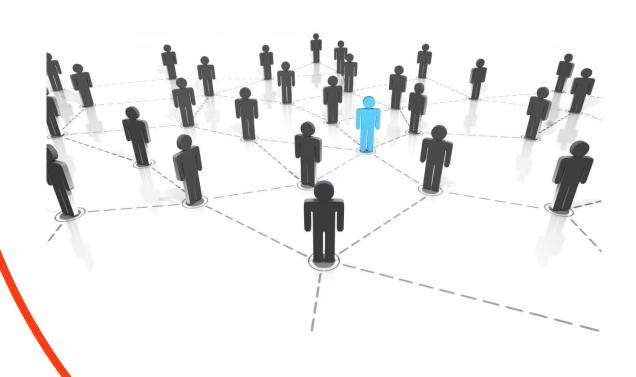




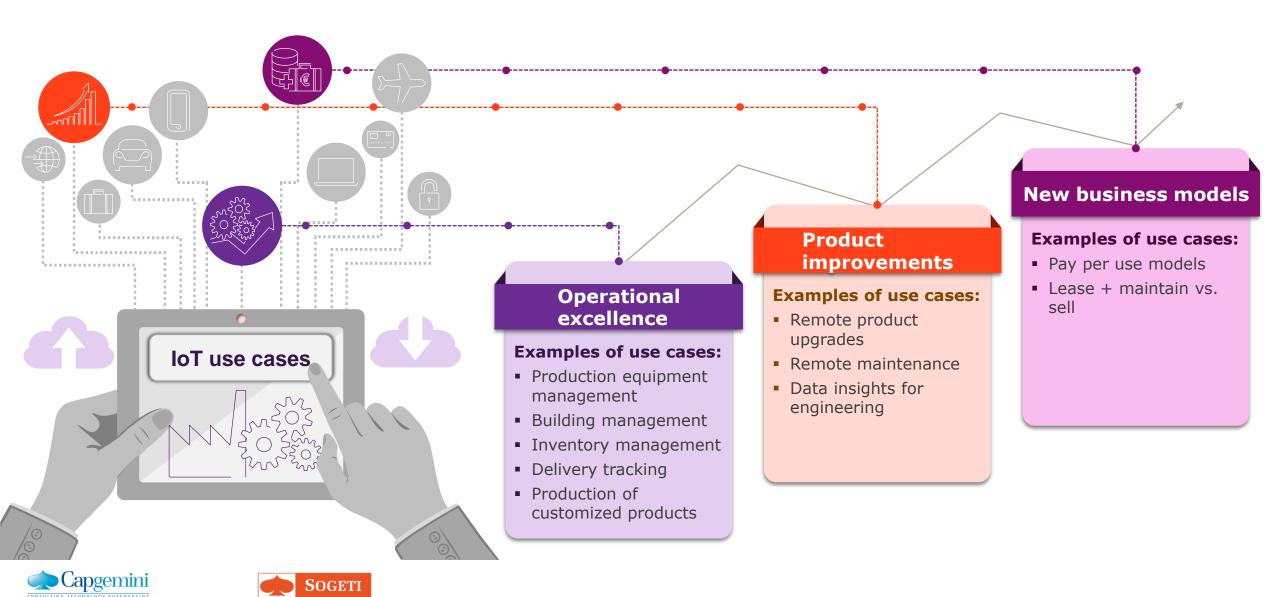


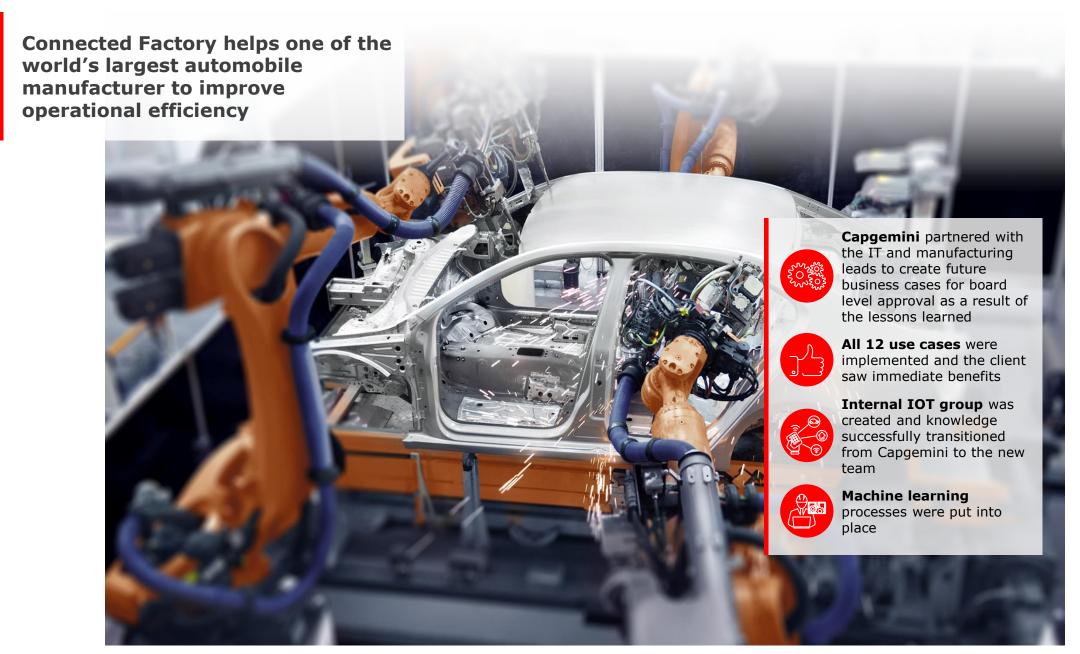
The eco-system of customers and partners





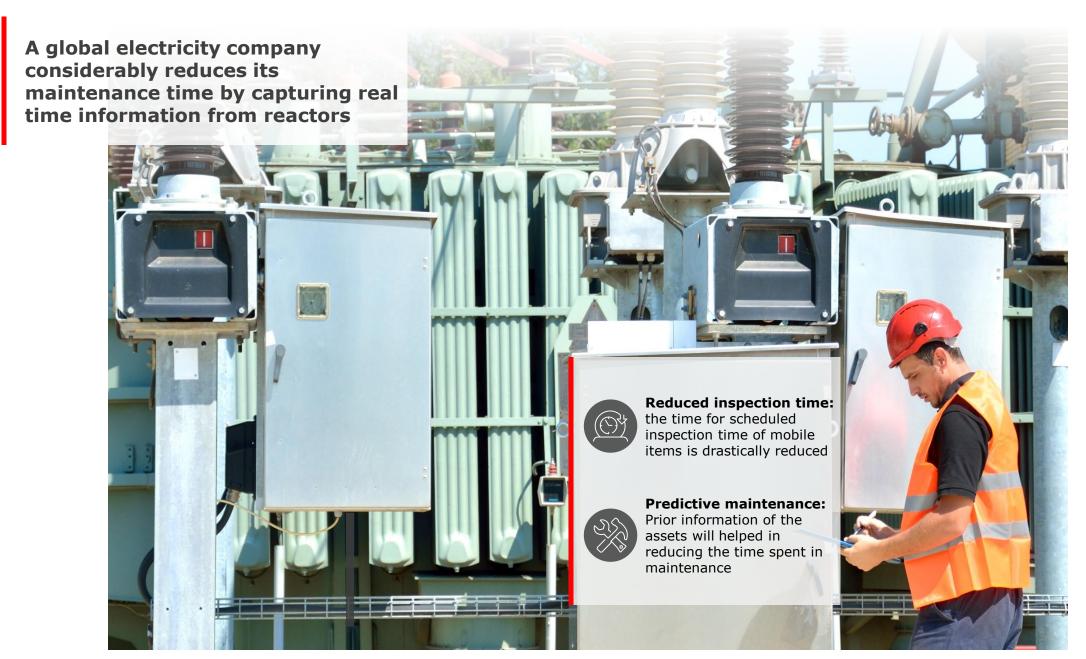
Pervasive impact of IoT in Manufacturing





















Service 4.0





From To

Reactive Proactive

Industry-specified, separated Integrated

Standardized, modular Customized, human-centered

Experience-based Data-driven

Explicit, manual references Implicit, virtual interfaces

Delivery

Offering

Remote service centers

Predefined paths

Heterogeneous, separated systems

Seamless, omnichannel

Dynamic, real-time paths

Shared, open infrastructures

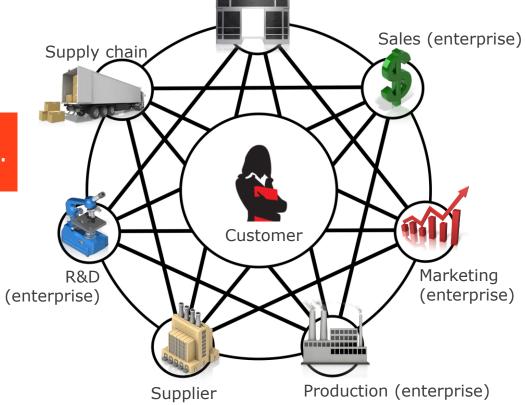


From a siloed, linear process...



R&D

... to an integrated, cyclical process.



Retail

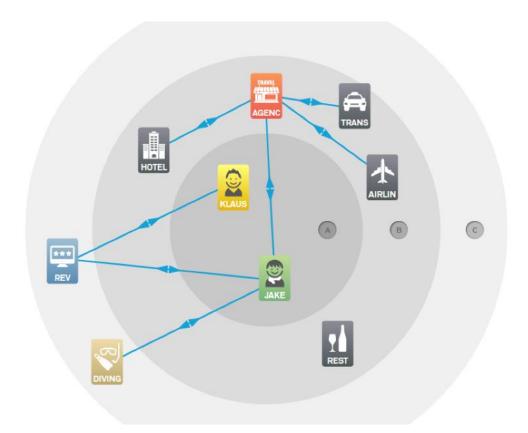


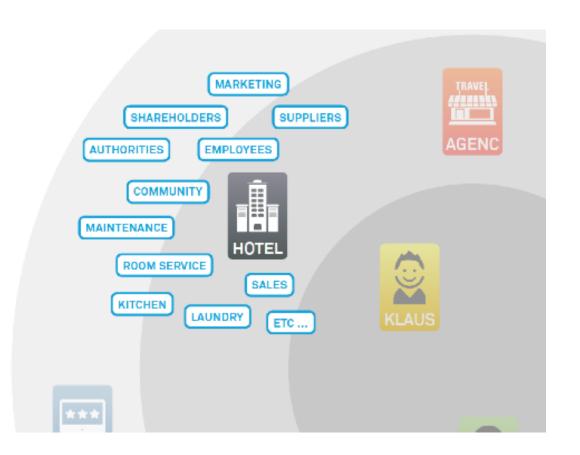


PRE-SERVICE PERIOD

SERVICE PERIOD

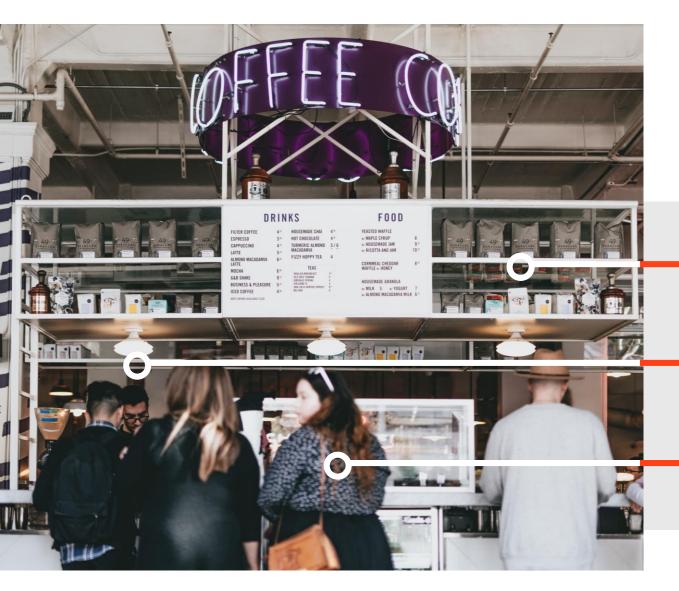












Innovation from an outsidein perspective

Leaders use digital to reinvent their relationship with the customer

YOUR CUSTOMER IS DIGITAL

O YOUR ECO-SYSTEM IS DIGITAL

YOUR FUTURE IS DIGITAL



1 YOUR CUSTOMER IS DIGITAL



Engage on their terms

- o Social media
- Proactive interaction
- o Personal response
- o Increase awareness



Build loyalty

- Connected products
- o Digital business models
- o Eco-system leverage



Enrich CX with data

- o Real-time informed
- Empowered
- o Delivery on promise



Customize

- o Individualistic view
- Private experiences sets business expectations



YOUR *ECO-SYSTEM* IS DIGITAL



- Smart factories
- o Reconfiguration on the fly



- o Resource planning
- Procurement
- Field service



Reinvent the use of data

- Service 4.0
- Sharing/selling to stake holders
- Digital twin



3 YOUR FUTURE IS DIGITAL



flows

Customer-led improvements

o Customer focused work-

Enabled by digital

Value streams



Insights-driven enterprise

- Petabytes of data
- o Customer knowledge
- As-a-service business models



Speed-enabling collaboration

- Shortened design processes
- Co-creation
- o Time-to-market



Customer-centric systems and organizations

- Shared view of the customer
- o Customer-outcome aligned KPI's
- o Outside-in approach



