



EVALUATION GUIDE

HOW INDUSTRIAL EQUIPMENT MANUFACTURERS CAN TRULY DIFFERENTIATE

MIKE GREEN

VP Solution Consulting



EXECUTIVE OVERVIEW

Industrial equipment manufacturers, especially those that are configure-to-order (CTO) or make-to-order (MTO), experience complexity in their day-to-day operations.

From creating a highly-engineered sales quote to capturing accurate costs to giving engineering the details they need to manufacture the product, these companies need full visibility into the lifecycle of their products in order to properly service their customers - and their equipment.

So, as an Industrial Equipment Manufacturer, how can you truly differentiate from your industry peers?

THROUGH DIGITAL TRANSFORMATION.

You probably hear that phrase everywhere.

But what does it really mean? How can you put it to use to create a competitive advantage for your industrial equipment manufacturing company?

Those are the questions we aim to answer in this guide. We'll share how you can use digital transformation to:

- Deliver exceptional customer experiences
- Empower employees to work efficiently and effectively
- Optimize operations
- Transform products and services
- ...and truly differentiate your business

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DEFINING DIGITAL TRANSFORMATION

Digital transformation is more than shifting to “the cloud” and modern technology. It’s a fundamental shift in how you think about operating your company. Digital transformation is about using data to gain better insight so you can deliver what customers and stakeholders really want:

INNOVATION

Unique high-demand product and service offerings

RELIABILITY

Delivering on time, reducing quality control issues, repairing equipment before it breaks down

OPERATIONAL EFFICIENCY

Optimizing the manufacturing process and supply chain to keep costs down, while still maintaining margins

EXCEPTIONAL CUSTOMER EXPERIENCES

Anticipating what customers want and delivering proactively

Technology companies like Microsoft have created “digital transformation” offerings to enable you to achieve your goals. SaaS solutions like Dynamics 365, IoT (Internet of Things) sensors, artificial intelligence (AI), and big data are key components of the digital transformation toolset. With more data created and collected than ever before, organizations need a stable, secure cloud environment like Azure to store and process data.



DELIVERING EXCEPTIONAL USER EXPERIENCES

Studies repeatedly show that companies are willing to pay more for a better experience. In fact, according to a recent Gartner study, 89% of manufacturers see customer experience as a critical component of competition.

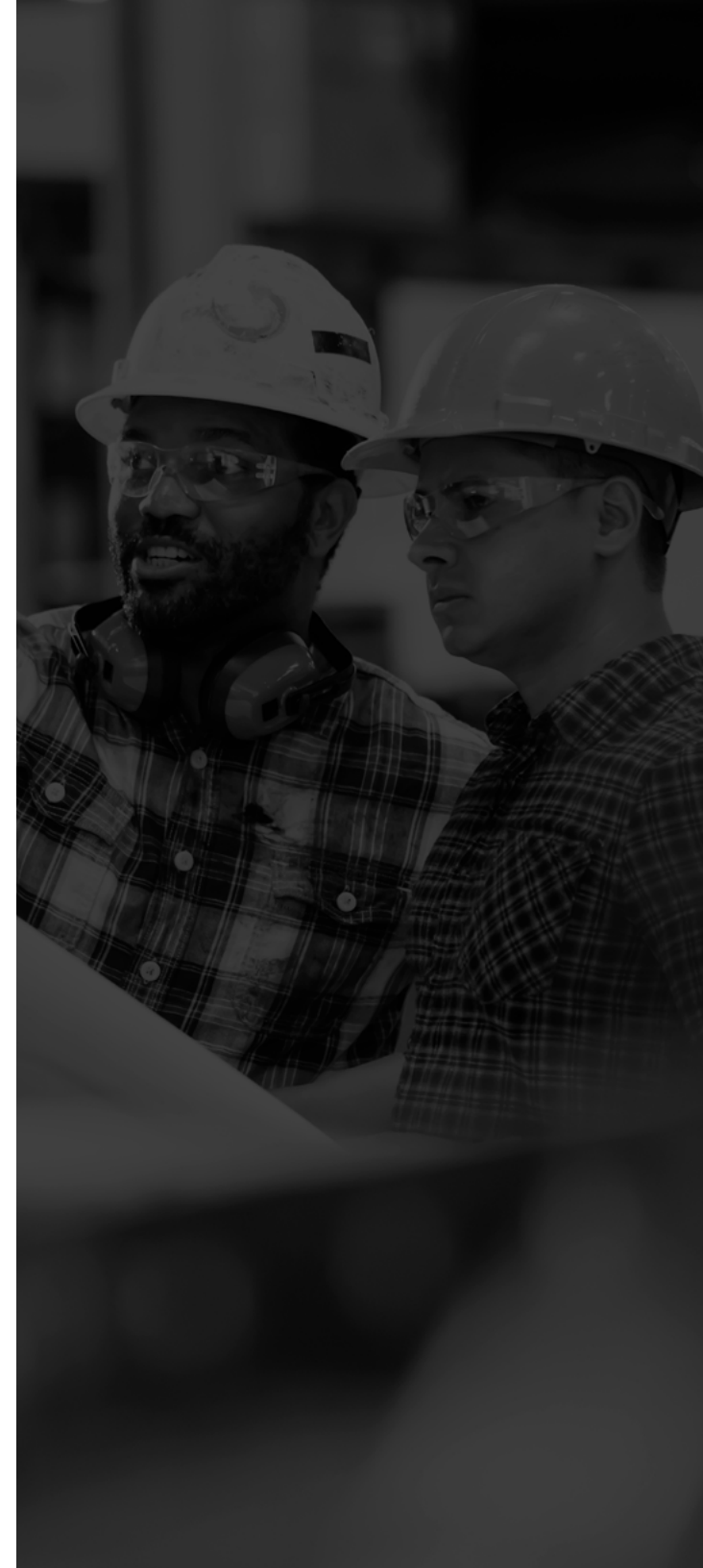
EXAMPLES OF EXCEPTIONAL EXPERIENCES INCLUDE:

Letting customers design their own products

Now more than ever, customers want to customize the features of the products they buy, picking the color, size, and features. Manufacturers who've mastered a high mix, low volume manufacturing process can differentiate by offering options.

Keeping in continual communications with customers

From shipping updates to the status of their service order, clients want to know what's going on. Manufacturers are adding text and email notifications to enable customers to follow along throughout the process. Some industrial manufacturers are providing customers with product portals so the customer can see the status of service requests, product condition and maintenance reports, and which products are nearing end-of support.



EMPOWERING EMPLOYEES

From the plant floor to management, employees need to understand how their area of responsibility fits into the overall success of the company.

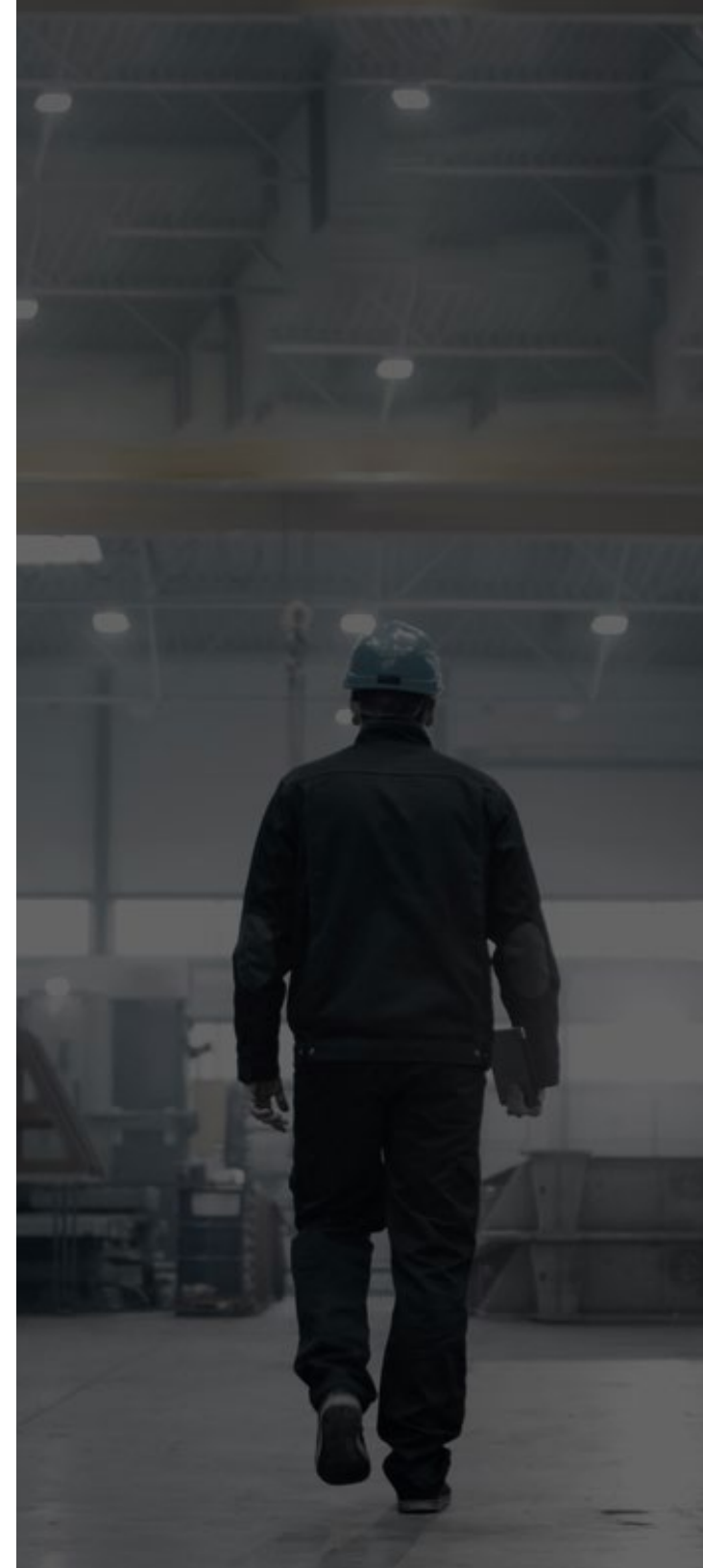
EXAMPLES OF EMPOWERING EMPLOYEES INCLUDE:

Adding Voice of the Operator to the shop floor

Give shop floor workers the opportunity to add qualitative data to understand the root causes of manufacturing issues. This solution adds information to your ERP system to tell management why something happened – for example, they had to stop the line because the machine was dirty, or they had to switch out components.

Creating easy employee mobile apps and reporting dashboards

Low code apps and intuitive business intelligence tools have made it easier than ever to give employees unique reports and customized tools that make their jobs smoother. Forget teams of developers creating one-size-fits-all solutions. Business users can self-manage smaller, tailored solutions.



OPTIMIZING OPERATIONS

With tight margins, optimizing operations can make a big impact on the success of your business. Increasing productivity and enhancing efficiency can add millions of dollars to your bottom line.

EXAMPLES INCLUDE:

Eliminating data silos

Employees make better decisions when they understand how their actions impact other departments. Unifying data in your business solutions and/or data warehouse gives your employees the information they need to make good decisions. Integrating systems also eliminates the need for employees to log in to multiple systems. Streamlining your business applications will make your data more reliable and save time.

Adding automation

Configuring approval and collaboration workflows helps your organization respond to customers faster. For example, an automotive parts supplier might have workflows that keep the sales, engineering, and cost accounting teams updated with every customer revision request. Artificial intelligence and predictive analytics can take this a step further, recommending which customers to call or which parts are more likely to be defective.



TRANSFORMING PRODUCTS & SERVICES

Delivering good products is at the heart of manufacturing. However, more manufacturing companies are turning to service to drive more revenue and profits.

EXAMPLES INCLUDE:

Adding IoT to manufactured products

Consumers have wholly embraced IoT, relying on these devices to tell them when someone is at the front door or give them the ability to adjust their home thermometer, even when they're across the world. Building IoT into your manufactured products is one way to appeal to today's always-connected customer.

Offering uptime-guarantees

Industrial manufacturers are using IoT to remotely monitor equipment. Gathering temperature, volume, moisture, usage, and other data points enables them to adjust maintenance routines that either save money or prevent equipment damage and downtime.

Some manufacturers are also selling their clients Service Level Guarantees (SLAs). Instead of break-fix or calendar-based maintenance, they promise to maintain the equipment for a set annual fee. This value-added service can be a major differentiator for a manufacturer.



MICROSOFT DYNAMICS 365 PROVIDES A STRONG FOUNDATION

The journey to digital transformation relies on building a strong technology foundation. Dynamics 365 is modern business platform that combines ERP and CRM to give you advantages like:

- 360-degree management of your customers
- Complete supply chain visibility
- The ability to manage the complete product lifecycle
- A unified data model that can extended across the enterprise
- The ability to see the big picture and drill-down into detail
- Easy-to-use, familiar tools
- Built-in security tools
- Secure cloud and mobile access

Plus, Microsoft Dynamics 365 gives you the ability to leverage the “bells and whistles” of digital transformation, like:

- Artificial intelligence
- Automation
- Predictive analytics
- Big data
- Azure cloud

To learn more about Microsoft Dynamics 365, please visit our website at
www.MCAConnect.com

REQUEST A FREE, LIVE CONNECTED EXPERIENCE JUST FOR INDUSTRIAL EQUIPMENT MANUFACTURERS

Want to learn how Microsoft technology can impact each phase of your equipment lifecycle through a “day in the life” of your business? MCA Connect, a Microsoft Gold Partner, is offering industrial equipment manufacturers a one-hour Live Connected Experience.

This free offer will demonstrate the value of one, connected enterprise system that can provide full visibility into your operations - starting from your highly engineered sales quote, all the way through production, financials, installation, and equipment maintenance.

[Learn More Here](#)