

THE MANUFACTURING INDUSTRY: Creating Operational Resiliency Via Intelligent Forecasting

60% 

2020 put many organizations through the wringer, but it wasn't a struggle for every company. In fact, 60 percent of surveyed manufacturing and distribution leaders report revenue growth during the pandemic.¹

HERE ARE THREE WAYS THAT MANUFACTURING LEADERS HAVE »»» BECOME MORE RESILIENT IN 2021 - AND BEYOND. «««

1. Focusing on Customer Experience

2. Improving the New Workplace

3. Making Strategic Digital Investments

1. FOCUSING ON CUSTOMER EXPERIENCE

56% Customers expect personalized experiences, transparency, and faster response times. According to Salesforce, **56 percent** of manufacturers believe these changes are here to stay.² Intelligent forecasting software applies data insights to reveal the right tactics and technology to satisfy the modern customer.



2. IMPROVING THE NEW WORKPLACE

ACCORDING TO MANUFACTURING EMPLOYEES:²



say their success metrics have changed



expect their role to be permanently changed



say they've taken on new responsibilities

As manufacturing enters the recovery phase, companies need forecasting technology that anticipates and plans for these changes so manufacturers can make faster changes in response to market-based threats or opportunities.

3. MAKING STRATEGIC DIGITAL INVESTMENTS

5-10%↑ Increasing competition is putting pressure on organizations to reduce costs, improve customer experience, and increase profitability. Companies that get this right typically see **5 to 10 percent** revenue growth with the same or improved margins.³

Combining your data with an intelligent forecasting solution enables you to make informed business decisions.



AGILITY: THE KEY TO MANUFACTURING RESILIENCY

»»» **76%** «««

76 percent of manufacturers agree that traditional forecasting has gone out the window

»»» **81%** «««

81 percent say they need both new approaches and new tools for accurate forecasting.²

»»» **20%** «««

Companies that embrace digital technology innovation experience nearly 20 percent higher gross margin than the laggards.⁴



Investments in technology enable manufacturers to increase operational visibility, reduce costs, expedite production times, and deliver exceptional customer support.



Want to learn more on how manufacturers are using data and forecasting technology to increase organizational agility?



To achieve this, companies need a solution that delivers real-time sales insights and the ability to evaluate and execute those insights continuously.



Download the guide, "[How Manufacturers Are Using Forecasting to Fuel Recovery and Resiliency](#)".

SOURCES

1. Forbes
2. Salesforce
3. McKinsey & Company
4. Harvard Business Review

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