

# IDC Manufacturing Insights: Engaging Consumer Experience at Scale (BOVC)

## Strategic Priorities

## PROGRAMS

## USE CASES

Digital Supply Chain



Capabilities-Based Procurement



Sourcing Intelligence

Supplier Network Monitoring

Automated Kanban

One Global Profitable Proximity

Supply Orchestration

Extended Planning



Demand and Consumption Signal Insight

Extended S&OP

Thinking Supply Chain

Supply Chain Resilience

Logistics Automation



Smart Warehousing

Transportation Optimization

Global Trade Automation

Strategic Asset Management



Asset Instrumentation

Predictive Maintenance

Augmented Maintenance

Health and Safety

Autonomous Asset Tracking

Agile Replenishment



Cognitive Inventory

Smart Capacity Allocation

Blended Network Analytics

Centralized Asset Monitoring & Diagnostics

Quality



Specification Intelligence

Cognitive Root Cause

Collaborative Resolution

Omni-Experience Consumer/ Customer Engagement



Consumer Commerce at Scale



Customized Product / Service Experience

Omni-Channel 2.0

360° Connected Customer Data Management

Advanced Channel Management



Real-Time Assortment Monitoring

Personalized Marketing / Price / Retail Loyalty

Omni-Experience Coordination

Omni-Channel Trade Promotion



Seamless Trade and Consumer

Contextual Marketing

Cognitive Funding/ Opportunity Database

Innovation Platform



Vitality / Stability

Collaborative Development

Advanced Digital Simulation

Shared Ecosystem Knowledge

Omni-Source Innovation



Open Innovation

Product Portfolio Management

Digital Knowledge Base

Life-Cycle Analytics



Cognitive SKU Management

Real-Time Quality, Safety and Compliance

Lifetime (Profitability) Product Performance

Intelligent Personalization

# Engaging Consumer Experience at Scale (BOVC) Digital Roadmap

