



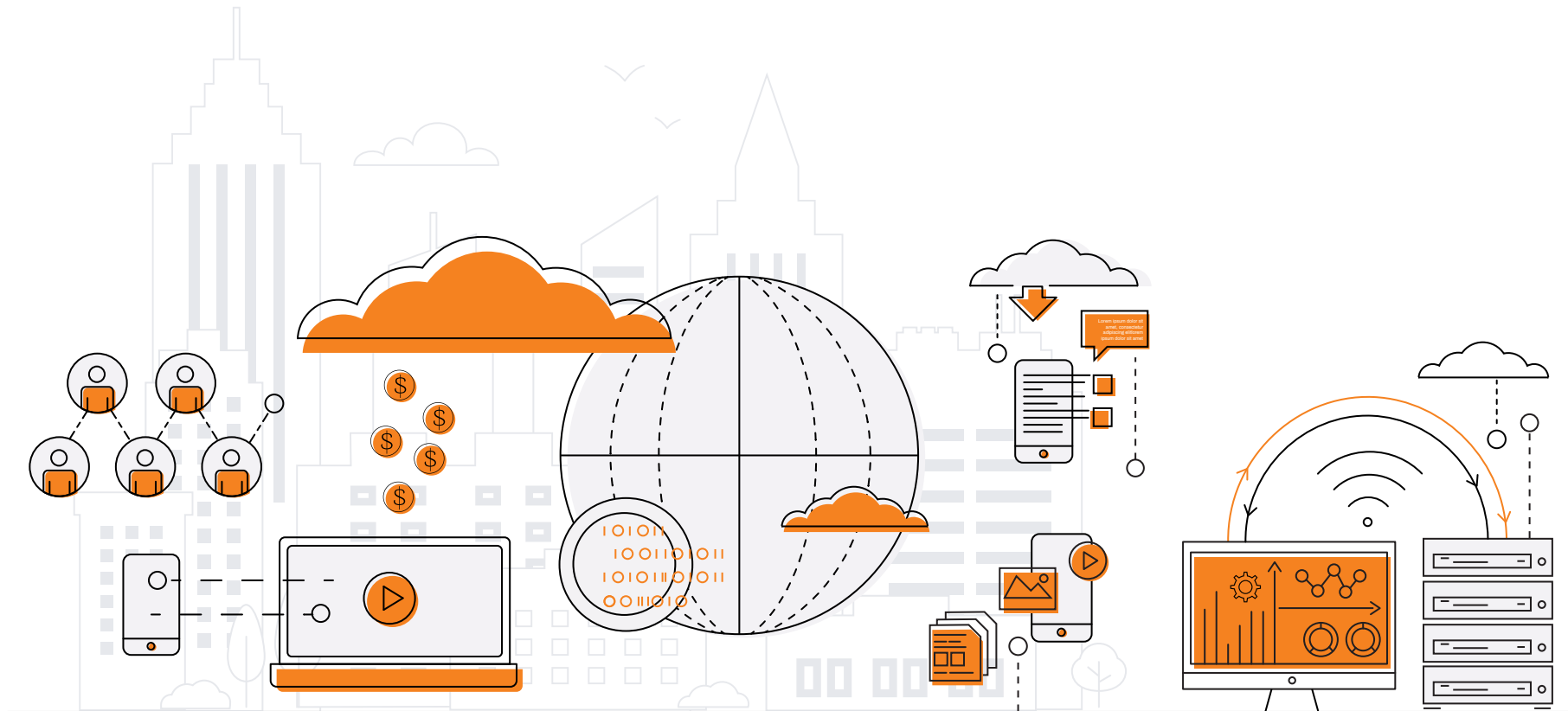
# Inside ColumbusManufacturing

*A manufacturers guide to modernization and innovation*

# Smart manufacturing with Columbus

The relationship recently forged between optimizing productivity in manufacturing and increasing customer satisfaction has somewhat disrupted the manufacturing industry. Many manufacturers today are focusing their efforts on integrating digital and physical systems which can improve visibility, increase efficiency, offer further flexibility and lower costs.

They're also making advances towards the now commonly used term “smart manufacturing” to connect equipment and factories to leverage data from the factory floor to customer call centers, with the goal to improve every aspect of their operations—optimizing productivity and increasing customer satisfaction at the same time.





# Digital transformation

Digital transformation is fundamentally changing the way that many manufacturers are doing business by enabling more of a customer-centric approach while also optimizing operations.

Manufacturers that consider themselves to be digitally empowered can engage with customers through the product lifecycle and are able to predict and understand future trends that may impact production or product design. Also, the convergence of physical and digital developments is altering how optimum productivity and maximum customer satisfaction is achieved.

Companies that are maximizing new technologies in this way can sell value-add services to complement product sales, which opens new revenue streams and strengthens customer relationships, often also increasing customer loyalty.

## Taking hold of the trend

It's a common concern amongst manufacturers that capitalizing on trends of this nature is limited only to large, well-resourced manufacturing businesses, but with the new unified and flexible solutions from Microsoft, the opportunity to digitize has never been more accessible.

Here's five ways ColumbusManufacturing can help...







# 1. Digital Supply Chain

By collecting, integrating and visualizing supply chain data, manufacturers can gain better visibility into their operations from production to sales.

The collection and analysis of data from remote installations across the supply chain, manufacturers can improve visibility and collaboration with partners, suppliers and customers with access to supply chain data typically held outside the four walls of your operation.





## 2. Streamlining Asset Management

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The ‘connected factory’ capabilities within ColumbusManufacturing provide real-time insight into data, which means that manufacturers can monitor machines and resolve any issues remotely. These additional insights into performance, usage and machine lifecycle stages allow your business to provide value-added services such as proactive support, or ongoing monitoring—using this approach, it’s possible to enable 24-hour continuous uptime, a great differentiator against competitors!

## 3. Open additional or alternative revenue streams

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Through the increasing use of the Internet of Things (sensors), mobile devices and cloud-based data aggregation, manufacturers now have the option to offer services such as proactive maintenance and remote monitoring that supplements usual support.

With the ability to intelligently co-ordinate your technicians equipped with mobile tools and data at their fingertips, you can leverage the best expertise to fix a problem, no matter where it is, and minimize what could have been a costly engagement—another plus for your customers!





## 4. Accelerate innovation and time to market

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The best way to pursue innovation is to understand your customer needs, or the product a little more.

With IoT-enabled parts, you can gain the insights to innovate faster. As an example, through sensors on machines, teams are able to track and identify faulty or inefficient components in the field and use the information gathered to improve future designs.

Using a data-drive approach can accelerate the cycle of innovation and decrease time to production.



## 5. Increase customer loyalty

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It's all about data. Through predictive analytics and the ability to deliver value-added services to your customers, you can build trust using fast and convenient responses. With a connected platform, you can solve potential problems remotely before your customers feel the impact, proving your value and building loyalty and trust.

Predictive analytics also allows you to configure differentiated offerings based on each customer's usage and purchasing history. Solving customer problems or potential shortages before they have the chance to actually happen is what can increase customer loyalty.

### What Microsoft Dynamics 365 means for manufacturers

For manufacturers, Microsoft Dynamics 365 ends the artificial divide between CRM and ERP systems and supplements necessary capabilities with rich analytics, embedded intelligence and the convenience people expect from consumer apps on their phone or tablet.

Dynamics 365 unites the front office and the back office with a single end-to-end system for managing every aspect of your business, at the pace and scale that's right for you.





# Why Columbus?

At Columbus, we help our customers digitally transform their businesses and improve the value of their application investments. We mitigate the inherent risks associated with implementing, upgrading and replacing legacy ERP systems. We lead our customers with best-practice consulting services that we have refined over thousands of engagements. We take care of our customers and aspire to keep them for life.

To learn more about how Columbus can help you get the most out of your Microsoft solution, visit us [online](#) or [drop us a line](#).



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#### About Columbus:

Columbus is a global IT services and consulting company with more than 2,000 employees serving 5,000+ customers worldwide. Columbus helps ambitious companies transform, maximize and futureproof their business digitally. We are specialized within the industries retail, distribution, food and manufacturing. We offer a comprehensive solution portfolio with deep industry knowledge, extensive technology expertise and profound customer insight. Columbus has offices and partners all over the world and we can deliver our solutions and services locally—on a global scale. [www.columbusglobal.com](http://www.columbusglobal.com)