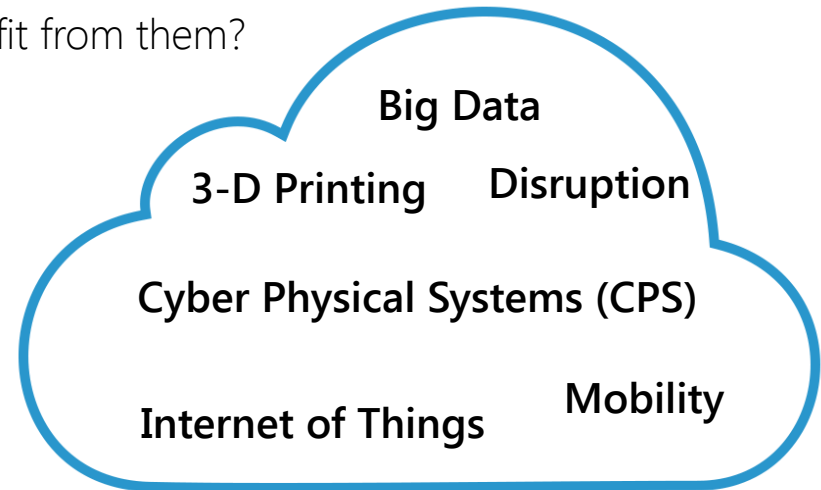


# How to Digitize your Manufacturing Business: Methodology and Instruments

Dr. Sabine Wilfling

# Challenges of digitization for industrial companies

- What are the key impacts of the Digital Revolution?
- What is the relevant technology?
- What are my opportunities and how can I benefit from them?
- What is the business impact of digitization?
- How to define a suitable Industry 4.0 Strategy?



How to find a Master Concept for Industry 4.0?

# Impact of Industry 4.0 on production companies

Multi Channel

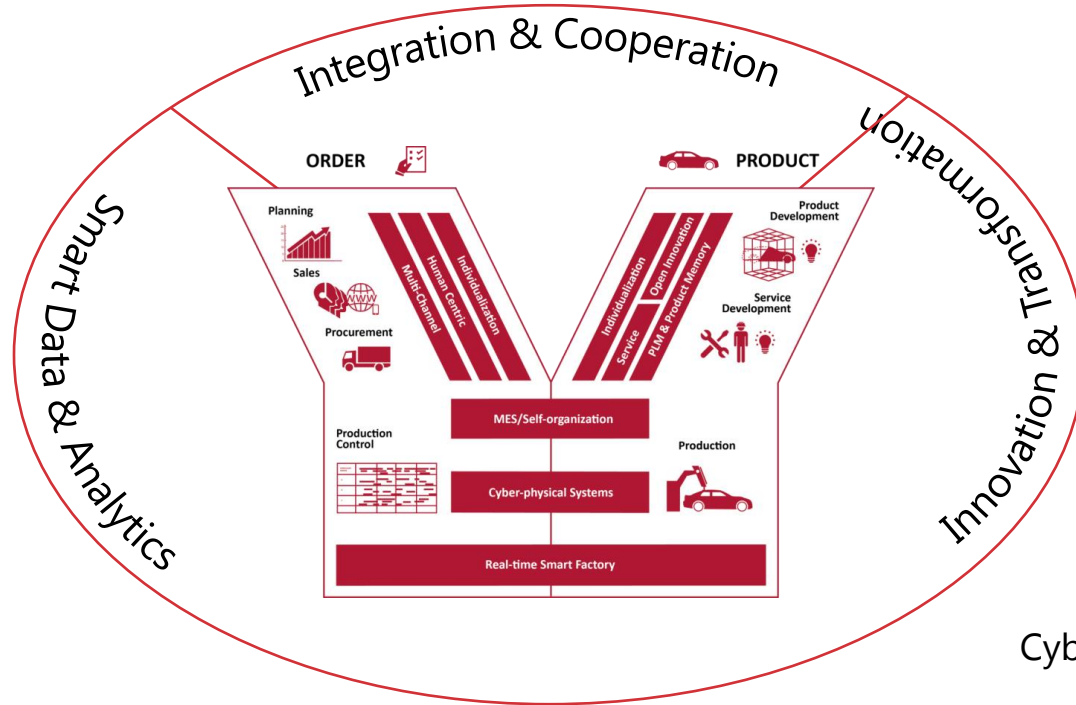
Internet of Things

Mobility

3D-Printing

Big Data

Cyber Physical Systems (CPS)



# Vision – The revolution will materialize in the business processes



Everything which can be digitized, will be digitized!



Digitization leads to extreme productivity and responsiveness!



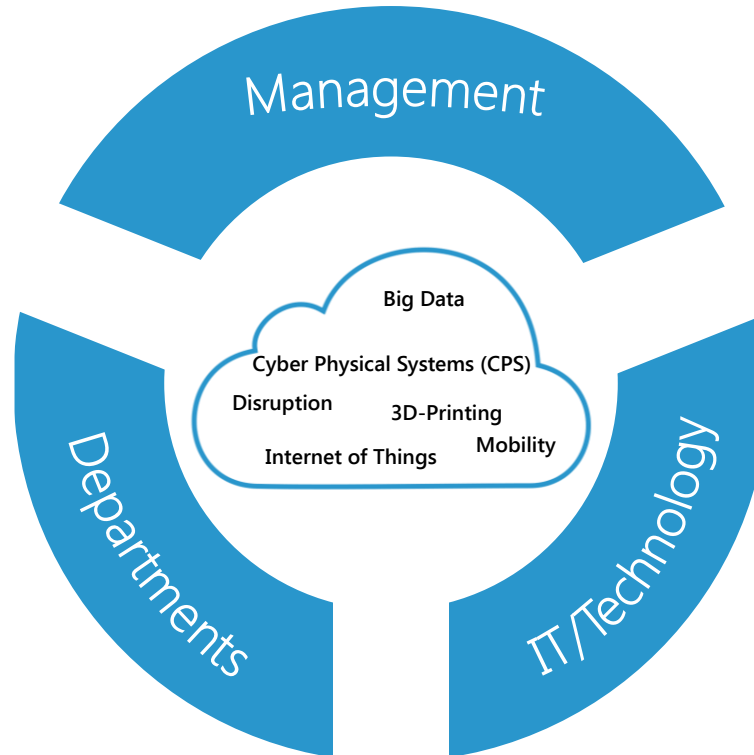
Each process, each product, each business model will be digital!



## IT and Business become ONE

# Challenges of our customers in digitization

- „How can we benefit from digitization“
- „Does digitization endanger my business model?“
  
- „We have good ideas but we can not create a business case for them“
- „Our IT is way too slow and inflexible“
- „To realize our ideas we need other departments and externals“
- „We do not have digital Know-how“

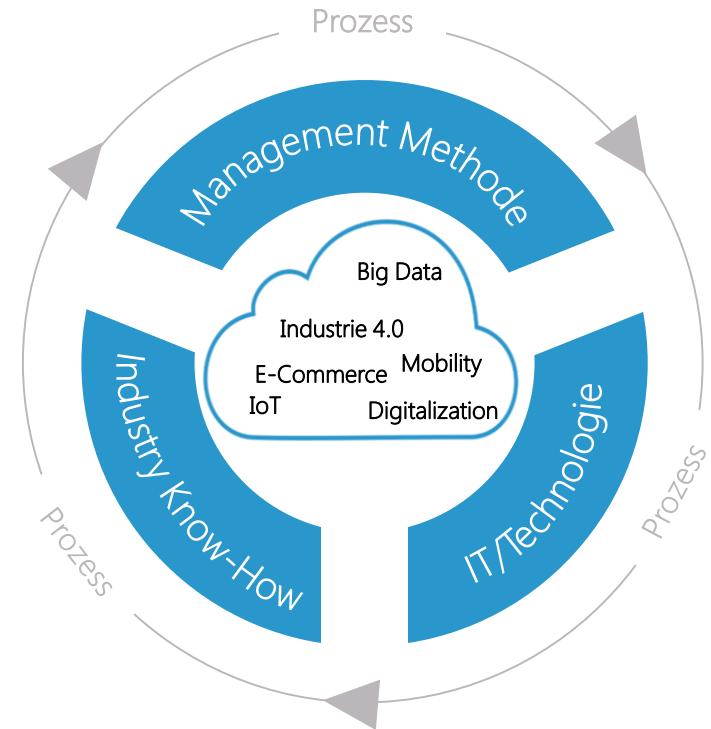


- „Where is it worth investing?“
- „What technologies are interesting for us?“
  
- „Shadow IT is a major problem“
- „How can we possibly realize all the short term requirements?“
- „I can not constantly change my IT roadmap“

# Integrated approach as key success factor

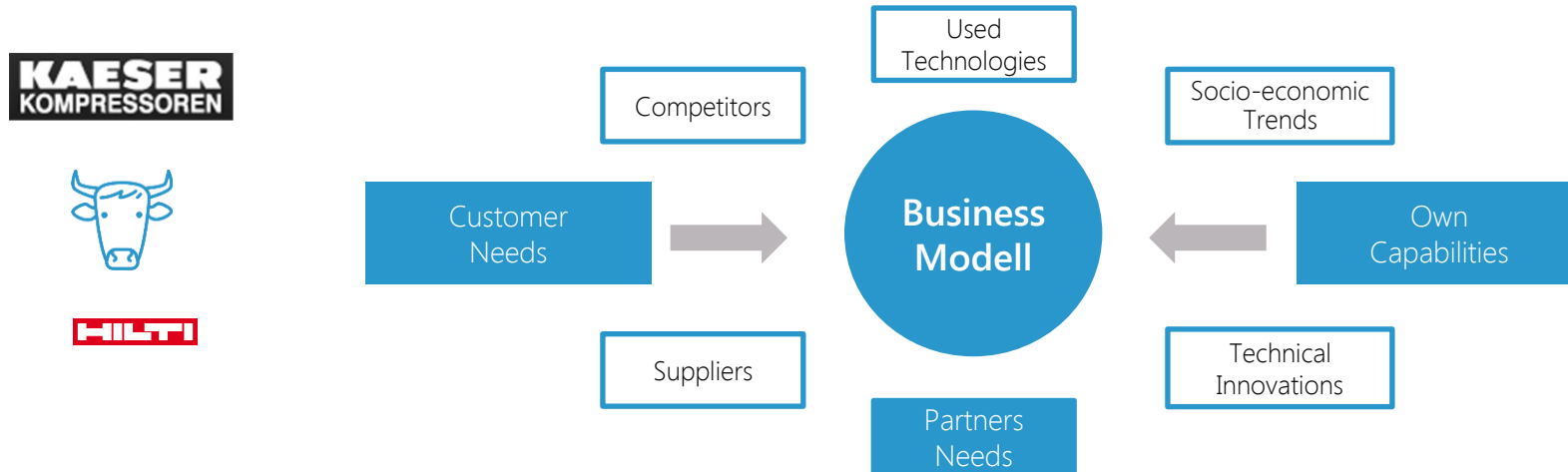
- Digitization is not an isolated technology or IT topic!
- A solution approach needs to consider all three perspectives.
- Business processes are the linking pin between the different dimensions.

„Digitize your business“  
The revolution begins in the processes

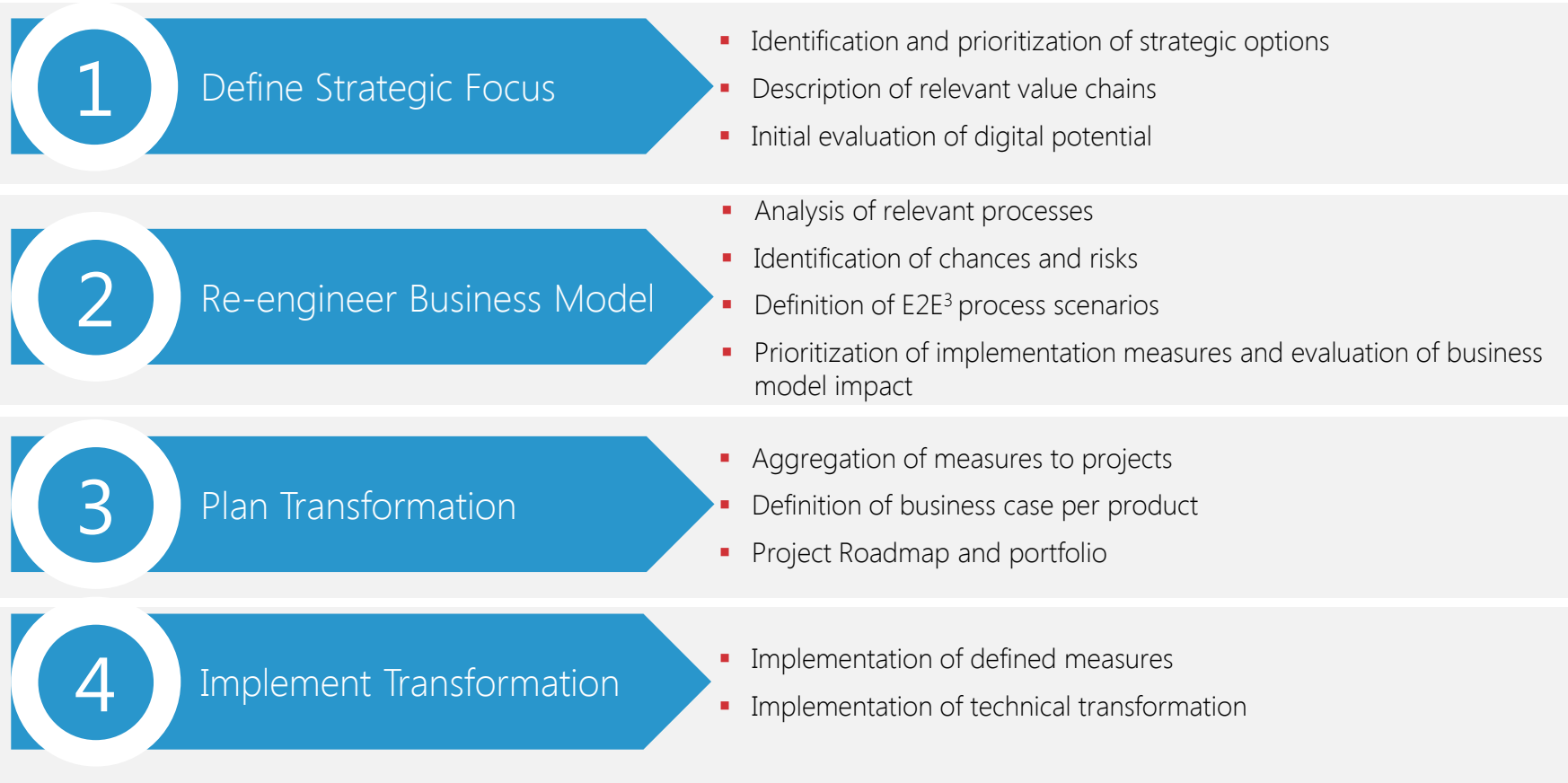


# The central question – Business model impact

- Strategy development does not have to be invented new.
- There is no common pattern for successful Industry 4.0 Business Models.
- Successful digitization need not be disruptive.

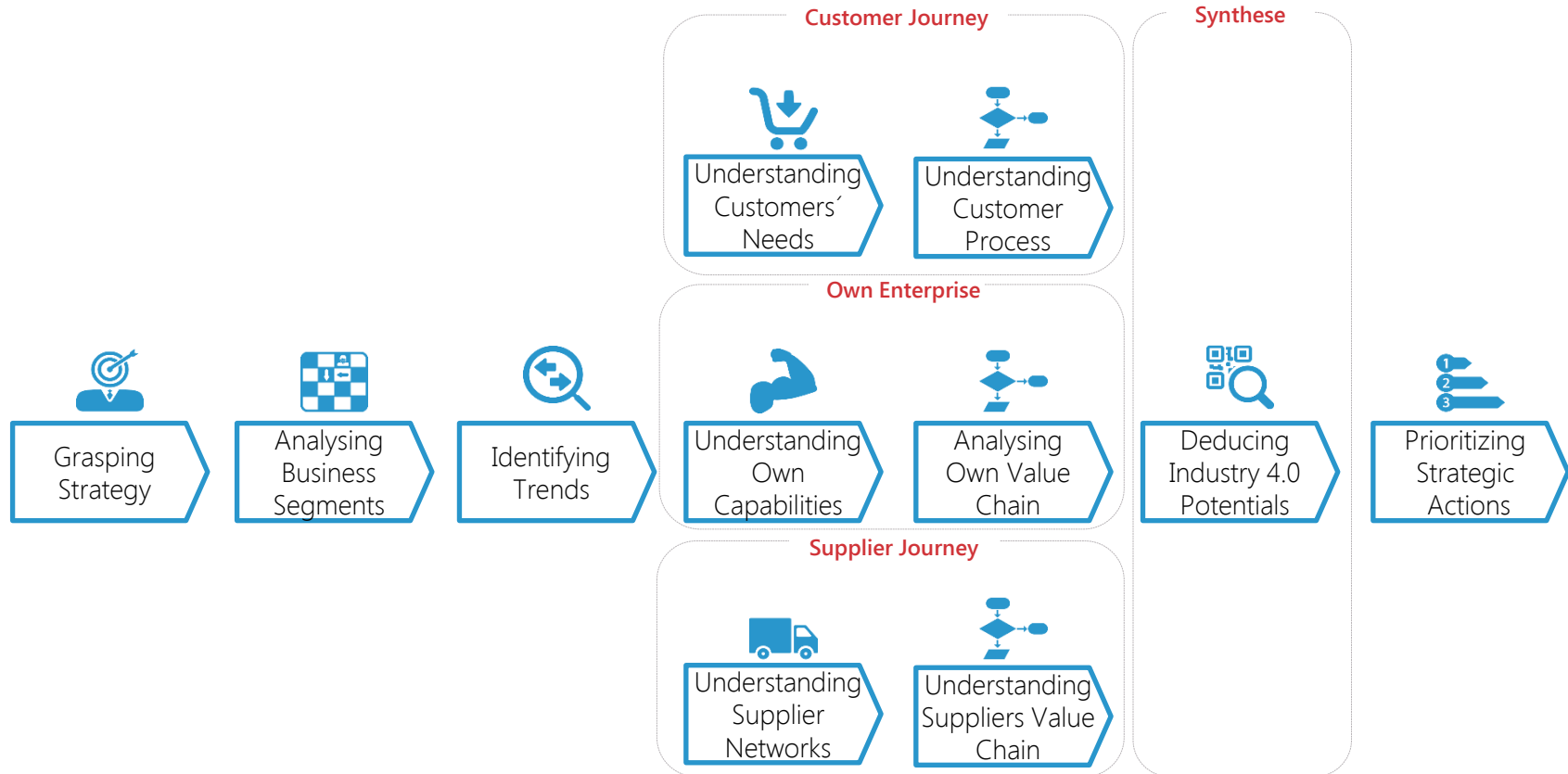


# 4 Phases of digital transformation





# Industry 4.0 Methodology: 1. Define Strategic Focus



# Summary

To define appropriate strategic Industry 4.0 starting points a systematic approach is needed.

1

The Analysis of the Value Network offers suitable Industry 4.0 Potentials

2

Nearly everything can be changed by implementing new technologies - Main Challenge is the Business Case

3

Disruptive Innovation are often associated with high capital invests. Moreover they do not assure competitive advantages.

4

A suitable "Step by Step Concept" opens the way to new Business Models by improving the present one.

5

Focusing on manageable Industry 4.0 activities in suitable strategic fields is better than looking for „The next big thing“

6

# Thanks for your attention

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