

Manufacturers: Moving From Complexity to Clarity

How leaders in manufacturing are using data to tackle their four most complex challenges.



Introduction

Manufacturers are under a lot of pressure. They're trying to deliver revenue growth for their organization. They're trying to identify and mitigate risk in complex supply chains, while also achieving sustainability goals. And they're trying to help their teams succeed and retain customers.

It's exhausting, but what can leaders do? Is it possible to have a fuller picture to help you make critical decisions? Yes, it is. Can you reduce risk and cost and at the same time drive innovation? Absolutely you can.

Our experience with manufacturing companies has proven that leveraging the right data creates the free flow of facts you need to make critical, and profitable decisions.

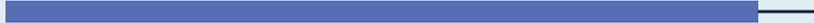
In this eBook, we will share some of those experiences and give you an introduction into how rethinking your approach to data and partnering with Tableau can transform your business.

KEY PAIN POINTS:

- 1. Identify and mitigate risks in your supply chain**
- 2. Drive sustainability by reducing inefficiency and waste**
- 3. Enable employees to succeed**
- 4. Customer experience is your competitive advantage**

93%

of supply chain executives reported that they plan to take steps to make their supply chains more resilient.



The new frontier of smart manufacturing and business models makes it critical for business leaders to be better informed.

Success in this new manufacturing frontier falls to C-suite leaders to act as dedicated agents of change.

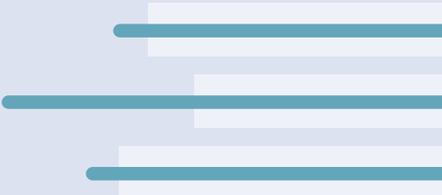
Source: [KPMG](#)

Identify and mitigate risks in your supply chain

There's no question that the most fragile part of any manufacturing process is the supply chain. So many elements, so many variables, so many chances for something to go wrong. And when something does go wrong, you need the agility to respond quickly and to be sure that your response is the right one.

The risks to the supply chain are always going to be there, but is it possible to identify them before they have an impact?

With so many moving parts, supply chains naturally generate huge amounts of data. That data is the key to identifying risks that may otherwise remain hidden. End-to-end visibility of your supply chain gives you the chance to both identify risks and test the results of a decision before you put it into action.



79%

of companies with high-performing supply chains achieve revenue growth greater than the average within their industries.

Source: [LogisticsBureau](#)



IDENTIFY AND MITIGATE RISKS IN YOUR SUPPLY CHAIN

Customer Success Story: SCHAEFFLER



THE PROBLEM:

For all global manufacturers COVID-19 has created a unique set of issues that most of us never expected to encounter. As manufacturers of precision bearings for the automotive and aerospace industries Schaeffler Group have built their reputation on accuracy. So, for Schaeffler one of those new issues was the need to understand which warehouses were likely to be most impacted, in order to manage the supply chain response.



THE SOLUTION:

Because Schaeffler's complex supply chain is built on fast and accurate data their Business Intelligence team took a holistic approach to the risks they were concerned with. Through Tableau they combined data on the spread and location of COVID-19 with their own supply chain data. By combining both sets of data Schaeffler could anticipate potential factory closures and disruptions - and take the steps needed to minimize the risk.



THE RESULTS:

The clarity delivered by bringing together the two sets of data helped Schaeffler to get ahead of the risk and keep their supply chain moving through the disruption of the pandemic. Time was a critical factor and the response was launched within just 48 hours.

RESULTS AT A GLANCE:

**COVID-19 process
response launched within**

48hrs

“Lightning fast response to a complex, interconnected and dynamic world!”



ANAS AL-REZ

Director Self-Service Business Intelligence
Schaeffler

Drive sustainability by reducing inefficiency and waste

Sustainability is no longer a ‘nice to have’ for manufacturers, it’s a must have. Not only are customers demanding more sustainable products and packaging but, as raw material and energy costs rise, there’s a financial necessity for better sustainability within manufacturing.

However the global supply chain remains full of inefficiencies. Manufacturing accounts for over 50% of the Gross World Product (GWP) and 20% of every dollar the sector spends is wasted. That’s fully 10% of everything we make worldwide lost to inefficiencies and waste.

Sustainability make business sense because it helps you reduce that waste. It means concentrating on reducing costs and pushing for efficiencies across your entire organization. To do so, manufacturing companies need to focus on the metrics that really matter in order to become more sustainable; namely yield, efficiency, uptime and time to market. To do this, of course, requires data, but thankfully it’s data you’re most likely already collecting. And that data, when used correctly, can help you to spot the inefficiencies, make cost reductions and meet the obligations you have around issues like your organization’s carbon footprint.



96%

of the world’s 100 largest companies are now reporting on sustainability.

Source: [KMPG](#)

Manufacturing wastes 10% of the Gross World Product every year.

Source: [KMPG](#)

Using big data saw an 8% increase in profit and a 10% reduction in cost.

Source: [Bi-Survey.com](#)

DRIVE SUSTAINABILITY BY REDUCING INEFFICIENCY AND WASTE

Customer Success Story:



THE PROBLEM:

When you're one of the world's leading chemical and consumer goods companies, there are always going to be inefficiencies in your business. For Henkel the problem was that their analytics tools were really only suitable for basic tasks. And a job like identifying where savings might be made across their incredibly complex organization demanded a very different approach.



THE SOLUTION:

Henkel used Tableau to create a single source of data that everyone in the business could access, drawing in the data from a range of existing sources - Dremio, Oracle and Excel Cubes. This allowed everyone in the company to apply the data directly to their area of responsibility.



THE RESULTS:

The result was energy and cost savings worth almost \$5 million, a reduction in energy consumption in their Laundry & Home Care global supply chain of 20% and an overall improvement in the efficiency of their factories by over 10%.

RESULTS AT A GLANCE:

In 2019 Henkel identified energy and cost savings worth

\$4.7m

20%

decrease in energy consumption across Laundry & Home Care supply chain since 2013

“The more accurate we can be with our data, the more likely we are to identify where savings can be made.”



DR JOHANNES HOLTBRUEGGE
Head of Digital Factory Transportation
Henkel

Enable employees to succeed

Leaders know that the vast majority of their employees want to perform to the best of their abilities.

They want interesting, challenging work and to feel that they are making progress in their careers. But outdated processes, legacy systems, and competing business priorities can get in their way. In many ways, the organization can unwittingly be setting them up to fail.

As manufacturing increasingly becomes more service-driven it's time for a rethink on how we see and understand the data around people. Progressive manufacturers are beginning to put facts, not opinions, at the center of every business conversation.

The free flow of facts across organizations is vital to ensuring that every person and every function is on the same wavelength. Silos are broken down giving the business both a single source of truth and transparency from beginning to end. And because executives have access to the big picture they can zoom in and out to get more or less detail as required - meaning that every decision taken is both informed and effective. This is how your valuable employees stay and grow with you - because they know that you care about their development. And they care about yours.



72%

of leaders say empowering workers through data has increased productivity.

Source: [YouGov](#)

92%

say the quality of work would improve in the long term as more data-based insights are made available to frontline employees.

Source: [BusinessWire](#)

ENABLE EMPLOYEES TO SUCCEED

Customer Success Story: **Honeywell**



THE PROBLEM:

Legacy systems and outdated work practices can be the biggest issue in getting the best out of teams. In the case of Honeywell's Global Finance Center (GFC), outdated practices in data analysis meant that it could take them months of extraction and transformation to produce even a standard sales report. A serious problem when you are a global company with products in every sector from aviation to construction.



THE SOLUTION:

Honeywell changed their entire data model to enable self-service analytics and overcome the problems of speed and clarity. Tableau's dashboards helped the Global Finance Center focus on revenue by segment and product client, allowing leadership to make decisions on where to deploy their salesforce.



THE RESULTS:

Data is now analyzed in hours instead of months, netting Honeywell a saving of 10,000-20,000 person hours. In addition it has helped Honeywell to make crucial business decisions, helping keep Honeywell on track for its objectives.

RESULTS AT A GLANCE:

30,000+
users across the business

10,000+
person hours saved

“You can take all of that data, translate it into good business insights, and then work with your internal customer group to enable them to make good decisions based on those insights.”



PREETHAM SHANBHAG
Executive Director & GM - FP&A Operations & Transformation
Honeywell Technologies Solutions

Customer Experience is your competitive advantage

The very fundamentals of manufacturing are changing forever. Previously the end result of manufacturing was often a straightforward transaction between the customer and the manufacturer. But now the boundaries between products and services are blurring.

Now buyers are pushing manufacturers to service their customers beyond the initial sale. This Product-as-a-Service approach means that customer experience is becoming the new battleground for manufacturers - and creating an opportunity to leverage customer experience as a key competitive differentiator.

Furthermore, B2B customers are increasingly demanding the service and experiences that they receive from their favorite consumer brands, in entertainment, retail or even financial services.

To get the holistic view of your customers that make approaches like Product-as-a-Service possible means using every piece of data that you have about them. Giving your customers a consistently excellent experience that will keep them with you requires real time insights. It means that you need to analyze your customer journey at every single touchpoint, identify gaps and constantly look for new ways to delight them.



86%

of manufacturers said they believe customer experience to be a key competitive differentiator.

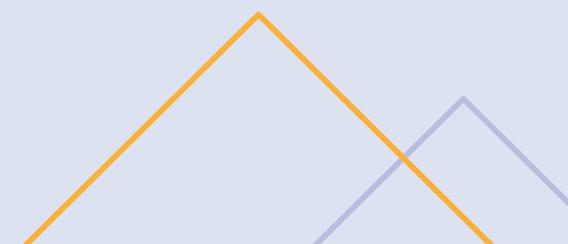
Source: [Salesforce](#)

Companies that lead in customer experience outperform those that lag behind by nearly 80%.

Source: [Forrester](#)

An increase in customer retention of merely 5% can equate to an increase in profit of 25%.

Source: [Bain & Company](#)



CUSTOMER EXPERIENCE IS YOUR COMPETITIVE ADVANTAGE

Customer Success Story:



THE PROBLEM:

With a direct connection from production line to showroom, vehicle manufacturing may be one of the sectors that is most directly focussed on customer experience. Nissan discovered that they were struggling to stay relevant with customers in the face of changing markets and habits. The company was awash with customer data, but struggling to use it strategically.



THE SOLUTION:

Nissan set out to reimagine data related roles and put in place a support model that emphasized data management, certification and citizen development with staff. This shift in emphasis prompted data advocacy from leadership and an understanding that data could be used throughout the organization to help it achieve its goals.



THE RESULTS:

The visual analytics shared worldwide track sales effectiveness, production, optimal vehicle delivery, online customer interactions, and more. All of which has helped Nissan meet customer demand, and develop a consistent global approach to seeing, understanding and using data.

RESULTS AT A GLANCE:

Yielded multi-million dollar savings to Nissan's bottom line

Reduced warranty claims by anticipating customer needs and vehicle maintenance

How Tableau is helping manufacturing organizations across the US to achieve clarity

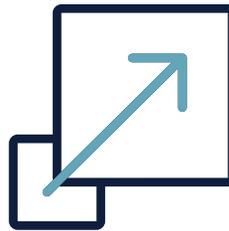
The issues that face manufacturers are clear - the solution is clear too.

When you have full visibility of your supply chain, of your inefficiencies and of your customer - then the decisions you take will have a real, positive impact across the whole organization. **Tableau provides that visibility and clarity.**



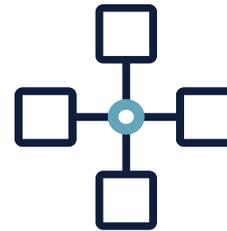
Free flow of facts across the organization

Because Tableau is self-serve, everyone from the CEO down can put data at the center of every critical conversation in a beautifully visualized way.



Aligns both functions and employees

Tableau creates a single language, so that your entire organization points in the same direction, regardless of company size or complexity.



Breaks down silos ensuring end-to-end transparency

Tableau enables executives to do what's best for the business by providing end-to-end transparency and a single source of truth.



A big picture view, all in one place, leads to big picture decisions

Tableau helps individual functions like HR, Marketing and Sales to succeed but also enables executives to see the big picture through our single interactive dashboard.

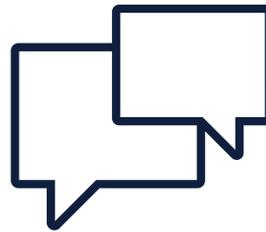
Where do you go from here?

Every company will have different priorities when it comes to the four problems outlined in this eBook. We've shown you how some of them have used Tableau to overcome them - and that may be exactly what you need, but it doesn't stop there.



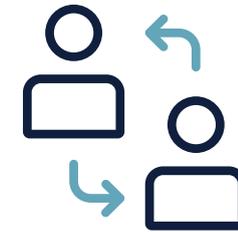
Learn

Come and attend some of our Executive Briefings or webinars at tableau.com. You'll find a wealth of information and education that will show you the power of clarity when it comes to making better business decisions.



Talk

If you'd like to have a more direct conversation on how Tableau can help to solve your issues we're happy to talk it through with you, just [contact us](#) and we'll set it up.



Share

Start to get your team and the rest of your leadership on board. Share the eBook, start a conversation and then get ready to move from complexity to clarity.



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