



## Factory of the Future - Industry 4.0

*Being Digital means more than Doing Digital*

**EXECUTIVE SUMMARY:**

*Being Digital means more than Doing Digital*

A Circumference Leadership Sessions Event

First Aid Training Centre

1580 Merivale Road, Room 506

Ottawa, ON

August 9, 2018

**FEATURED SPEAKER:**

Duncan Klett, *Co-Founder, Kinaxis*



Enthused by the pace of technological development, its impact on product development and the possibility of new “blue ocean” markets, corporate leaders from the Ottawa area convened in Ottawa to hear Kinaxis co-founder Duncan Klett discuss how to prepare for the future. With seemingly endless computing power, storage, communication (ex. Skype), speech recognition opportunities and open source libraries now readily accessible, the products and capabilities provided by tech companies have taken quantum leaps forward during the past decade. Merely deploying these sorts of technologies, however, is no longer adequate.

## Being Digital

Being digital – as opposed to merely “doing” digital – means harnessing massive amounts of your company’s data to create new products and services. Companies are increasingly focused on collecting useful data from their internal processes or clients, and then analyzing that data for Key Performance Indicators (KPI) and business intelligence.

This data can, in some cases, be used to enhance the confidence of business leaders. More often, this information yields new and previously unobtainable insights identifying processes that can be improved either by partial or full automation. These sorts of digitally driven transitions can be used to:

- > Support employees by automating repetitive tasks and enabling them to focus on complex tasks that are difficult or impossible for computers to handle.
- > Reduce operational costs
- > Perform customer analysis to improve service, forecast demand, or deliver targeted advertising



## Timing

Timing the implementation of these sorts of changes is obviously critical to “being digital.” Riding – and profiting from – the technology curve is often intimidating and always challenging. Corporate leaders who stick their heads in the proverbial sand will be surpassed by their competition.

On the other hand, companies that reach too far ahead of the adoption curve also risk irrelevance. Prudent corporate leaders, Klett suggested, are wise to consult the Gartner Hype Cycle and similar tools to properly pace the adoption and delivery of these new technologies and products.

## New Business Opportunities Arise From Change

Everyone attending was enthused by Klett’s suggestions about new business opportunities arising from these shifts. Supply chain network planning (traditionally siloed within and between companies) is now being connected and automated, allowing leaders to accurately forecast delivery times using advanced analytics. Given the widespread use of code libraries to rapidly build increasingly complex programs, coders are often no longer familiar with every line of code in their systems, limiting their ability to safeguard systems from attacks. Testing, more than ever, must verify that software packages do what they are supposed to do, and do not do anything else.



## Shared Information Increases Benefits - and Risks

Companies must protect their data from employees or customers accidentally importing threats into their systems. Individuals, everyone agreed, are going to become increasingly aware of the benefits – and risks – that come with providing their data to corporations. Artificial Intelligence, one attendee from the digital security sector noted, can be used to flag potential breaches by searching for unusual activity. Many companies already employ digital “security guards” to safeguard their data. Individuals, the group amusingly noted, might eventually also employ these sorts of security guards to protect their online presences.

As is customary, the event then shifted to a lively group discussion in which, this time, the importance of user interface design emerged as a major topic. Regardless of whether it is a new app, or a car radio that is difficult to operate, intuitive interfaces are integral to customer satisfaction. Engineering sound solutions will continue to require teams of experts who build interfaces that connect customers with datasets in simple, productive and enjoyable ways.



**Circumference** Technology Services

## Build Your Knowledge And Your Network.

Circumference provides networking and information sharing sessions in a range of formats:

Executive Wisdom Series:

Short videos on topics that matter to you.

Circumference Executive Meet-Ups:

Join us for hosted events with guest speakers, round tables and peer-to-peer mentoring in the Kitchener and Ottawa areas.

Get Smart(er) In 60 Seconds:

Snippets of wisdom and other pearls sent to your inbox on a periodic basis.

Please visit <http://circumference.ca/#build-knowledge> to register for any of our knowledge sharing and networking events, send a request to [stephen.mcinnis@circumference.ca](mailto:stephen.mcinnis@circumference.ca), or call Stephen at 519-897-0499.



**Circumference**  
Technology Services