

NewStatesman

Spotlight

MANUFACTURING: A NEW INDUSTRIAL REVOLUTION

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Digitisation and the power of data

Companies that fail to adapt to the new data-driven industry trends risk being left behind by their competitors, warns **Asim Majid**, CCO of Smartia

A plethora of buzzwords have clouded the topic of industrial digital transformation for a number of years. Acronyms such as 4IR (Fourth Industrial Revolution), IOT (Internet of Things) AR and VR (Augmented & Virtual Reality) and phrases like Industry 4.0, Big Data, Digital Twin, Smart Factory and Connected Assets only manage to complicate matters. But these digital developments should not be overlooked.

By embracing the digital transformation of industry your company can gain a huge advantage over its competitors. These digital developments are fuelled by data which, once processed, can provide insight and give you the ability to understand the performance of each aspect of your business in precise detail. Data has the power to tell you how an asset is performing, how efficient the production process is or how many customers are reporting failures in your products. This type of information allows you to make informed decisions that are critical to the health of your business.

Digitisation is seen as the Fourth Industrial Revolution. In order to gain a deeper understanding of your business and avoid being left behind, technologies that generate data (sensors, connected assets), collect data (Big Data, IOT platforms) and store and manage data (Databases, Data Lakes) should be implemented. Decision-making tools, Artificial Intelligence and digital representations (through Augmented Reality or Virtual Reality) can apply the data to practical situations. This in turn will bring several benefits such as cost savings, increased productivity, new

revenue streams, reduction in waste and an increase in product quality.

Despite the many incentives, companies have been reluctant to take the plunge into digital. There are a number of reasons for this. The most common ones are a lack of understanding of the subject, not having digital skills or experience in-house, being unable to collect and store data or being put off by the levels of initial investment.

These are but a few examples and there are many publicly available testimonials that show both the successes and failures of adopting digital transformation technologies. However, each example is specific to that company, their circumstances and how it was implemented. Transforming your company for these digital developments requires a culture change within the organisation and a different way of working.

So how can we avoid some of these pitfalls and learn from some of the mistakes that have occurred in the past? The answer to this is to work with a team that has the knowhow and experience of these technologies combined with years of working in the manufacturing and engineering industries. Smartia was set up to help support companies explore and adopt digital transformation technologies

Technology is key to cost savings

by starting with well-defined proof of concept projects.

By seeing the returns on investment for each project, we can then start to scale up at a pace that minimises disruption and risk to the organisation. Through our customised services and Insight™ (our AI data platform technology) Smartia can help companies implement these data driven improvements which deliver tangible benefits to the industrial process.

For more information, please visit:
www.smartia.tech

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