

DIGITAL TRANSFORMATION TRENDS IN THE MANUFACTURING LANDSCAPE FOR 2018



Every industry faces business disruption at one point in time, and manufacturing is ripe for change. With globalization, an aging workforce and changing regulations challenging the status quo, there has never been a better time for a digital revolution.

60% OF GLOBAL 2000 MANUFACTURERS EXPECT TO BENEFIT FROM DIGITAL TRANSFORMATION
- CONSTELLATION SURVEYS

Technological change can take place in several ways...

CRM TRENDS

CHANGING THE CUSTOMER EXPERIENCE MODEL

THE DIGITAL WORLD IS STEADILY MAKING THE IDEAL CUSTOMER EXPERIENCE MORE AND MORE COMPLEX.

TODAY'S BUYERS...

<p>ARE EMPOWERED BY TECHNOLOGY</p>	<p>CONSUME LOTS OF INFORMATION BEFORE BUYING</p>	<p>SPEAK ABOUT EXPERIENCES ACROSS SOCIAL MEDIA</p>	<p>AVOID SALES PEOPLE UNTIL READY TO PURCHASE</p>	<p>EXPECT PERSONALIZED SERVICE BASED ON THEIR NEEDS</p>
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TO RELATIONSHIP SELL EFFECTIVELY, TODAY'S SALES PEOPLE NEED...

<p>TO CARE ABOUT CUSTOMERS' PROBLEMS</p>	<p>HONESTY TO BUILD TRUST WITH CUSTOMERS</p>	<p>PATIENCE AS RELATIONSHIPS TAKE TIME TO GROW</p>	<p>PLANNING TO FORM THE RIGHT RELATIONSHIPS</p>	<p>NURTURING VARIOUS LEADS USING MULTIPLE TOUCHPOINTS</p>
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THE SOLUTION - MICROSOFT RELATIONSHIP SALES SOLUTION



The Microsoft Relationship Sales Solution integrates LinkedIn data with Dynamics 365, so sales teams can access millions of LinkedIn professional profiles and tailor conversations for each buyer in real time. This can help to deliver better outcomes as they relationship sell.

60% THE AMOUNT THAT MICROSOFT RELATIONSHIP SALES SOLUTION CAN INCREASE SALES PRODUCTIVITY.

ACHIEVING PIPELINE VISIBILITY

ORGANIZATIONS RELY ON THEIR SALES PIPELINE TO PREDICT REVENUE, MANAGE OPERATIONS, MAINTAIN THE SUPPLY CHAIN, PREVENT LOST DEALS AND MAXIMIZE MARGIN.

The best way to keep track of the sales pipeline is through CRM software, which manages and maintains customer relationships, tracks engagements and delivers actionable data. However, many basic CRM platforms are no longer suitable for the modern buying process and customer experience, and struggle to provide real insight and drive business revenue.

<p>80% OF COMPANIES HAVE ADOPTED A CRM SYSTEM BUT ONLY 13% ARE USING THESE TOOLS TO THEIR FULL CAPACITY</p>	<p>PIPELINE SNAPSHOT SOLUTION FOR MICROSOFT</p> <p>Fulscope's Pipeline Snapshot Solution for Microsoft Dynamics 365 takes snapshots of opportunities in the CRM pipeline and shows detailed analysis in readily digestible dashboards, improving pipeline visibility, forecast accuracy and sales team management.</p>
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ERP TRENDS

BETTER INVENTORY MANAGEMENT

OPERATIONAL EFFICIENCY CAN BE HUGE ADVANTAGEOUS TO ANY ORGANIZATION. A SMART ERP FUNCTIONALITY CAN HELP MANUFACTURERS TO REDUCE COSTS AND ELIMINATE WASTE.

<p>E.G.</p> <p>TRACK PARTIALLY FULL DRUMS OF PRODUCT BY WEIGHT OR VOLUME OF PRODUCT IN EACH DRUM</p>	<p>E.G.</p> <p>RUN BATCH MERGE CALCULATIONS OR SET "SHELF ADVICE" ALERTS TO STORE RAW MATERIALS SAFELY</p>	<p>THE SOLUTION - AN ERP ROADMAP FOR MANUFACTURING</p> <p>Edgewater Fullscope can help manufacturers embrace a cloud ERP system. Foodgipress, Chemgipress, and Discretegipress industry-specific deployment templates allow a faster time to value during the implementation of Dynamics 365 for Finance and Operations.</p>
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ERP TRENDS

MEETING THE RAPIDLY CHANGING NEEDS OF MODERN MARKETS

SEASONAL CHANGES AND NATURAL DISASTERS CAN SEND SHOCK WAVES THROUGH MANUFACTURING SUPPLY CHAINS, AS COMPANIES SCRAMBLE TO MEET DEMAND AND MANAGE RISING PRICES OF RAW MATERIALS.

<p>E.G.</p> <p>MANUFACTURERS CAN EXPERIENCE 1000% INCREASES IN ACTIVITY FOLLOWING A HURRICANE.</p>	<p>THE SOLUTION: MICROSOFT DYNAMICS 365</p> <p>The right ERP system can help manufacturers meet market demands following natural disasters so they can make quick decisions based on changing market conditions. Microsoft Dynamics 365 can be configured to provide reliable planning and scheduling tools to manage costs and pricing, and analytics that help interpret performance at any moment.</p>
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BI TRENDS

THE INCREASING VALUE OF BUSINESS INTELLIGENCE

BUSINESS INTELLIGENCE (BI) IS ARGUABLY THE MOST VALUABLE ASSET FOR ANY BUSINESS.

HERE'S WHY...

<p>BETTER DECISION MAKING</p> <p>BI gives users access to customized dashboards, offering visual insights into real-time metrics that users need in their daily job functions.</p>	<p>INCREASED EFFICIENCY</p> <p>BI can be used to monitor key performance systems, and identify weak links in distribution chains and potential cost savings.</p>	<p>IMPROVED PERFORMANCE</p> <p>Predictive alerts can join up and continuously monitor systems, enabling improved quality control, service uptime and overall performance.</p>	<p>DEEPER CUSTOMER UNDERSTANDING</p> <p>It's possible to gather intelligence from social media, online forums and surveys to support customer-centric decision-making.</p>	<p>RELATIONSHIPS REIMAGINED</p> <p>Intelligent systems enable products to communicate back to manufacturers after being sold, providing a wealth of insight.</p>
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BI TRENDS

THE IMPACT OF MODERN TECHNOLOGY ON BUSINESS INTELLIGENCE

THE WORLD IS CHANGING. BUSINESS INTELLIGENCE CAN HELP YOU SEE HOW.

<p>Cutting-edge technologies such as big data and the Internet of Things have transformed multiple sectors, including manufacturing. As technology advances further, manufacturers can unleash even greater productivity, or alternatively fall behind their market competitors.</p>	<p>For many companies though, BI is locked in ERP systems developed to support transactions, in CRM systems designed to serve customers, and sometimes even in Excel spreadsheets.</p>	<p>THE SOLUTION: Creating Visibility Throughout the Entire Organization</p> <p>The Fullscope BI Accelerator includes a utility tool for ETL automation plus a baseline data warehouse, and manages back-end data by delivering a more digestible data model of the Dynamics AX database. In doing so, it accelerates users' ability to deliver vital information to the business for reporting and analytics, unlocking the power of an organization's data.</p>
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DIGITAL TRENDS

DIGITAL STRATEGY PLANNING

DIGITAL CHANGES DON'T HAPPEN OVERNIGHT. ANY DIGITAL STRATEGY BEGINS WITH A CONCRETE PLAN.

<p>A DIGITAL PLAN NEEDS TO ENSURE IT IS COMPREHENSIVE, ADDS VALUE AND IS HOLISTIC.</p> <p>At the core of most digital plans is agility. Because the manufacturing industry and modern technology are constantly evolving, planning is best done with change in mind.</p>	<p>THE SOLUTION: PERFORM A DIGITAL AGILITY GAP TEST</p> <p>This is done by assessing the digital changes that business leaders required in the last year. The difference between where the business would like to see the changes and where the organization was able to deploy them is known as the Digital Agility Gap. The larger the gap, the more acute the need is for a comprehensive digital transformation.</p>
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DIGITAL TRENDS

SALES PORTALS AND ECOMMERCE

HAVING A SALES PORTAL IS BECOMING INCREASINGLY IMPORTANT IN MANUFACTURING.

<p>Forward-thinking manufacturers are looking at their complex sales scenarios and identifying communication gaps, redundant data and steps in the sales pipeline.</p>	<p>A sales portal is a web-based system that can bridge the link between back-end systems and the sales force.</p>	<p>It also provides accurate, real-time visibility into the pipeline which can help accelerate the sales process.</p>	<p>Each category of user (internal sales associates, manufacturer's reps, etc.) has a different security setting and a unique dashboard based on their information needs.</p>
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WITH THE AVAILABILITY OF POST-SALE SUPPORT, THESE PORTALS ALSO HELP BUILD STRONG CUSTOMER RELATIONSHIPS.

CLOUD

MOVING SAFELY TO THE CLOUD WHILE MEETING FDA REGULATIONS

WITH THE RISE IN CLOUD-BASED SOFTWARE APPLICATIONS AND APPS, IT'S MISSION CRITICAL TO PROTECT DATA FROM CYBERATTACKS, PARTICULARLY IN HIGHLY REGULATED MANUFACTURING INDUSTRIES.

<p>THE ESTIMATED ECONOMIC LOSS OF CYBERCRIME IS ESTIMATED TO REACH \$3 TRILLION BY 2020</p>	<p>The solution - Microsoft's trust center</p> <p>Microsoft Dynamics 365 cloud-based application platform can protect manufacturers from cyber threats. Microsoft's trust center provides online tools to document compliance and conduct supplier audits, and the Azure IP Advantage program can add further security.</p>
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HOW TO BE A FIERCE COMPETITOR IN THE MANUFACTURING SPACE

To remain competitive in manufacturing, companies require a strong digital strategy. By integrating ERP and CRM solutions, and coupling it with strong BI and digital solutions, manufacturers will benefit from enhanced visibility, efficiency, flexibility and focus.

Dynamics 365 provides integrated ERP, CRM, BI and digital solutions on a familiar Microsoft interface which grows with your company, readily taking on new locations and changing business needs.

And when you choose a Microsoft partner like Fullscope, you're creating and implementing a solution that takes your unique needs as a manufacturing business into consideration.

LEARN MORE ABOUT DIGITAL MANUFACTURING TRENDS