



# How Manufacturers Can Thrive with Digital Transformation

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Many manufacturers were forced to make considerable investments to adapt their operations to the new normal of a post-COVID world in order to retain market share and stay ahead of the competition.

But lingering questions remain. Do digital transformation solutions still make a difference now that companies are no longer struggling to survive?

The need to maintain and even increase the adoption rate of digital transformation is vital. The benefits are significant and can help companies streamline efficiency, boost

productivity, mitigate economic disruptions and meet customer expectations and organizational growth.

The three main digital transformation categories that make these benefits possible are integration, automation and AI solutions. Solutions like these have become an important differentiator, a competitive advantage, and an enormous contributor to profit margin increase for forward-thinking manufacturers.

While the continual adoption of digital transformation solutions is rewarding, it's important to highlight that the wrong approach can have worse consequences than no adoption. Expectations as well as market and industry dynamics have changed. Customers now have options, and there are budgetary and timing factors (as well as many others) to consider. Some key factors that play significant roles in the success of every digital transformation solution include strategy development, communication and education, and data management. These are integral to achieve optimal results with digital transformation.

Get a more in-depth look at how manufacturers can thrive once they decide to undergo a digital transformation and read our [Forbes article](#).

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