

CONTEÚDO DINÂMICO PME DIGITAL

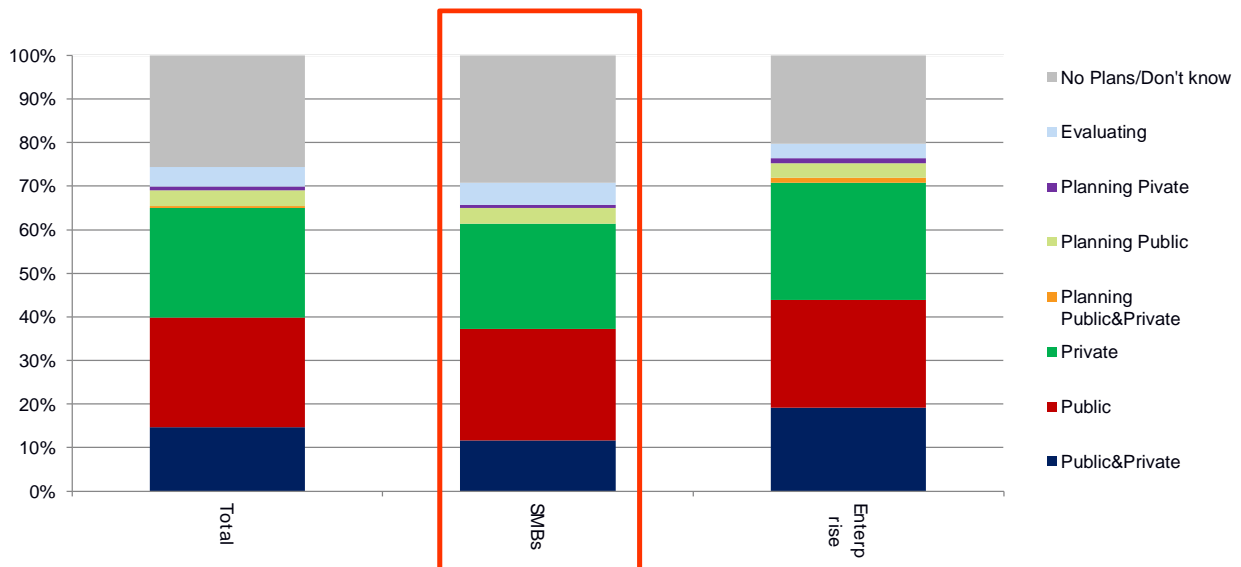
Estratégias de Transformação Digital das PME da Indústria de Manufatura / Materiais da Europa - Resultados de surveys IDC

ID	DATA	TIPO DE DOCUMENTO	AUTOR
PMED.047	<DATA>	Informação	PME Digital
KEYWORDS			
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Evidence from IDC's European Vertical Markets Survey

On average, 65% of European manufacturers have deployed some sort of cloud solution, although SMBs slightly lag in this trend . Overall, cloud is a mature technology in the sector.



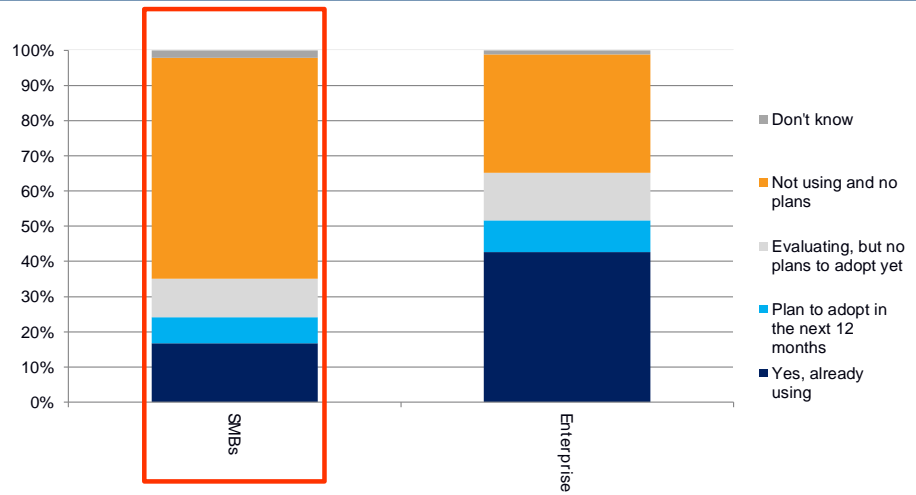
Source: European Vertical Markets Survey 2017, Manufacturing N = 226

The use of Big Data & analytics is far less pervasive among SMBs, and this is not expected to change anytime soon.

Q. Does your organization use Big Data and analytics solutions?

Top 3 Big Data use cases for SMBs:

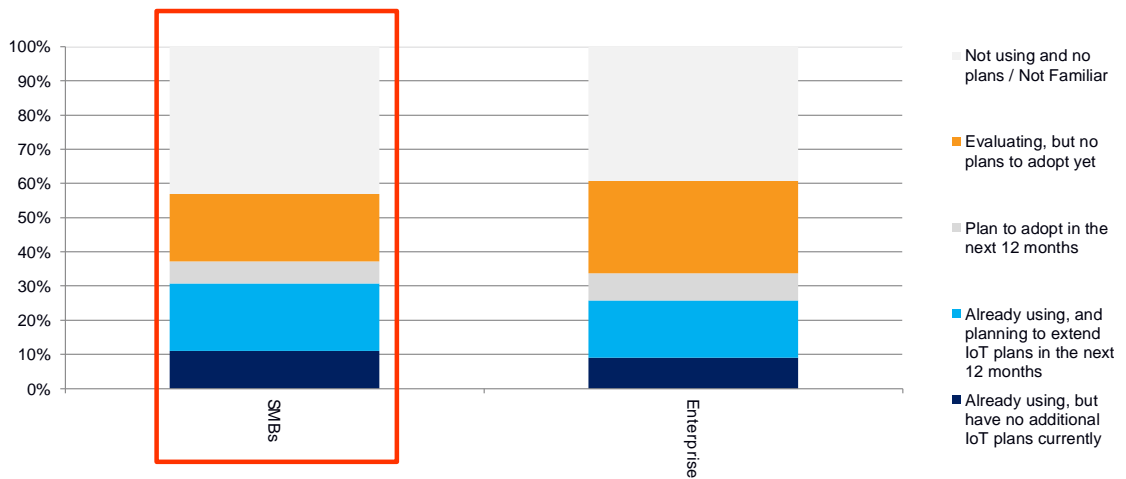
- Factory automation
- Warranty management
- Support production innovation (3D search and part reuse, crowdsourcing, etc.)



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

One in three SMBs have already adopted IoT, and are slightly ahead of the game.

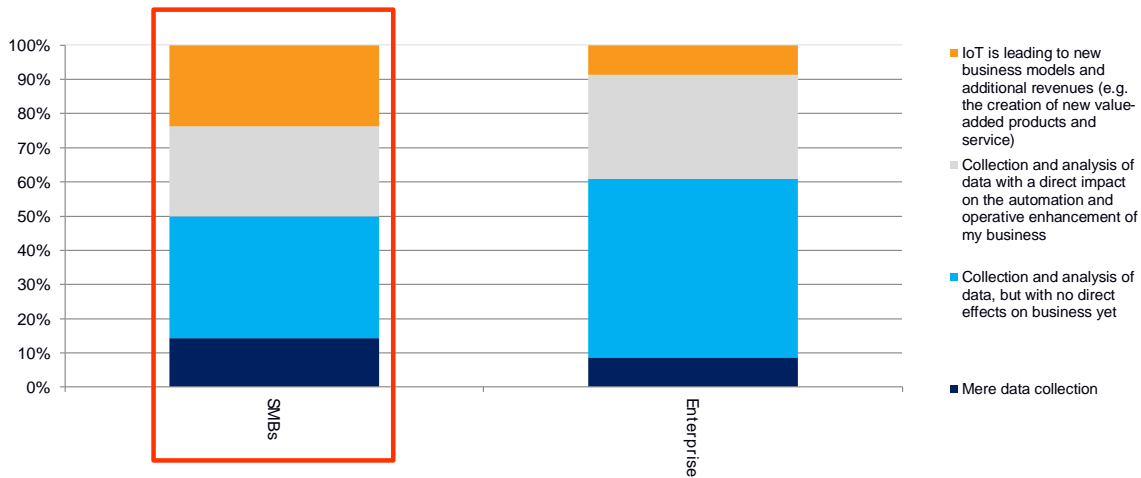
Q. Does your organization already use or is it planning to adopt an Internet of Things solution?



Source: European Vertical Markets Survey 2017, Manufacturing N = 137

SMBs are also more advanced with respect to the monetization of IoT data. Among adopters, 8% use it for creating new value streams.

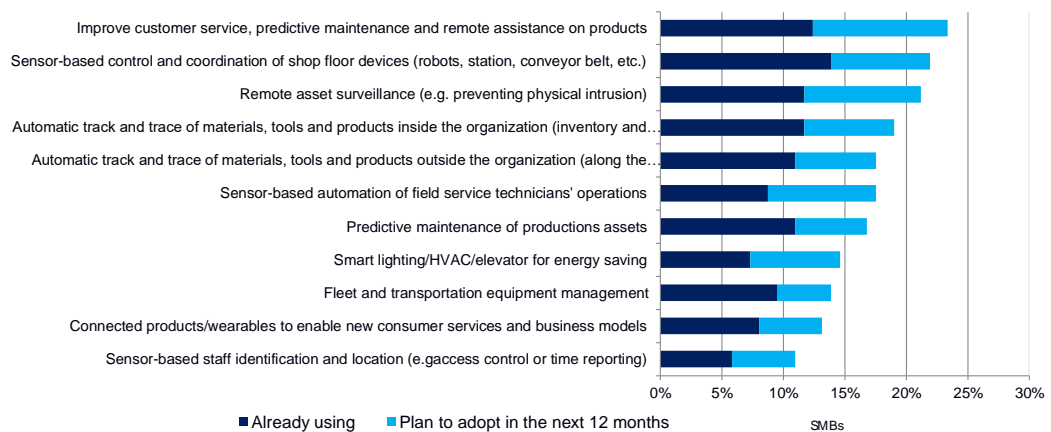
Q. How is IoT currently used in your organization?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226 | Note: Respondents include only IoT adopters

The most common application areas for SMBs are for the improvement of customer service/predictive maintenance, sensor-based control and coordination of shop floor devices, as well as remote asset surveillance. Customer service improvement is the use case with the biggest growth potential in the short term.

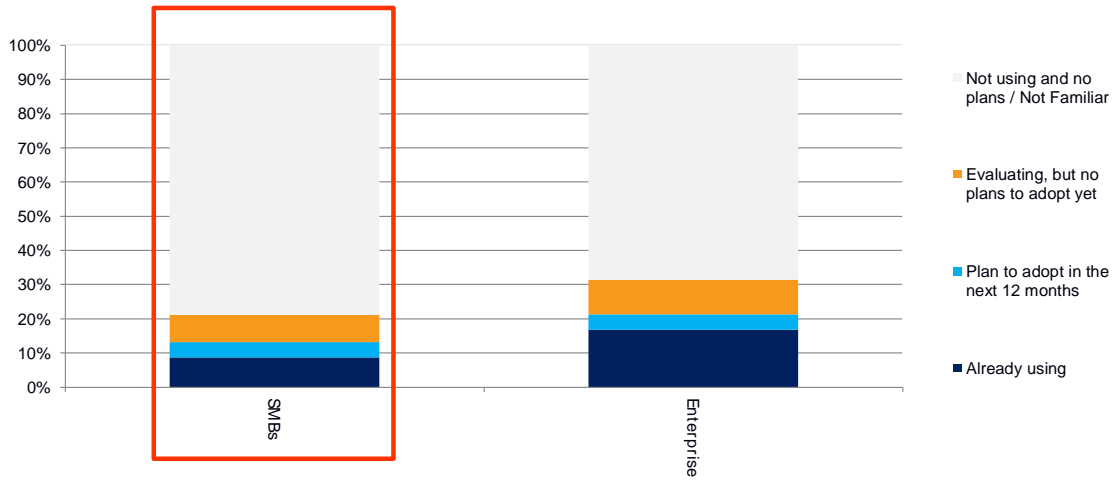
Q. In which of the following areas does your organization use or plan to use IoT?



Source: European Vertical Markets Survey 2017, Manufacturing N = 137

Cognitive systems/AI is still a novelty technology for European manufactures, and SMBs are particularly conservative adopters.

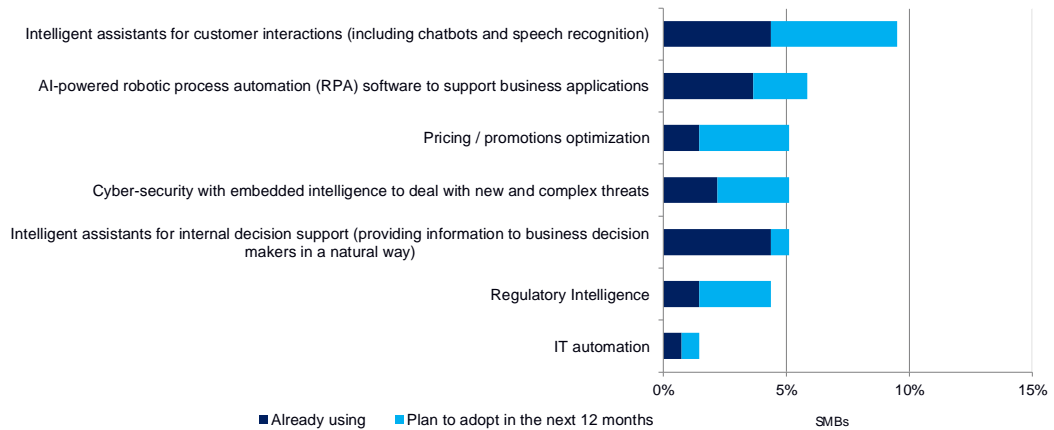
Q. Does your organization already use or is it planning to adopt a Cognitive systems solution?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

This is also reflected by the use cases deployed. The stand-out use case for SMBs are intelligent assistants for the purpose of customer interactions.

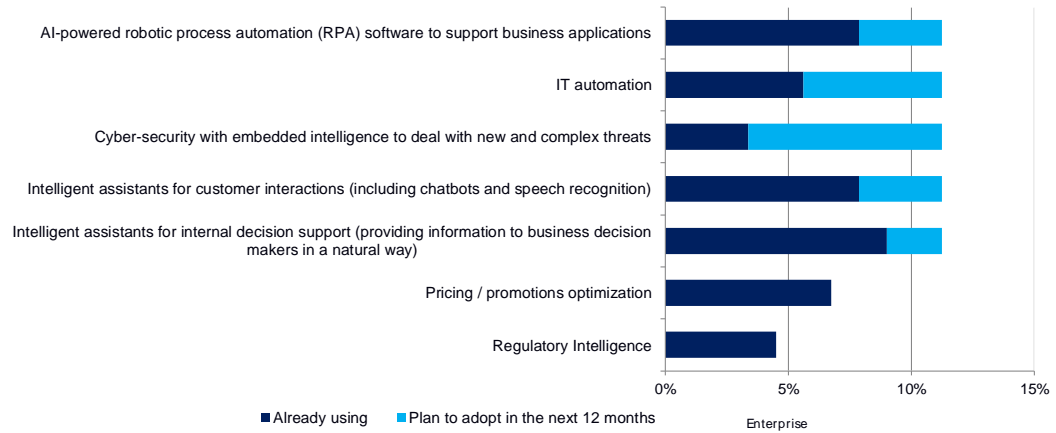
Q. In which of the following areas does your organization use or plan to use Cognitive systems?



Source: European Vertical Markets Survey 2017, Manufacturing N = 137

Larger European manufacturers make use of more application areas, with cyber security being the biggest growth area

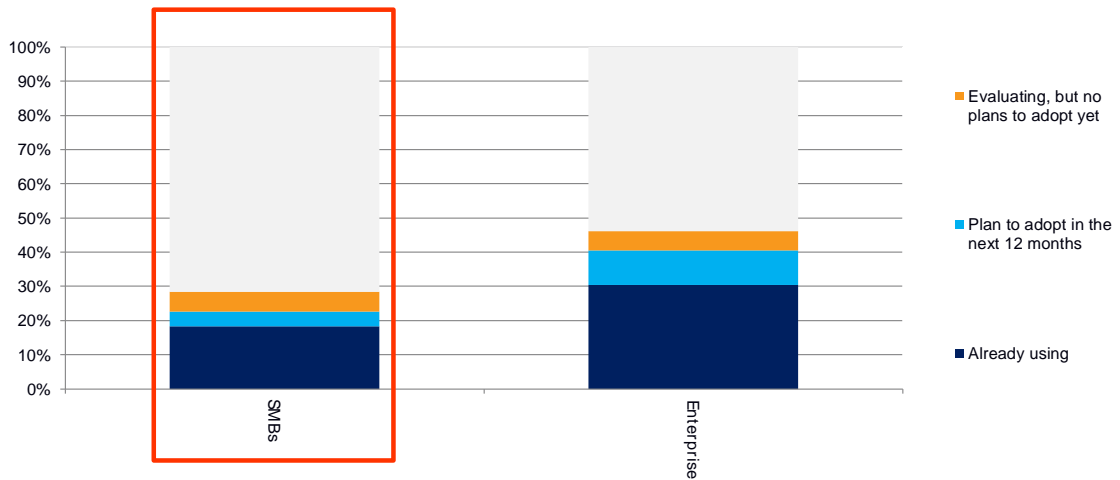
Q. In which of the following areas does your organization use or plan to use Cognitive systems?



Source: European Vertical Markets Survey 2017, Manufacturing N = 89

Overall, robotics has made good headway into European manufacturing companies, but again, SMBs are slightly behind the curve

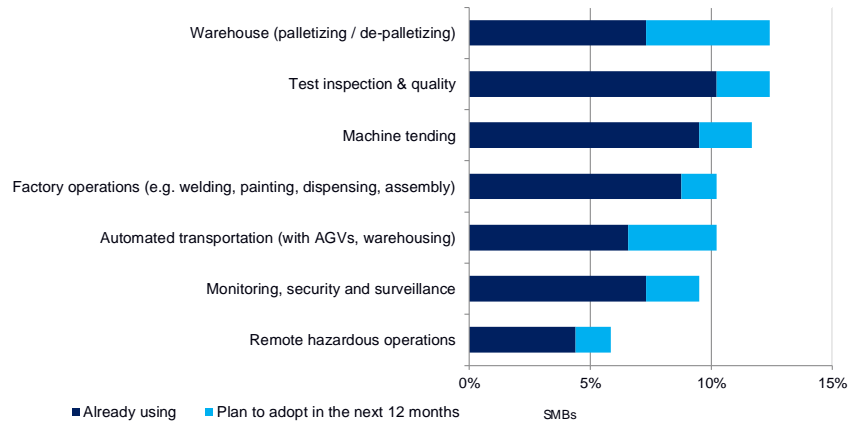
Q. Does your organization already use or is it planning to adopt a Robotics solution?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

For SMBs, test inspection & quality and machine tending are currently the key use cases, although interest is growing for warehouse purposes

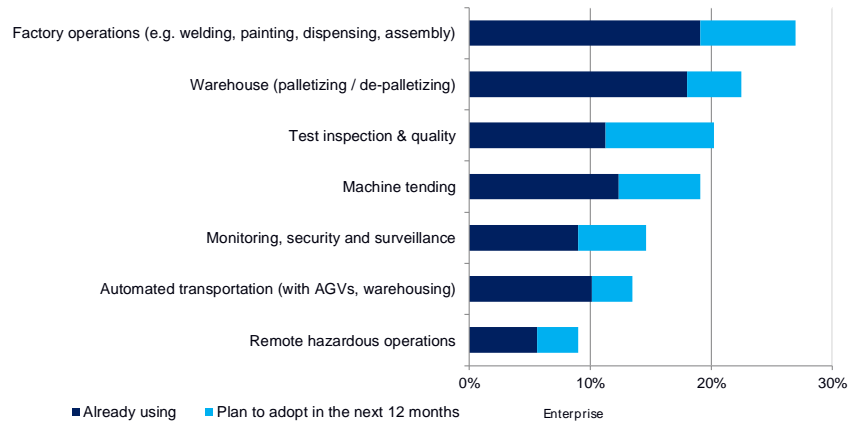
Q. In which of the following areas does your organization use or plan to use Robotics?



Source: European Vertical Markets Survey 2017, Manufacturing N = 137

In pursuit of productivity gains on the shop floor, larger companies concentrate their robotics investments into their (global) factories

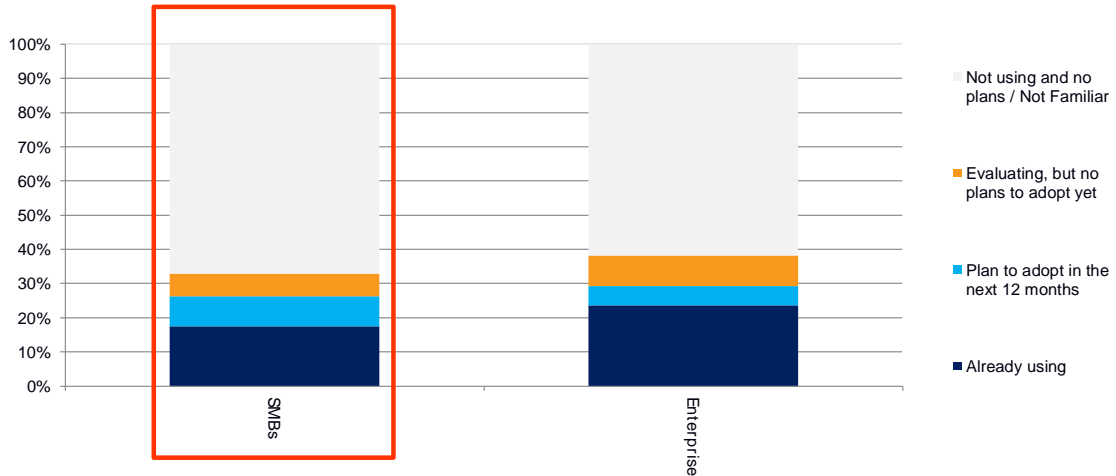
Q. In which of the following areas does your organization use or plan to use Robotics?



Source: European Vertical Markets Survey 2017, Manufacturing N = 89

3D printing or additive manufacturing is playing an increasing role in manufacturing, proving strong time-to-market and cost efficiencies in high volume product development. SMBs are not far behind larger players in using this technology.

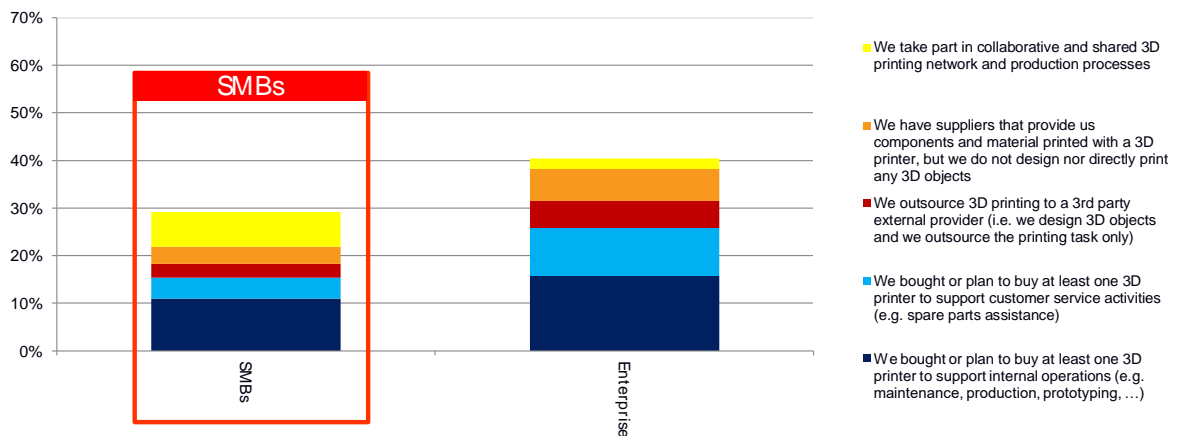
Q. Does your organization already use or is it planning to adopt a 3D printing solution?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

SMBs show stronger interest in collaborative and shared 3D printing networks to improve customer experience and optimize logistics cost

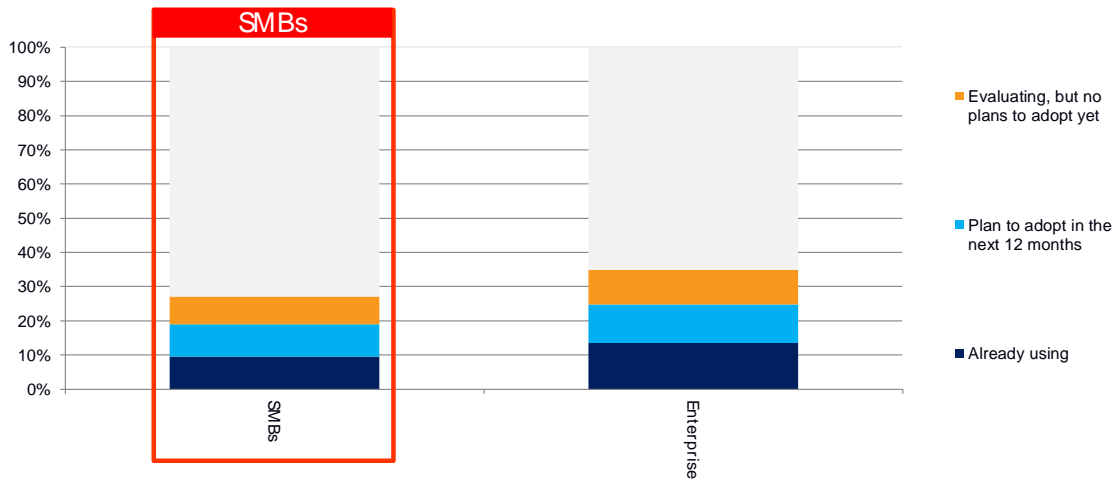
Q. How is your organization using or planning to use 3D Printing?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

Another emerging innovation accelerator, AR/VR is already demonstrating promising ROI across the entire manufacturing processes, even at SMBs

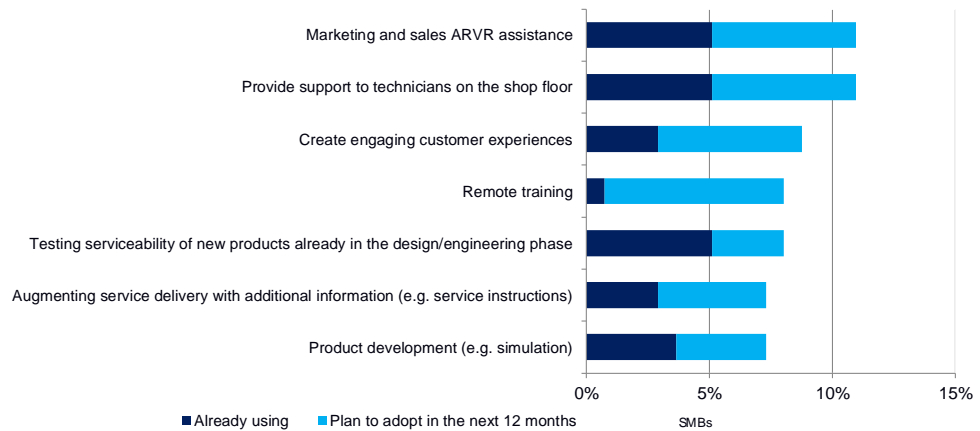
Q. Does your organization already use or is it planning to adopt an Augmented/Virtual Reality solution?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

SMBs are currently using AR/VR for a mix of use cases including marketing/sales, shop floor support and testing serviceability of new products. However, we see the intention of leveraging the technology for remote training purposes.

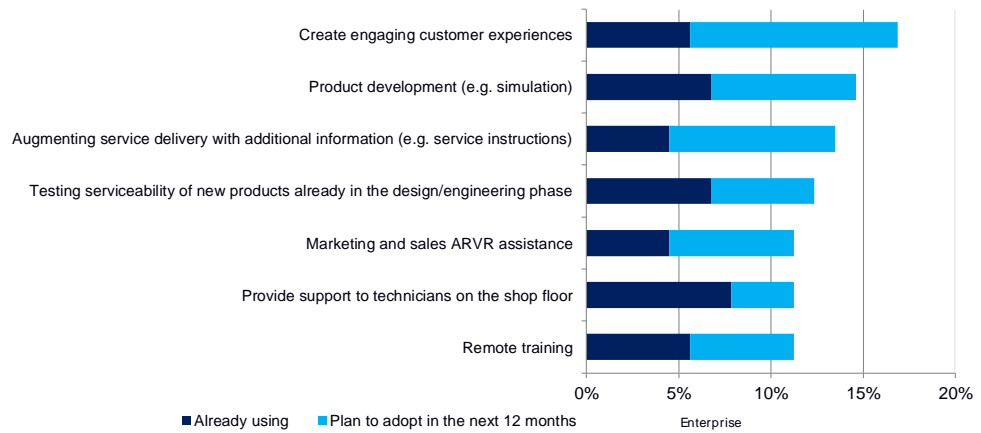
Q. In which of the following areas does your organization use or plan to use Augmented / Virtual Reality?



Source: European Vertical Markets Survey 2017, Manufacturing N = 137

Larger manufacturers use AR/VR predominantly to support shop floor employees, however they sense the opportunity to increasingly use it for creating engaging customer experiences

Q. In which of the following areas does your organization use or plan to use Augmented / Virtual Reality?



Source: European Vertical Markets Survey 2017, Manufacturing N = 89

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