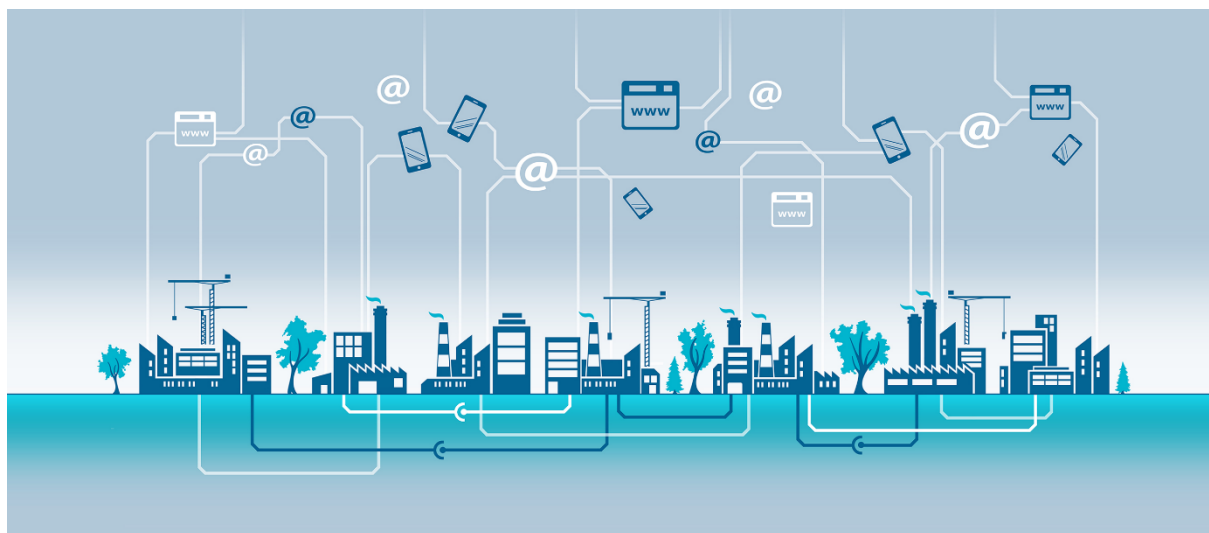


Project Future Ecom: Business Model Weidmüller / Industry 4.0

20.01.2020



It is estimated that in 2020 B2B e-commerce in EU will be twice as large as B2C in terms of sales which proves a huge unrealized potential for EU SMEs.

There is a risk of being surpassed by frontrunners as most SMEs have not even taken the first step in this direction. Succeeding with B2B e-commerce requires a huge turn-around within the company's internal processes as this may scale up the turnover dramatically.

Digitizing and automatizing the internal processes of the SME is the key to managing and keeping up with huge growth in global e-commerce while ensuring economic profit.

1. Overview

Introduce the company, what they supply and who their market is.

The Weidmüller Group has production facilities, sales companies and representatives in more than 80 countries. In the fiscal year 2018 Weidmüller achieved sales of 823 million euros with around 4,900 employees.

Weidmüller Interface offers a broad range of products and solutions for Industrial Connectivity, Device and Field Connectivity, Automation Products and Solutions. Customers can be found in many different industries, machinery&factory automation, energy systems, transportation like ship building, railway, telecommunication, building infrastructure.

2. The Digital Opportunity

How Digital technology is impacting the company and how they are adapting process or product to take advantage of this?

The classic automation pyramid with central control will no longer exist in Industry 4.0. Focused on the goal of extremely versatile production plants, networks of intelligent, interacting automation components will take the place of this pyramid. Weidmüller is therefore developing industrial connectivity solutions based on the latest information and communication technologies for the Smart Factory of tomorrow.

Weidmüller pursues the dual strategy: Industry 4.0 – Digitalisation will help them as providers and also as users, to increase their competitive strength.

As a provider of digital solutions, sales and market share are to be secured and expanded “Make money“. Digitisation should increase turnover. As users of digital solutions, operational costs are to be reduced “Save money“. The aim is to improve efficiency through digitisation.

3. Impact on Value Streams

What is the impact of the digitisation on the value generated by the business?

Weidmüller uses its digital components for its own production, enabling digital process transparency, smart maintenance and virtual plant optimisation. On the other hand innovative components and solutions offers Weidmüller customers added value too.

An example from the field of industrial analytics:

Gaining added value from machine and production data

The desire for increased production output and optimum process quality requires the highest machine and plant efficiency. To achieve this, anomalies and errors must be detected at an early stage, without provoking downtimes by additional maintenance work. Weidmüller Industrial Analytics solution collects and processes a wide range of data relating to the plant in question and evaluates it using intelligent procedures. On this basis, anomalies and inefficiencies in a wide variety of applications are reliably detected, error forecasts are made and maintenance recommendations are given. With this holistic approach, Industrial-Analytics provides precise information for the assessment of plant processes and for predictive maintenance, making it far superior to conventional condition monitoring solutions.

The added value:

- Minimization of unplanned downtimes
- Increased plant productivity
- Higher innovation performance in mechanical engineering
- Suitable for usage-based business models

4. Lessons learned

What has gone especially well or badly in the process? What were the main lessons learned from the process?

3 Key factors at all:

- Culture and mindset: Active involvement and training of the employees

- Organization and processes: Lean and digital processes increase efficiency
- Technology and business models: Establish new Technologies and create disruptive approach

5. Transferability

How could businesses in other industries benefit?

Driving Industry 4.0 in the network!

In order to be successful in the course of digitisation, companies must conduct an intensive stakeholder dialogue with their customers, employees and, in some cases, with their current competitors in order to survive against new competitors. Weidmüller follows this path, for example, through joint projects with current competitors in the Smart Factory OWL.