

DIGITAL TRANSFORMATION TRENDS IN THE MANUFACTURING LANDSCAPE



Every industry faces business disruption at one point in time, and manufacturing is ripe for change. With globalization, an ageing 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 transformation 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...

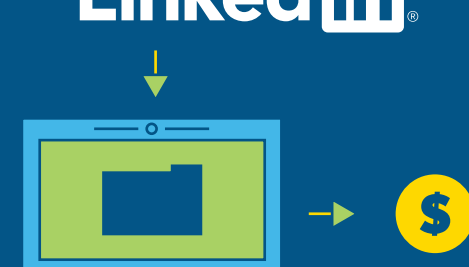


TO RELATIONSHIP SELL EFFECTIVELY, TODAY'S SALES PEOPLE NEED...



THE SOLUTION - MICROSOFT RELATIONSHIP SALES SOLUTION

LinkedIn



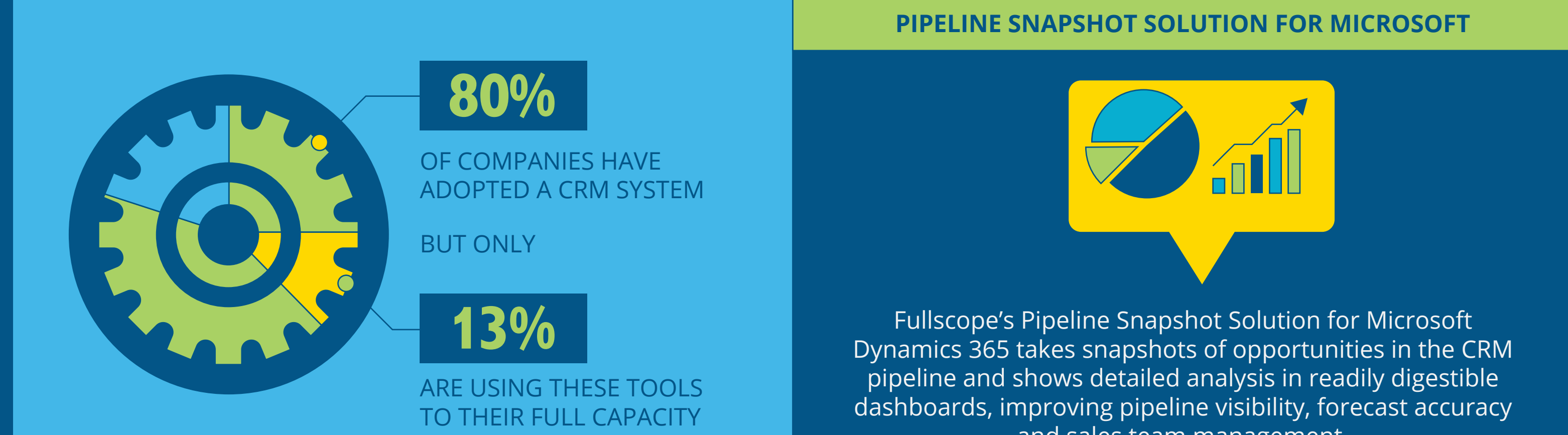
The Microsoft Relationship Sales Solution integrates LinkedIn data with Dynamics 365, so sales teams can access millions of LinkedIn professional profiles and tailor conversations for each buyer in real time. This can help to deliver better outcomes as they relationship sell.

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.

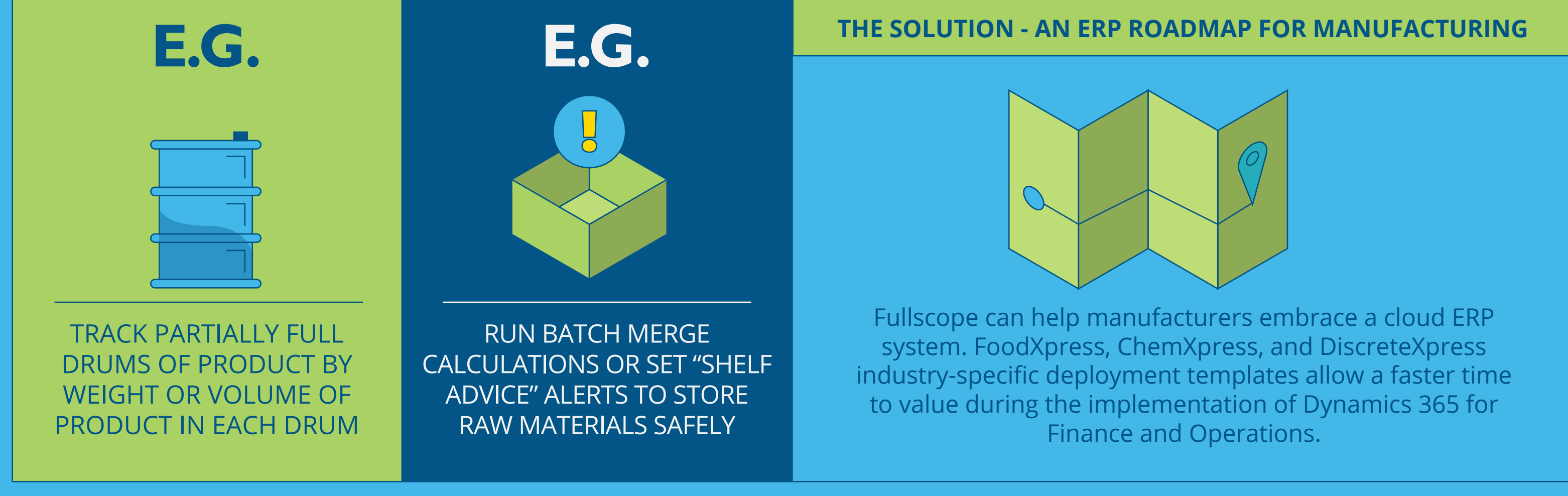
The best way to keep track of the sales pipeline is through CRM software, which manages and maintains customer relationships, tracks engagements and delivers actionable data. However, many basic CRM platforms are no longer suitable for the modern buying process and customer experience, and struggle to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



ERP TRENDS

BETTER INVENTORY MANAGEMENT

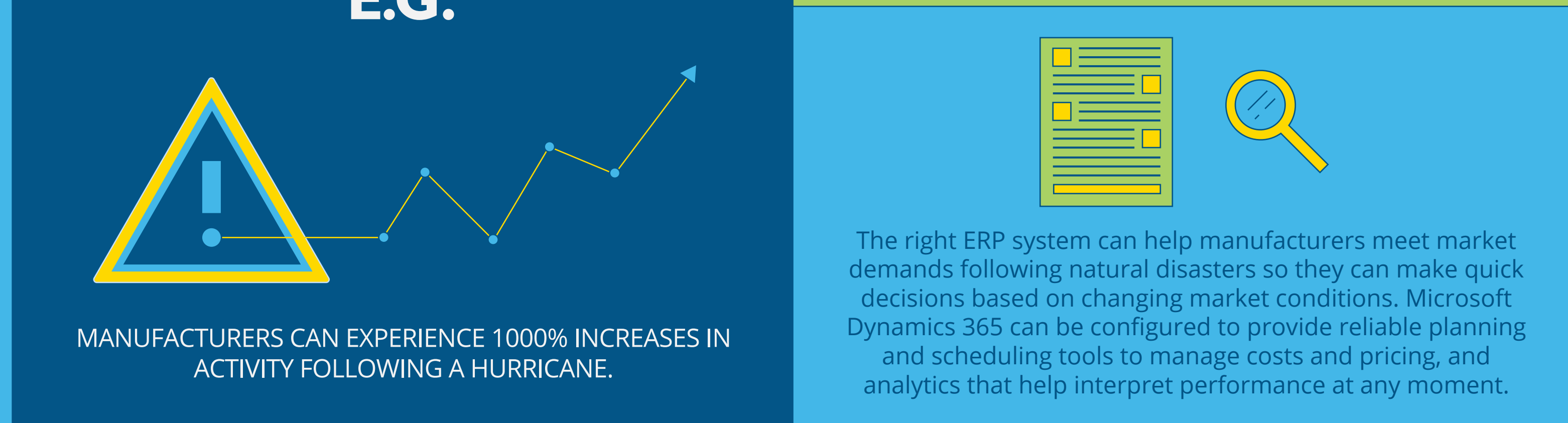
OPERATIONAL EFFICIENCY CAN BE HUGE ADVANTAGEOUS TO ANY ORGANIZATION. A SMART ERP FUNCTIONALITY CAN HELP MANUFACTURERS TO REDUCE COSTS AND ELIMINATE WASTE.



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.

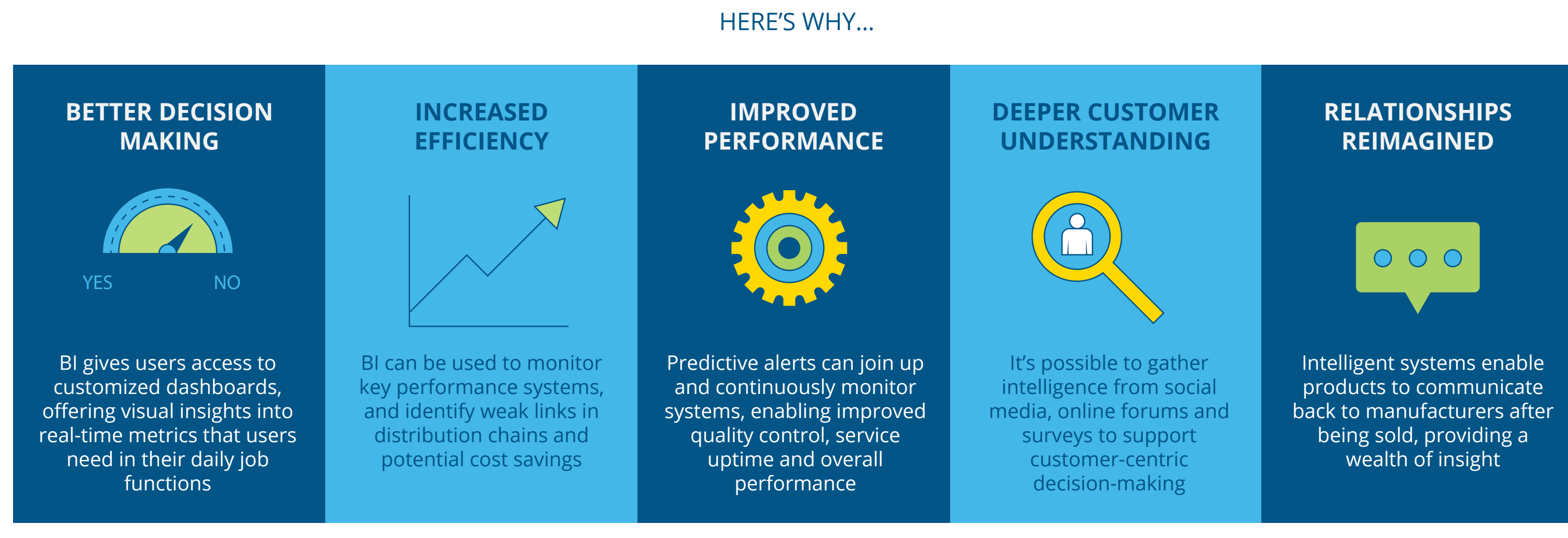


BI TRENDS

THE INCREASING VALUE OF BUSINESS INTELLIGENCE

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

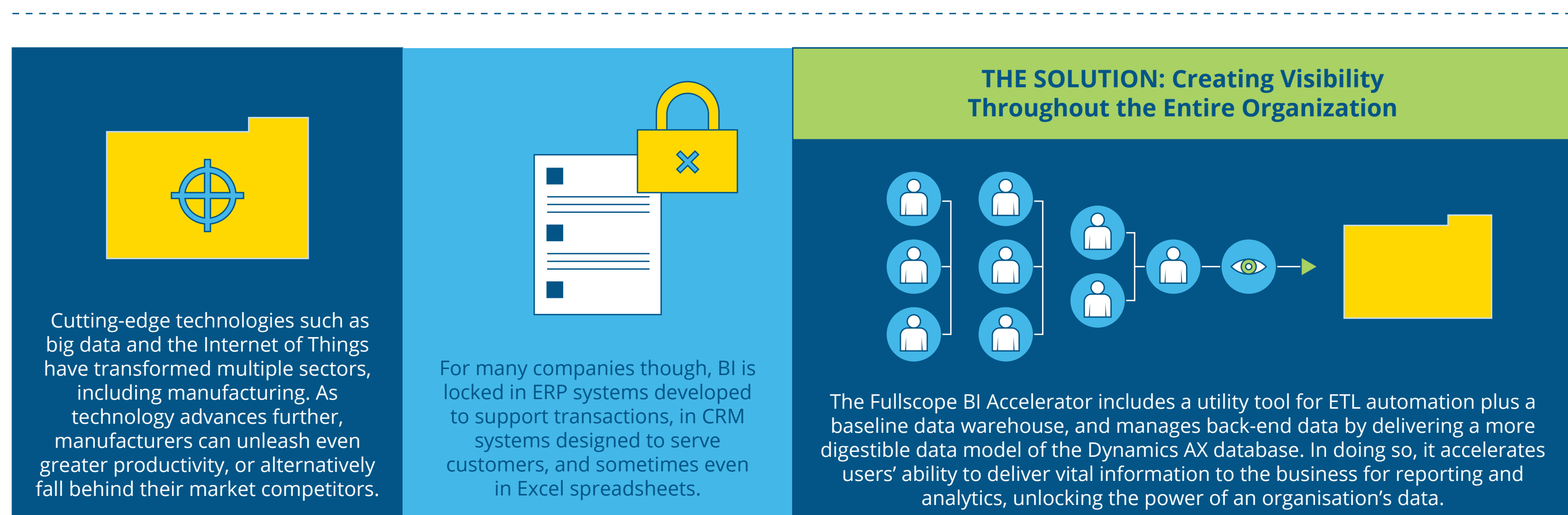
HERE'S WHY...



BI TRENDS

THE IMPACT OF MODERN TECHNOLOGY ON BUSINESS INTELLIGENCE

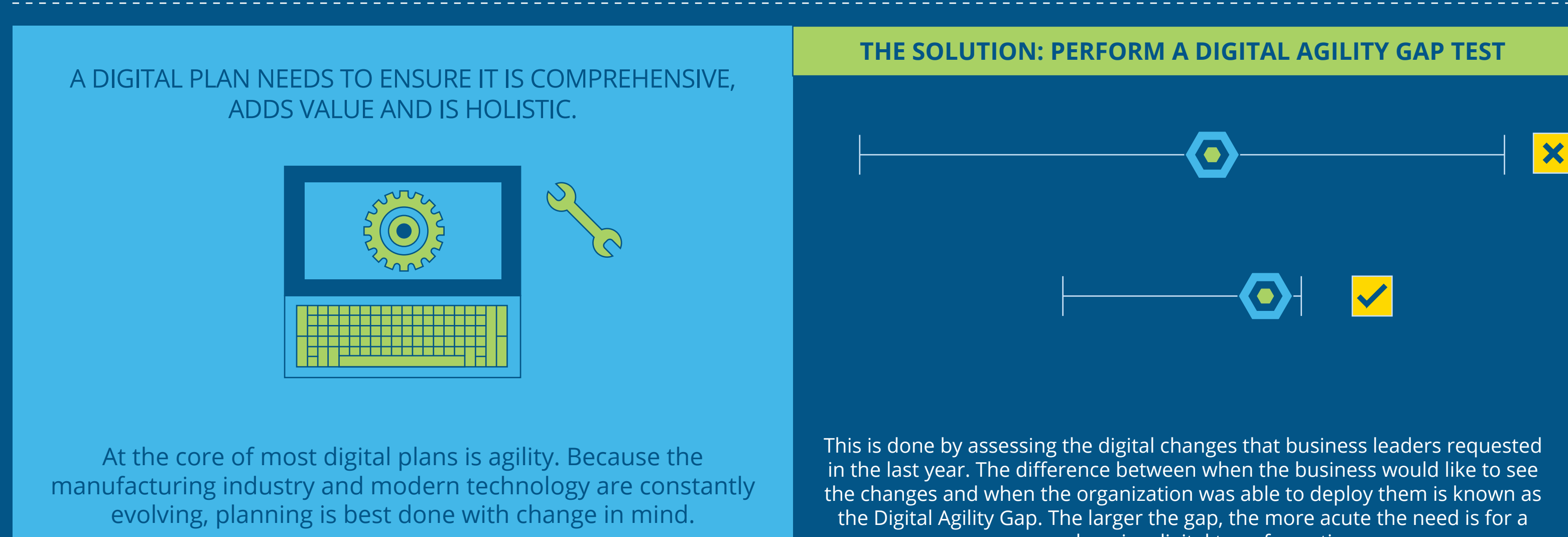
THE WORLD IS CHANGING, BUSINESS INTELLIGENCE CAN HELP YOU SEE HOW.



DIGITAL TRENDS

DIGITAL STRATEGY PLANNING

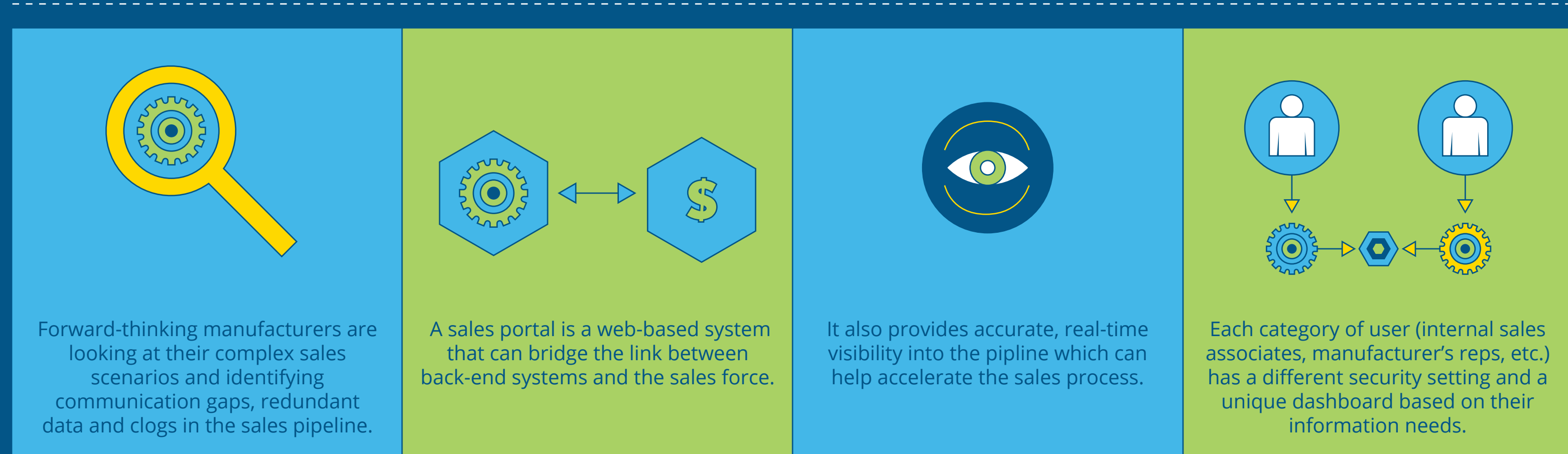
DIGITAL CHANGES DON'T HAPPEN OVERNIGHT. ANY DIGITAL STRATEGY BEGINS WITH A CONCRETE PLAN.



DIGITAL TRENDS

SALES PORTALS AND ECOMMERCE

HAVING A SALES PORTAL IS BECOMING INCREASINGLY IMPORTANT IN MANUFACTURING.

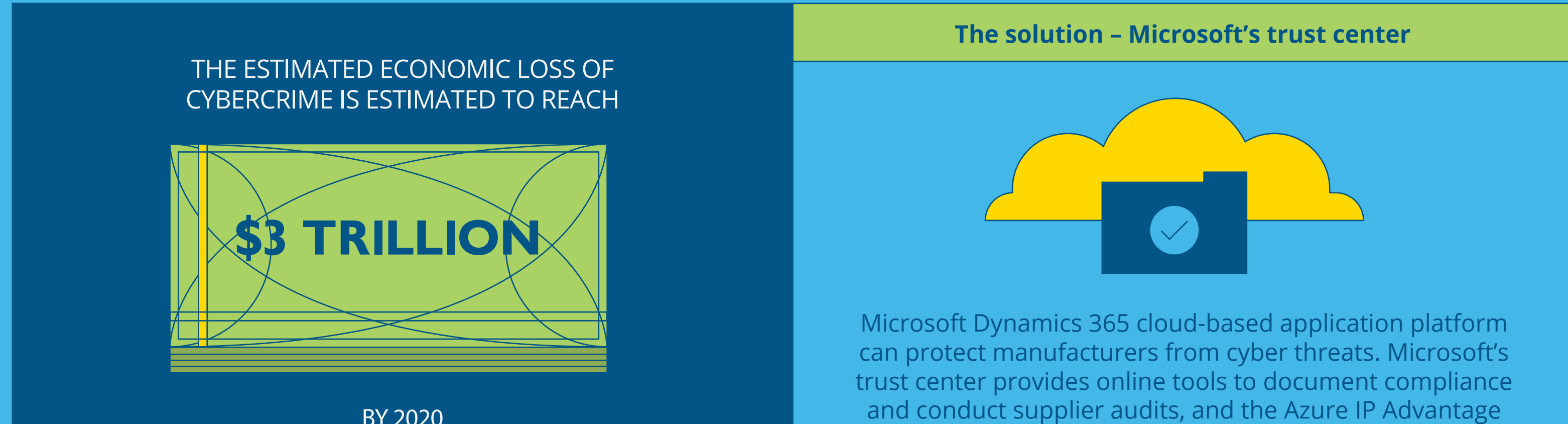


WITH THE AVAILABILITY OF POST-SALE SUPPORT, THESE PORTALS ALSO HELP BUILD STRONG CUSTOMER RELATIONSHIPS.

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.



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, an Alithya company, you're creating and implementing a solution that takes your unique needs as a manufacturing business into consideration.

LEARN MORE ABOUT DIGITAL MANUFACTURING TRENDS