



# DIGITAL TRANSFORMATION: HOW THE BEST-IN-CLASS ARE PREPARING FOR THE FOURTH INDUSTRIAL REVOLUTION AND BEYOND

## MASS CUSTOMIZATION

To provide personalized products, Best-in-Class manufacturers embrace the Fourth Industrial Revolution practice known as Mass Customization.

**57%**

of Best-in-Class firms implement mass customization via **collaborative customization** to profitably meet individualized customer needs and create more agile manufacturing and production operations.

This enables them to provide unique value to their customers in an efficient manner.

The Best-in-Class are

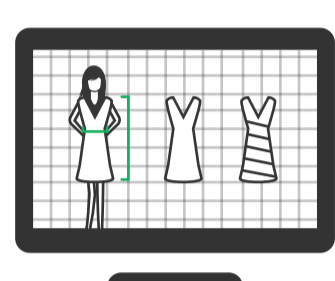
**3.1x**

more likely to embrace mass customizations via **collaborative customization**.



## TYPES OF MASS CUSTOMIZATION

### collaborative



Conduct a dialogue with individual customers to help them articulate their needs, identify the precise offering that fulfills those needs, and make customized products for them accordingly.

### transparent



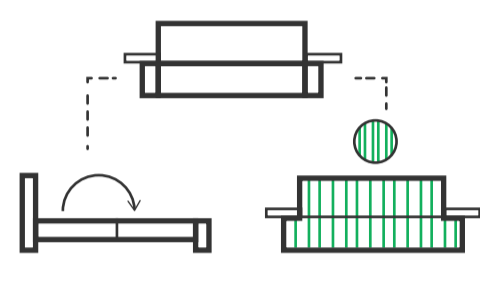
Provide individual customers with unique goods or services without letting them know explicitly that those products and services have been customized for them.

### cosmetic



Present a standard product differently to different customers.

### adaptive



Offer one standard but customizable product that is designed so that users can alter it themselves.

What types of customization do **you** use?

## UNIFIED COLLABORATION

Unified collaboration is a core element of 4IR, and central to providing a new industrial experience.

The Best-in-Class champion unified collaboration with

- customers
- vendors
- partners

to increase manufacturing

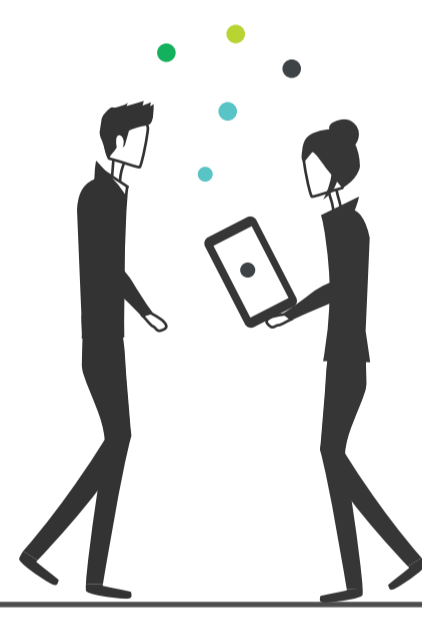
- agility
- flexibility
- speed

THE BEST-IN-CLASS ARE MORE LIKELY TO COLLABORATE IN THE FOLLOWING WAYS:

### customers

**48%**

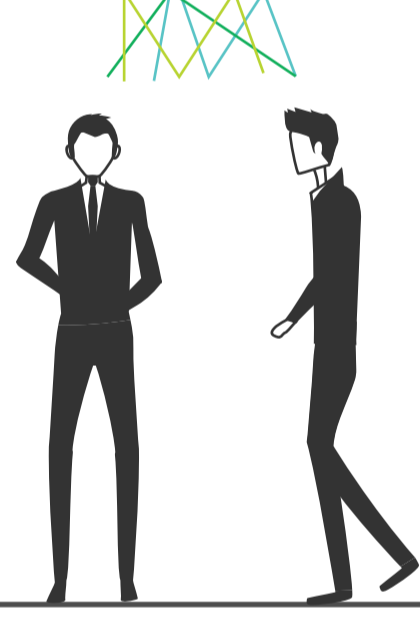
MORE LIKELY



### non-engineering team partners

**40%**

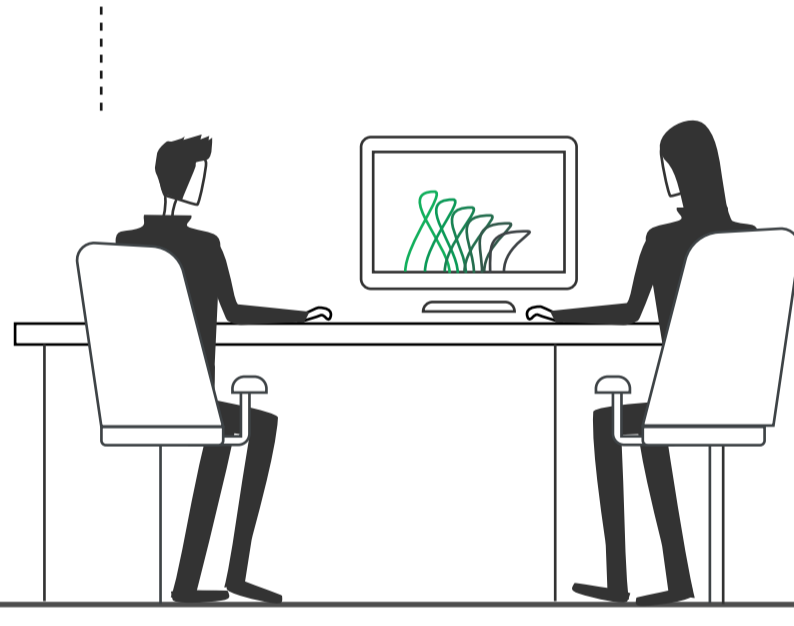
MORE LIKELY



### engineering team partners

**23%**

MORE LIKELY



## 4IR EMERGING TECHNOLOGIES FOR DIGITAL TRANSFORMATION

The Best-in-Class deploy 4IR emerging technologies to meet customer demands for personalization — and are transforming their businesses in the process.

4IR is all about connected operations to provide tailor-made customer products, produced at scale to increase both:

customer satisfaction

manufacturer profits

The Best-in-Class are

**3x**

faster at implementing **machine learning**, additive manufacturing, virtual reality, and augmented reality.

The Best-in-Class are

**88%**

ahead of All Others in **connected operations** via IIoT / sensor implementation.

## TYPES OF EMERGING TECHNOLOGIES

THE BEST-IN-CLASS ARE:

**1.9x**

AHEAD IN DEPLOYING

industrial IoT



**1.9x**

AHEAD IN DEPLOYING

machine learning



**2.9x**

AHEAD IN DEPLOYING

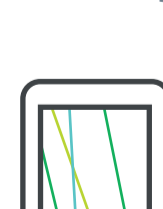
virtual reality



**1.8x**

AHEAD IN DEPLOYING

augmented reality



Best-in-Class manufacturers lead the way in combining the practices and emerging technologies of the Fourth Industrial Revolution to create a new industrial experience. The 4IR enables

Best-in-Class manufacturers to provide multiple types of customized industrial equipment, machines, and components in an on-demand and made-to-order capacity.

LEARN MORE ▶