



Step by Step

Realizing a Successful Digital Transformation to Industry 4.0

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Chapter 1 – Introduction

If Industry 4.0 is the next industrial revolution, then changing your current organization accordingly will not be easy. Revolutions never are. The key problem is that your current organization is optimized for the current industrial era, which is computers everywhere (Industry 3.0). By going to Industry 4.0 everything, the processes, the tools, the systems, the products, the services and all the people have to move towards data on everything (Industry 4.0). The Internet of Things.

From a historical perspective there is this troubling lesson that in most industrial revolutions only the ones that can change quickly and the ones that start from scratch will do well. All the slow movers will be overtaken by the fast ones. As soon as the slow movers get the message that change is required, they are late into the game, too late maybe, but most certainly painfully late.

Important examples on how this works is the disruptive work of Apple on the music distribution, Google and Facebook on advertising, and the NSA, FBI and CIA on surveillance.

In order to apply the Industry 4.0 features of using data to your current products and services, the company has to fundamentally change and as fast as possible otherwise the company may go down gracefully at best.



This book is not about scaring you, it is about explaining how to fire up the organization for fundamental and drastic change by running a series of Digital Transformation programs, each containing a number of projects, small in size at first, but big as soon as possible.

This is a book about HOW to do the transformation and not about WHAT to transform. Most likely you know already what to transform.

The approach to transforming your organization to fit the Industry 4.0 era is based on ten steps. Use these steps and you have the key differentiator to win this race: you will start to understand how to change effectively and quickly based on your own experience.

We started to understand what Industry 4.0 can bring but we do not fully get the grip of it. Of course we didn't understand everything at the start of Industry 1.0 (steam), Industry 2.0 (engine) and Industry 3.0 (computer) either. We just need to do it to find out.

Let's make the best of the potential of Industry 4.0. This book will help you getting started on transforming your business to an Industry 4.0 business.

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