

Embracing constant change and rapid adaptation to generate business value

SUMMARY

To stay competitive and keep generating value in the current economy, it is essential that manufacturing companies understand they must transition from traditional business practices to providing customers with high-quality experiences by delivering physical products bundled together with highly-automated services through multiple online and offline interaction channels. Technologies like digital platforms, IIoT, social media, e-commerce tools, data protection and cloud integration, and metrics measuring data from manufacturing, business processes and customer interactions are key elements supporting a digital transformation strategy. To measure the level of digital maturity of an organization is essential to ensure an optimal use of digital technologies both in customer engagement channels and internal operations.

LEARNING OUTCOMES

- *Learn the basics of defining a Digital Transformation Strategy and the technologies supporting it*
- *Learn the basics of a Digital Maturity Model*



TOPICS

- Setting and prioritizing goals in my digital transformation strategy
- Implementing digital platforms to manage omni-channel interaction with customers throughout digital touchpoints along the customer journey
- Industry 4.0
- E-commerce, IIoT, data protection and cloud integration
- Value realization, sustained business agility
- Transitioning from manufacturing to deliver high-quality customer experiences by providing highly-automated services through online and offline channels
- Metrics to measure and manage progress and ROI

TAKEAWAYS RELATED TO THE FURNITURE INDUSTRY

Digital maturity is not a project, but an ongoing process pursuing organizational improvement.

Defining an on-going digital transformation strategy with goals, action plans to meet them with concrete projects with scope, time and cost estimates.

Identify dimensions and variables to be measured using a Digital Maturity Model to evaluate a company's level of digital maturity.

ADDITIONAL MATERIAL

- Deloitte. [Industry 4.0 engages customers. The digital manufacturing enterprise powers the customer life cycle](#)
- Instituto Tecnológico Metalmecánico, Mueble, Madera, Embalaje y Afines (AIDIMME). Agrupación Empresarial Innovadora de Fabricantes de Muebles y Afines de la Región de Murcia. (AMUEBLA). Cluster e innovation hub del equipamiento del hogar y el contract (CENFIM). Centro Tecnológico del mueble y la madera de la región de Murcia (CETEM). [Análisis de viabilidad para la Implantación de la Industria 4.0 en el sector hábitat](#)