



INDUSTRY X.0: REALIZING DIGITAL VALUE IN INDUSTRIAL SECTORS

VIDEO TRANSCRIPT

Industry X.0 is really the convergence of two drivers for change. The first one is around connected and smart products. The second one is around industrial consumerism. And the fact that B to B businesses are going to behave more and more like B to C. It's really the combination of the product, the services and the user experience which will disrupt existing business models.

Advice to industrial enterprises

If you look at the Industry X.0, there are a few steps; The first one is unlocking the value, getting the money which is trapped in their company to help them fund the transformation. Work on their product agenda, make your product smart and connected. Test this. Thirdly, get your clients involved in the product development process. Understand the why behind the buy of your clients. What is it exactly that they want? And then the last one is really start experimenting, building those capabilities which are critical for the success in the New.

The book

Industry X.0 is all about the value and how to unlock the value for industrial companies. It's not so much focusing on the why because I think that's not the question anymore, but it's really focusing on how to make it happen in very pragmatic ways and steps. It's really action oriented on what you should be doing in your company to get started and to be successful in the New.

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