

Why Manufacturers Must Become Data-Driven Enterprises

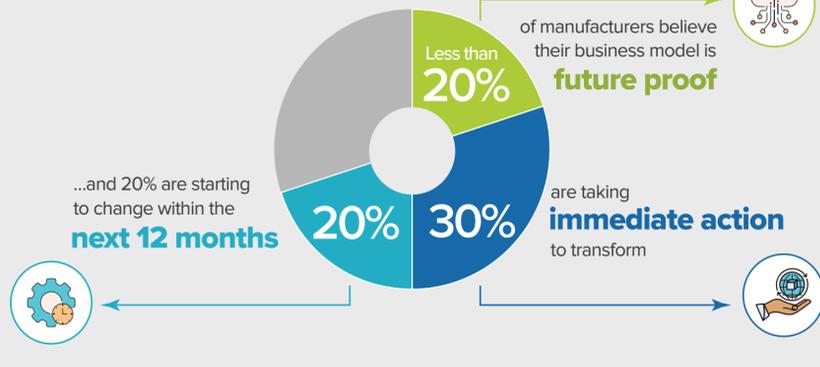
Disruption and changing customer demands have caused manufacturers to rethink their business – the importance of data cannot be overlooked.



Changing the Business Model



Business Models Need to Change to Compete:



Source: IDC COVID-19 IT Spending Impact Survey Wave 13, October 2020

Resiliency & Data Are Essential to Transformation

Top Manufacturing Priorities through 2021:

50%



Build data program
to gain new insights into operations/products/ecosystems

48%



Plan to have business operations resiliency programs

Source: IDC COVID-19 IT Spending Impact Survey Wave 11, September 2020

Manufacturers Struggle with Current Data Demands

Data Management Remains a Challenge:

90%

of organizations rank **data as a competitive advantage,**

but only **24%** extract adequate value



Operational data generation will increase **2X – 3X** over the next five years

Common Pitfalls to Avoid

Manufacturers Face Common Challenges Executing a Data Strategy:



Legacy/siloed systems

Reliance on outdated information



Lack of a cohesive/comprehensive data, analytics, and AI technology architecture

Automation Enables More Rapid/Effective Decisions



Top Areas Targeted for Automation Investment:

82%



Customer Service

79%



Marketing

76%



Operations

76%



IT

75%



Finance

74%



Supply Chain

Source: IDC COVID-19 IT Spending Impact Survey Wave 13, October 2020

Bottom Line

Becoming a data-driven enterprise is critical to success. Manufacturers need a data strategy that focuses on automation, integration, data management, analytics, AI, and decision support to transform.

Message from Sponsor

Exceeding consumer expectations and successfully undertaking new business models requires insight-driven decision-making. Manufacturers must tackle data challenges by:



Championing a top-down, insight-driven culture



Anticipating and addressing the complexity and velocity of data in modern operations



Accelerating investments in real-time analytics and intelligent workflows to drive business improvements

Get the [Playbook](#) for how to become a data-driven enterprise.