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	
	Synchronized Planning	•	Demand and Consumption Signal Insight	Extended S&OP	Thinking Supply Chain	Supply Chain Resilience	Digital Fabric	
	Logistics Automation		Smart Warehousing	Transportation Optimization	Global Trade Automation			
Smart Manufacturing	Strategic Asset Management		Asset Instrumentation	Predictive Maintenance	Augmented Maintenance	Health and Safety	Centralized Asset Monitoring & Diagnostics	Autonomous Asset Tracking
	Resilient Lean		Cognitive Inventory	Smart Capacity Allocation	Blended Network Analytics	Make to Availability		
	Comprehensive Quality	•	Specification Intelligence	Cognitive Root Cause	Collaborative Resolution			
Omni-Experience 〇 Consumer/Customer 公公公	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	Product Retirement / Recycling	Collaborative Self- Support	
	Omni-Channel Trade Promotion		Seamless Trade and Consumer	Contextual Marketing	Cognitive Funding/ Opportunity Database			
Innovation Acceleration	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 Personalizatio	n	



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Engaging Consumer Experience at Scale (BOVC) Digital Roadmap



Cognitive root cause

HORIZON 1

Omni-Channel

Product/

Service Experience

> Personalized Marketing/Pri e/Retail Loyalty

> > Use cases that are deployed today