



WELCOME TO THE INDUSTRIAL RENAISSANCE

VIDEO TRANSCRIPT

Welcome to the Industrial Renaissance.

The re-birth of the industry. A new era.

At the turn of the century, industrial titans were revolutionizing industry around the world and laying the foundation for its explosive growth for decades to come.

This revolution was driven by new technologies and changing customer demand.

Over 100 years later, those same drivers are sparking a renaissance.

This is an exciting time in the industrial world for those with vision.

For those who see value, where others do not.

For those ready to leap from the Industrial Revolution to the Industrial Renaissance.

Over the next 3-5 years, this renaissance will be bolstered by 5 pillars.

First, fueling growth by meeting evolving B2B customer expectations and enhancing their experiences and by digitally engaging customers throughout the relationship and product lifecycle.

Next, re-imagining products to be smart and connected to deliver real solutions for

customers.

Third, building intelligent operations that add true strategic value.

Fourth, being purposeful about sustainability and operating responsibly.

And finally, blending innovative technology with talent and new ways of working.

Enabling today's new currency: speed and responsiveness.

In this new era, everything will be accelerated by cloud. It underpins every other future strategic industrial priority.

So, challenge convention,

Embrace bold ideas.

And shift gears for growth.

Welcome to the Industrial Renaissance.

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