

# Digital Transformation in Industrial Machinery

IM501266-rt



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Alex Brandt



Luke Mihelcic




**Roundtable**—Mediated discussion engaging attendees.  
A collaborative experience intended to help solve a challenge or answer a question shared by industry peers.




## Objectives

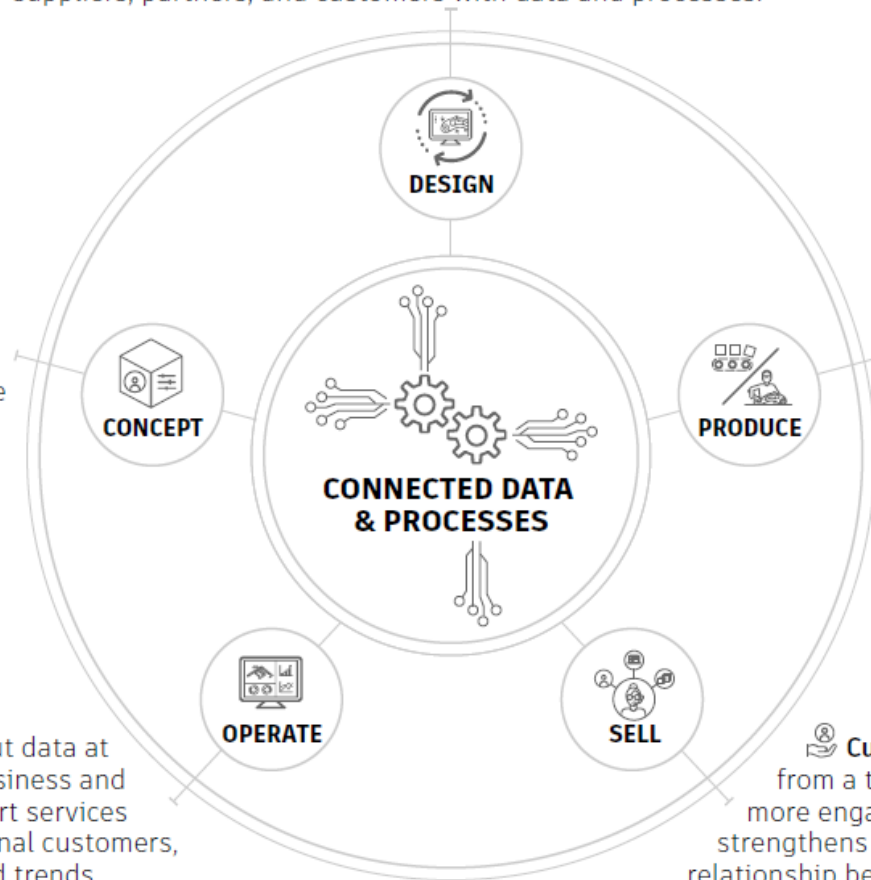
1. Gain insight into Industry trends and pressures, through access to your peers.
2. Understand how to measure the success or failure of your digital transformation initiatives.
3. Discover best practices, partners, and solutions for digital transformation.
4. Get real-world answers to your digital transformation questions.





 **Digital collaboration:** move from work in silos to a more collaborative approach that involves connecting distributed teams, suppliers, partners, and customers with data and processes.


## Discussion framework:

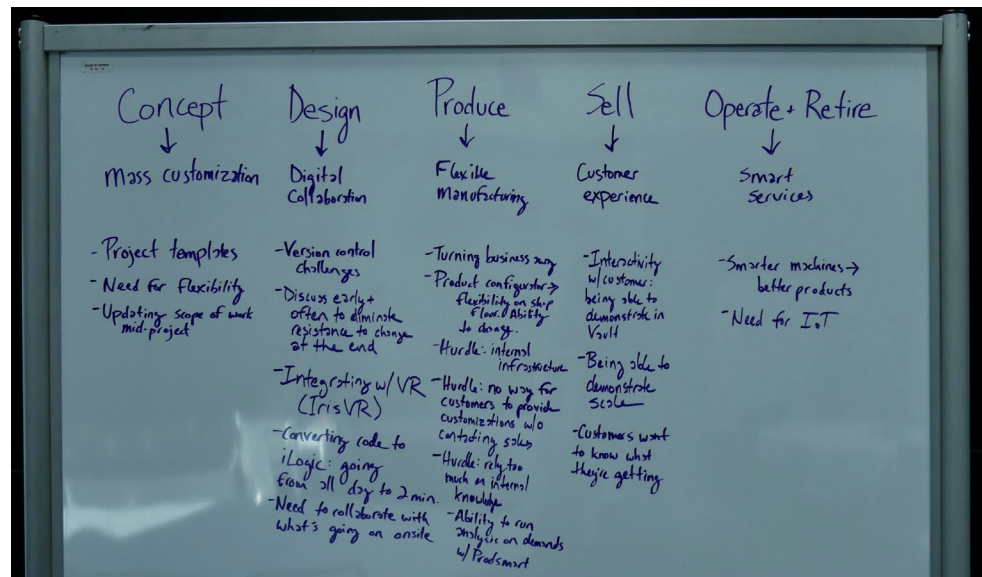
 **Mass customization:** move from offering “best fit” products to highly personalized solutions, sold at a premium because tailored to individual customers and market segments.



 **Flexible manufacturing:** move from “mass production” to more agile forms of manufacturing where automation combined with additive and subtractive improves operational efficiencies.

 **Smart services:** put data at the center of your business and use it to develop smart services for internal and external customers, based on insights and trends.

 **Customer experience:** move from a transactional “buy/sell” to a more engaging customer experience that strengthens brand loyalty and develops the relationship beyond the point of sale.



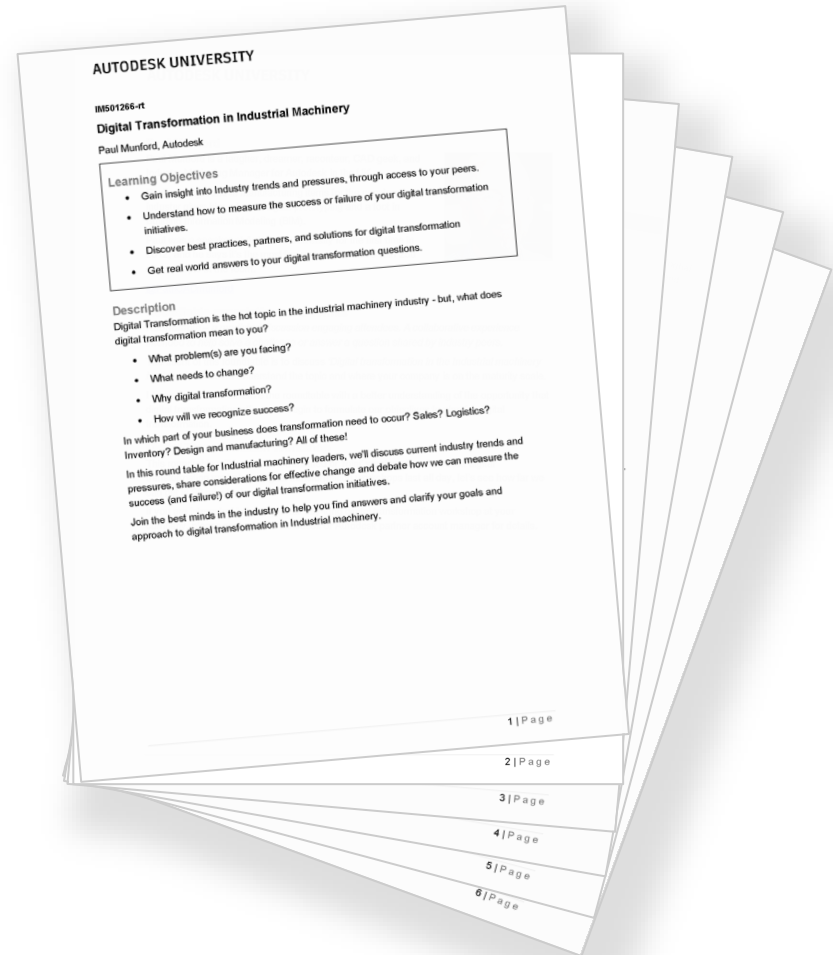




# Handout:

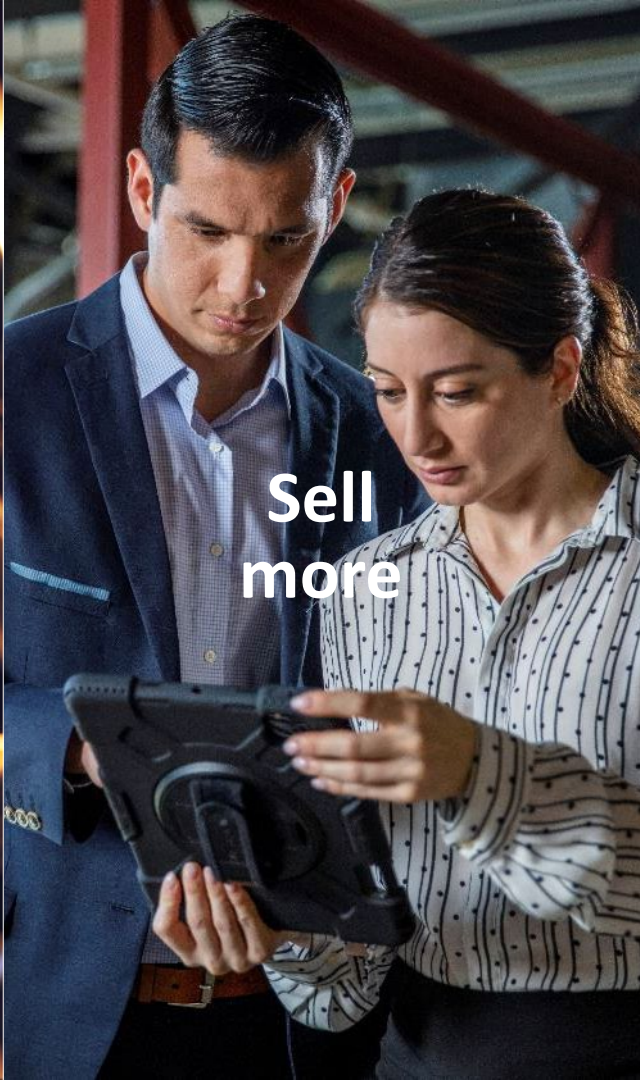
To read the conclusions from the live roundtable - click the link and download the handout.

**Class page:** <https://www.autodesk.com/autodesk-university/class/Digital-transformation-Industrial-machinery-2022>

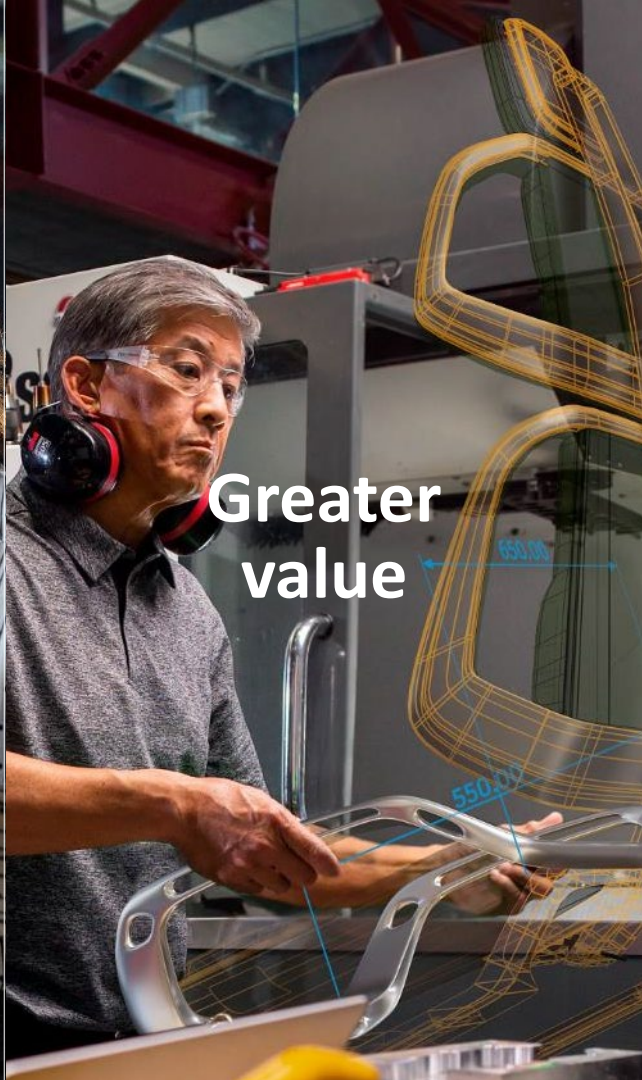




**Better  
products**



**Sell  
more**



**Greater  
value**





**72%**  
Products fail to hit profit targets



A photograph of two female engineers in a factory or industrial setting. One engineer is standing and leaning over a desk, while the other is sitting at the desk, both looking at a large computer monitor. They are both wearing safety glasses. The background shows industrial machinery and equipment. The text '3% Global productivity plateau' is overlaid in the center of the image.

**3%**  
**Global**  
productivity plateau



A man with dreadlocks and safety glasses is operating a large industrial machine in a factory. The machine is a DMU 60 eVo linear, as indicated by the text on its side. The man is standing next to the machine, which has a large, curved, transparent safety enclosure. In the foreground, there is a metal tool chest with multiple drawers. The background shows a typical industrial setting with various pipes, cables, and equipment.

>5M

Manufacturing  
jobs unfilled

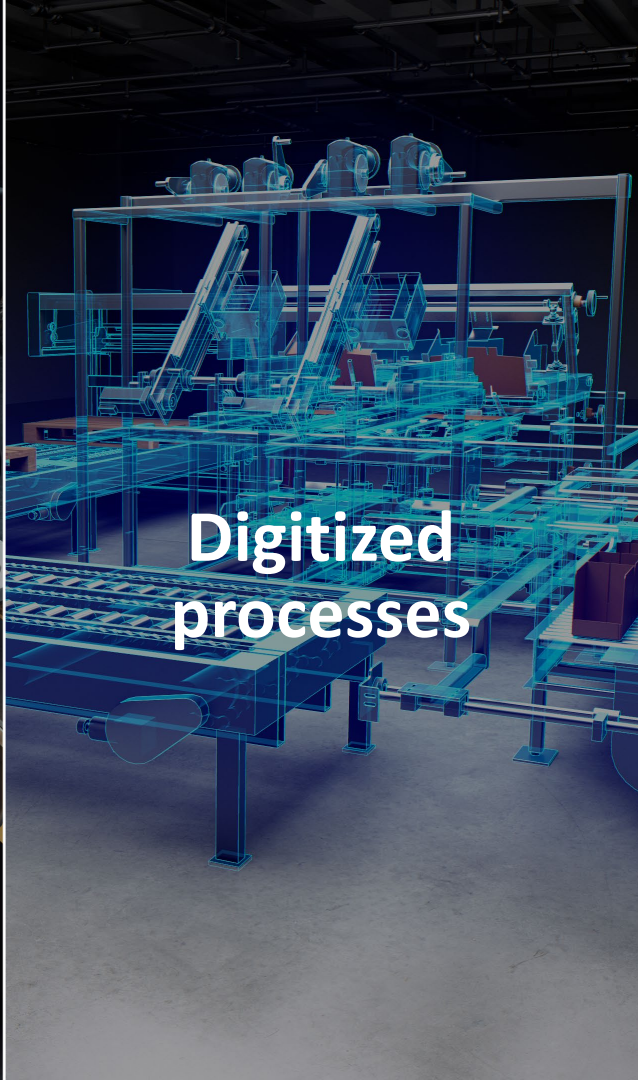


Disruption  
**creates**  
opportunity





**Smart  
products**



**Digitized  
processes**



**Resilient  
& flexible  
supply chains**

The background features a complex, glowing blue network of interconnected nodes and lines, resembling a digital or organizational structure. Each node contains a small, detailed illustration of various business and technological elements, such as people at computers, server racks, and industrial machinery. A large, glowing orange 'S' shape is positioned in the center of the network, partially obscured by the text.

# Digital transformation





# MANUFACTURING

## PROCUREMENT

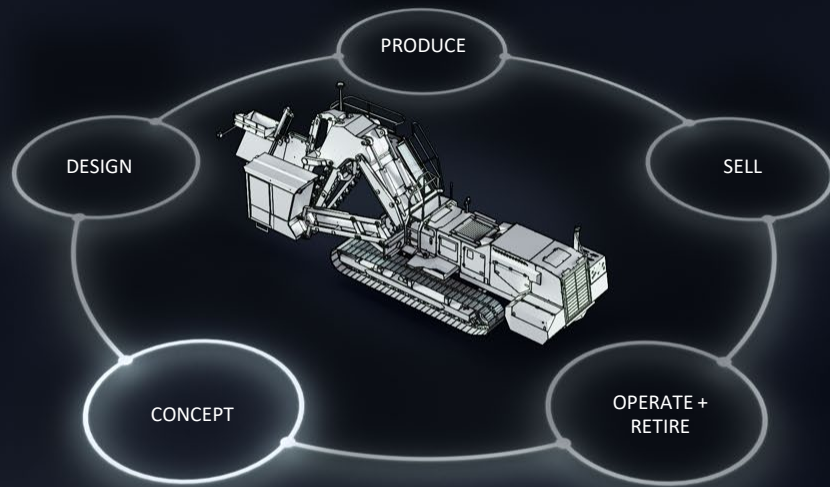
## QUALITY

## SERVICE

## DESIGN ENGINEERING

## SUPPLIER

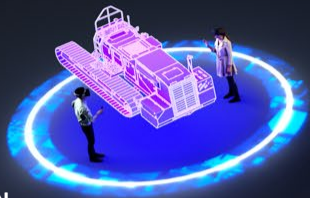




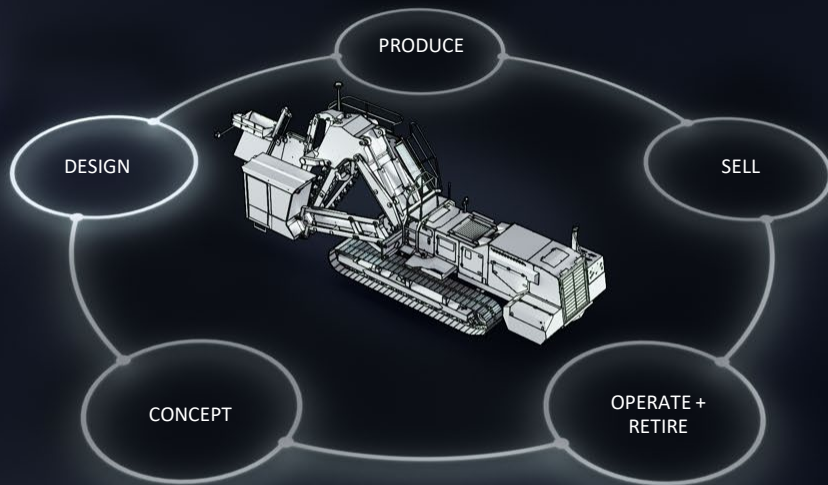
MASS CUSTOMIZATION



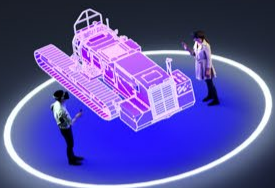




DIGITAL  
COLLABORATION



MASS CUSTOMIZATION



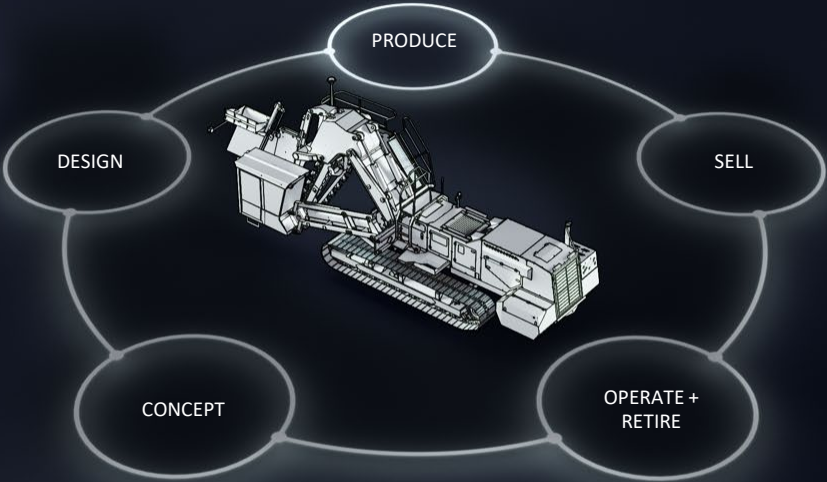
DIGITAL  
COLLABORATION

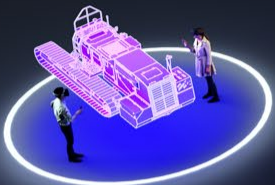


FLEXIBLE  
MANUFACTURING



MASS CUSTOMIZATION





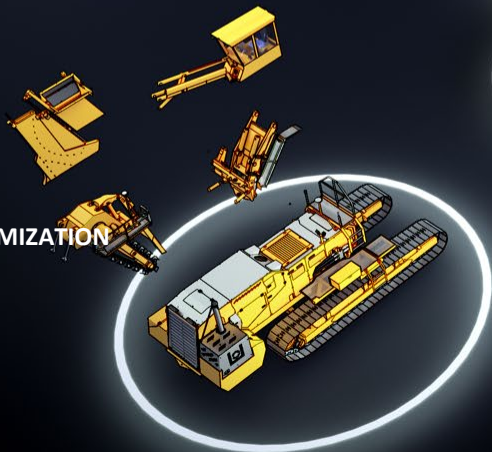
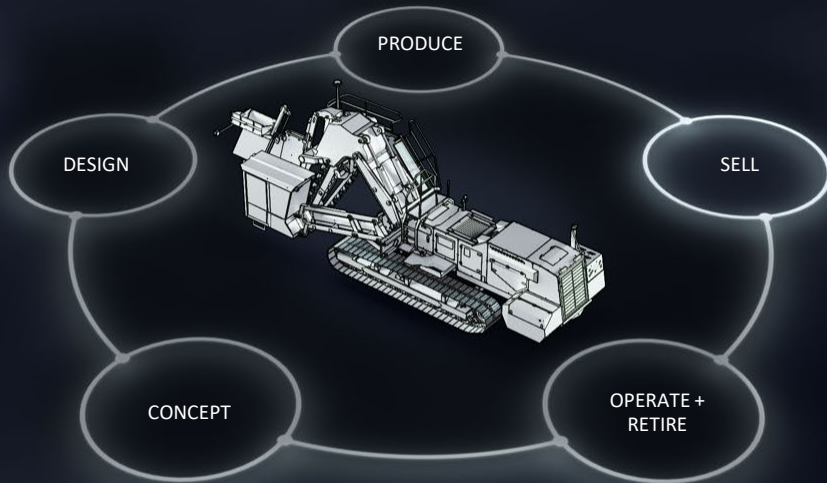
**DIGITAL  
COLLABORATION**



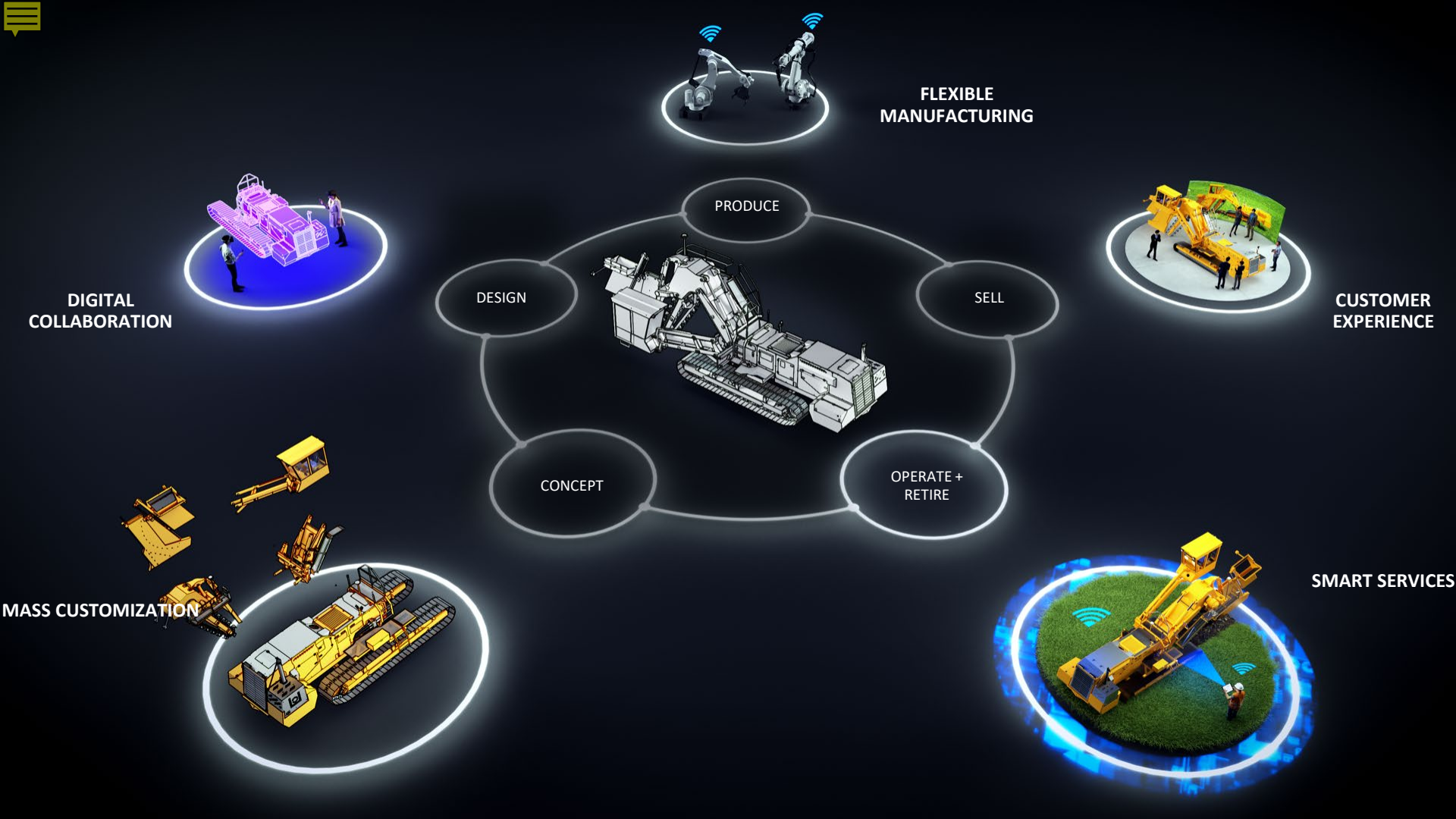
**FLEXIBLE  
MANUFACTURING**



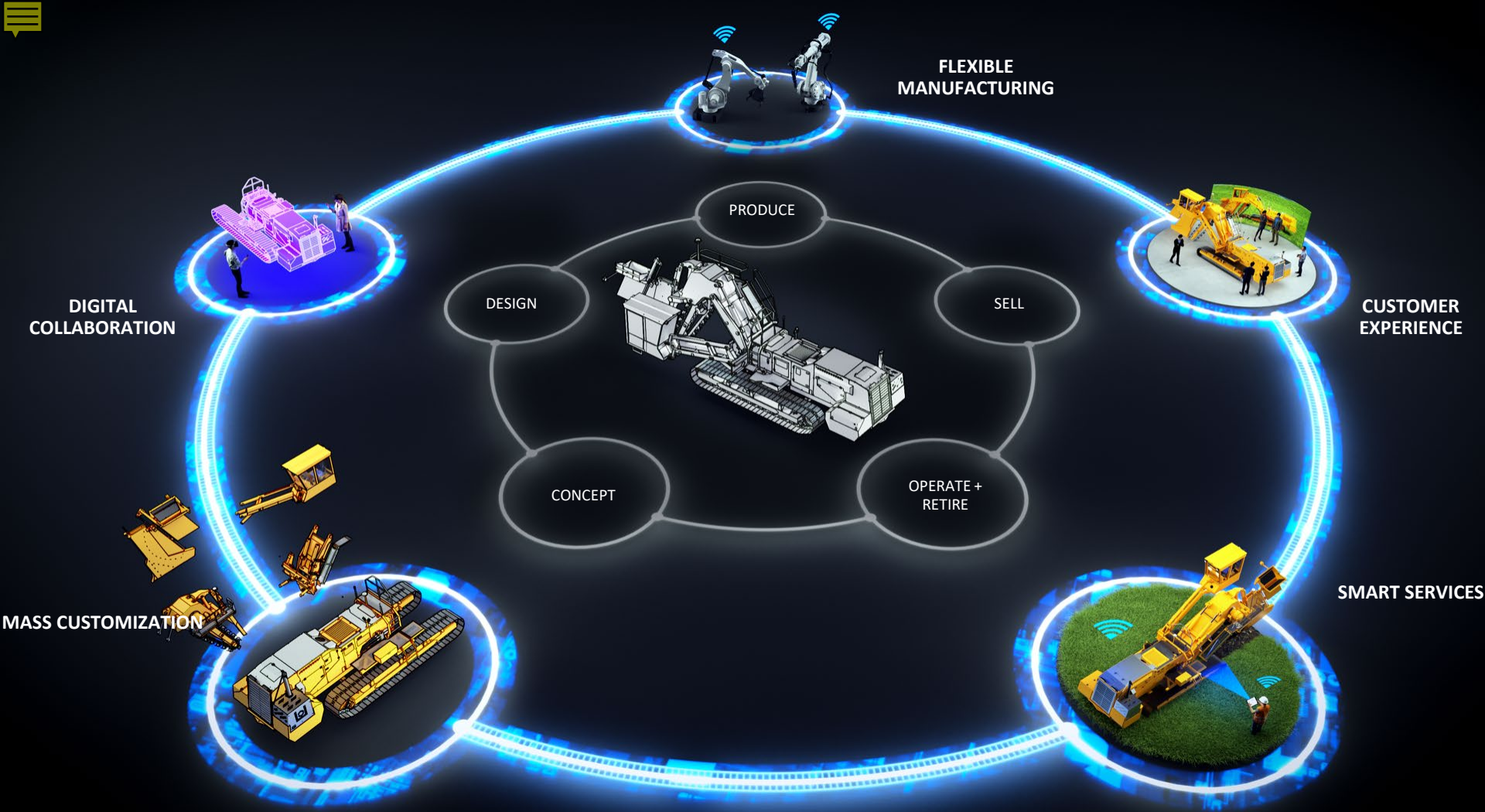
**CUSTOMER  
EXPERIENCE**



**MASS CUSTOMIZATION**







# 1. Mass Customisation



What does it mean to you?



Is it impacting your business?



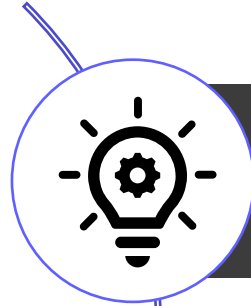
What could it enable you to do?



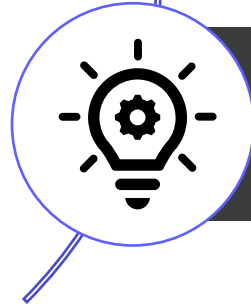
What's stopping you doing it?



# 1. Mass Customisation



Design Automation



Availability

## 2. Collaboration



What does it mean to you?



Is it impacting your business?



What could it enable you to do?

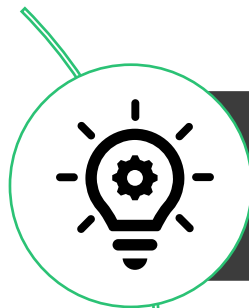


What's stopping you doing it?

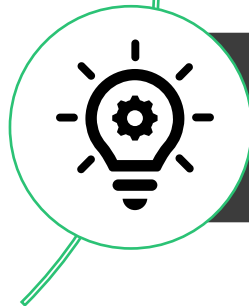




## 2. Collaboration



Seek Input Earlier



Validate Up Front

### 3. Flexible Manufacturing



What does it mean to you?



Is it impacting your business?



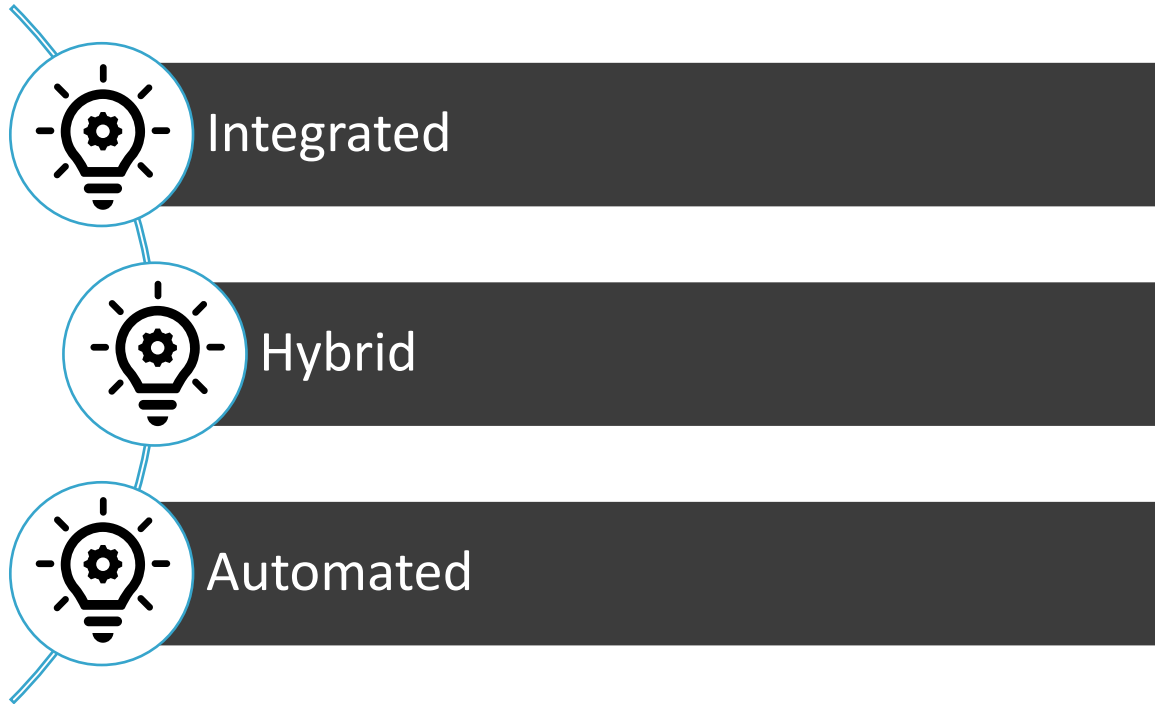
What could it enable you to do?



What's stopping you doing it?



### 3. Flexible Manufacturing



## 4. Customer Experience



What does it mean to you?



Is it impacting your business?



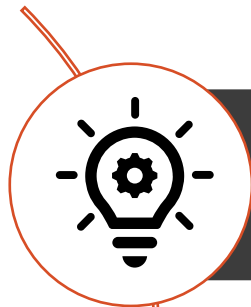
What could it enable you to do?



What's stopping you doing it?



## 4. Customer Experience



Understand Customer Values



Deliver Consistently

## 5. SMART Services



What does it mean to you?



Is it impacting your business?

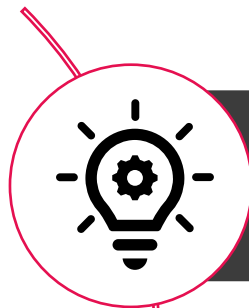


What could it enable you to do?

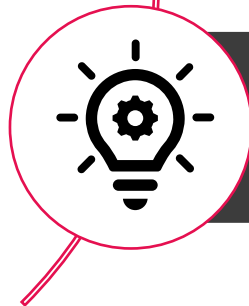


What's stopping you doing it?

## 5. SMART Services

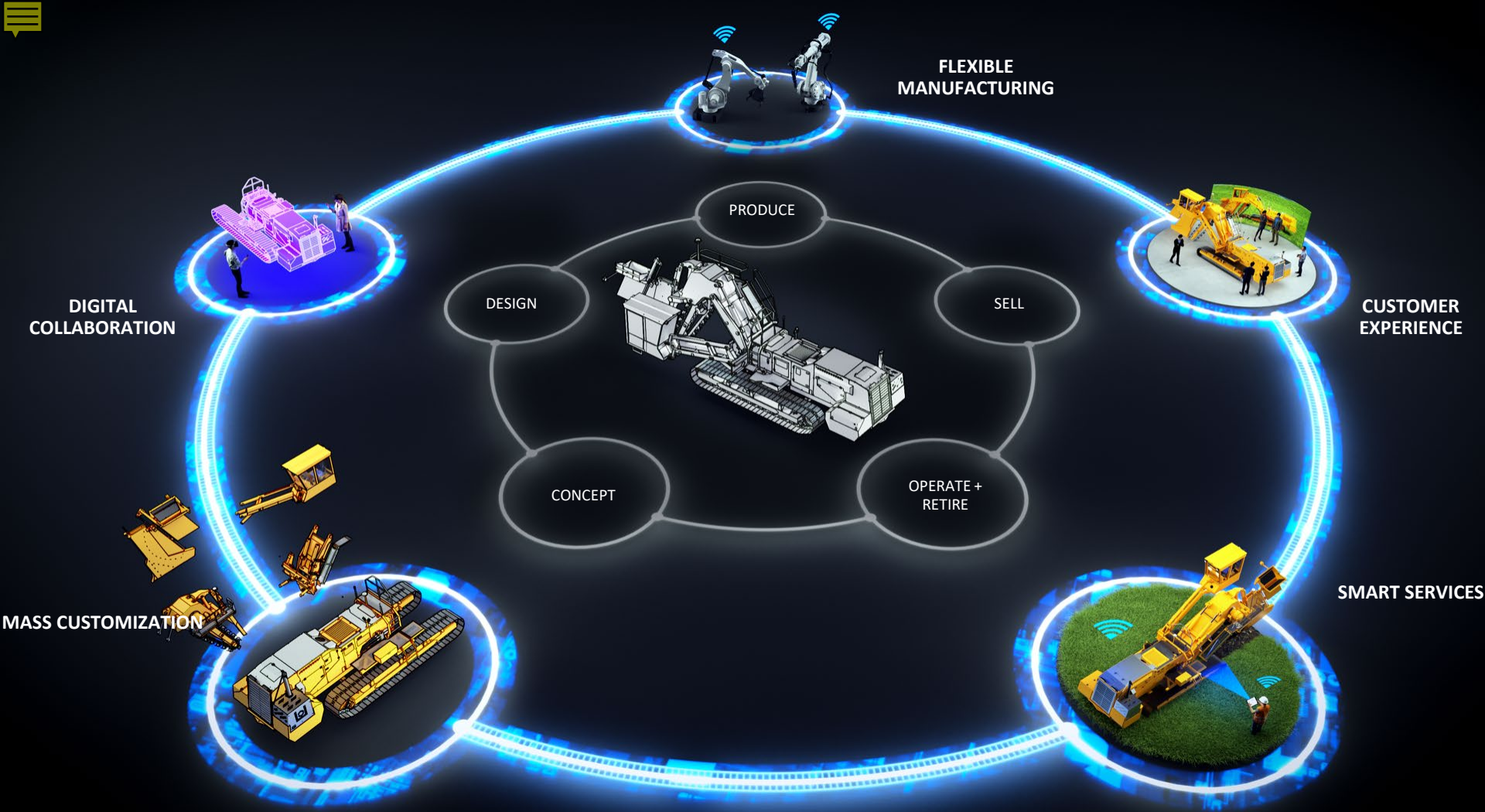


Internal Data Strategy



Insight







- ✓ Executive briefing
- ✓ Digital transformation workshop
- ✓ Discovery session





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