The Digital Chemical Company

Pursuing digital transformation across the value chain can unlock new growth opportunities and address some of the most challenging trends facing the chemicals industry.

The digital opportunity

Chemicals companies are shifting their strategies and motivating capital across commodity, specialty, petrochemicals and applications to improve enterprise function and efficiency and interact with end customers. While maintaining the same level of innovation as competitors, companies are leveraging digital technologies to improve enterprise function and efficiency and interact with end customers.

The digital journey: The starting point

Digital transformation can turn industry challenges into real business value. The digital opportunity

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Key digital technology enablers

- Industry 4.0
- Cloud computing
- Artificial intelligence
- Internet of Things
- Blockchain

The digital landscape

The right combination of digital capabilities can lead to game-changing value creation and competitive advantage.

The path and approach for digitalization

1. Define the digital vision
2. Assess the digital landscape
3. Develop a digital strategy
4. Implement digital initiatives