

The new industrial revolution: delivering operational excellence and enabling smart manufacturing



Manufacturing is one of the world's oldest industries, but that doesn't mean it's stagnant.

The modern manufacturer must constantly innovate to compete in a changing climate. Smart manufacturing, the Internet of Things (IoT), and other Industry 4.0 trends are introducing new possibilities, triggering a race to gain a competitive advantage through innovation and efficiency.

Digital transformation is imperative, but manufacturers face major barriers. Many have complex operations and legacy infrastructure that heavily rely on siloed systems and manual processes. This approach often yields limited visibility, efficiency challenges, and vulnerability gaps that are susceptible to cyberattacks.

A serious divide typically lies between IT and operations functions. In the IoT era, it's even more critical for IT and OT to come together to achieve shared goals.

Working through these struggles requires talented employees – and in a tight job market, they are in short supply. As baby boomers retire, many manufacturers struggle to effectively pass on knowledge to the next generation. And attracting that next generation in a tight job market is a difficult endeavor.

With the Now Platform®, manufacturers can improve business results across the enterprise. ServiceNow partners with manufacturers to:

- Power operational excellence
- Meet rising customer expectations
- Protect against risks and threats
- Attract, train, and retain top talent



Enabling servitization in manufacturing

Today, one of the most promising trends for manufacturers is servitization — the development of new service lines to complement their core product offerings. The possibilities range from offering maintenance and management support for their products to data management or consulting.

Rolling out these new service lines can deepen customer relationships and improve profitability, but it is a significant undertaking. Manufacturers need modern technology infrastructure to efficiently operationalize these new service lines.

ServiceNow empowers manufacturers to seize this trend with modern IT, operational, and customer service tools. With these advancements, manufacturers can develop, rollout, and execute servitization initiatives that drive profitable, recurring revenue.



Powering operational excellence

The smart manufacturing revolution is creating new opportunities for manufacturers. But without enterprise-wide visibility, it becomes difficult to pave new pathways. The Now Platform® offers that holistic view with one platform.

Efficiency is another core challenge. ServiceNow's digital workflows help manufacturers enhance profitability and productivity. By automating repetitive manual tasks, manufacturers can better manage their workforce and assets, saving time and improving margins.

Digital workflows can also combine with IoT data to reinvent how maintenance is managed, improving overall equipment effectiveness (OEE) and minimizing downtime.

With these solutions in place, manufacturers can achieve world-class operational standards.

Meeting rising customer expectations

Many manufacturers operate within a complex web of supplier relationships and sales channels. These relationships will expand and grow in importance with servitization trends. How well manufacturers manage customer, distributor, and supplier relationships directly affects how well the enterprise runs.

With a single platform that unites digital workflows, ServiceNow enables manufactures to better manage customer and supplier relationships and create a direct feedback loop to improve their product and processes. Ultimately, it enables manufacturers to be more responsive to changing conditions, building customer loyalty, improving performance of the core business, and opening the door to new revenue streams.

Protecting against risks and threats

Safety is paramount. Protecting people and production from both physical and cybersecurity threats is a top priority.

ServiceNow's Security Operations and Governance, Risk, and Compliance tools provide a holistic line of sight across the enterprise. This helps manufacturers better anticipate and respond to threats. The platform also enables them to automate threat response to move faster and more effectively.

Attracting, training, and retaining top talent

Manufacturers must modernize their tools and operations to prepare for the next generation of talent.

ServiceNow helps manufacturers institutionalize knowledge and build skillsets to empower their workforce. With digital workflows, manufacturers can automate repetitive tasks, freeing employees to focus attention on the work that matters most.



ServiceNow for manufacturers

ServiceNow gives businesses the ability to seize the potential of the smart manufacturing revolution. With the right platform and infrastructure to power their digital transformation, manufacturers can:

- Achieve operational excellence
- Meet customer expectations
- Protect against threats
- Empower its workforce

For more on ServiceNow's manufacturing solutions, visit:
<https://www.servicenow.com/solutions/industry/manufacturing.html>.



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