Milan, 21 March 2018

Industry 4.0 Strategy & Roadmap

Da Industria 4.0 a Impresa 4.0

pwc

https://www.pwc.com/it/operations

As a “Category of One”, we can leverage a broad set of capabilities to build integrated innovative digital solutions

Strategy

Maximizing business value

Disruptive Business Models

Wargaming & Competitive Simulation

Opportunity Visualization

Decision Making & Scenario Planning

Capability Roadmap

Digital Operating Model

Tax Structure / Strategy

Talent & Culture

Emerging technology driven strategy

Innovation

Moving into whitespace

Immersion & Acceleration Labs

Emerging technology visioning and prototyping

Experience Radar

Rapid Prototyping

Minimum Viable Product Definition

Experience

Creating superior user engagement

Experience Design

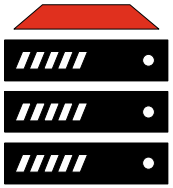
Journey mapping

Ethnography & Behavioral Economics

User Experience and User Interface

Prototyping & Concept Visualization

Concept and Usability Testing



Technology

Objectively viewing the connected world

Digital Marketing & E-Commerce Platforms

Sales & Service Enablement

Social, Mobile & Local Platforms

Digital Enterprise & System Architecture

Cyber & Information Security

Cloud Transformation

New IT platform strategy & execution

Content Management

Enterprise Mobility

Analytics

Identifying insights that matter

Activation & optimization

Locking in business value

Lead Acquisition, Nurturing, and Re-targeting

Search and Display

Shopper Marketing

Community & Advocacy

Performance Optimization

Tax Efficiency

Incubate & Transfer

Digital program design and management

Digital investment performance management

How PwC is supporting the journey to Industry 4.0 in Italy

Supporto nell'identificazione e gestione dei requisiti per l'accesso agli incentivi del ***PIANO INDUSTRIA 4.0 (PIANO IMPRESA 4.0)***

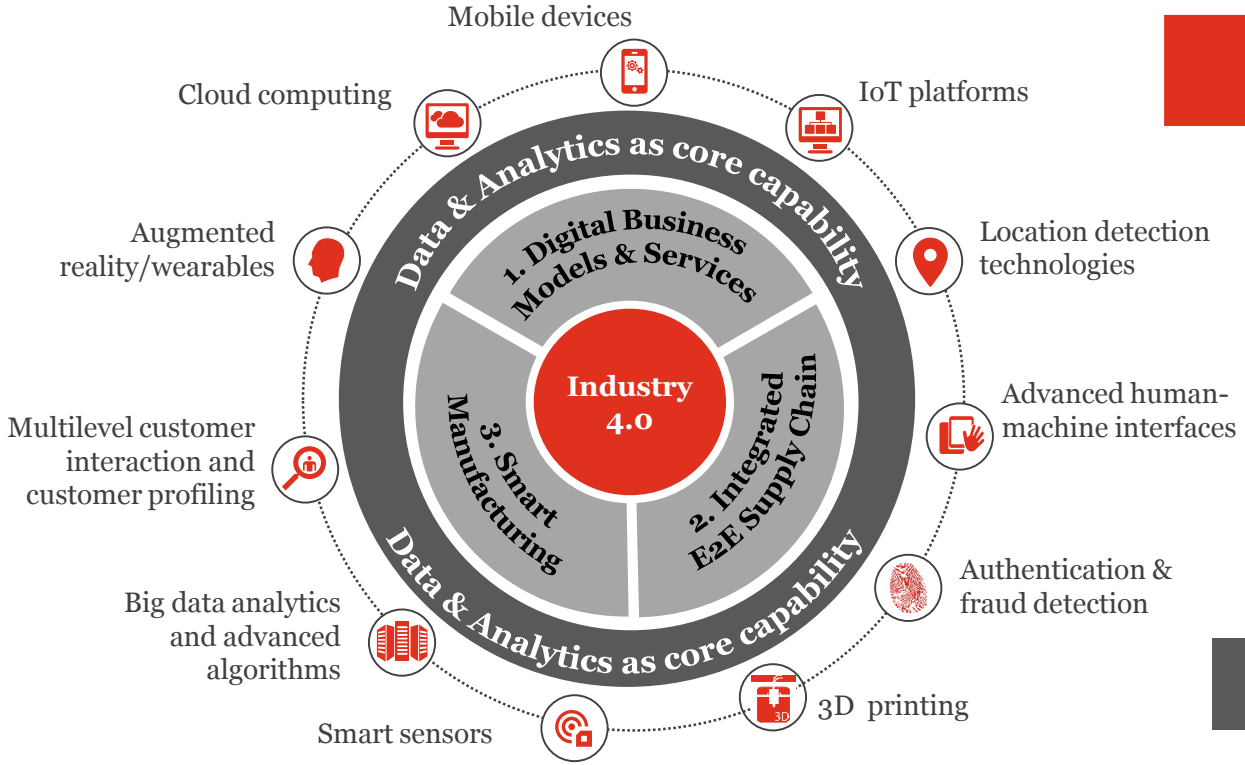
FY2017-2018

- **81 Richieste**
- **30 Aziende assistite**
- **187 Asset in analisi**
- **98% Percentuale di successo stimata**
- **25,9 mln€ benefici fiscali ottenibili**
- **37 Attestazioni richieste** (36 jbr ICIM)
- **0 N. Perizie**
- **9 Interrogazioni inoltrate al MISE** (trend in crescita)

Supporto alla gestione del ***processo di TRASFORMAZIONE VERSO LA DIGITALIZZAZIONE dei processi industriali***

- **Costruzione ecosistema**
- **Architettura di sistema per la gestione dei big data**
- **Sviluppo acceleratori**
- **Piattaforme di innovazione**
- **Supporto alla formazione digitale**
- **Use cases**

A digital transformation journey starts from an assessment on integrated E2E Supply Chain, Smart Manufacturing and Digital Business Models & Services



Digital Enablers

IT Architecture and Data Management

Compliance, Security, Legal & Tax

Organization, Employees and Culture

Partnering / New Ventures

To help manufacturers becoming data-driven, we provide a full set of analytical services

Data & Analytics Strategy

Maturity Assessment

We assess the analytics maturity of your business and jointly select the right use cases for growing your analytics capabilities.

Implementation Roadmap

We analyze the requirements of your stakeholders and jointly define concrete steps for implementing analytics in your organization.

Data & Analytics Services

Business Intelligence

We define and implement production KPI systems, reports and dashboards to make production insights available across your enterprise.

Smart Manufacturing Analytics

We provide you a suite of smart manufacturing applications (“apps”) based on Analytics, Internet of Things and Cloud technology.

Customer & Supplier Insights

We leverage your sales & customer data as well as publicly available data to enrich manufacturing analytics with a customer perspective.

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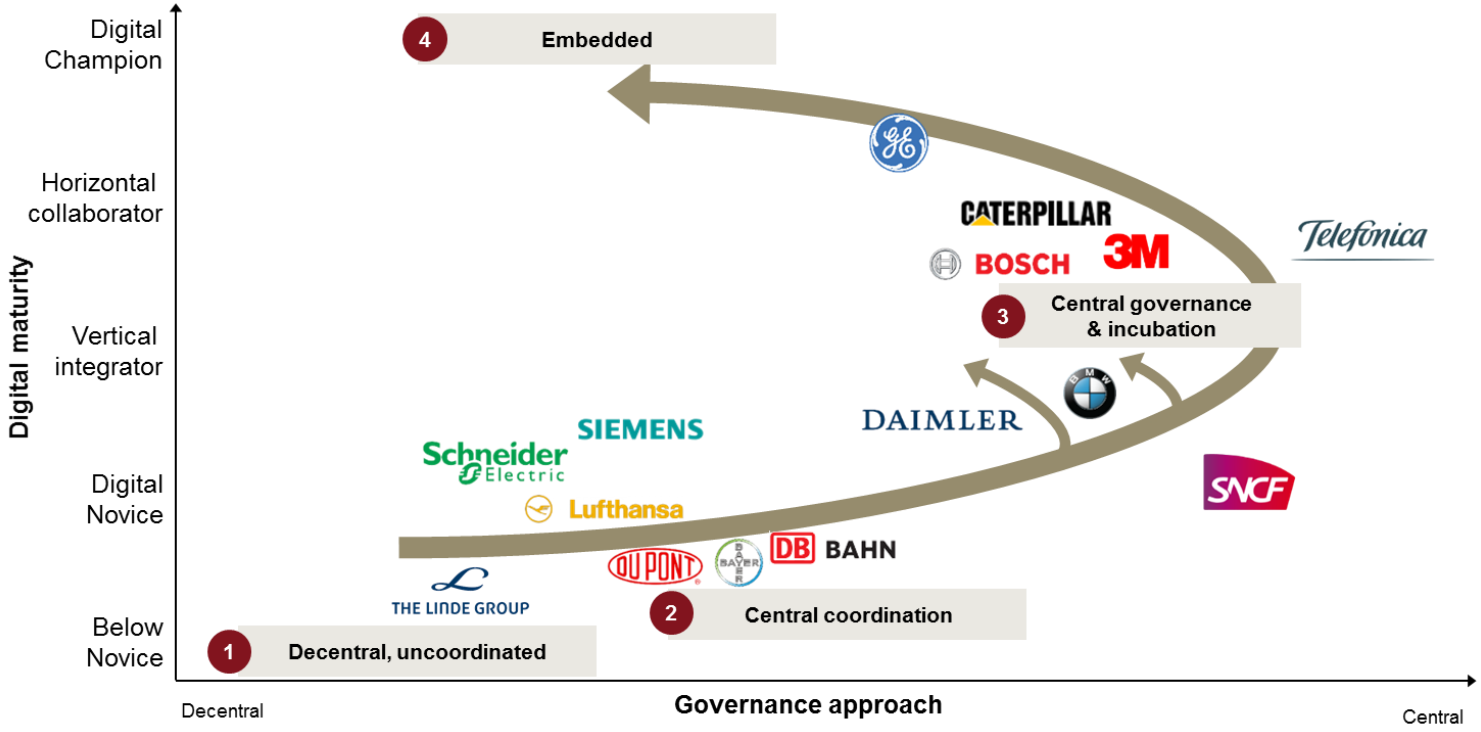
Companies develop Industry 4.0 capabilities across six dimensions and four stages

The Digital Dimensions – Our Perspective

	1 Digital novice	2 Vertical integrator	3 Horizontal collaborator	4 Digital champion
Business models, product & service portfolio	*How is the mix of physical products and services in the portfolio? Which digital features or services are offered? To which degree is engineering already digitized?*			
Market & customer access	*Which channels are used for customer interactions? Which data is currently measured to understand customers? How are all customer interactions tracked?*			
Value chains, processes	*To which extend is manufacturing integrated with engineering internally? How is the supply chain managed? How are manufacturing capacities planned?*			
IT Architecture	*How are processes supported by digital technologies? What are the technical capabilities? How does IT infrastructure support digital services?*			
Compliance, legal, risk, security & tax	*How is compliance assured and technically implemented? How are legal risks addressed? Are tax opportunities realized? How is cyber trust ensured?*			
Organization & culture	*What is the organization's ability to change? Which Industry 4.0 related capabilities are available within the organization?*			

Organization & Culture: Digital maturity is a key element driving the digital operating model



An effective data & analytics strategy addresses business, technical and organizational aspects and links them to the overall vision & strategy

1 Business Applications

What are you using analytics for?

- Identification and prioritization of the core business use cases
- Multi-departmental lenses
- Make use of available data

2 Data

Do you have access to the right data?

- Single source of truth
- Data quality handling
- External data sources and services
- Unstructured data extraction
- Real-time data processing
- Data dictionaries

3 Technology

Do you have the right systems and tools?

- Central data platforms
- Cloud services
- Big Data architecture
- Open Source Tools
- IoT Connectivity
- Machine Learning / Artificial Intelligence
- User Interface

4 Talent & Organization

Do you have the right skills and structure?

- Data Scientists
- IT Specialists
- Business Analytics Translators
- UX Designers
- Center of Competence / Shared Services
- Chief Data Officer
- Advisors & Start-Ups

5 Processes

Are your business processes optimal?

- Data democratization
- Data governance (security, privacy etc.)
- Knowledge exchange
- Collaboration
- Agile development

6 Culture

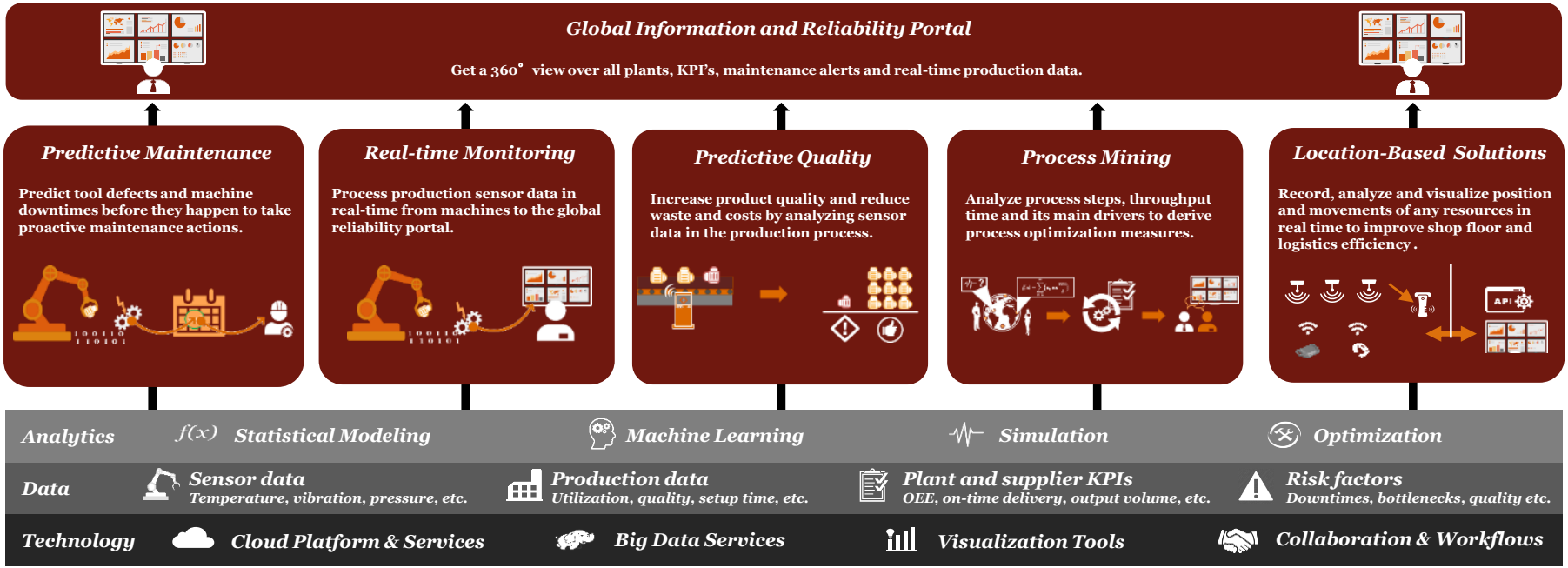
How can you build a data-driven culture?

- Experimentation mind-set
- Data-driven decision-making
- Adoption of analytics tools
- Trust in data and algorithms

Business ***Technical*** ***Organizational***

PwC Smart Manufacturing Analytics Platform (SMAP)

We have developed a set of analytic solutions to enhance the manufacturing process



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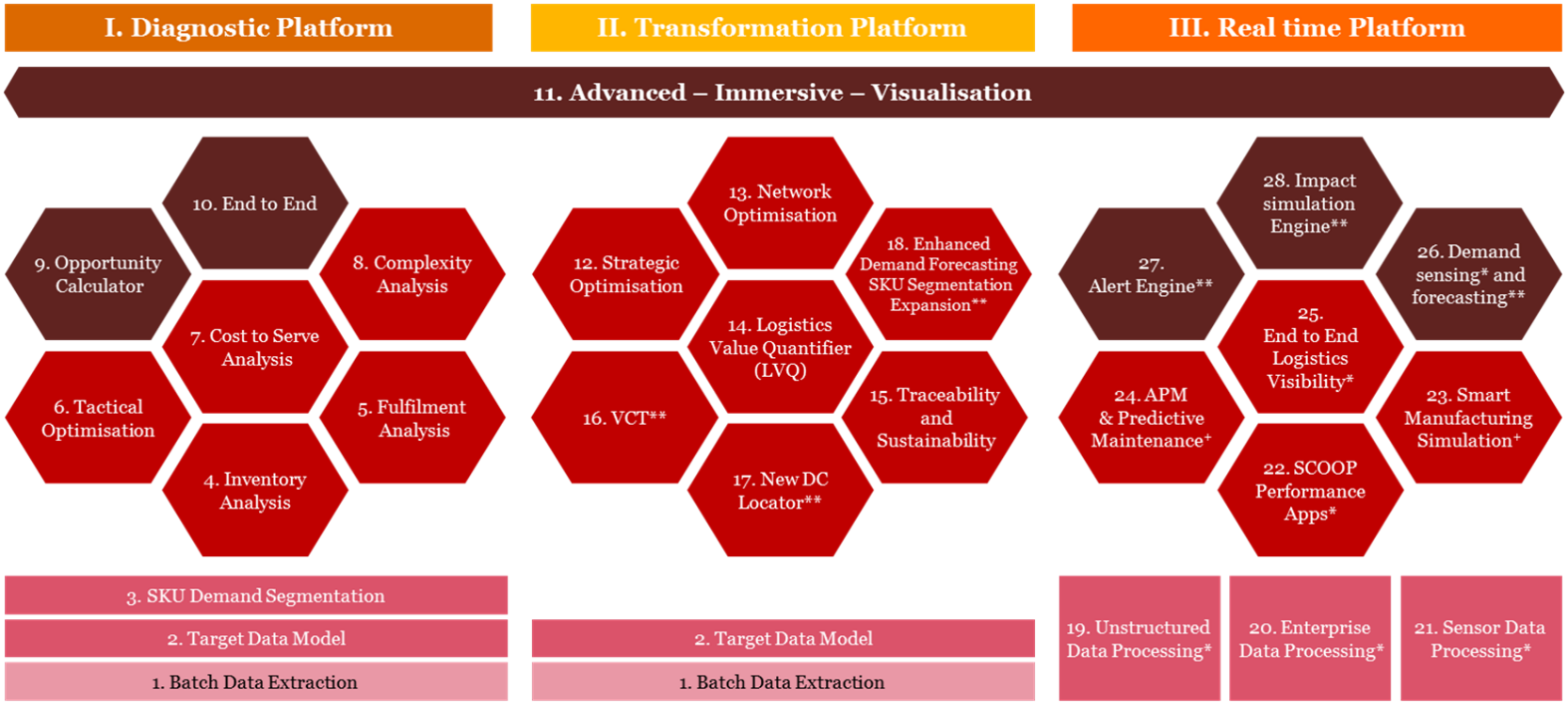
PwC Supply Chain Opportunity & Optimization Platform (SCOOP)

We have developed a set of analytic solutions to enhance the supply chain



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Per iscriversi: www.meetpwc.it/industry

Open Innovation e Industry 4.0

Come gestire la trasformazione digitale in organizzazioni complesse

Milano, 12 aprile 2018
Sede PwC, Via Monte Rosa 91

pwc Microsoft ANIMA CONFINDUSTRIA MECCANICA VARIA

Thank you!

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