



DRIVEN-4's 2018 Reflections

When we reflect on 2018, we see our second full year of business operations coming to a close. I find it hard to believe that we've been running our organization and building relationships with our new customers and our technology partners for two plus years. With that being said, we wanted to start our newsletter by saying "Thank You" to our customers, our partners and our employees who have made 2018 a great year!

The key themes that have resonated for us in 2018 are focused around four main concepts. These concepts are all centered around the convergence of the physical and digital world. They provide key business benefits in all facets of your business — during design, manufacturing and service. Our learnings of what can be realized to solve real world business problems by integrating these two worlds, has only started to be realized in business and we see these concepts being the driving force for technology focus within organizations.

The **four** main concepts are:

1. Real-time "Validation & Verification" = Quality Products entering the market at a record pace

When we look at being able to deliver quality products to the market within a shrinking timeframe, we see the delivery of real-time product testing results to engineers and designers and the analysis of these results as a needed business enabler. The key to success is the ability to integrate Product Lifecycle Management (PLM) with the Internet of Things (IoT) and to couple that with an analytics engine to enhance data analysis and problem solving.

Integrated Product Validation and Verification creates a real-time design environment to shorten design cycles!

2. Smart Factories = Real Competitive Advantage

When we take an objective view of how North American original equipment manufacturers (OEM) are going to win in the global economy with its' varying wages and currency, we see Smart Factories as being the competitive advantage needed for today and the future. We believe the key is being able to create an automated manufacturing environment that predicts potential risks and turns this information into preventive action before they become issues and downtime. Adding to this, the ability to drive action from real-time data and analytics, and now you have the flexibility and agility you need to drive a real competitive advantage.

Smart factories provide the business advantage needed to win in the global marketplace!

3. Augmented Reality = Better Training and Customer Support

In today's workplace environment, which encompasses low employee retention and an aging workforce, the need to capture knowledge and provide it in an easily understood and consumable manner to the new generational workforce, is the key to efficient training and enhanced customer support. The technology and mechanism of choice, is "Augmented Reality". We believe this will be further enhanced with Virtual Reality as the ease of developing these training solutions becomes mainstream.

Augmented Reality is the technology of choice to share business knowledge and enhance learning!

3. A Cybersecurity Strategy is NOT an Option

When you think about the convergence of the digital and physical world, in all aspects of business, one topic comes to the top of mind. This being the urgency needed for all organizations' to have a holistic cybersecurity strategy and defense. This is one area with which businesses are all concerned and justly so. Think about the transition business is undergoing, from an internal disconnected business environment and workforce to a totally integrated and connected organization. This transition and the enabling technologies require organizations to address the cybersecurity risk.

Information and knowledge is your company's competitive lever—make sure it's secure and stays that way!

With our experience of our days being in your shoes, and now, working with our customers, we have the breadth and knowledge to help your organization to embed the enabling technologies needed for tomorrow's success.

Give us a call or email us, if you'd like to move your business to a more integrated and productive system!

Next Month: Key Technology Trends for 2019