UNIVERSITÀ di VERONA | Dipartimento di ECONOMIA AZIENDALE

LogiMaster

Master in Logistica Integrata – Supply Chain Management

How to compete in the Digital Era

Simone Marchetti

Digital Supply Chain – Sales Development Manager

13 Aprile 2018

Logistics Day

The World Has

Changed!

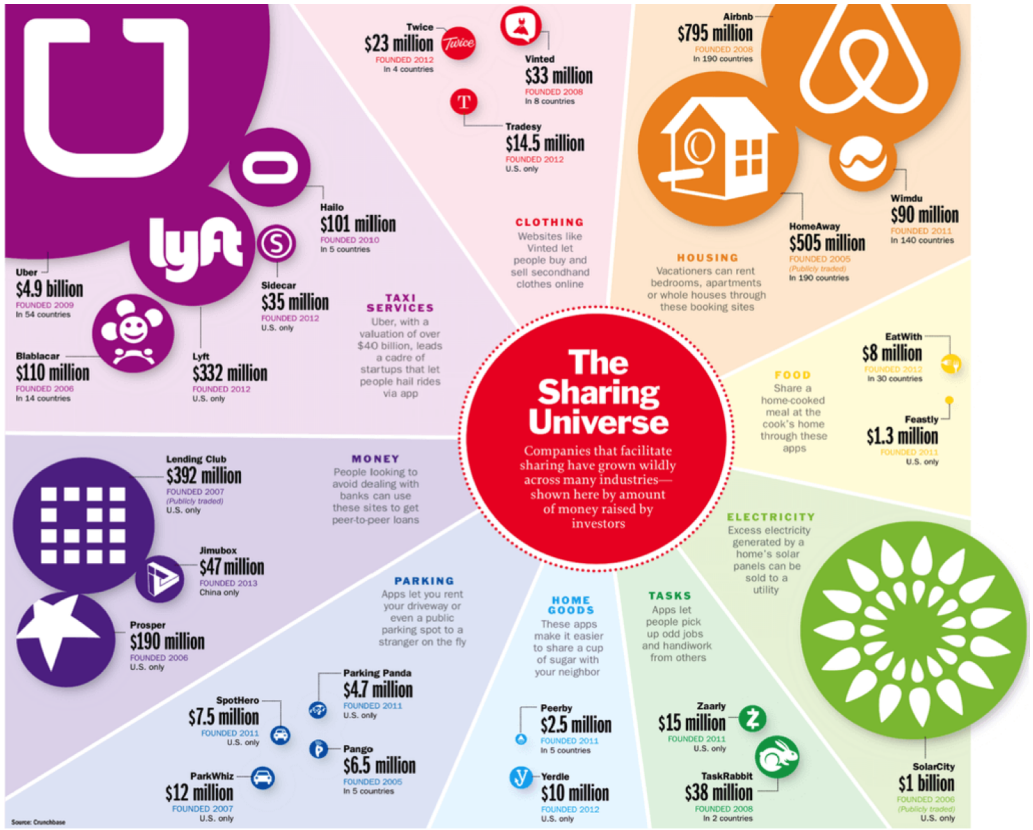
ORACLE

An Internet minute

Information is the new currency

$$Value = \frac{Information}{Latency}$$

Sharing Economy



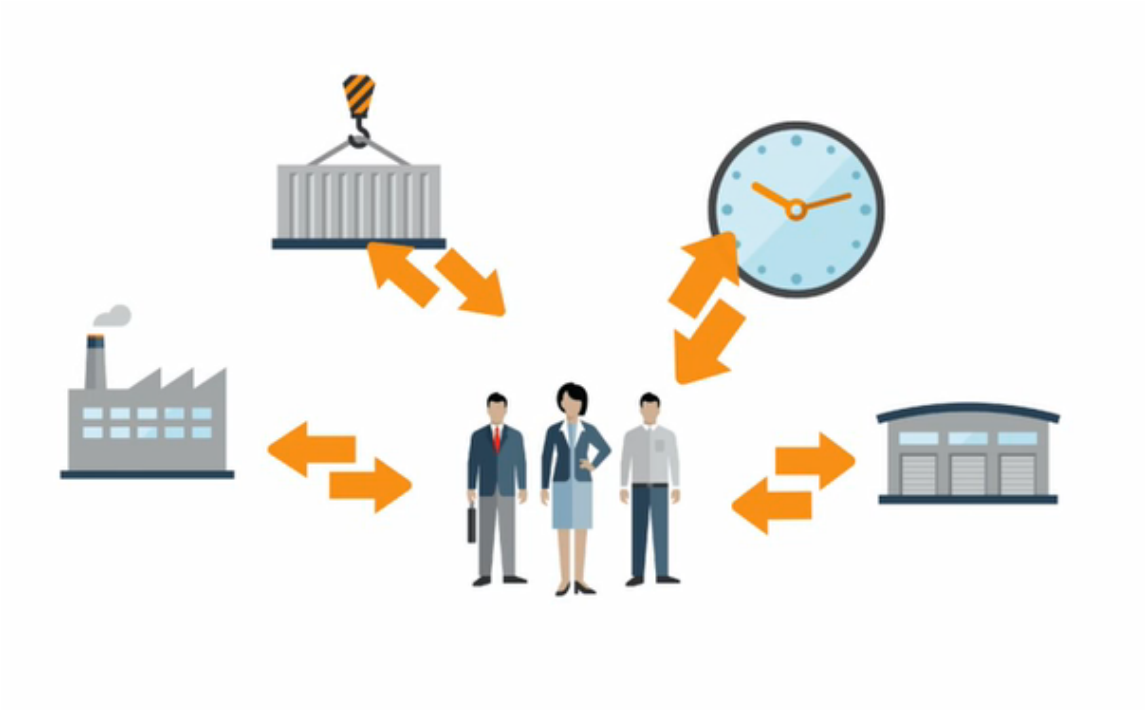
Servitization

- Rolls-Royce operates a “power by the hour” service, where rather than paying for the engines the company builds, customers pay for the power those engines deliver
- It’s a managed service where all aftermarket field service is included and delivered as requirer

Hyper Customization

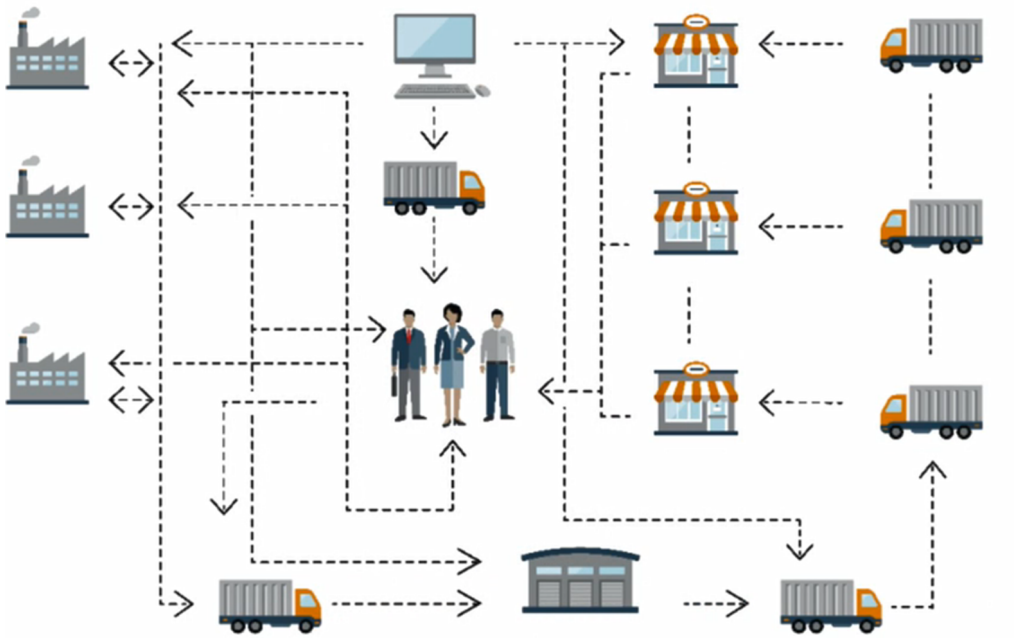
Customer are on line...
...and they are not loyal customers!

Customer Centricity




SILOED PROCESSES
LINEAR SUPPLY CHAIN

Connected Value Chain



Main challenges

HYPER-COMPETITION

MULTICHANNEL ORDERS

GLOBALIZATION

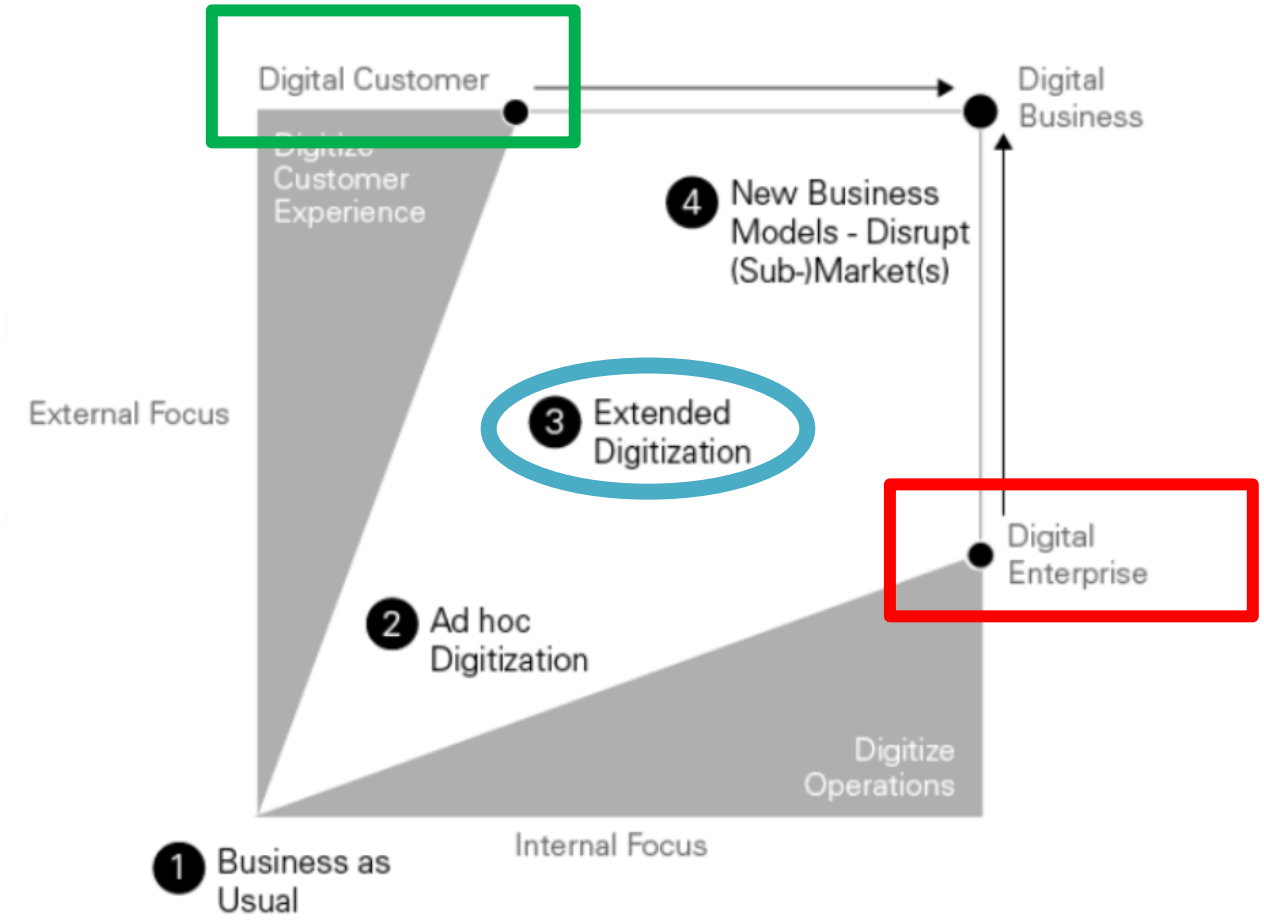
How to become competitive

PRODUCT INNOVATION

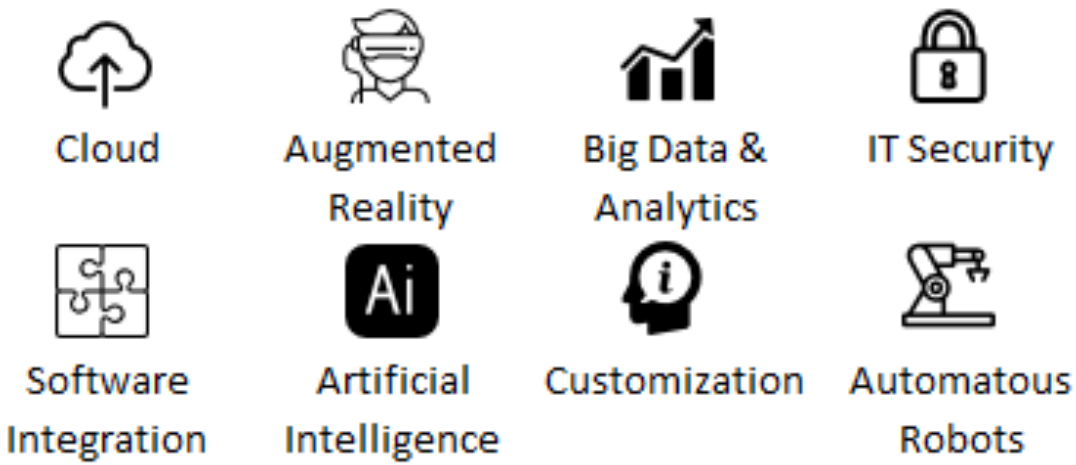
SMART MANIFACTURING

FLEXIBLE LOGISTIC

Digitize operations



Industry 4.0 Puzzle

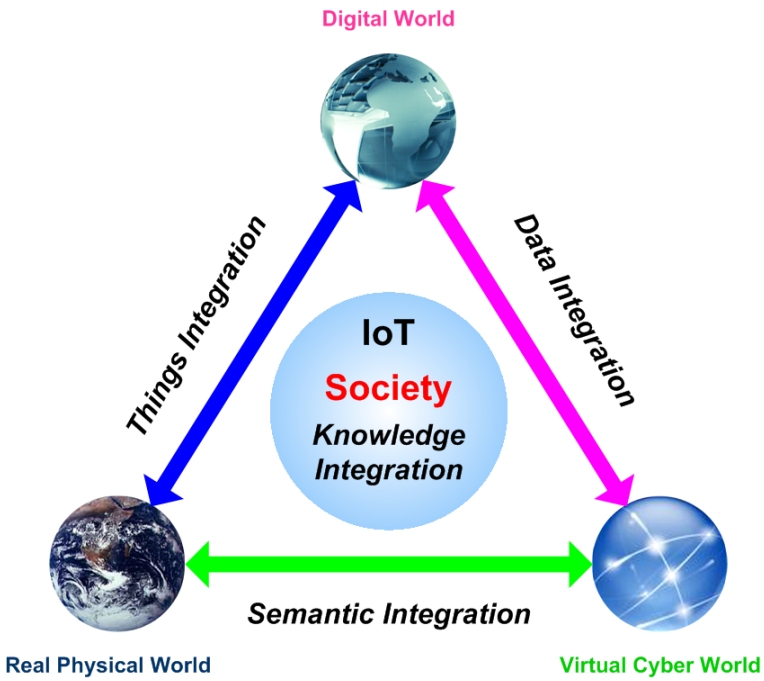


Industry 4.0 main capabilities

- **Interoperability**: machines, devices, sensors, and people are now connected
- **Information transparency**: information systems can create a virtual copy of the physical world
- **Technical assistance**: cyber physical systems can physically support humans by conducting a range of tasks that are unpleasant, too exhausting, or unsafe for their human co-workers
- **Decentralized decisions**: cyber physical systems can make decisions on their own and to perform their tasks as autonomously as possible

ORACLE

IoT: linking the physical and digital worlds



The IERC* definition states that **IoT** is "A **dynamic** global **network infrastructure** with **self-configuring capabilities** based on standard and interoperable **communication protocols** where **physical and virtual "things"** have **identities**, **physical attributes**, and **virtual personalities** and use **intelligent interfaces**, and are seamlessly integrated into the **information network**."

*IERC: European Research Cluster on the Internet of Things

Artificial Intelligence

Augmented & Virtual Reality

- AR & VR open up new opportunities for designers and manufacturing teams to interact with products, equipment, and each other
- AR & VR can help with building and testing product prototypes, giving humans manual control of advanced robotics, and even exploring factory operations in granular detail
- By keeping more work in the virtual domain, it significantly lowers the cost of everything from R&D to maintenance cycle

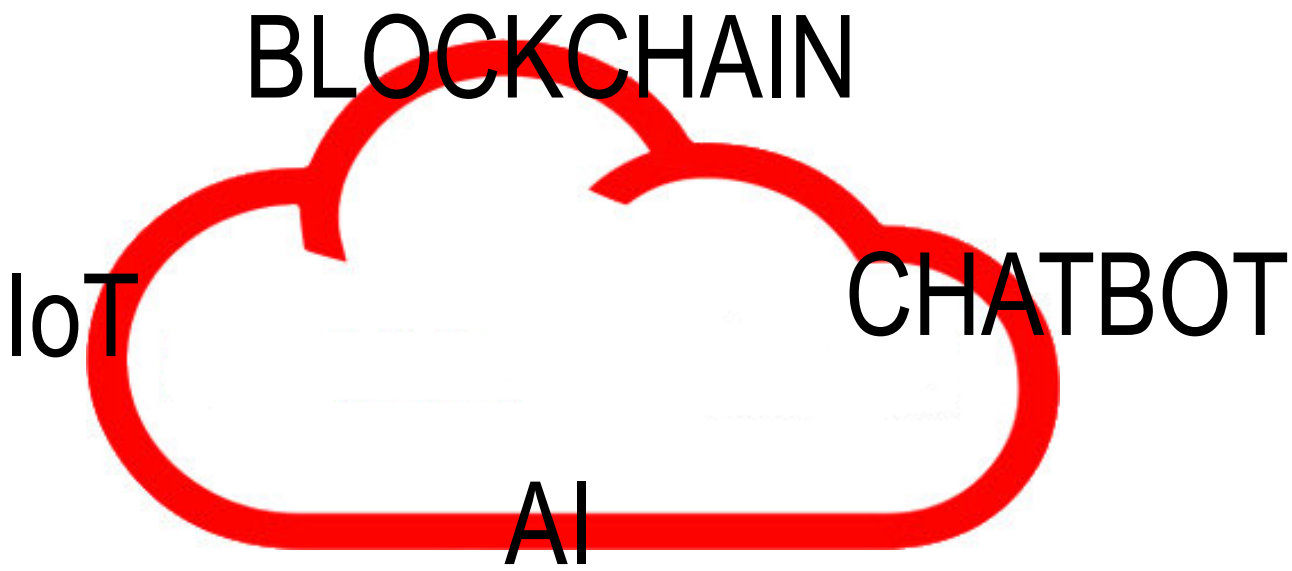
ORACLE

Advanced Robotics

- Today's manufacturing robots are directed by data gathered from across the business, and able to execute precision tasks such as product customisations
- The next generation of manufacturing robotics are designed to turn data into automated physical outputs
- The more information you can feed them, the more they'll be able to do without manual intervention

ORACLE

The Oracle Vision



Grazie per

l’attenzione!

ORACLE