



PLM, IoT, Automation - The business world is changing; now what?

The business world is changing at a pace that we've never experienced before. There is so much noise and nervousness around technology and its impact to our way of life, our livelihood and what companies need to focus on to survive. Everyone is looking for the "Silver Bullet" that will bring everything together for them. Companies want it to happen in an easy and quick manner. With little disruption to the way our companies and our employees work while providing the pathway to tomorrow's success. Well, as you already know, it's not easy, because its disruptive and needs focus.

With that being said, I'm a true believer that we, our current business leaders and technology developers have a great opportunity to make a successful future happen today.

It will take embracing new concepts and technology, incorporating learnings from our past experiences and rationalizing success in terms of what we need to do to create a successful tomorrow and not protecting legacy for legacy sake.

It all starts in what our organizations offer as a product and/or service, how fast we can bring it to market. At the end of it all, it comes down to experience we provide for both our employees and or customers. I say both because the solutions we give our employees to be able to interact with our customers is what produces that great customer experience. It goes hand in hand.

So now, let's focus on 5 key principles that from my perspective, will change our nervousness about technology into excitement and creating the enabling force of change we need in our world for our businesses to succeed.

Principle #1:

Product Leadership = Business Success

Product Leadership comes from delivering "first to market" functionality, with the best quality and the greatest customer experience, at a competitive market price. Without it, you become a commodity, and if that occurs it's a race to the bottom—all based on price. The lowest price.

Principle #2:

Understand connectivity and its 3 forms and embrace it —Personal Connectivity, Product Connectivity and Customer Connectivity

Personal connectivity is our interaction with our people and we need to take great care on ensuring the best employee experience and offering them solutions to excel at their role.

Product Connectivity centers around creating an interaction of the product/service your organization offers, from start to finish, while you **define** it, **design** it, **manufacture** it, **service** it and your customers **utilize** it.

Customer connectivity is our ability as businesses and brands to establish a **relationship** with our **potential** customers, **current** customers and our **competitor's** customers.

Principle #3:

Automate ALL redundant work and focus on - Learning and Innovation

When you talk about "automation" people

become very nervous. However, if you ask your employees what frustrates them, sometimes to the point of them leaving, its redundant and non-value added tasks that get in the way of doing work they want to do. Remember, our employees create our **culture**, our **success** and the **experience** for our customers. So we need to take care of them, by eliminating redundancy and creating an environment of innovation and learning.

Principle #4:

End to End Business Thinking and Excellence always wins over Functional Thinking & Excellence

Our organization's are viewed as a single entity by our customers. In order to create a great experience for them and operate at optimum efficiency we need to work as one.

Principle #5:

Real-time information with Machine Learning Analytics = Good Business Decisions

Our business success and future is a result of our decisions. We need to have the correct data, augmented with machine learning analytics to enable us to make great business decision not only on historical data but also on what is being predicted.

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