



Enterprise 4.0 – Business Success in the digital age with Industry 4.0

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The Mechatronics Cluster is an initiative of the countries Upper Austria and Lower Austria



Europäische Union Investitionen in Wachstum & Beschäftigung. Österreich.

- 1. Motivation / Project idea**
- 2. Project team**
- 3. Project methodology**
- 4. Benefit for participating companies**
- 5. Value for the region**

Content

Core activities of the Mechatronics-Cluster:

- Innovation through collaboration – *connection of businesses and sciences, stimulation of innovation and qualification in collaboration*
- Qualification – *initiation of collaborative projects*
- Information

Feedback from companies/ Key findings:

- Industry 4.0 is much more than just a technical upgrade, it **changes the entire value chain** and thus the business models
- Many organizations are heading in the right direction and making concrete industry 4.0 projects. At the same time, regional scientists are working on a wide range of questions.
- The transformation process is underway, and the possibility to **learn from mutual experiences** and **systematically building knowledge** is still missing

Needs:

- Mutual & confidential exchange of experience
- Hands on experimenting and testing
- Support by a network of scientific experts

Motivation / Project idea

This cooperation project derived from the following question:

“How can digital revolution called „Industry 4.0“ including its new technologies and working forms help manufacturing companies compete globally and thus preserve and create wealth and jobs in our region?”

- 11 companies
 - Focus on large enterprises
 - Entrepreneurial-driven (in-house decision making)
 - Acting globally concerning its market-exposure, value-chain and supplies;
 - Leading company in its (niche-) market
 - No direct competitors
 - Cooperation on 2 levels:
 - Steering board: C-Level Executive (3 meetings p.a.)
 - Project leaders (6 meetings p.a.)
 - One Use Case per Company (real case, nothing hypothetical)
- Regional scientists
- Clusters & regional business networks (the *ecoplus Mechatronics-Cluster*, the *economic Chamber of Commerce* and the *industrial association*)

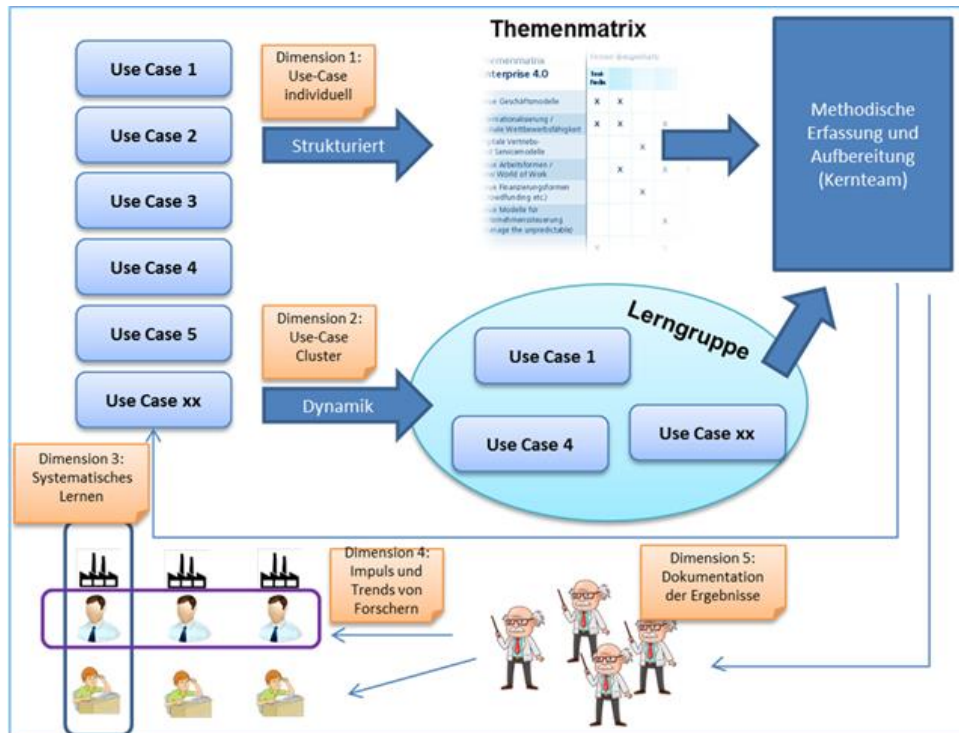
Project team



Topics:

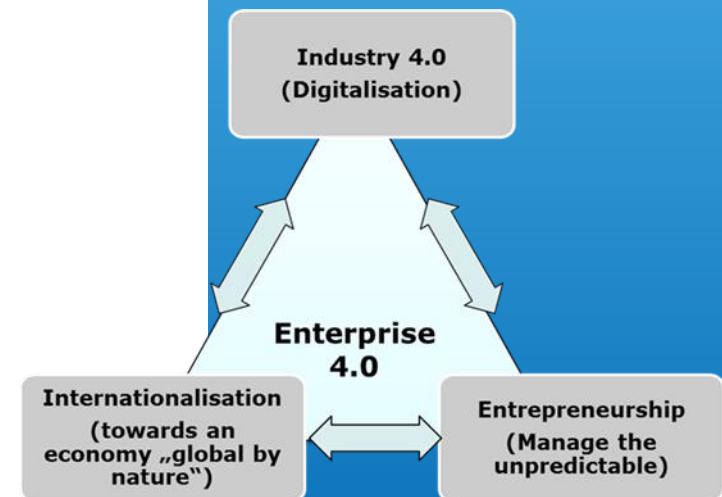
- Areas of business process optimization
- New business models
- New forms of work
- New distribution channels
- New internationalization strategies, etc.

Process:



(© Kormann, Schilling)

Project methodology



Enterprise 4.0 Triangle (© Kormann, Schilling)



ENTERPRISE 4.0
ERFOLG IM DIGITALEN ZEITALTER



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Company specific interest:

- Benefit from the cooperation-network of the 11 project-partners (**mutual, systematic and confidential exchange of experiences**)
- Networking between companies and students through applied research projects, dissertations and internships (**employer branding, access to high potentials**)
- Working on real use-cases in order to find applicable solutions also for the own company (**bring 1 use-case in, benefit from 10 further cases**)
- Increasing the operating profit margin by using the new digital possibilities in each particular business process and throughout the entire value chain

Benefit for
participating
companies

“How can digital revolution called „Industry 4.0“ including its new technologies and working forms help manufacturing companies compete globally and thus preserve and create wealth and jobs in our region?”

- **Identify requirements for economic conditions**
 - Which conditions are required by companies to make full use of digital potentials?
 - What impact do new technologies have on internationalization strategies? („*re-industrialization*“)
 - What effects does Industry 4.0. have on organizations and job profiles (*qualification requirements for employees and management*)?
 - Qualification offensive, research priorities and cluster activities (*learning curve, sustainable success factors*)

- **Findings and common learning**
 - Strategic course of action, potentials and dealing with limiting factors
 - Business impacts of digital technologies and processes
 - Input from the research perspective (*trends, international benchmarks, new solution options, etc.*)

Value for the
region



Your contact to
innovation and
cooperation

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