

TRANSFORMING MARKETING FOR MANUFACTURING AND SUPPLY CHAIN



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- 20+ years experience in supply chain management and manufacturing industries
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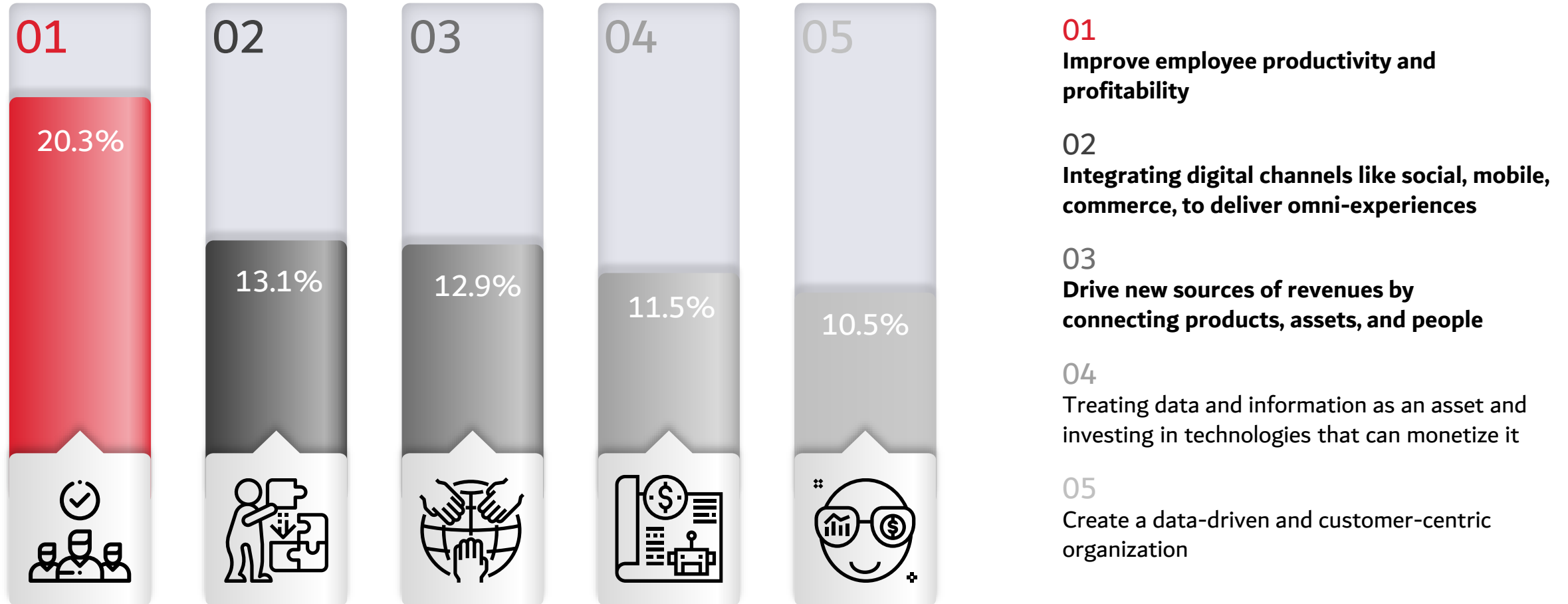


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- 20+ years marketing leadership roles in Global High Growth Regions and Asia Pacific
- 8+ years digital transformation experience with both technology and industrial MNCs
- Asia's Most Influential CMOs 2015; Asia's Top 50 Women Leaders 2016
- Ex-regional CMOs for Nokia Cloud and Motorola Solutions

What is Driving Digitalization?

Q: What are the top 3 initiatives or priorities driving Digital Transformation in your organization?

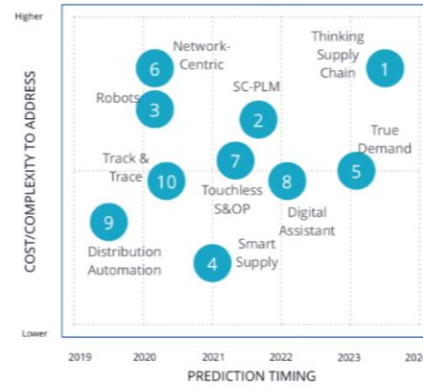


Organizations are driven to digital transformation to increase performance and customer experience, and recognizing that business models are changing, providing new opportunities

IDC FutureScapes

Trends
Direction
Forecast
Prediction
Indicator
Future

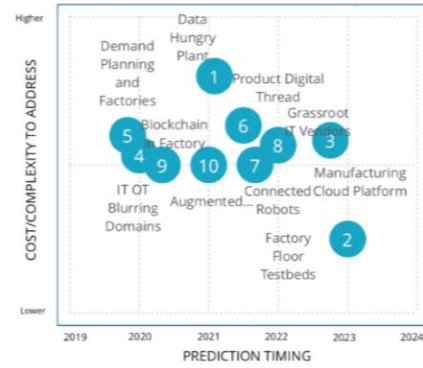
IDC FutureScope: Worldwide Supply Chain Figure 1



- By 2024, over 60% of G2000 manufacturing organizations will rely on AI platforms to drive digital transformation across the supply chain, leading to productivity gains of over 20%.
- By 2022, over 40% of manufacturers worldwide will be integrating data from product-lifecycle apps into their supply chain data to improve overall aftersales service levels, achieving increases of 60%.
- By 2020, 65% of ecommerce operations will make use of autonomous mobile robots within their order fulfillment processes, thus helping to increase productivity by over 100%.
- By 2021, smart-supplier lifecycle management solutions will automate 50% of suppliers' enterprise activities, from onboarding to exit, thus improving both performance and relationships.
- By 2024, one third of large manufacturers will have moved to using actual demand data instead of short-term forecasts, resulting in an OTIF delivery improvement of 2 percentage points on average.
- By 2020, half of large manufacturers will have begun shifting their supply chain applications from enterprise-centric to network-centric, driving productivity gains of 2 percentage points
- By 2022, digital technologies will have enabled the automation of repetitive operational tasks, leading to 50% less planner intervention and "touchless" sales and operations planning.
- By 2023, talent shortages in the supply chain for 75% of the top 500 manufacturers worldwide will largely have been mitigated by the use of supply-chain digital assistants.
- By 2019, 25% of manufacturers will have doubled investments in distribution automation in reaction to dramatic increases in single-item orders originating from the growth of online marketplaces.
- By 2020, track-and-trace investments will have increased by 30% to improve forecast accuracy and customer experience metrics and real-time order visibility will have become the norm for consumers.


Source: IDC, 2018
IDC ANALYZE THE FUTURE

IDC FutureScope: Worldwide Smart Manufacturing Figure 1



- By 2020, To Increase Speed, Agility, Efficiency, And Innovation, 80% Of Manufacturers Will Need To Extensively Restructure, Placing Data At The Center Of Their Processes.
- By 2023, The Need For Complex Integration And Collaboration In Smart Manufacturing Will Have Driven More Than 50% Of Manufacturers Worldwide To Actively Participate To Testbeds.
- Driven By The Need To Turn More Data Into Value, 40% Of Manufacturers Will Have Employed A Cloud Platform That Crosses Traditional IT Boundaries And Integrates Operational Technology By 2022.
- By 2019, Over 50% Of Manufacturers Will Have Begun To Incorporate Governance Models To Integrate IT And OT, Thus Expanding The IT Skills Of OT Users As These Two Domains Continue To Converge.
- In 2019, Demand Fluctuations And Mass Customization Needs Will Drive 35% Of Manufacturers To Consider Augmenting Factory Capabilities Using Customer, Connected-Product, And Social-Media Data.
- To Deliver Complex Products Through Networked Processes, By 2022, 75% Of G2000 Manufacturers Will Have Established Digital Platforms To Unify Product And Manufacturing Process Data.
- By 2021, 20% Of G2000 Manufacturers Will Have Digitally Connected At Least 30% Of Their Robots To A Cloud Platform To Improve Operational Efficiency And Agility.
- By 2021, Machinery OEMs Will Have Become Key Suppliers Of IT Applications For The Shop Floor For 50% Of Manufacturers, Giving These OEMs A Clear Competitive Advantage.
- By 2020, 30% Of Manufacturers Will Have Increased Investments In Blockchain And Open Standards By 50% To Improve M2M Transactions And Processes, Such As Traceability, Maintenance, And Customer Orders.
- By 2021, 60% Of Manufacturers Will Have Empowered Shop-Floor Workers With AR/VR, Intelligent Apps, And Co-Bots, Thus Achieving Productivity Gains Of Up To 7% And More Attractive Work Environments.


Source: IDC, 2018
IDC ANALYZE THE FUTURE



IDC FutureScape: Worldwide Supply Chain 2019 Predictions

Prediction 1: By 2024, over 60% of G2000 manufacturing organizations will **rely on AI platforms** to drive digital transformation across the supply chain, **leading to productivity gains of over 20%**.

Prediction 2: By 2022, over 40% of manufacturers worldwide will be **integrating data from product-lifecycle apps into their supply chain data to improve overall aftersales service levels**, achieving increases of 60%



IDC FutureScape: Smart Manufacturing 2019 Predictions

Prediction 3: Driven by the need to **turn more data into value**, 40% of manufacturers will have employed a **cloud platform** that crosses traditional **IT boundaries and integrates operational technology** by 2022.

Prediction 5: In 2019, **demand fluctuations and mass customization needs** will drive 35% of manufacturers to consider **augmenting factory capabilities using customer, connected product, and social-media data**.

HONEYWELL CASE STUDY

SUCCESS STORY / BAOSTEEL

The World's Biggest Steel
Manufacturer Becomes
One of the Smartest

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CHALLENGES

The ability to transform a business from manual trial-and-error to intelligent automation is no small feat. But when a single, incorrectly-set welding machine costs \$545K in stoppages and labor alone—and it's the cornerstone of your business process—there's a serious incentive to make the change.

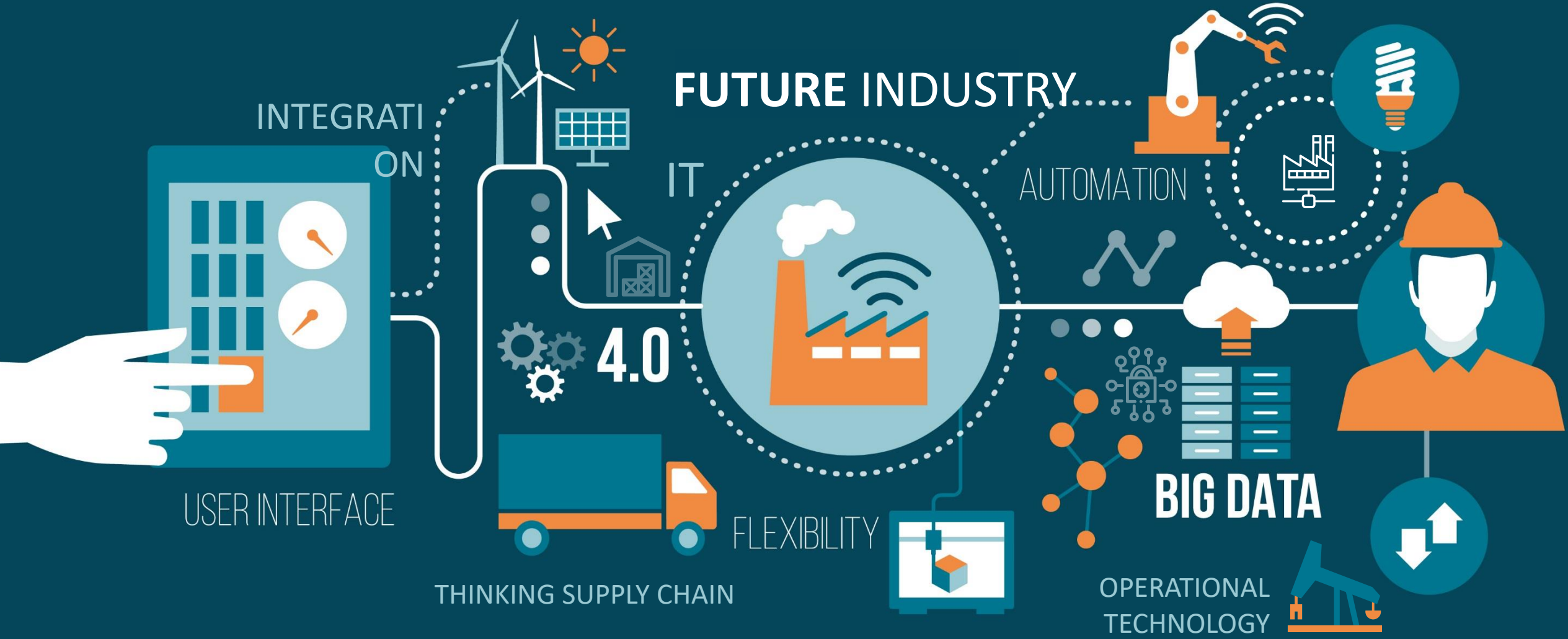
SOLUTION

Thanks to a combination of AI and predictive modeling, we analyzed 6,000 welding sessions to develop the first intelligent High-Performance Fusion welding machine management system. It actively monitors the health and efficiency of welding machines, helps evaluate and maintain weld quality, and predicts how to set welding machines for their next operation.

RESULT

By automating Baosteel's core manufacturing process with IoT technology, they have increased operator accuracy by a remarkable 96.4 percent, reduced stoppages by 90 percent, and cut labor costs to the tune of \$450K per year. And turned a big business into a considerably smarter one.

SELL & SERVICE <> DELIVER/FULFIL <> PROCESS <> EXTRACT/CREATE <> DESIGN/EXPLORE/DISCOVER



|| MINE TO MOBILE || GATE TO PLATE || FIELD TO FASHION ||

