

# The Impact of Virtualized Networks in Manufacturing

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We have all as professionals been “side swiped” by how new technologies and services have fundamentally changed the way business is done.

These changes and disruptions may start as **subtle** differences, but bring unforeseen major impacts.


For some of us, being on the crest of these fundamental changes can be both a personal and career-fulfilling, pleasurable experience.

**This is especially true when they straddle different industries.**

Fujitsu is seeing a powerful example of this in the manufacturing environment, where virtualized networking is enabling some of the strategic drivers that organizations are trying to reach for during these key technology changes.

**Manufacturing is moving towards mass-customization, to either respond to market drivers or to achieve product - and brand-differentiation in very “me-too” markets.**




A woman with blonde hair, wearing a light pink long-sleeved top, is smiling and looking to her left. She is holding a black tablet computer in her left hand and a pen in her right hand. The background is a blurred industrial setting, likely a factory or warehouse, with blue structural elements and stacks of materials. In the upper right corner, there are numerous thin, white fiber optic cables hanging down, creating a modern, high-tech atmosphere.

» Fujitsu sees these drivers and demands in a similar light to the recent impact of digitalization on retail organizations, where those who sought out the **subtle** differences now seem to be riding a wave of benefits.

# At Fujitsu we believe that there is a new subtle opportunity for those manufacturing organizations moving to mass-customization by utilizing new virtualized networking.

Specifically, if we look at the impact of these **subtle** changes on the Social, Technological, Economic Environmental and Political planes, it reveals how understanding the implications of change coming out of nowhere can have major benefits for manufacturers:


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**Social**  As manufacturing organizations start to define their move to mass-customization, this will have a major impact on near-shore resourcing of partners, suppliers and distribution/channels to market.

Currently legacy networks struggle to support the need for the agile approach that mass-customization demands, where manufacturing organizations need to connect securely and quickly to partners, suppliers and channels-to-markets within minutes rather than waiting months.


New virtualized network technologies and services can provide these capabilities, while offering new abilities to deploy services in very remote sites utilizing multiple carriers and multiple wide area network technologies. As well as these benefits, virtualization also removes the complexity and issues often associated with global manufacturing networks.

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**Technology**  The ability to interact directly with manufacturing organizations' customer/consumer base to understand and define customers' tailored needs and future products is a key need.


New virtualized network technologies offer manufacturers the opportunity to get closer to their end consumers – creating exciting new processes to fulfil customers' expectations, while providing manufacturers with new ideas and concepts that may have previously been hidden to them.

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**Political**  The ability to offer new start up organizations, people and communities the opportunity to construct new roles and development potential should never be understated.

Mass-customization linked with new virtualized networking technologies offer the prospect to level-up skills capabilities in a region nearer to the manufacturing process in an agile way. These approaches (when fully understood) can bring subtle but significant influence at the local and regional political level.


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**Economic**  The ability of virtualized networks to help shorten product lifecycles, provide quicker new product introductions and new product revenue streams are a **subtle** but significant change to market dynamics.


New virtualized networks offer the panacea of being able to quickly bring to market new partners, suppliers and channels. This enables agility in the manufacturing organization's supply chain process, giving all the organizations involved in bringing a new product to market new ways of interacting, communicating and supporting each other.

Offering new unseen economic benefits to all parties involved.

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**Environmental**  The ability to react quickly to unforeseen product or production processes can only be a good thing for the environment - by reducing wastage, products not fit-for-sale and uneconomic resources and capabilities.

Virtualized networks linking modern IoT, AI and digitalization processes can provide a significant benefit to the environment and manufacturing organizations.



## **Why should manufacturing organizations talk to Fujitsu about these new disruptive market opportunities, technologies and services?**

Because at Fujitsu we also understand the impact that new manufacturing standards and processes (such as Industry 4.0) have on our customers, while at the same time we are providing agile new virtualized networking technologies and services to keep our clients ahead of the pack.

## **So, why talk to Fujitsu about the impact of new virtualized networking on your manufacturing environment?**

Well, when it comes to being “side swiped” by new technologies and services, we believe that whilst Fujitsu may not be 100% sure on the subtle impact of technology disruptions, we certainly have a 100% understanding of what’s coming around the corner.

If you want to find out more about the impact of Virtualized Networks in Manufacturing, contact Ian Shipton today:

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