



Manufacturing A Better World:

Balancing People, Planet and Profit



servicenow®

Introduction

From your car to the computer or smartphone you're reading this eBook on, almost everything we use in our day-to-day lives is produced by manufacturers. So it's no wonder manufacturing is often described as the backbone of the globe's economies and societies.

But in a world where the only thing we can be certain of is uncertainty, its role is changing – and manufacturers are facing mounting pressure to reduce costs, improve customer experience and increase profitability, all while leading the way to a more sustainable, circular economy.

This has given rise to a new generation of manufacturers. One not defined by sector, region, or number of years in business. But by a commitment to manufacturing a better world, underpinned by innovation, interconnectivity, people-centricity and of course, sustainability. Realising this, however, is a journey in itself, requiring transformation – of both the business and digital variety.

To guide you on your way, this eBook explores the ways you can instill your people and organization with the essentials needed to grow and be prepared for whatever comes next – wherever it comes from, whenever it happens.

**Read on to
discover how
Fujitsu and
ServiceNow can
help you start your
new industrial
revolution.**



Connect the dots to work smarter, not harder

The need for speed while navigating complexity is greater than ever in manufacturing, but people and operations alike are being held back by outdated, siloed systems and manual processes – ultimately meaning more effort for less returns. One area where this is particularly jarring is when it comes to developing new products.

In today's increasingly competitive business landscape, a failure to get products to market at pace could be the difference between winning and losing. Simplifying the product development process is the key to faster innovation, with digital workflows a powerful way to connect existing systems to enable teams across the enterprise to meaningfully collaborate.

Greater connectivity is also the key to elevated productivity, which is made possible by the internet of things (IoT). By connecting IoT devices with legacy systems within the Now Platform, manufacturers can gather data about machine productivity, equipment health, workforce productivity and safety conditions.

In turn, this data enables you to evaluate your needs in real time, while feeding digital workflows that trigger automatically – saving both time and resources. But it's not just manufacturers that can benefit: suppliers, vendors, distributors and other stakeholders can also take advantage of workflows that coordinate actions and proactively manage issues, to ultimately build stronger relationships.



Keeping up with – and exceeding – customer demands

Part and parcel of remaining competitive is meeting the demands of your customers. But in an age where these demands are always evolving, it can be a challenge to meet rising expectations at scale. Once again, to remain competitive, successful manufacturers are making their operations smarter, more efficient and less wasteful through digitization.

By unifying departments and systems under one service platform and automating workflows, this streamlining of operations and eliminating of waste gives you the time and ability to proactively address customer issues – with superior care.

Similarly, with data flowing throughout your organization, customer needs are more transparent and therefore easier to fulfill. But more importantly, by connecting and centralizing data to feed into performance

and trend analysis, you can anticipate and address issues before they even become problems.

However, all of this counts for nothing if your customer service isn't able to meet the same high standards. So, omni-channel platforms, AI-powered chatbots and self-service portals are equally as vital, for your customers to get what they want, when they need, using whatever device they want.

If you can realize the above, successful manufacturers are finding new ways to increase opportunities and generate repeat customers through servitization. Or the process of providing scalable services, such as offering maintenance support for products or bolting-on data management, which is poised to serve as a major growth engine for the industry.

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Energize your workforce with meaningful tasks in a safe environment

People are your driving force to help you navigate change, seize opportunities and flourish in the face of adversity. Put smart factory technologies in their hands and they will find ways to deliver services better, faster and closer to what customers and stakeholders demand – innovating at every opportunity.

But of course, for your people to perform at their best, they must feel safe and fulfilled in their roles. Using the Now Platform you can pull data from machine sensors, employee wearables and other IoT devices into a single platform for easy viewing and evaluation, while automating safety protocols and providing the information you need to prioritize and respond to critical issues.

By using real-time data, automatically triggering workflows and removing manual, mundane tasks, your workforce is also freed up to focus on your most important, more fulfilling tasks. Not only does this bring them closer to customers and more creative responsibilities, it can also reduce burnout and high attrition rates.

People are your biggest asset, so it's imperative you do everything in your power to make sure they're protected and energized, which is made even easier with customizable applications that integrates safety into every area of your business – from the factory floor, to finance, HR and IT.



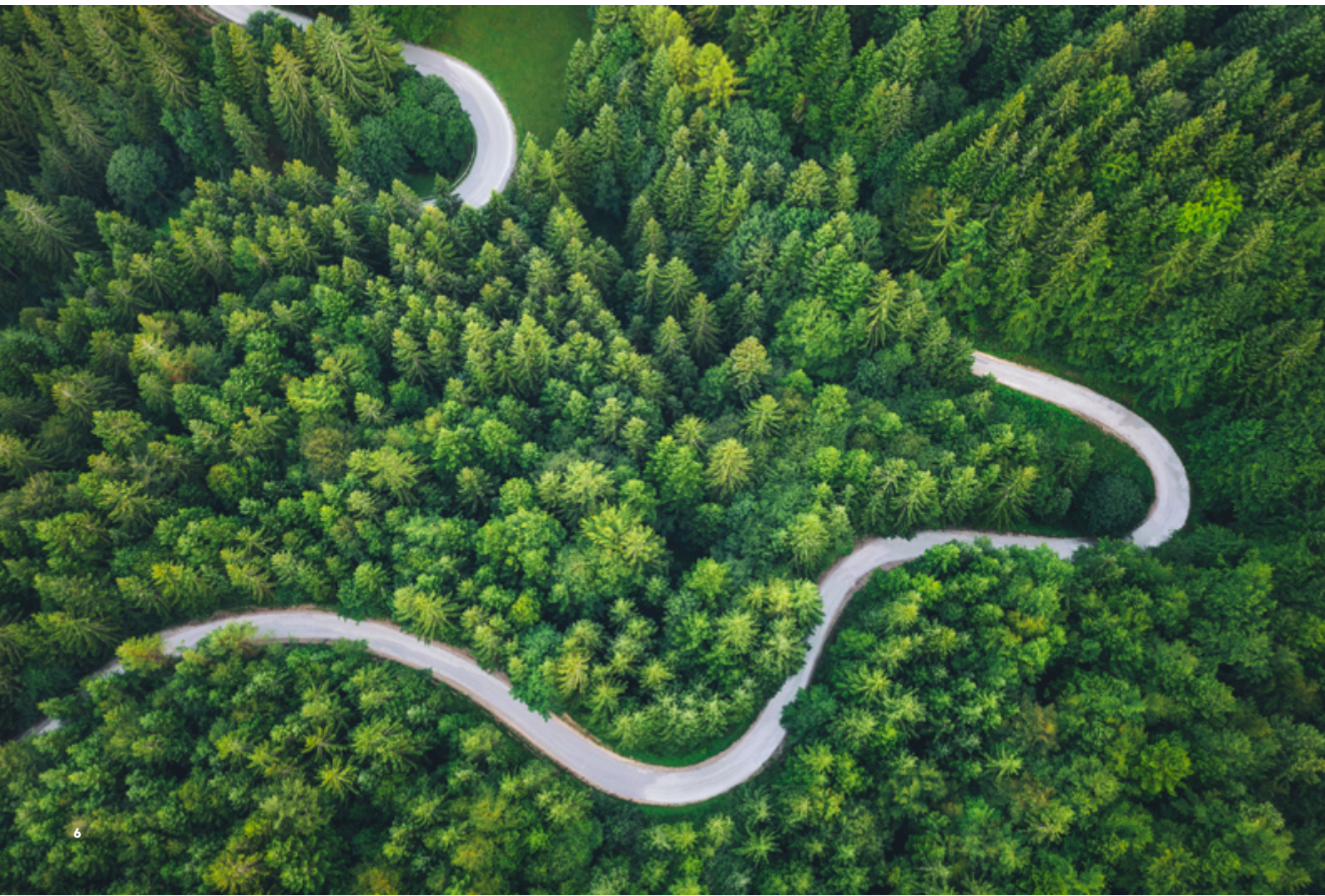
Leading the way to a more sustainable environment and society

Digital transformation is a prerequisite of modern manufacturing. But we need to go further to drive business transformation to unlock a more sustainable business, more sustainable profits and above all, a more sustainable environment and society.

Doing so is not only essential to meet the needs of governments, customers and stakeholders, it's essential to our very existence – and manufacturing is at the forefront of leading the way to a greener, better world. This requires investment to instill your people and your organization with the superpowers that make this possible: resiliency, agility and capability.

But why these superpowers? Resiliency serves to secure your supply chain in the face of unknown events, while agility equips you with the flexibility to pivot to overcome challenges that arise anywhere along the value chain. Capability, meanwhile, enables your people – experienced or new – to wield the digital technologies that will drive manufacturing forward.

Only then can manufacturers realize the greatest superpower of them all: sustainability – which is the key to driving value for society and the environment, and ultimately manufacturing a better world for generations to come.



Manufacture a better world with Fujitsu and ServiceNow

Modern manufacturing is more than producing products. Our industry has the power and potential to usher in a new dawn of manufacturing, where working smarter and embracing digital can drive real, sustainable value for business, society and the environment alike.

But of course, this comes against a backdrop of the need to reduce costs, improve customer experience and increase profitability, all while striving to achieve a zero-carbon future. To realize all of the above, the power of partnerships cannot be underestimated.

The Now Platform is the enabler for you to deliver the digital workflows that will let data flow throughout your business, to connect your people and systems to guide decision making and unlock growth throughout your business. But the platform can be even more powerful still when combined with Fujitsu's experience of transforming our own organization this way.

As a ServiceNow Elite partner, we help you to maximize the Now Platform's innovative potential and unlock its capabilities to transform your business. But above all, we lean on our own rich heritage as a manufacturer to help you achieve your desired outcomes, ensuring you can strike the optimum balance between people, planet and profit.

Get in touch to see how we can help you make the most of ServiceNow

Get in touch



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