation, review and approval as defined routines.	
Knowledge Systems / RAG	Make company knowledge searchable and usable.	
Enterprise AI Integration	Connect AI securely to existing systems.	
AI Enablement	Enable teams to work with AI.	
CONSULT	COACH	CHANGE
Readiness, use cases, data situation	Enablement for teams and leaders	Agents and workflows in operation

A digital presence that generates enquiries.

Website, content, lead capture, booking and CRM work as one — supported by agents that research, write and follow up.



Agentic Marketing	Agents research topics and prepare campaigns.
AI Websites	Fast, multilingual websites with clear conversion.
Content Automation	Plan, create and approve content — with human review.
Lead & CRM Automation	Capture and qualify enquiries, follow up in the CRM.
SEO / GEO	Visibility in search engines and AI answers.

CONTACT
IT & AI team

From Consulting to Continuous Intelligence.

Consulting results become running systems. Agentic OS connects knowledge, agents, workflows and automation with day-to-day operations — people keep the final approval.

Knowledge

Documents, notes and data as a searchable knowledge base.

Agents

Roles with clear tasks, permissions and budgets.

Workflows

Delegation, review and approval as defined routines.

Operations

Automations, reports and key figures in one view.

● Pilot phase · Access by invitation

The application is in internal pilot operation. Features for clients are being released step by step.

What proves itself with us becomes an offering.

In Moccca Labs we develop and trial our own AI technology in our own operations – with an open status.

PROJECT	WHAT IT IS ABOUT	STATUS
Agentic OS	Command centre for agents, knowledge and automation	Pilot
AI Agents	Role-based agents for back office, sales and projects	Internal use
Voice AI	Voice control and speech output for briefings	Prototype
Digital Twins	Digital representations of processes and assets as a basis for decisions	Concept
Prototyping	Proofs of concept in weeks rather than months – with a clear assessment	On request

Knowledge that stays in the company.

The Moccca Academy will bring together the trainings and workshops from our engagements. This turns the COACH phase into an offering of its own.

● In preparation · Formats and dates to follow

PLANNED TOPICS

Lean & OpEx	Methods and routines for production and projects.
AI in everyday work	Safe, effective use of AI in the team.
Leading through change	Change management for leaders.
Management workshops	Strategy and priorities in the leadership team.

Start small, decide clearly.

Potential analysis

Compact review of strategy, organisation and figures.

Result: prioritised roadmap

OpEx assessment

On-site analysis of production, maintenance or projects.

Result: action plan with key figures

AI readiness check

Maturity, data situation and suitable use cases for AI.

Result: assessed list of use cases

IT review

Systems, security and support at a glance.

Result: recommendations and roadmap

Workshop & training

For management or teams, on strategy, lean or AI.

Result: shared understanding, next steps

Implementation support

We support implementation over an agreed period.

Result: measurable impact in operations

Three models, depending on the task.

PROJECT

Fixed scope, clear result.

For defined undertakings such as analyses, concepts or roll-outs.

GUIDANCE

Coaching and sparring for a period.

For leaders and teams who carry a change themselves.

ONGOING SUPPORT

At your side for the long run.

For managed services, Website Care, digital growth systems and continuous improvement.

We prepare individual proposals after the first meeting.

Your topic, your contact.

SERVICE FIELD	CONTACT
Strategy & Management	Moccca sales team
Operational Excellence	Dr. Ronald Hüner · Senior Expert
LED conversion	Moccca sales team
IT & Digitalisation	IT & AI team
AI & Automation	IT & AI team
Digital Growth	IT & AI team
Moccca Agentic OS (pilot)	IT & AI team

Enquiries and meetings: sales@moccca.com — meetings can also be booked online at moccca.com. General: management@moccca.com.

Let's talk.

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