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# Industrial Automation Buying Momentum

A Focus on Progress Toward Digital  
Transformation



# Industrial Automation Buying Momentum



Companies that sell into the Industrial Automation market can **accelerate revenue by connecting the value they offer** to the issues driving urgency for industrial automation buyers. In this eBook, we focus on top concerns related to **digital transformation** and share strategies for personalizing around this focus.

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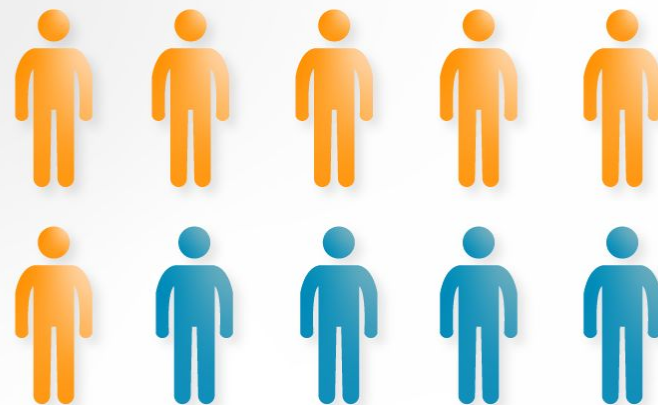
# A Focus on Progress Toward Digital Transformation

According to McKinsey, companies that made early investments in automation had a total return to shareholders of 47% in 2020, compared to 27% for peers who were digital laggards.

The pandemic exposed existing operational inefficiencies. Manufacturers behind on digital transformation had difficulty reacting.



Continuing workforce shortages, supply chain challenges and competitive pressures are accelerating the need for digital transformation investment to mitigate risk and develop agility.



In a January 2023 survey, **87% of business leaders** said they think digital transformation will disrupt their industry.

# Industrial Automation Pockets of Momentum

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## A Focus on Digital Transformation Progress

To be successful in industrial automation markets, companies need to understand what's creating urgency and driving buying momentum among stakeholders. Top concerns impacting *progress toward digital transformation* are:

- 1 **Workforce challenges: staff & skills shortages**
- 2 **Supply chain reliability and visibility**
- 3 **Rising costs and competitive pressures**
- 4 **Strategic vendor relationships**



# 1 Workforce Challenges: Staff & Skills Shortages



Experts predict 2.1 million US manufacturing jobs will go unfilled by 2030, but embracing digital tools can offset this.

- Almost **45% of manufacturing executives** in a recent survey said they have **turned down business opportunities due to a lack of workers**
- Deloitte predicts a **continued tight labor market and high workforce churn** for 2023, with data showing high levels of voluntary separations
- **87% of manufacturers say their skills gap is “more severe than ever”**

## Key Takeaway:

Companies must invest in digital automation to boost productivity and get more done with fewer workers, while also addressing retention and upskilling workers.



## 2 Supply Chain Reliability and Visibility



Despite data showing improved supply chains in Q1, 72% of executives say supply chain disruptions remain their top concern.

- **60% of executives say the pandemic has increased their supply chain's strategic importance**, bringing existing vulnerabilities to light
- While increased supply chain visibility is a top priority, it remains a work in progress. **Only 37% of companies saw increasing visibility in 2022.**

### Key Takeaway:

Companies are prioritizing technology investments to anticipate and mitigate supply chain disruptions, including IoT, ERP, MES and predictive analytics. Flexibility and real-time visibility are key to mitigating risk.



### 3 Rising Costs and Competitive Pressures



The prevailing workforce shortage, supply chain disruptions, and rising energy costs are reducing efficiency and margins.

- Forrester predicts **one-third of enterprises will accelerate digital transformation in 2023** to combat headwinds of rising costs
- Digital transformation is increasingly seen as a **path to competitive advantage**, delivering improved quality and customer experience
- Rising cost of capital is shifting priorities on technology investments, with **65% now seeking to recapture costs within 12 months**.

#### Key Takeaway:

During the pandemic, operational inefficiencies were starkly visible. Now companies are investing in a range of technologies to improve and stay ahead of the competition, while fast-tracking high-ROI projects.



## 4 Strategic Vendor Relationships



Smart factories require strategic technology investment, but myriad point solutions often challenge staff and slow innovation.

- Among enterprises with more than 1,000 employees, **76% want strategic vendors** to take more operational responsibility
- Despite recognizing the need, **only 39% of organizations actively pursue innovation opportunities** with their vendors.

### Key Takeaway:

Developing a digital transformation roadmap for manufacturing is critical to modernize and stay competitive. Strategic vendor relationships are an under-utilized approach to speed innovation.



# Personalizing Value to Industrial Automation Buyers

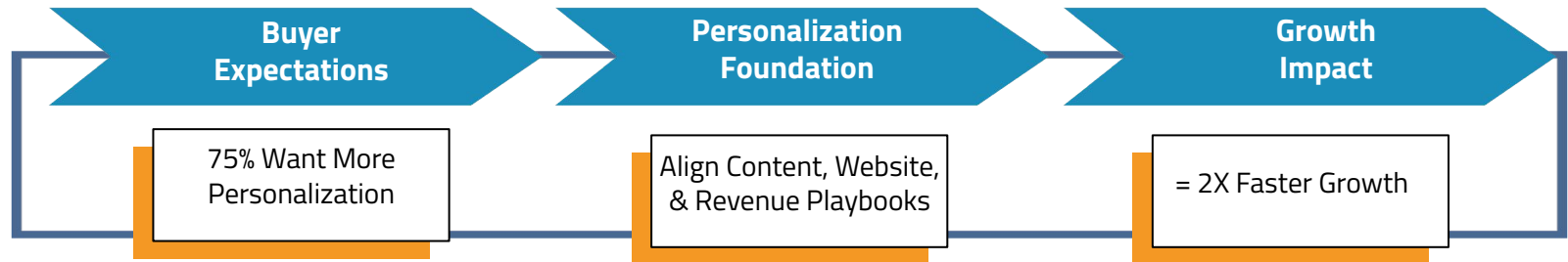


To have authentic conversations with industrial automation buyers, you must recognize and speak to individual priorities within the larger context of the business.



**This means personalizing to each industrial automation leader and linking individual role-based value props to a value for the broader stakeholder group.**

## Opportunity and Challenge of Personalization at Scale



# Industrial Automation Key Personas

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There are a range of industrial automation buyers. **For products or services focused on digital transformation, personalize to the personas highlighted in bold below.**



- **SVP, VP or Director of Industrial Automation**
- **SVP, VP or Director of Digital Transformation**
- **SVP, VP or Director of Digital/Smart Manufacturing**
- **COO**
- SVP, VP of Maintenance
- SVP, VP of Quality
- SVP, VP of ESG
- SVP, VP of Operations

# Discovery Themes and Questions

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When personalizing to industrial automation buyer roles, with a focus on digital transformation, these themes can get you started.



## Workforce Challenges

- How are human capital challenges impacting your DX initiatives?
- How will automation and other digital tools be used to help your organization address labor shortages?
- What are you doing to attract and retain workers with the skills necessary to advance your DX roadmap?

## Supply Chain

- What are the most important supply chain challenges you're focused on solving now?
- How will you leverage maturing tech like IoT, ERP, MES and predictive analytics to help solve your supply chain challenges?
- How do your DX initiatives enable or interact with your goals on supply chain resiliency?

## Costs and Competition

- How have rising costs impacted or informed your digital transformation initiatives?
- What digital transformation initiatives are you planning or executing to improve quality and customer experience?
- How are you responding to the rising cost of capital and what is the impact on your technology investments?

## Strategic Relationships

- How is your approach to leveraging vendors changing or evolving as part of your DX strategy?
- What role will your vendors play in advancing your innovation initiatives?
- What are the challenges your organization has faced in partnering with vendors to advance your innovation or DX programs?

## Buyer personalization has helped these companies grow faster



“

We made value-driven prospecting, selling, and account expansion a reality. First, we focused on how our product drives value. Then we built a skills development program to get everyone ‘singing from the same hymnal’ on this value-based approach.

”

**Jonathan Bowman**

Head of Global Account Management  
Parsable



# According to Gartner Research, companies with lifecycle personalization around buyer roles and goals grow 2x faster.

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Winalytics **accelerates growth** by personalizing value to corporate learning buyers across your sales, marketing and customer success teams.

## Contact us:

Email us at [info@winalytics.com](mailto:info@winalytics.com)

Book a call with Brent Keltner, President of Winalytics

Find more resources at [www.winalytics.com](http://www.winalytics.com)

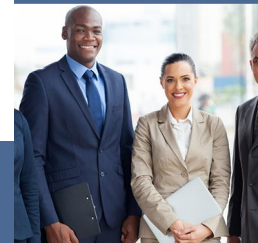
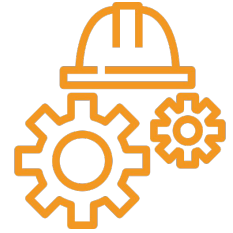


**Endnotes: Research Sources**

**Industrial Automation: A Focus on Digital Transformation Progress**

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