

# The Digital Transformation Of The Automotive Industry

EVENTUALLY, YOU WILL VERY DISCOVER A SUPPLEMENTARY EXPERIENCE AND ACHIEVEMENT BY SPENDING MORE CASH. YET WHEN? DO YOU ACKNOWLEDGE THAT YOU REQUIRE TO GET THOSE ALL NEEDS GONE HAVING SIGNIFICANTLY CASH? WHY DONT YOU TRY TO GET SOMETHING BASIC IN THE BEGINNING? THATS SOMETHING THAT WILL LEAD YOU TO UNDERSTAND EVEN MORE ON THE ORDER OF THE GLOBE, EXPERIENCE, SOME PLACES, IN IMITATION OF HISTORY, AMUSEMENT, AND A LOT MORE?

IT IS YOUR UNCONDITIONALLY OWN TIME TO PLAY IN REVIEWING HABIT. IN THE MIDST OF GUIDES YOU COULD ENJOY NOW IS **THE DIGITAL TRANSFORMATION OF THE AUTOMOTIVE INDU** BELOW.

INTERNATIONAL DIGITALIZATION TRENDS ANABEL TERNER 2018-08-24 THE FOLLOWING BOOK BRINGS TOGETHER INTERNATIONAL DIGITALIZATION TRENDS IN DIFFERENT BRANCHES. EACH CHAPTER DESCRIBES AT FIRST THE TREND IN GENERAL, FOLLOWED BY CASES FROM PIONEERING COMPANIES IN THE RESPECTIVE FIELD. SELECTED RELEVANT GRAPHICS ILLUSTRATE THE RESPECTIVE TOPIC. IN THE INTERESTS OF TRANSPARENCY, THE SUMMARIES OF THE INDIVIDUAL CHAPTERS PRECEDE THIS PART OF THE BOOK. THE BOOK WITH THE SELECTED INDUSTRIES, COMPANY EXAMPLES AND REPRESENTATIONS SHOWS AN EXCERPT FROM THE DEVELOPMENT THAT INDUSTRIES ARE MAKING IN THE AREA OF DIGITIZATION. MIT BEITRÄGEN VON: VIKAS CHIKMAGALUR MAHESHWARAPPA, SZU-HAN CHEN, SKOLASTIKA GRAZIA ESMERALDA TJAHYADI, ALI HIJAZI, MIN CHIN LEE, ROZA HAKOBYAN, SEBASTIAN KALLIES, DUYGU CALISKAN

*THE MOBILITY REVOLUTION IN THE AUTOMOTIVE INDUSTRY* DR. SEBASTIAN WEDENIWSKI 2015-11-29 THE INTERNET OF THINGS, CLOUD COMPUTING, CONNECTED VEHICLES, BIG DATA, ANALYTICS — WHAT DOES THIS HAVE TO DO WITH THE AUTOMOTIVE INDUSTRY? THIS BOOK PROVIDES INFORMATION ABOUT THE FUTURE OF MOBILITY TRENDS RESULTING FROM DIGITISATION, CONNECTEDNESS, PERSONALISATION AND DATA INSIGHTS. THE AUTOMOTIVE INDUSTRY IS ON THE VERGE OF UNDERGOING A FUNDAMENTAL TRANSFORMATION. LARGE, TRADITIONAL COMPANIES IN PARTICULAR WILL HAVE TO ADAPT, DEVELOP NEW BUSINESS MODELS AND IMPLEMENT FLEXIBILITY WITH THE AID OF APPROPRIATE ENTERPRISE ARCHITECTURES. TRANSFORMING CRITICAL BUSINESS COMPETENCIES IS THE KEY CONCEPT. THE VEHICLE OF THE DIGITAL FUTURE IS ALREADY HERE — WHO WILL SHAPE IT?

**MARKETING INNOVATIONS IN THE AUTOMOTIVE INDUSTRY** ELENA CANDELO 2019-04-09 THIS BOOK PROPOSES THAT, WITHIN THE AUTOMOTIVE INDUSTRY, REVISED MARKETING PRINCIPLES AND INNOVATIVE MARKETING STRATEGIES ARE NEEDED TO ADDRESS MORE EFFECTIVELY THE UNPRECEDENTED CHALLENGES POSED BY THE MODERN DIGITAL REVOLUTION. THE STARTING POINT FOR THESE PROPOSALS IS A THOROUGH ANALYSIS OF THE EVOLUTION OF MARKETING IN THE INDUSTRY ACROSS THREE AGES OF TECHNOLOGICAL INNOVATIONS – THE MECHANICAL, THE ELECTRONIC, AND THE DIGITAL. THE MAIN OBJECTIVES ARE FIRST, TO ILLUSTRATE HOW STUDY OF THE PAST CAN HELP CARMAKERS AS THEY MOVE FORWARD INTO THE UNKNOWN, AND SECOND, TO IDENTIFY THE MAIN CHOICES THAT THEY WILL FACE. THE CENTRAL PREMISE IS THAT UNUSUAL TIMES CALL FOR UNUSUAL STRATEGIES. BY MINING THE PAST IN ORDER TO FORESEE LIKELY FUTURE DEVELOPMENTS REGARDING COMPETITION AND MARKETING STRATEGIES WITHIN THE CAR INDUSTRY, THE BOOK WILL APPEAL BOTH TO RESEARCHERS AND TO PRESENT OR FUTURE MANAGERS IN THE AUTOMOTIVE AND OTHER INNOVATION-DRIVEN SECTORS.

**INTERNATIONAL BUSINESS, TRADE AND INSTITUTIONAL SUSTAINABILITY** WALTER LEAL FILHO 2019-10-25 THIS BOOK ADDRESSES THE GAP BETWEEN INNOVATIVE TECHNOLOGIES AND THEIR ADOPTION. IT SHOWCASES RESEARCH, FEASIBILITY STUDIES AND PROJECTS THAT DEMONSTRATE A VARIETY OF WAYS TO IMPLEMENT ENVIRONMENTAL SUSTAINABILITY IN GLOBALLY OPERATING FIRMS, AS WELL AS BEST PRACTICES IN AREAS SUCH AS INTERNATIONAL MANAGEMENT, ADOPTION OF CLEANER TECHNOLOGIES, GLOBAL SUPPLY CHAINS, GREENHOUSE GAS EMISSION REDUCTION, AND TRANSPORTATION. THE BOOK PROVIDES STATE-OF-THE-ART INFORMATION ON ISSUES INCLUDING: GLOBAL SUSTAINABLE MANAGEMENT PRACTICES GLOBAL SUSTAINABLE FOOD AND AGRICULTURAL MARKETS GLOBAL RESPONSIBLE MINING AND ENERGY GLOBAL SUSTAINABLE SOURCING GLOBAL SUSTAINABLE TRANSPORTATION GLOBAL CONSERVATION INNOVATIONS AND INVESTMENTS PRESENTING EXPERT CONTRIBUTIONS FROM INDUSTRY, GOVERNMENT AND ACADEMIA, DISCUSSING A VARIETY OF THEMES AND PERSPECTIVES ON THE TOPIC “INTERNATIONAL BUSINESS AS A POSITIVE FORCE OF ENVIRONMENTAL SUSTAINABILITY” IT IS A VITAL RESOURCE FOR STAKEHOLDERS IN THE INTERNATIONAL BUSINESS COMMUNITY.

*RESILIENCE AND DIGITAL DISRUPTION* ALDO GEUNA 2021-12-01 THIS BOOK FOCUSES ON HOW DIGITAL TECHNOLOGIES AND RAPID

Downloaded from [avenza-dev.avenza.com](https://avenza-dev.avenza.com)  
on September 28, 2022 by guest

DEVELOPMENTS IN ARTIFICIAL INTELLIGENCE ARE SHAPING A NEW GENERATION OF CYBER-PHYSICAL SYSTEMS BASED ON THE CONVERGENCE AMONG ROBOTS, SENSORS, AND 3D PRINTING. THE BOOK TELLS A STORY BASED ON DATA AND INDICATORS TO COMPARE THE RESILIENCE TO THIS TRANSFORMATION IN SOME KEY MANUFACTURING REGIONS. AS A SPECIFIC CASE STUDY, THE BOOK DISCUSSES IN LENGTH THE TRANSFORMATION OF THE MANUFACTURING PROCESSES IN THE ITALIAN AUTOMOTIVE INDUSTRY. THE AUTHORS CONCLUDE THE BOOK BY PROVIDING POLICY IMPLICATIONS FOR REGIONS AND CITIES.

*My COGNITIVE AUTO MOBILE LIFE* SEBASTIAN WEDENIWSKI 2017-12-07 ONLY TEN YEARS AGO DRIVING WAS ABOUT HORSEPOWER, STYLE AND COMFORT -- PEOPLE SAID THEY LOVED THEIR CARS. TODAY, WE CAN SEE THE TRANSFORMATION IN THE AUTOMOTIVE INDUSTRY INCLUDING RIDESHARING AND CARSHARING WITH THE NEW CONCEPTS OF MOBILITY AND MOTION CHANGING EVERY DAY. WILL CONSUMERS LOSE THE E-MOTION THEY PREVIOUSLY HAD FOR THEIR VEHICLES? MAYBE THE NEW E-MOTION WILL BE A DIFFERENT TYPE OF CONNECTION, ONE THAT UNDERSTANDS, LEARNS, AND REASONS AS YOU MOVE THROUGH YOUR LIFE; THIS IS THE CONCEPT OF A COGNITIVE VEHICLE AND LIFESTYLE THAT IS DISCUSSED WITHIN. THIS BOOK PROVIDES THE TRENDS AND TECHNOLOGIES IN THE AUTOMOTIVE INDUSTRY AS IT MOVES FROM A CONNECTED VEHICLE TO A COGNITIVE VEHICLE AND HOW AUTOMOTIVE MANUFACTURES FACING THE MARKET SHIFT FROM AN ORGANIZATIONAL-CENTERED TO AN INDIVIDUAL-CENTERED ECONOMY.

*PROCEEDINGS OF THE INTERNATIONAL SYMPOSIUM FOR PRODUCTION RESEARCH 2019* NUMAN M. DURAKBASA 2019-10-24 THIS BOOK DISCUSSES THE CONFERENCE THAT FORMS A UNIQUE PLATFORM TO BRING TOGETHER ACADEMICIANS AND PRACTITIONERS FROM INDUSTRIAL ENGINEERING AND MANAGEMENT ENGINEERING AS WELL AS FROM OTHER DISCIPLINES WORKING ON PRODUCTION FUNCTION APPLYING THE TOOLS OF OPERATIONAL RESEARCH AND PRODUCTION/OPERATIONAL MANAGEMENT. TOPICS TREATED INCLUDE: COMPUTER-AIDED MANUFACTURING, INDUSTRY 4.0, BIG DATA AND ANALYTICS, FLEXIBLE MANUFACTURING SYSTEMS, FUZZY LOGIC, INDUSTRIAL APPLICATIONS, INFORMATION TECHNOLOGIES IN PRODUCTION MANAGEMENT, OPTIMIZATION, PRODUCTION ECONOMY, PRODUCTION PLANNING AND CONTROL, PRODUCTIVITY AND PERFORMANCE MANAGEMENT, PROJECT MANAGEMENT, QUALITY MANAGEMENT, RISK ANALYSIS AND MANAGEMENT, AND SUPPLY CHAIN MANAGEMENT

TESLA MOTORS, INC GERARD H. TH BRUIJL 2017 DIGITAL TRANSFORMATION PROVIDES INDUSTRIES WITH INCOMPARABLE OPPORTUNITIES FOR VALUE CREATION, WHERE FALLING COSTS OF ADVANTAGED TECHNOLOGIES HAVE REVOLUTIONIZED ORGANIZATIONS AND SOCIETY (WORLD ECONOMIC FORUM, 2016). MOREOVER, DIGITAL TRANSFORMATION IS MORE THAN EXPLOITING NEW TECHNOLOGY TO IMPROVE AND OVERHAUL BUSINESS PROCESSES AND OPERATIONS; IT IS ABOUT RECOGNIZING AND GENERATING NEW VALUE PROPOSITIONS (KHAN, 2016). IT HAS BEEN ESTIMATED THAT SOCIETAL BENEFITS IN THE AUTOMOTIVE INDUSTRY THROUGH DIGITAL TRANSFORMATION IS WORTH A FURTHER \$3.1 TRILLION OF THE INDUSTRY THROUGH THE YEAR 2025 (ACCENTURE, 2016). TESLA MOTORS, INC. (TESLA) APPEARS TO BE ONE OF THOSE CAR MANUFACTURERS THAT HAS DISRUPTED THE ENTIRE INDUSTRY SECTOR AND ITS BUSINESS MODEL WITH THEIR TRADITIONAL WAYS OF CONDUCTING BUSINESS. MOREOVER, TESLA'S UNIQUENESS AND VALUE IS THAT IT IS THE ONLY CAR MANUFACTURER PROVIDING AUTOMATIC OVER-THE-AIR FIRMWARE UPDATES THAT ALLOW THE CAR TO IMPROVE SAFETY, PERFORMANCE, AND INFOTAINMENT CAPABILITIES REMOTELY (WORLD ECONOMIC FORUM, 2016). ACCORDING TO WESTERMAN, BONNET, AND MCFEE (2014), "DIGITAL TRANSFORMATION IS THE USE OF TECHNOLOGY TO RADICALLY IMPROVE PERFORMANCE OR REACH OF ENTERPRISES" (P. 1). ESSENTIAL TO ITS APPROACH, DIGITAL TRANSFORMATION SHOULD INCLUDE ELEMENTS SUCH AS (A) SIGNIFICANTLY IMPROVING AND RECREATING CUSTOMERS EXPERIENCE, (B) DIGITALIZATION OF OPERATIONAL PROCESSES, AND (C) RECREATING NEW BUSINESS MODELS (RAO, 2016). ARGUABLY, DIGITAL MARKETING IS A SPECIFIC AREA OF DIGITAL TRANSFORMATION AND DRIVES THE CHANGE IN DIGITAL MARKETING (EDELMAN & HELLER, 2015; ZINCK, 2017).

DIGITAL TRANSFORMATION OF THE AUTOMOTIVE INDUSTRY PATRICK HENNELLY 2019-08-03 MAKE YOUR AUTOMOTIVE BUSINESS MORE CUSTOMER-ORIENTED WITH THIS RESEARCH-BASED BOOK FEATURING CASE STUDIES ILLUSTRATING HOW MULTINATIONALS ARE HANDLING THE DISRUPTION OF DIGITALIZATION.

*SUCCESS FACTORS FOR DIGITAL TRANSFORMATION* JOHANNES SCHMIDT 2019-07-16 MASTER'S THESIS FROM THE YEAR 2018 IN THE SUBJECT BUSINESS ECONOMICS - CONTROLLING, GRADE: 1,3, WIESBADEN UNIVERSITY OF APPLIED SCIENCES (WIESBADEN BUSINESS SCHOOL), LANGUAGE: ENGLISH, ABSTRACT: THE MAIN GOAL OF THIS THESIS IS TO THOROUGHLY INVESTIGATE WHAT DIGITAL TRANSFORMATION IS AND WHICH GENERAL SUCCESS FACTORS EXIST FOR BUSINESSES. IT THEN COLLATES IN A CONCISE WAY WHETHER AND TO WHAT EXTENT SELECTED GERMAN CAR MANUFACTURERS COMPLY WITH THESE SUCCESS FACTORS. "ONCE A NEW TECHNOLOGY ROLLS OVER YOU, IF YOU'RE NOT PART OF THE STEAMROLLER, YOU'RE PART OF THE ROAD"<sup>14</sup> - STEWART BRAND THIS METAPHOR SKILLFULLY ILLUSTRATES WHAT HAPPENS TO BUSINESSES THAT DO NOT TAKE PART IN TECHNOLOGICAL PROGRESSION: THEY GET OBLITERATED. IN ADDITION, THE CYCLE OF NEW TECHNOLOGIES IS SPINNING FASTER AND FASTER EVER SINCE, MAKING IT INCREASINGLY DIFFICULT FOR COMPANIES TO SURVIVE AND FLOURISH. AS EVIDENCE FOR THIS SITUATION THE AVERAGE LONGEVITY OF BUSINESSES IN THE S&P 500 INDEX CAN BE ADDUCED. WHILE IN 1964, IN AVERAGE, A BUSINESS WOULD STAY 33 YEARS IN THE

INDEX, THE DURATION WENT DOWN TO 24 YEARS IN 2016. IT IS ESTIMATED THAT THIS NUMBER WILL BE CUT IN HALF BY THE YEAR 2027. THE MAJOR FORCE BEHIND THIS IN THE RECENT PAST IS THE DIGITAL TRANSFORMATION. JUST A FEW YEARS AGO IT WAS COMMON STANDARD TO RENT A MOVIE IN A VIDEO RENTAL STORE, BUY BOOKS AT THE LOCAL BOOK STORE AND TO TAKE PICTURES WITH ANALOGUE CAMERAS. AMONG THE MOST FAMOUS BUSINESSES IN THESE MARKETS WERE BLOCKBUSTER, BORDERS AND KODAK. NOWADAYS, THEY ARE IMMATERIAL. THE FIRST TWO FILED FOR BANKRUPTCY AND THE LATTER IS STILL TRYING TO SALVAGE ITSELF. ALL OF THEM SHARE THE SAME FATE: THEY UNDERESTIMATED THE CHANGE THAT CAME WITH DIGITAL INNOVATIONS. IN THEIR PLACE DIGITAL CHAMPIONS NOW REIGN: NETFLIX, AMAZON AND SAMSUNG. IF A SIMILAR FATE WOULD BEFALL THE GERMAN AUTOMOTIVE INDUSTRY, IT WOULD BE DEVASTATING FOR THE WHOLE ECONOMY AS OVER 1.8 MILLION JOBS ARE DIRECTLY OR INDIRECTLY DEPENDENT ON IT. IN FACT, AMONG THE FOUR HIGHEST GROSSING COMPANIES IN GERMANY 2017 WERE THREE CAR MANUFACTURERS. THE EXTREME SIGNIFICANCE OF THIS INDUSTRY IS EVIDENT.

**SMART DIGITAL MANUFACTURING** S. RAO 2020-09-30 THE WORLD PROGRESSES TOWARD INDUSTRY 4.0, AND MANUFACTURERS ARE CHALLENGED TO SUCCESSFULLY NAVIGATE THIS UNIQUE DIGITAL JOURNEY. TO SOME, DIGITALIZATION IS A GOLDEN OPPORTUNITY; TO OTHERS, IT IS A NECESSARY EVIL. BUT TO OPTIMIST AND PESSIMIST ALIKE, THERE IS A WIDESPREAD PUZZLEMENT OVER THE PRACTICAL DETAILS OF DIGITALIZATION. TO MANY MANUFACTURERS, DIGITAL TRANSFORMATION IS A VAGUE AND CONFUSING CONCEPT THEY NEVERTHELESS MUST GRAPPLE WITH IN ORDER TO SURVIVE THE FOURTH INDUSTRIAL REVOLUTION. THE PROLIFERATION OF DIGITAL MANUFACTURING TECHNOLOGIES ADDS TO THE CONFUSION, LEAVING MANY MANUFACTURERS PERPLEXED AND UNPREPARED, WITH LITTLE REAL INSIGHT INTO HOW EMERGING TECHNOLOGIES CAN HELP THEM SUSTAIN A COMPETITIVE EDGE IN THEIR MARKETS. THIS BOOK EFFECTIVELY CONVEYS SIEMENS'S KNOWLEDGE AND EXPERIENCE THROUGH A CONCEPT CALLED "SMART DIGITAL MANUFACTURING," A STEPWISE APPROACH TO REALIZING THE PROMISE OF THE FOURTH INDUSTRIAL REVOLUTION. THE SMART DIGITAL MANUFACTURING ROADMAP PROVIDES GUIDANCE AND ENABLES LOW-RISK, HIGH-REWARD ADOPTION OF NEW MANUFACTURING SOFTWARE TECHNOLOGIES THROUGH A SERIES OF TIPPING-POINT INVESTMENT DECISIONS THAT RESULT IN OPTIMIZED MANUFACTURING PERFORMANCE. THE BOOK PROVIDES READERS WITH A CLEAR UNDERSTANDING OF WHAT DIGITAL TECHNOLOGY HAS TO OFFER THEM, AND HOW AND WHEN TO INVEST IN THESE ESSENTIAL COMPONENTS OF TOMORROW'S FACTORIES. RENZI WOLF IS SENIOR VICE PRESIDENT OF MANUFACTURING OPERATIONS MANAGEMENT SOFTWARE FOR SIEMENS DIGITAL INDUSTRIES SOFTWARE, A BUSINESS UNIT OF THE SIEMENS DIGITAL FACTORY DIVISION. RAFFAELLO LEPRATTI IS VICE PRESIDENT OF BUSINESS DEVELOPMENT AND MARKETING FOR SIEMENS DIGITAL INDUSTRIES SOFTWARE.

**INDUSTRY X.0** ERIC SCHAEFFER 2017-05-03 INDUSTRY X.0 TAKES AN INSIGHTFUL LOOK AT THE BUSINESS IMPACT OF THE INTERNET OF THINGS MOVEMENT ON THE INDUSTRIAL SPHERE. ERIC SCHAEFFER COMBINES DEEP ANALYSIS WITH PRACTICAL STRATEGIC GUIDANCE, AND OFFERS TANGIBLE AND ACTIONABLE RECOMMENDATIONS ON HOW TO REALISE VALUE IN THE CURRENT DIGITAL AGE. BASED ON EXTENSIVE RESEARCH AND INSIGHTS INTO THE SIX CORE COMPETENCIES THAT HAVE BEEN IDENTIFIED BY ACCENTURE, INDUSTRY X.0 EXPLORES CRITICAL ASPECTS OF THE INDUSTRIAL INTERNET OF THINGS (IIoT), DISCUSSING AND DEFINING THEM IN AN ENGAGING AND ACCESSIBLE MANNER. THESE INCLUDE MANAGING SMART DATA, HANDLING DIGITAL PRODUCT DEVELOPMENT, SKILLING UP THE WORKFORCE, MASTERING INNOVATION, MAKING THE MOST OF PLATFORMS AND ECOSYSTEMS, AND MUCH MORE. METICULOUSLY RESEARCHED AND CLEARLY EXPLAINED, INDUSTRY X.0 MAKES A STRINGENT CASE FOR COMPANIES TO ACTIVELY SHIFT MIND-SETS AWAY FROM PRODUCTS, TOWARDS SERVICES, VALUE AND OUTCOMES. COMPLEMENTED BY A WEALTH OF CASE STUDIES AND REAL WORLD EXAMPLES, THIS BOOK PROVIDES INVALUABLE, PRACTICAL 'HOW-TO' ADVICE FOR BUSINESS ORGANIZATIONS AS THEY EMBARK ON THEIR JOURNEYS INTO THE ERA OF THE IIoT.

## **DIGITAL TRANSFORMATION OF CRM SYSTEMS IN THE AUTOMOTIVE INDUSTRY 2013**

**INTELLIGENT CONNECTIVITY** ABDULRAHMAN YARALI 2021-09-28 INTELLIGENT CONNECTIVITY AI, IOT, AND 5G EXPLORE THE ECONOMICS AND TECHNOLOGY OF AI, IOT, AND 5G INTEGRATION INTELLIGENT CONNECTIVITY: AI, IOT, AND 5G DELIVERS A COMPREHENSIVE TECHNOLOGICAL AND ECONOMIC ANALYSIS OF INTELLIGENT CONNECTIVITY AND THE INTEGRATION OF ARTIFICIAL INTELLIGENCE, INTERNET OF THINGS (IoT), AND 5G. IT COVERS A BROAD RANGE OF TOPICS, INCLUDING MACHINE-TO-MACHINE (M2M) ARCHITECTURES, EDGE COMPUTING, CYBERSECURITY, PRIVACY, RISK MANAGEMENT, IoT ARCHITECTURES, AND MORE. THE BOOK OFFERS READERS ROBUST STATISTICAL DATA IN THE FORM OF TABLES, SCHEMATIC DIAGRAMS, AND FIGURES THAT PROVIDE A CLEAR UNDERSTANDING OF THE TOPIC, ALONG WITH REAL-WORLD EXAMPLES OF APPLICATIONS AND SERVICES OF INTELLIGENT CONNECTIVITY IN DIFFERENT SECTORS OF THE ECONOMY. INTELLIGENT CONNECTIVITY DESCRIBES KEY ASPECTS OF THE DIGITAL TRANSFORMATION COMING WITH THE 4TH INDUSTRIAL REVOLUTION THAT WILL TOUCH ON INDUSTRIES AS DISPARATE AS TRANSPORTATION, EDUCATION, HEALTHCARE, LOGISTICS, ENTERTAINMENT, SECURITY, AND MANUFACTURING. READERS WILL ALSO GET ACCESS TO: A THOROUGH INTRODUCTION TO TECHNOLOGY ADOPTION AND EMERGING TRENDS IN TECHNOLOGY, INCLUDING BUSINESS TRENDS AND DISRUPTIVE NEW APPLICATIONS COMPREHENSIVE EXPLORATIONS OF TELECOMMUNICATIONS TRANSFORMATION AND INTELLIGENT CONNECTIVITY, INCLUDING LEARNING ALGORITHMS, MACHINE LEARNING, AND DEEP LEARNING PRACTICAL DISCUSSIONS

OF THE INTERNET OF THINGS, INCLUDING ITS POTENTIAL FOR DISRUPTION AND FUTURE TRENDS FOR TECHNOLOGICAL DEVELOPMENT IN-DEPTH EXAMINATIONS OF 5G WIRELESS TECHNOLOGY, INCLUDING DISCUSSIONS OF THE FIRST FIVE GENERATIONS OF WIRELESS TECH IDEAL FOR TELECOM AND INFORMATION TECHNOLOGY MANAGERS, DIRECTORS, AND ENGINEERS, INTELLIGENT CONNECTIVITY: AI, IOT, AND 5G IS ALSO AN INDISPENSABLE RESOURCE FOR SENIOR UNDERGRADUATE AND GRADUATE STUDENTS IN TELECOM AND COMPUTER SCIENCE PROGRAMS.

**OPERATIONS MANAGEMENT IN AUTOMOTIVE INDUSTRIES** MARCO GOBETTO 2013-10-23 THIS BOOK HAS PROVED ITS WORTH OVER THE YEARS AS A TEXT FOR COURSES IN PRODUCTION MANAGEMENT AT THE FACULTY OF AUTOMOTIVE ENGINEERING IN TURIN, ITALY, BUT DESERVES A WIDER AUDIENCE AS IT PRESENTS A COMPENDIUM OF BASICS ON INDUSTRIAL MANAGEMENT, SINCE IT COVERS ALL MAJOR TOPICS REQUIRED. IT TREATS ALL SUBJECTS FROM PRODUCT DEVELOPMENT AND “MAKE OR BUY”-DECISION STRATEGIES TO THE MANUFACTURING SYSTEMS SETTING AND MANAGEMENT THROUGH ANALYSIS OF THE MAIN RESOURCES NEEDED IN PRODUCTION AND FINALLY EXPLORING THE SUPPLY CHAIN MANAGEMENT AND THE PROCUREMENT TECHNIQUES. THE VERY LAST CHAPTER RECAPITULATES THE PREVIOUS ONES BY ANALYSING KEY MANAGEMENT INDICATORS TO PURSUE THE VALUE CREATION THAT IS THE REAL PURPOSE OF EVERY INDUSTRIAL ENTERPRISE. AS AN APPENDIX, A SPECIFIC CHAPTER IS DEDICATED TO THE BASICS OF PRODUCTION MANAGEMENT WHERE ALL MAIN RELEVANT DEFINITIONS, TECHNIQUES AND CRITERIA ARE TREATED, INCLUDING SOME NUMERICAL EXAMPLES, IN ORDER TO PROVIDE AN ADEQUATE FOUNDATION FOR UNDERSTANDING THE OTHER CHAPTERS. THIS BOOK WILL BE OF USE NOT ONLY TO AUTOMOTIVE ENGINEERING STUDENTS BUT A WIDE RANGE OF READERS WHO WISH TO GAIN INSIGHT IN THE WORLD OF AUTOMOTIVE ENGINEERING AND THE AUTOMOTIVE INDUSTRY IN GENERAL.

A MODERN PLAYBOOK OF DIGITAL TRANSFORMATION AMITABH P. MISHRA 2019-09-01 IN ORDER FOR SUCCESSFUL BUSINESS TRANSFORMATION TO OCCUR, THERE’S AN INNER TRANSFORMATION THAT MUST HAPPEN. THE INNUMERABLE PROFESSIONAL FORCES THAT TUG PELL-MELL FROM EVERY IMAGINABLE QUARTER, NEED TO BE ORGANIZED AND PERSONAL DEMONS EXORCIZED OR AT LEAST MANAGED. THIS BOOK TAKES YOU THROUGH THE TRANSFORMATIVE JOURNEY OF DILLON, THE PRESUMPTIVE HEAD OF DIGITAL IN ONE OF THE WORLD’S LARGEST FOOTWEAR MANUFACTURERS, HIS PRIVATE AND PROFESSIONAL STRUGGLE AND VICTORY. THIS MODERN PARABLE ANSWERS THE QUINTESSENTIAL QUESTION: WHAT MAKES A LEADER GREAT? READ THE STEP-BY-STEP DIGITAL TRANSFORMATION EXECUTION PLAN, COMPLETE WITH TOOLS, ARTEFACTS, LESSONS, PITFALLS TO AVOID AND BEST PRACTICES FROM THE INDUSTRY. IF YOU’VE EVER WISHED FOR A BOOK THAT DIDN’T SHY AWAY FROM DELVING INTO THE ‘HOW’ OF THE EXECUTION JOURNEY, AND WHILE DOING SO TOOK YOU ON AN ENJOYABLE ROLLER COASTER RIDE, LOOK NO FURTHER. GRAB THIS!

**DIGITALIZATION CASES VOL. 2** NILS URBACH 2021-10-30 THIS BOOK PRESENTS A RICH COMPILATION OF REAL-WORLD CASES ON DIGITALIZATION, AIMING TO SHARE FIRST-HAND INSIGHTS FROM RENOWNED ORGANIZATIONS AND TO MAKE DIGITALIZATION TANGIBLE. WITH ALL ECONOMIC AND SOCIETAL SECTORS BEING CHALLENGED BY EMERGING TECHNOLOGIES, THE DIGITAL ECONOMY IS HIGHLY VOLATILE, UNCERTAIN, COMPLEX, AND AMBIGUOUS. IT CONFRONTS ESTABLISHED ORGANIZATIONS WITH SUBSTANTIAL CHALLENGES AND OPPORTUNITIES. AGAINST THIS BACKDROP, THIS BOOK REPORTS ON BEST PRACTICES AND LESSONS LEARNED FROM ORGANIZATIONS THAT SUCCEEDED IN TACKLING THE CHALLENGES AND SEIZING THE OPPORTUNITIES OF THE DIGITAL ECONOMY. IT ILLUSTRATES HOW TWENTY ORGANIZATIONS LEVERAGED THEIR CAPABILITIES TO CREATE DISRUPTIVE INNOVATION, TO DEVELOP DIGITAL BUSINESS MODELS, AND TO DIGITALLY TRANSFORM THEMSELVES. THESE CASES STEM FROM VARIOUS INDUSTRIES (E.G. AUTOMOTIVE, INSURANCE, CONSULTING, AND PUBLIC SERVICES) AND COUNTRIES, COVERING THE MANY FACETS THAT DIGITALIZATION MAY HAVE. AS ALL CASE DESCRIPTIONS FOLLOW A UNIFIED TEMPLATE, THEY ARE EASILY ACCESSIBLE FOR READERS AND PROVIDE INSIGHTFUL EXAMPLES FOR PRACTITIONERS AS WELL AS INTERESTING CASES FOR RESEARCHERS, TEACHERS, AND STUDENTS. ALMOST EVERY ORGANIZATION IS TRYING TO FIGURE OUT HOW BEST TO RESPOND TO THE OPPORTUNITIES AND THREATS POSED BY DIGITALIZATION. THIS BOOK PROVIDES VALUABLE LESSONS FROM THOSE ORGANIZATIONS THAT HAVE ALREADY BEGUN THEIR DIGITAL TRANSFORMATION JOURNEY. MICHAEL D. MYERS, PROFESSOR OF INFORMATION SYSTEMS, UNIVERSITY OF AUCKLAND DIGITALIZATION CASES PROVIDES FIRSHAND INSIGHTS INTO THE EFFORTS OF RENOWNED COMPANIES. THE PRESENTED ACTIONS, RESULTS, AND LESSONS LEARNED ARE A GREAT INSPIRATION FOR MANAGERS, STUDENTS, AND ACADEMICS. THIS BOOK GIVES REAL POINTERS ON THE HOW AND WHERE TO START. ANNA KOPP, HEAD OF IT GERMANY, MICROSOFT THE CASES COMPILED IN THE SECOND VOLUME OF DIGITALIZATION CASES SHOW HOW DISRUPTION CAN ACTIVELY BE MANAGED. FURTHER, LONG-TERM INSIGHTS FROM EXTENDED SUCCESS STORIES OF THE FIRST EDITION HIGHLIGHT THAT COURAGE TO CHANGE PAYS OFF WELL. THIS BOOK REPRESENTS A MOTIVATION FOR ORGANIZATIONS TO DRIVE THEIR DIGITAL TRANSFORMATION JOURNEYS ACTIVELY. MARKUS RICHTER, STATE SECRETARY AT THE FEDERAL MINISTRY OF THE INTERIOR, BUILDING AND COMMUNITY AND FEDERAL GOVERNMENT COMMISSIONER FOR INFORMATION TECHNOLOGY, GERMANY

*INDUSTRIAL DIGITAL TRANSFORMATION* SHYAM VARAN NATH 2020-11-27 DELVE INTO INDUSTRIAL DIGITAL TRANSFORMATION AND LEARN HOW TO IMPLEMENT MODERN BUSINESS STRATEGIES POWERED BY DIGITAL TECHNOLOGIES AS WELL AS ORGANIZATION AND CULTURAL OPTIMIZATION KEY FEATURES IDENTIFY POTENTIAL INDUSTRY DISRUPTORS FROM VARIOUS BUSINESS DOMAINS AND

**EMERGING TECHNOLOGIES LEVERAGE EXISTING RESOURCES TO IDENTIFY NEW AVENUES FOR GENERATING DIGITAL REVENUE BOOST DIGITAL TRANSFORMATION WITH CLOUD COMPUTING, BIG DATA, ARTIFICIAL INTELLIGENCE (AI), AND THE INTERNET OF THINGS (IoT)**  
**BOOK DESCRIPTION** DIGITAL TRANSFORMATION REQUIRES THE ABILITY TO IDENTIFY OPPORTUNITIES ACROSS INDUSTRIES AND APPLY THE RIGHT TECHNOLOGIES AND TOOLS TO ACHIEVE RESULTS. THIS BOOK IS DIVIDED INTO TWO PARTS WITH THE FIRST COVERING WHAT DIGITAL TRANSFORMATION IS AND WHY IT IS IMPORTANT. THE SECOND PART FOCUSES ON HOW DIGITAL TRANSFORMATION WORKS. AFTER AN INTRODUCTION TO DIGITAL TRANSFORMATION, YOU WILL EXPLORE THE TRANSFORMATION JOURNEY IN LOGICAL STEPS AND UNDERSTAND HOW TO BUILD BUSINESS CASES AND CREATE PRODUCTIVITY BENEFIT STATEMENTS. NEXT, YOU'LL DELVE INTO ADVANCED TOPICS RELATING TO OVERCOMING VARIOUS CHALLENGES. LATER, THE BOOK WILL TAKE YOU THROUGH CASE STUDIES IN BOTH PRIVATE AND PUBLIC SECTOR ORGANIZATIONS. YOU'LL EXPLORE PRIVATE SECTOR ORGANIZATIONS SUCH AS INDUSTRIAL AND HI-TECH MANUFACTURING IN DETAIL AND GET TO GRIPS WITH PUBLIC SECTOR ORGANIZATIONS BY LEARNING HOW TRANSFORMATION CAN BE ACHIEVED ON A GLOBAL SCALE AND HOW THE RESIDENT EXPERIENCE CAN BE IMPROVED. IN ADDITION TO THIS, YOU WILL UNDERSTAND THE ROLE OF ARTIFICIAL INTELLIGENCE, MACHINE LEARNING AND DEEP LEARNING IN DIGITAL TRANSFORMATION. FINALLY, YOU'LL DISCOVER HOW TO CREATE A PLAYBOOK THAT CAN ENSURE SUCCESS IN DIGITAL TRANSFORMATION. BY THE END OF THIS BOOK, YOU'LL BE WELL-VERSED WITH INDUSTRIAL DIGITAL TRANSFORMATION AND BE ABLE TO APPLY YOUR SKILLS IN THE REAL WORLD. WHAT YOU WILL LEARN GET UP TO SPEED WITH DIGITAL TRANSFORMATION AND ITS IMPORTANT ASPECTS EXPLORE THE SKILLS THAT ARE NEEDED TO EXECUTE THE TRANSFORMATION FOCUS ON THE CONCEPTS OF DIGITAL THREAD AND DIGITAL TWIN UNDERSTAND HOW TO LEVERAGE THE ECOSYSTEM FOR SUCCESSFUL TRANSFORMATION GET TO GRIPS WITH VARIOUS CASE STUDIES SPANNING INDUSTRIES IN BOTH PRIVATE AND PUBLIC SECTORS DISCOVER HOW TO EXECUTE TRANSFORMATION AT A GLOBAL SCALE FIND OUT HOW AI DELIVERS VALUE IN THE TRANSFORMATION JOURNEY WHO THIS BOOK IS FOR THIS BOOK IS FOR IT LEADERS, DIGITAL STRATEGY LEADERS, LINE-OF-BUSINESS LEADERS, SOLUTION ARCHITECTS, AND IT BUSINESS PARTNERS LOOKING FOR DIGITAL TRANSFORMATION OPPORTUNITIES WITHIN THEIR ORGANIZATIONS. PROFESSIONALS FROM SERVICE AND MANAGEMENT CONSULTING FIRMS WILL ALSO FIND THIS BOOK USEFUL. BASIC KNOWLEDGE OF ENTERPRISE IT AND SOME INTERMEDIATE KNOWLEDGE OF IDENTIFYING DIGITAL REVENUE STREAMS OR INTERNAL TRANSFORMATION OPPORTUNITIES ARE REQUIRED TO GET STARTED WITH THIS BOOK.

*SHAPING THE DIGITAL ENTERPRISE* GERHARD OSWALD 2016-09-26 THIS BOOK SHEDS LIGHT ON CROSS-INDUSTRY AND INDUSTRY-SPECIFIC TRENDS IN TODAY'S DIGITAL ECONOMY. PREPARED BY A GROUP OF INTERNATIONAL RESEARCHERS, EXPERTS AND PRACTITIONERS UNDER THE AUSPICES OF SAP'S DIGITAL THOUGHT LEADERSHIP & ENABLEMENT TEAM WITHIN SAP'S BUSINESS TRANSFORMATION SERVICES (BTS) UNIT, THE BOOK FURTHERMORE PRESENTS RELEVANT USE CASES IN DIGITAL TRANSFORMATION AND INNOVATION. THE BOOK ARGUES THAT BREAKTHROUGH TECHNOLOGIES HAVE MATURED AND HIT SCALE TOGETHER, ENABLING FIVE DEFINING TRENDS: HYPER-CONNECTIVITY, SUPERCOMPUTING, CLOUD COMPUTING, A SMARTER WORLD, AND CYBER SECURITY. IT PRESENTS IN DETAIL HOW COMPANIES ARE NOW REIMAGINING THEIR PRODUCTS AND SERVICES, BUSINESS MODELS AND PROCESSES, SHOWCASING HOW EVERY BUSINESS TODAY IS A DIGITAL BUSINESS. DIGITALIZATION, DEFINED AS THE PROCESS OF MOVING TO A DIGITAL BUSINESS, IS NO LONGER A CHOICE BUT AN IMPERATIVE FOR ALL BUSINESSES ACROSS ALL INDUSTRIES AND REGIONS. TAKING A STEP TOWARD BECOMING A DIGITAL ENTERPRISE IS DEMANDING AND CHALLENGING. THE DIMENSIONS OF CUSTOMER CENTRICITY, LEADERSHIP AND STRATEGY, BUSINESS MODELS, INCLUDING OFFERINGS (PRODUCTS AND SERVICES), PROCESSES, STRUCTURE AND GOVERNANCE, PEOPLE AND SKILLS, CULTURE, AND TECHNOLOGY FOUNDATION CAN SERVE AS ORIENTATION FOR DIGITALIZATION. THE ARTICLES IN THIS BOOK TOUCH ON ALL DIMENSIONS OF THIS DIGITAL INNOVATION AND TRANSFORMATION FRAMEWORK AND OFFER POSSIBLE ANSWERS TO SOME OF THE PRESSING QUESTIONS THAT ARISE WHEN PRACTITIONERS SEEK TO DIGITALIZE THEIR BUSINESS.

**THE DIGITAL TRANSFORMATION OF THE AUTOMOTIVE INDUSTRY** UWE WINKELHAKE 2017-12-15 BUILDING ON HIS DECADES OF EXPERIENCE AS A CONSULTANT AND PROJECT MANAGER IN THE AUTOMOTIVE INDUSTRY, THE AUTHOR DEVELOPS COMPREHENSIVE AND PRAGMATIC RECOMMENDATIONS FOR ACTION REGARDING THE DIGITAL TRANSFORMATION OF THE AUTOMOTIVE AND SUPPLIER INDUSTRIES. AT THE HEART IS THE TRANSITION FROM A VEHICLE-FOCUSED TO A MOBILITY-ORIENTED BUSINESS MODEL. BASED ON THE CATALYSTS OF THE DIGITAL CHANGE, FOUR DIGITISATION FIELDS ARE STRUCTURED, AND A ROADMAP FOR THEIR TRANSFORMATION IS PRESENTED. THE TOPICS OF COMPREHENSIVE CHANGE IN CORPORATE CULTURE AND AN AGILE AND EFFICIENT INFORMATION TECHNOLOGY ARE COVERED IN DETAIL AS VITAL SUCCESS FACTORS. SELECTED PRACTICAL EXAMPLES OF INNOVATIVE DIGITISATION PROJECTS PROVIDE ADDITIONAL IDEAS AND IMPULSES. AN OUTLOOK ON THE AUTOMOTIVE INDUSTRY IN THE YEAR 2040 COMPLETES THE DISCOURSE.

**NEW FRONTIERS OF THE AUTOMOBILE INDUSTRY** ALEX COVARRUBIAS V. 2019-11-28 ANALYSING DEVELOPMENTS IN DIGITAL TECHNOLOGIES AND INSTITUTIONAL CHANGES, THIS BOOK PROVIDES AN OVERVIEW OF THE CURRENT FRENETIC STATE OF TRANSFORMATION WITHIN THE GLOBAL AUTOMOBILE INDUSTRY. AN ONGOING TRANSITION BROUGHT ABOUT BY THE RELOCATION OF MARKETING, DESIGN AND PRODUCTION CENTRES TO EMERGING ECONOMIES, AND EXPERIMENTATION WITH NEW MOBILITY SYSTEMS SUCH AS ELECTRICAL, AUTONOMOUS VEHICLES, THIS PROCESS POSES THE QUESTION AS TO HOW ORIGINAL EQUIPMENT MANUFACTURERS

(OEMs) AND NEWCOMERS CAN REMAIN COMPETITIVE AND ENSURE SUSTAINABILITY. WITH CONTRIBUTIONS FROM SPECIALISTS IN THE AUTOMOBILE SECTOR, THIS COLLECTION EXAMINES THE SHIFTS IN POWER AND GEOGRAPHICAL LOCATION OCCURRING IN THE INDUSTRY, AND OUTLINES THE KEY ROLE THAT PUBLIC POLICY HAS IN GENERATING INNOVATION IN ENTREPRENEURIAL STATES. OFFERING USEFUL INSIGHTS INTO THE CHALLENGES FACING EMERGING ECONOMIES IN THEIR ATTEMPTS TO GROW WITHIN THE AUTOMOBILE INDUSTRY, THIS BOOK WILL PROVIDE VALUABLE READING FOR THOSE RESEARCHING INTERNATIONALIZATION AND EMERGING MARKETS, BUSINESS STRATEGY AND MORE SPECIFICALLY, THE AUTOMOTIVE INDUSTRY.

**THE DIGITAL TRANSFORMATION OF THE AUTOMOTIVE INDUSTRY** UWE WINKELHAKE 2021-11-21 BUILDING ON HIS DECADES OF EXPERIENCE AS A CONSULTANT AND PROJECT MANAGER IN THE AUTOMOTIVE INDUSTRY, THE AUTHOR DEVELOPS COMPREHENSIVE AND PRAGMATIC RECOMMENDATIONS FOR ACTION REGARDING THE DIGITAL TRANSFORMATION OF THE AUTOMOTIVE AND SUPPLIER INDUSTRIES. AT THE HEART IS THE TRANSITION FROM A VEHICLE-FOCUSED TO A MOBILITY-ORIENTED BUSINESS MODEL. BASED ON THE CATALYSTS OF THE DIGITAL CHANGE, FOUR DIGITIZATION FIELDS ARE STRUCTURED, AND A ROADMAP FOR THEIR TRANSFORMATION IS PRESENTED. THE TOPICS OF COMPREHENSIVE CHANGE IN CORPORATE CULTURE AND AN AGILE AND EFFICIENT INFORMATION TECHNOLOGY ARE COVERED IN DETAIL AS VITAL SUCCESS FACTORS. SELECTED PRACTICAL EXAMPLES OF INNOVATIVE DIGITIZATION PROJECTS PROVIDE ADDITIONAL IDEAS AND IMPULSES. AN OUTLOOK ON THE AUTOMOTIVE INDUSTRY IN THE YEAR 2040 COMPLETES THE DISCOURSE.

**THE FUTURE OF THE AUTOMOTIVE INDUSTRY** INMA MARTÍNEZ 2021-06-23 NOTHING DEFINED THE 20TH CENTURY MORE THAN THE EVOLUTION OF THE CAR INDUSTRY. THE 2020 DECADE WILL SEE THE AUTOMOTIVE INDUSTRY LEAP FORWARD BEYOND SIMPLY MOVING PEOPLE GEOGRAPHICALLY TOWARD A NEW PURPOSE: TO BECOME A SERVICES INDUSTRY. THIS BOOK TAKES READERS ON A JOURNEY WHERE CARS WILL EVOLVE TOWARDS BECOMING “COMPUTERS ON WHEELS.” THE AUTOMOTIVE INDUSTRY IS ONE OF THE SECTORS MOST PROFOUNDLY CHANGED BY DIGITALIZATION AND THE 21ST CENTURY ENERGY NEEDS. YOU’LL EXPLORE THE SHIFTING PARADIGMS AND HOW CARS TODAY REPRESENT A NEW INTERPRETATION OF WHAT DRIVING SHOULD BE AND WHAT CARS SHOULD OFFER. THIS BOOK PRESENTS EXCITING CASE STUDIES ON HOW ARTIFICIAL INTELLIGENCE (AI) AND DATA ANALYTICS ARE USED TO DESIGN FUTURE CARS, PREDICT CAR EFFICIENCY, ENSURE SAFETY AND SIMULATE ENGINEERING DYNAMICS FOR ITS DESIGN, AS WELL AS A NEW ARENA FOR IoT AND HUMAN DATA. IT OPENS A WINDOW INTO THE ORIGINS OF CARS BECOMING SOFTWARE-RUN MACHINES, FIRST TO RUN INTERNAL DIAGNOSTICS, AND THEN TO BECOME MACHINES CONNECTED TO OTHER EXTERNAL MACHINES VIA BLUETOOTH, TO FINALLY THE INTERNET VIA 5G. FROM TRANSPORTATION TO SOLVING PEOPLE’S PROBLEMS, THE FUTURE OF THE AUTOMOTIVE INDUSTRY IS LESS ABOUT THE TECHNOLOGY ITSELF, BUT MORE ABOUT THE OUTCOMES OF TECHNOLOGY IN THE FUTURE, AND THE TRANSFORMATIVE POWER IT HAS OVER A MUCH BELOVED ITEM: CARS. WHAT YOU’LL LEARN EXPLORE SMART CITIES AND THEIR EVOLUTION WHEN IT COMES TO TRAFFIC AND VEHICLES GAIN A NEW PERSPECTIVE ON THE FUTURE OF CARS AND TRANSPORTATION BASED ON HOW DIGITAL TECHNOLOGIES WILL TRANSFORM VEHICLES EXAMINE HOW AI AND IoT WILL CREATE NEW CONTEXTS OF INTERACTIONS WITH DRIVERS AND PASSENGERS ALIKE REVIEW CONCEPTS SUCH AS PERSONALIZING THE DRIVING EXPERIENCE AND HOW THIS WILL TAKE FORM SEE HOW SELF-DRIVING CARS IMPACT DATA MINING OF PERSONAL DATA WHO THIS BOOK IS FOR ANYONE WITH AN INTEREST IN DIGITAL ADVANCEMENTS IN THE AUTOMOTIVE INDUSTRY BEYOND THE CONNECTED CAR.

*ECONOMIC POLICY, CRISIS AND INNOVATION* MARIA CRISTINA MARCUZZO 2019-12-20 THIS BOOK IS A Festschrift TO ANNAMARIA SIMONAZZI AND EMBRACES THE THEMES THAT SHE HAS CONTRIBUTED TO OVER THE YEARS THROUGH HER INSIGHTFUL AND INSPIRING WORKS. IT BRINGS TOGETHER CONTRIBUTIONS FROM A NUMBER OF DISTINGUISHED EUROPEAN ECONOMISTS, WHO PRESENT A TRIBUTE TO HER AND ENGAGE IN A DIALOGUE WITH HER RESEARCH, SIMULTANEOUSLY REFLECTING ON THE PROCESS OF GROWING ECONOMIC DISINTEGRATION IN THE EUROPEAN UNION, ITS CAUSES AND POSSIBLE REMEDIES. THE BOOK SHOWS THE DEEP INTERRELATIONS BETWEEN MACROECONOMIC ISSUES AND THE SOCIAL SPHERE, AND POINTS TO THE NEED TO RETHINK THE VERY FOUNDATIONS OF EUROPEAN ECONOMIC POLICIES, AS AN EFFECTIVE ANTIDOTE TO GROWING IMBALANCES AND DISINTEGRATION. IN PARTICULAR, THE EFFECTS OF AUSTERITY ARE ASSESSED ALONGSIDE THE DIMENSIONS OF INEQUALITY, GENDER DISCRIMINATION, POVERTY AND UNEMPLOYMENT, BROADENING THE PERSPECTIVE ALSO BEYOND THE EUROZONE. THE AUTHORS ENVISION A PROGRESSIVE SOCIETY, IN WHICH INVESTMENTS IN RESEARCH AND INTELLIGENT INDUSTRIAL POLICIES GOVERN THE PROCESS OF TECHNOLOGICAL CHANGES AND DRIVE THE ECONOMY TOWARDS A MORE EFFICIENT AND MORE EQUAL MODEL OF DEVELOPMENT CHARACTERISED BY HIGH PRODUCTIVITY AND HIGH WAGES. WHILE SOME CHAPTERS DEAL DIRECTLY WITH POLICY ISSUES, POLICY SUGGESTIONS AND PROPOSALS ARE SCATTERED THROUGHOUT THE WHOLE BOOK. THIS VOLUME WILL APPEAL TO ACADEMICS, ECONOMISTS AND POLICY MAKERS INTERESTED IN UNDERSTANDING THE POLICY RESPONSE OF THE EUROPEAN INSTITUTIONS TO THE CHALLENGES POSITED BY BOTH THE GREAT RECESSION AND THE SUBSEQUENT DEVELOPMENTS OF THE EUROPEAN ECONOMIES. THE BOOK IS WRITTEN IN AN ENGAGING AND ACCESSIBLE WAY AND THE THEMES ARE BROAD ENOUGH TO GENERATE INTEREST FROM THE INTERNATIONAL PUBLIC.

**THE DIGITAL MATRIX** VENKAT VENKATRAMAN 2017-02-09 IS YOUR BUSINESS READY TO WIN IN THE DIGITAL FUTURE—OR DESTINED TO BE DISRUPTED? AMBITIOUS DIGITAL-DRIVEN STARTUPS ARE NOW CREATING AND CORNERING NEW MARKETS IN EVERY

SECTOR. AND YET, MOST LEGACY BUSINESSES CONTINUE TO OPERATE BY OLD PLAYBOOKS. MOST ARE NOT KEEPING PACE WITH THE CHANGES IN THEIR INDUSTRY, LET ALONE LEADING THE WAY—WHAT IS YOURS DOING? THE DIGITAL MATRIX WILL HELP YOU UNDERSTAND THE THREE TYPES OF PLAYERS THAT ARE SHAPING THE NEW BUSINESS LANDSCAPE; THE THREE PHASES OF TRANSFORMATION THAT EVERY FIRM WILL ENCOUNTER ON ITS JOURNEY TO BUSINESS REINVENTION; AND THE THREE WINNING MOVES THAT WILL ENSURE YOUR COMPANY'S SUCCESS ALONG THE WAY. WITH THE DIGITAL MATRIX, YOU WILL: LEARN TO NAVIGATE THE WORLD OF DIGITAL ECOSYSTEMS. DISCOVER WAYS OF COMPETING AND COLLABORATING WITH OTHER COMPANIES TO CREATE AND CAPTURE VALUE. REALIZE HOW POWERFUL MACHINES CAN AMPLIFY YOUR COMPANY'S HUMAN TALENT. LEARN TO ASSEMBLE THE TEAM TO EXPERIMENT WITH NEW IDEAS, RE-EXAMINE YOUR CORE BELIEFS, AND REINVENT YOUR BUSINESS RULEBOOK FOR THE DIGITAL FUTURE. THE FUTURE OF EVERY INDUSTRY IS DIGITAL, AND THAT FUTURE IS CLOSER THAN YOU THINK. DO YOU UNDERSTAND WHERE YOUR BUSINESS FITS INTO THE BIGGER PICTURE? ARE YOU READY TO MAXIMIZE YOUR OPPORTUNITIES? PACKED WITH CURRENT CASE STUDIES AND PRACTICAL EXPERIENCE-BASED ADVICE, THE DIGITAL MATRIX SHOWS YOU HOW TO RETHINK YOUR BUSINESS MODEL FROM THE OUTSIDE IN, ASSEMBLE THE RIGHT TEAM FOR THE JOURNEY AHEAD, AND MAKE BOLD STRATEGIC CHOICES ALONG THE THREE PHASES OF DIGITAL TRANSFORMATION. YOUR COMPANY'S FUTURE DEPENDS ON ITS ABILITY TO HARNESS DIGITAL TECHNOLOGY. DON'T WAIT!

**STRATEGIC INFORMATION MANAGEMENT** ROBERT D. GALLIERS 2020-04-27 TODAY, THERE ARE FEW IN SENIOR MANAGEMENT POSITIONS WHO CAN AFFORD TO IGNORE MODERN INFORMATION TECHNOLOGY, AND FEW INDIVIDUALS WHO WOULD PREFER TO BE WITHOUT IT. MODERN IT IS KEY TO ORGANIZATIONAL PERFORMANCE; YET WE OFTEN ASSUME THE BENEFITS WILL OCCUR WITHOUT FORETHOUGHT OR EFFORT. AS MANAGERIAL TASKS BECOME MORE COMPLEX, SO THE NATURE OF THE REQUIRED INFORMATION SYSTEMS CHANGES – FROM STRUCTURED, ROUTINE SUPPORT TO AD HOC, UNSTRUCTURED, COMPLEX ENQUIRIES AT THE HIGHEST LEVELS OF MANAGEMENT. IF TAKEN FOR GRANTED, SERIOUS IMPLICATIONS CAN ARISE FOR ORGANIZATIONS. THIS FIFTH EDITION OF STRATEGIC INFORMATION MANAGEMENT HAS BEEN BROUGHT FULLY UP TO DATE WITH RECENT DEVELOPMENTS IN THE MANAGEMENT OF INFORMATION SYSTEMS, INCLUDING DIGITAL TRANSFORMATION STRATEGY, THE ISSUES SURROUNDING BIG DATA AND ALGORITHMIC DECISION-MAKING. THE BOOK PROVIDES A RICH SOURCE OF MATERIAL REFLECTING RECENT THINKING ON THE KEY ISSUES FACING EXECUTIVES, DRAWING FROM A WIDE RANGE OF CONTEMPORARY ARTICLES WRITTEN BY LEADING EXPERTS IN NORTH AMERICA, EUROPE, AND AUSTRALIA. COMBINING THEORY WITH PRACTICE, EACH SECTION IS FULLY INTRODUCED, INCLUDES FURTHER READING AND QUESTIONS FOR FURTHER DISCUSSION. DESIGNED FOR MBA, MASTER'S LEVEL STUDENTS, AND ADVANCED UNDERGRADUATE STUDENTS TAKING COURSES IN INFORMATION SYSTEMS MANAGEMENT, IT ALSO PROVIDES A WEALTH OF INFORMATION AND REFERENCES FOR RESEARCHERS.

*HANDBOOK OF RESEARCH ON DIGITAL TRANSFORMATION, INDUSTRY USE CASES, AND THE IMPACT OF DISRUPTIVE TECHNOLOGIES* WYNN, MARTIN GEORGE 2021-10-15 COMPANIES FROM VARIOUS SECTORS OF THE ECONOMY ARE CONFRONTED WITH THE NEW PHENOMENON OF DIGITAL TRANSFORMATION AND ARE FACED WITH THE CHALLENGE OF FORMULATING AND IMPLEMENTING A COMPANY-WIDE STRATEGY TO INCORPORATE WHAT ARE OFTEN VIEWED AS “DISRUPTIVE” TECHNOLOGIES. THESE TECHNOLOGIES ARE SOMETIMES ASSOCIATED WITH SIGNIFICANT AND EXTREMELY RAPID CHANGE, IN SOME CASES WITH EVEN THE REPLACEMENT OF ESTABLISHED BUSINESS MODELS. MANY OF THESE TECHNOLOGIES HAVE BEEN DEPLOYED IN UNISON BY LEADING-EDGE COMPANIES ACTING AS THE CATALYST FOR SIGNIFICANT PROCESS CHANGE AND PEOPLE SKILLS ENHANCEMENT. THE HANDBOOK OF RESEARCH ON DIGITAL TRANSFORMATION, INDUSTRY USE CASES, AND THE IMPACT OF DISRUPTIVE TECHNOLOGIES EXAMINES THE PHENOMENON OF DIGITAL TRANSFORMATION AND THE IMPACT OF DISRUPTIVE TECHNOLOGIES THROUGH THE LENS OF INDUSTRY CASE STUDIES WHERE DIFFERENT COMBINATIONS OF THESE NEW TECHNOLOGIES HAVE BEEN DEPLOYED AND INCORPORATED INTO ENTERPRISE IT AND BUSINESS STRATEGIES. COVERING TOPICS INCLUDING CHATBOT IMPLEMENTATION, MULTINATIONAL COMPANIES, CLOUD COMPUTING, INTERNET OF THINGS, ARTIFICIAL INTELLIGENCE, BIG DATA AND ANALYTICS, IMMERSIVE TECHNOLOGIES, AND SOCIAL MEDIA, THIS BOOK IS ESSENTIAL FOR SENIOR MANAGEMENT, IT MANAGERS, TECHNOLOGISTS, COMPUTER SCIENTISTS, CYBERSECURITY ANALYSTS, ACADEMICIANS, RESEARCHERS, IT CONSULTANCIES, PROFESSORS, AND STUDENTS.

**EXPLORING THE DIGITAL TRANSFORMATION IN THE AUTOMOTIVE INDUSTRY TO DESIGN AN IMPROVED MOBILITY SERVICE ECOSYSTEM FOR MERCEDES-BENZ** ROLAND SCHELL 2020

ECKM 2021 22ND EUROPEAN CONFERENCE ON KNOWLEDGE MANAGEMENT DR ALEXEIS GARCIA-PEREZ 2021-09-02

*HCI IN BUSINESS, GOVERNMENT AND ORGANIZATIONS* FIONA FUI-HOON NAH 2021-07-03 THIS BOOK CONSTITUTES THE REFEREED PROCEEDINGS OF THE 8TH INTERNATIONAL CONFERENCE ON HCI IN BUSINESS, GOVERNMENT AND ORGANIZATIONS, HCIBGO 2021, WHICH WAS HELD AS PART OF HCI INTERNATIONAL 2021 AND TOOK PLACE VIRTUALLY DURING JULY 24-29, 2021. THE TOTAL OF 1276 PAPERS AND 241 POSTERS INCLUDED IN THE 39 HCII 2021 PROCEEDINGS VOLUMES WAS CAREFULLY REVIEWED AND SELECTED FROM 5222 SUBMISSIONS. THE PAPERS INCLUDED IN THIS BOOK WERE ORGANIZED IN TOPICAL SECTIONS AS FOLLOWS:

ELECTRONIC, MOBILE AND UBIQUITOUS COMMERCE; HCI IN FINANCE AND INDUSTRY; WORK AND BUSINESS OPERATIONS; INNOVATION, COLLABORATION, AND KNOWLEDGE SHARING; AND DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE.

OUT-THINKING ORGANIZATIONAL COMMUNICATIONS JOACHIM KLEWES 2016-09-02 THIS BOOK DEMONSTRATES THE CHALLENGES FOR CORPORATE COMMUNICATIONS IN THE ERA OF THE INDUSTRIAL INTERNET AND THE INTERNET OF THINGS, AND HOW COMPANIES CAN ADAPT THEIR COMMUNICATION STRATEGIES TO MEET THEM. THE INDUSTRIAL INTERNET AND THE INTERNET OF THINGS HERALD A TRANSFORMATION IN OUR ECONOMY, INDUSTRY AND SOCIETY. AS SUCH, IT IS HIGH TIME THAT COMPANIES ADJUST BOTH THEIR COMMUNICATION STRATEGIES AND THE STRUCTURE OF THEIR COMMUNICATIONS TO REFLECT THESE CHANGES. IN THIS BOOK, EXPERTS FROM THE CORPORATE WORLD, ACADEMIA, PROFESSIONAL ASSOCIATIONS, GOVERNMENT ORGANIZATIONS AND NGOs DISCUSS VARIOUS CHALLENGES – FROM CORPORATE AND LEADERSHIP COMMUNICATION AND EMPLOYER BRANDING TO CHANGE/PERSONNEL MANAGEMENT AND CHANGES IN THE SUPPLY CHAIN – THAT CAN BE CONFRONTED IN EVERYDAY WORKING ENVIRONMENT. REVEALING CONTRIBUTIONS FROM AN INTERDISCIPLINARY MIX OF PERSPECTIVES HELP OFFER A MORE DETAILED PICTURE OF WHAT FUTURE PROGRAMS AND STANDARDS MIGHT LOOK LIKE. THE BOOK ALSO FEATURES BEST PRACTICE CASES THAT OFFER PRACTICAL INSIGHTS INTO ADDRESSING THE CORPORATE COMMUNICATIONS CHALLENGES THAT ARE TO COME.

**EMERGING TECHNOLOGIES FOR INNOVATION MANAGEMENT IN THE SOFTWARE INDUSTRY** GUPTA, VARUN 2022-05-20 INNOVATION IS THE KEY TO MAINTAIN COMPETITIVE ADVANTAGE. INNOVATION IN PRODUCTS, PROCESSES, AND BUSINESS MODELS HELP COMPANIES TO PROVIDE ECONOMIC VALUE TO THEIR CUSTOMERS. IDENTIFYING THE INNOVATIVE IDEAS, IMPLEMENTING THOSE IDEAS, AND ABSORBING THEM IN THE MARKET REQUIRES INVESTING MANY RESOURCES THAT COULD INCUR LARGE COSTS. TECHNOLOGY ENCOURAGES COMPANIES TO FOSTER INNOVATION TO REMAIN COMPETITIVE IN THE MARKETPLACE. EMERGING TECHNOLOGIES FOR INNOVATION MANAGEMENT IN THE SOFTWARE INDUSTRY SERVES AS A RESOURCE FOR TECHNOLOGY ABSORPTION IN COMPANIES SUPPORTING INNOVATION. IT HIGHLIGHTS THE ROLE OF TECHNOLOGY TO ASSIST SOFTWARE COMPANIES—ESPECIALLY SMALL START-UPS—to INNOVATE THEIR PRODUCTS, PROCESSES, AND BUSINESS MODELS. THIS BOOK PROVIDES THE NECESSARY GUIDELINES OF WHICH TOOLS TO USE AND UNDER WHAT SITUATIONS. COVERING TOPICS SUCH AS RISK MANAGEMENT, PRIORITIZATION APPROACHES, AND DIGITALLY-ENABLED INNOVATION PROCESSES, THIS PREMIER REFERENCE SOURCE IS AN IDEAL RESOURCE FOR ENTREPRENEURS, SOFTWARE DEVELOPERS, SOFTWARE MANAGERS, BUSINESS LEADERS, ENGINEERS, STUDENTS AND FACULTY OF HIGHER EDUCATION, RESEARCHERS, AND ACADEMICIANS.

**DIGITAL TRANSFORMATION OF BUSINESS** EVERLIN PICCININI 2016-08-26 HISTORY OF CORPORATIONS IS REPLETE WITH STORIES OF FUNDAMENTAL ORGANIZATIONAL CHANGE IN THE FACE OF BREAKTHROUGHS IN TECHNOLOGY AND SIGNIFICANT ECONOMIC CHANGES. YET PERVASIVE DIGITALIZATION, I.E., A SOCIO-TECHNICAL PROCESS WHEREBY DIGITAL TECHNOLOGY CAPABILITIES ARE EMBEDDED INTO EVERYDAY ARTIFACTS AND LIFE, ALTERING EVERYDAY EXPERIENCES AND INTERACTIONS, BRINGS ABOUT SUBSTANTIAL CHANGES IN ENVIRONMENTAL CONDITIONS NOT SEEN BEFORE. THE FAST-PACED, UNBOUNDED, ONGOING, AND POTENTIALLY DISRUPTIVE NATURE OF CHANGE IN TODAY'S DIGITIZED WORLD IS FUELED BY THE GENERATIVITY OF DIGITAL INNOVATION, FORCING INCUMBENTS ACROSS INDUSTRIES TO TRANSFORM AND ADAPT. THIS CUMULATIVE DISSERTATION PRESENTS FIVE STUDIES THAT PROVIDE A COMPREHENSIVE UNDERSTANDING ON THE EMERGING PHENOMENON OF DIGITAL TRANSFORMATION OF BUSINESS. WITH THE HELP OF PRIMARY DATA COLLECTED FROM MORE THAN 40 INDUSTRY EXPERTS AS WELL AS SECONDARY DATA, IT AIMED AT EXPLAINING THROUGH A CONFIGURATIONAL PERSPECTIVE HOW, IN CERTAIN CONTEXTUAL CONDITIONS, A COMBINATION OF PARTICULAR MECHANISMS, MAY LEAD AUTOMOTIVE MANUFACTURING ORGANIZATIONS TO EMBARK ON A SUSTAINABLE DIGITAL TRANSFORMATION OF THEIR BUSINESS. OVERALL, THE FINDINGS DERIVE A HOLISTIC VIEW OF THE INVESTIGATED PHENOMENON, INDICATING THAT IT STEMS FROM SOCIO-TECHNICAL DEVELOPMENTS IN THE MACRO, MESO, AND MICRO LEVELS OF BUSINESS, FOSTERING INCUMBENTS TO BUILD NEW MECHANISMS THAT ACTIVATE DIGITAL TRANSFORMATION CAPABILITIES TO RAPIDLY RESPOND TO SUCH SOCIO-TECHNICAL DEVELOPMENTS, FUNDAMENTALLY ALTERING THEIR TRADITIONAL BUSINESS LOGICS. NEVERTHELESS, RESEARCH ON THE PHENOMENON OF DIGITAL TRANSFORMATION IS IN ITS INFANCY IN BOTH INFORMATION SYSTEMS AND ORGANIZATIONAL SCIENCE RESEARCH, THEREFORE MORE IN-DEPTH EMPIRICAL ACCOUNTS ARE STILL NEEDED.

THE CHALLENGE OF DIGITAL TRANSFORMATION IN THE AUTOMOTIVE INDUSTRY JAN DRAHOKOUPIL 2020

**FROM AUTOMOTIVE TO MOBILITY** VANESSA FERNANDEZ WOLGIEN 2019 THE ADVANCING DIGITALIZATION OF PROCESSES IN PRIVATE, BUSINESS AND PUBLIC CONTEXTS, AND THE CONCOMITANT EMERGENCE OF DIGITAL TECHNOLOGIES IS REFERRED TO AS DIGITAL TRANSFORMATION. THROUGH INFLUENCING CONSUMER DEMANDS AND EXPECTATIONS REGARDING PERSONAL TRANSPORTATION, THE AUTOMOTIVE INDUSTRY IS AFFECTED BY THE CHANGES TRIGGERED BY THESE TECHNOLOGICAL ADVANCEMENTS. PARTICULARLY AUTOMOTIVE MANUFACTURERS ARE FACING COMPETITIVE PRESSURE FROM BOTH THEIR TRADITIONAL COMPETITORS AND NEW ENTRANTS FROM THE TECHNOLOGY SECTOR. THEY ARE INCREASINGLY REQUIRED TO REVIEW AND INNOVATE THEIR BUSINESS MODELS TOWARDS A MORE HOLISTIC MOBILITY VIEW. CAR MAKERS ARE CONSEQUENTLY REQUIRED TO ADAPT, AND

INCLUDE CHANGES IN THEIR RESOURCES, COMPETENCES AND DYNAMIC CAPABILITIES TO ATTAIN COMPETITIVE ADVANTAGE. IN THIS THESIS, THE IMPACTS OF DIGITAL TRANSFORMATION ON AUTOMOBILE MANUFACTURERS ARE EXAMINED BASED ON THESE RESOURCE-BASED FACTORS AND BY MEANS OF LITERATURE AND INTERVIEW ANALYSES. THE FINDINGS ARE SYSTEMIZED IN A ROAD MAP TOWARDS STRATEGIC CHANGE AND OFFER A FIRST STEP TOWARDS FUTURE RESEARCH.

*DIGITAL TRANSFORMATION OF THE CONSULTING INDUSTRY* Volker Nissen 2017-12-28 THIS BOOK DISCUSSES THE OPPORTUNITIES AND CONDITIONS THAT DIGITAL TECHNOLOGY PROVIDES TO EXTEND, INNOVATE AND DIFFERENTIATE THE SERVICES OFFERED BY CONSULTING COMPANIES. IT INTRODUCES SUITABLE ARTEFACTS LIKE WEB-BASED CONSULTING PLATFORMS, CONSULTING APPLICATIONS, SEMANTIC TECHNOLOGIES AND TOOLS FOR DATA MINING AND COLLABORATION. FURTHERMORE IT EXAMINES CONCEPTS TO EVALUATE THE VIRTUALIZATION OF CONSULTING PROCESSES AND SHOWCASES HOW SOLUTIONS CAN BE DEVELOPED TO BLEND TRADITIONAL AND DIGITAL CONSULTING MODELS. PRESENTING STATE-OF-THE-ART RESEARCH AND PROVIDING A COMPREHENSIVE OVERVIEW OF THE METHODS AND TECHNIQUES NEEDED FOR DIGITAL TRANSFORMATION IN THE CONSULTING INDUSTRY, THE BOOK SERVES AS BOTH A GUIDE AND A ROADMAP FOR INNOVATIVE CONSULTING COMPANIES.

**DIGITALIZATION IN BIG FIRMS. REVIEW OF ADVANCES IN THE AUTOMOTIVE INDUSTRY** Lukas Heisler 2018-06-26 SEMINAR PAPER FROM THE YEAR 2018 IN THE SUBJECT BUSINESS ECONOMICS - SUPPLY, PRODUCTION, LOGISTICS, GRADE: 1,7, INGOLSTADT UNIVERSITY OF APPLIED SCIENCES, LANGUAGE: ENGLISH, ABSTRACT: USING TECHNOLOGIES LIKE SOCIAL MEDIA, E-COMMERCE, BIG DATA AND ANALYTICS, CLOUD COMPUTING, MOBILITY AND BROADBAND CONNECTIVITY OR THE INTERNET OF THINGS, THE WORLD ECONOMY IS TRANSFORMING INTO A DIGITAL ECONOMY. WITH MORE THAN 28,1 BILLION CONNECTED DEVICES BY 2020, OUR WORLD HAS NEVER BEEN THIS CONNECTED. FOR THE AUTOMOTIVE INDUSTRY THIS MEANS THAT IT IS THEIR TASK TO ADAPT AND STAY RELEVANT IN THIS ENVIRONMENT. THE FOCUS WILL BE ON NEW THINKING, FLEXIBILITY AND SPEED.

*DIGITAL TRANSFORMATION FOR THE PROCESS INDUSTRIES* Osvaldo A. Bascur 2020-10-27 IMAGINE IF YOUR PROCESS MANUFACTURING PLANTS WERE RUNNING SO WELL THAT YOUR PRODUCTION, SAFETY, ENVIRONMENTAL, AND PROFITABILITY TARGETS WERE BEING MET SO THAT YOUR SUBJECT MATTER EXPERTS COULD FOCUS ON DATA-DRIVEN BUSINESS IMPROVEMENTS. THROUGH PROPER USE AND ANALYSIS OF YOUR EXISTING OPERATIONS DATA, YOUR COMPANY CAN BECOME AN INDUSTRY LEADER AND REWARD YOUR STAKEHOLDERS. WRITTEN IN AN ENGAGING AND EASILY UNDERSTANDABLE MANNER, THIS BOOK DEMONSTRATES A STEP-BY-STEP PROCESS OF HOW AN ORGANIZATION CAN EFFECTIVELY UTILIZE TECHNOLOGY AND MAKE THE NECESSARY CULTURE CHANGES TO ACHIEVE OPERATIONAL EXCELLENCE. YOU WILL SEE HOW SEVERAL INDUSTRY-LEADING COMPANIES HAVE USED AN EFFECTIVE REAL-TIME DATA INFRASTRUCTURE FOR MISSION-CRITICAL BUSINESS USE CASES. THE BOOK ALSO ADDRESSES CHALLENGES INVOLVED, SUCH AS EFFECTIVELY INTEGRATING OPERATIONAL (OT) DATA WITH BUSINESS (IT) SYSTEMS TO ENABLE A MORE PROACTIVE, PREDICTIVE MANAGEMENT MODEL FOR A FLEET OF PROCESS PLANTS. SOME OF THE THINGS YOU WILL TAKE AWAY: LEARN HOW A REAL-TIME DATA INFRASTRUCTURE ENABLES TRANSFORMATION OF RAW SENSOR DATA INTO CONTEXTUALIZED INFORMATION FOR OPERATIONAL INSIGHTS AND BUSINESS PROCESS IMPROVEMENT. UNDERSTAND HOW REUSING THE SAME OPERATIONAL DATA FOR MULTIPLE USE CASES SIGNIFICANTLY IMPACTS FLEET MANAGEMENT, PROFITABILITY, AND ASSET STEWARDSHIP. SEE HOW A SIMPLE DIGITAL UNIT TEMPLATE REPRESENTING PRODUCTION FLOWS CAN BE REPEATEDLY USED TO IDENTIFY CRITICAL INEFFICIENCIES IN PLANT OPERATIONS. DISCOVER BEST PRACTICES OF DEPLOYING REAL-TIME SITUATIONAL AWARENESS ALERTS AND PREDICTIVE ANALYTICS. REALIZE HOW TO TRANSFORM YOUR ORGANIZATION INTO A DATA-DRIVEN CULTURE FOR CONTINUOUS SUSTAINABLE IMPROVEMENT. FIND OUT HOW LEADING COMPANIES INTEGRATE OPERATIONS DATA WITH BUSINESS INTELLIGENCE AND PREDICTIVE ANALYTICS TOOLS IN A CORPORATE ON-PREMISES OR CLOUD-ENABLED ENVIRONMENT. LEARN HOW INDUSTRY-LEADING COMPANIES HAVE IMAGINATIVELY USED A REAL-TIME DATA INFRASTRUCTURE TO IMPROVE YIELDS, REDUCE CYCLE TIMES, AND SLASH OPERATING COSTS. THIS BOOK IS TARGETED FOR PROCESS INDUSTRIES PRODUCTION AND OPERATIONS LEADERSHIP, SENIOR ENGINEERS, IT MANAGEMENT, CIOs, AND SERVICE PROVIDERS TO THOSE INDUSTRIES. ACADEMICS WILL BENEFIT FROM LATEST DATA ANALYSIS STRATEGIES. THIS BOOK GUIDES READERS TO USE THE BEST, RESULTS-PROVEN APPROACHES TO ENSURE OPERATIONAL EXCELLENCE.

**THE FOURTH INDUSTRIAL REVOLUTION** Klaus Schwab 2017 BETWEEN THE 18TH AND 19TH CENTURIES, BRITAIN EXPERIENCED MASSIVE LEAPS IN TECHNOLOGICAL, SCIENTIFIC, AND ECONOMICAL ADVANCEMENT

*SMART DIGITAL MANUFACTURING* Rene Wolf 2020-10-02 THE WORLD PROGRESSES TOWARD INDUSTRY 4.0, AND MANUFACTURERS ARE CHALLENGED TO SUCCESSFULLY NAVIGATE THIS UNIQUE DIGITAL JOURNEY. TO SOME, DIGITALIZATION IS A GOLDEN OPPORTUNITY; TO OTHERS, IT IS A NECESSARY EVIL. BUT TO OPTIMIST AND PESSIMIST ALIKE, THERE IS A WIDESPREAD PUZZLEMENT OVER THE PRACTICAL DETAILS OF DIGITALIZATION. TO MANY MANUFACTURERS, DIGITAL TRANSFORMATION IS A VAGUE AND CONFUSING CONCEPT THEY NEVERTHELESS MUST GRAPPLE WITH IN ORDER TO SURVIVE THE FOURTH INDUSTRIAL REVOLUTION. THE PROLIFERATION OF DIGITAL MANUFACTURING TECHNOLOGIES ADDS TO THE CONFUSION, LEAVING MANY MANUFACTURERS PERPLEXED AND UNPREPARED, WITH LITTLE REAL INSIGHT INTO HOW EMERGING TECHNOLOGIES CAN HELP THEM SUSTAIN A

COMPETITIVE EDGE IN THEIR MARKETS. THIS BOOK EFFECTIVELY CONVEYS SIEMENS'S KNOWLEDGE AND EXPERIENCE THROUGH A CONCEPT CALLED "SMART DIGITAL MANUFACTURING," A STEPWISE APPROACH TO REALIZING THE PROMISE OF THE FOURTH INDUSTRIAL REVOLUTION. THE SMART DIGITAL MANUFACTURING ROADMAP PROVIDES GUIDANCE AND ENABLES LOW-RISK, HIGH-REWARD ADOPTION OF NEW MANUFACTURING SOFTWARE TECHNOLOGIES THROUGH A SERIES OF TIPPING-POINT INVESTMENT DECISIONS THAT RESULT IN OPTIMIZED MANUFACTURING PERFORMANCE. THE BOOK PROVIDES READERS WITH A CLEAR UNDERSTANDING OF WHAT DIGITAL TECHNOLOGY HAS TO OFFER THEM, AND HOW AND WHEN TO INVEST IN THESE ESSENTIAL COMPONENTS OF TOMORROW'S FACTORIES. RENÉ WOLF IS SENIOR VICE PRESIDENT OF MANUFACTURING OPERATIONS MANAGEMENT SOFTWARE FOR SIEMENS DIGITAL INDUSTRIES SOFTWARE, A BUSINESS UNIT OF THE SIEMENS DIGITAL FACTORY DIVISION. RAFFAELLO LEPRATTI IS VICE PRESIDENT OF BUSINESS DEVELOPMENT AND MARKETING FOR SIEMENS DIGITAL INDUSTRIES SOFTWARE.