

Utilising AI for Competitive Advantage in the Manufacturing Industry

AI'S GROWING INFLUENCE

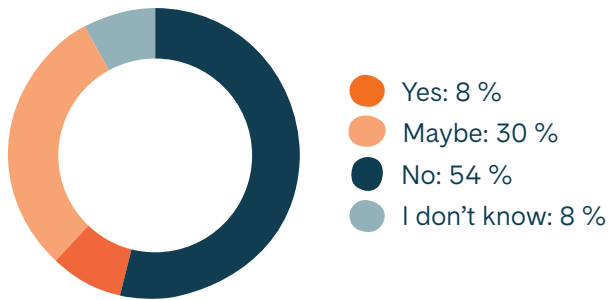
By 2034, AI is expected to substantially shape the competitive landscape, with an influence rating of 3.92 on a 5-point scale.

When the majority is starting slow, early adapters have the chance to win market share by succeeding early.



AI STRATEGY DEVELOPMENT

ONLY 8 % OF THE ORGANISATIONS HAVE AN AI STRATEGY, BUT FOR MANY IT IS ALREADY UNDER DEVELOPMENT.



The development of artificial intelligence capabilities must be effectively managed, for example, by clarifying common guidelines.

EXECUTING AI PROJECTS

8% of respondents of the study believe in their organisation's ability to execute large-scale AI projects.

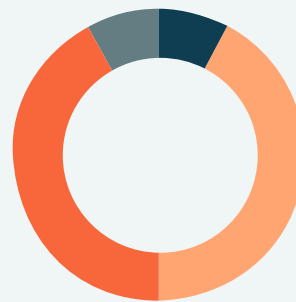
However, the bottleneck seems to have formed at the early stages of the innovation process.



COMPETITIVE ADVANTAGE FROM AI

Even though organisations have ideas about how to gain a competitive advantage from AI, the adoption of AI has started with support functions rather than the core business.

8% OF RESPONDENTS HAD A CLEAR UNDERSTANDING OF HOW THEY COULD GAIN A COMPETITIVE ADVANTAGE FROM AI.



- Very clear: 8 %
- Quite clear: 0 %
- Somewhat clear: 42 %
- Not very clear: 42 %
- Not at all clear: 8 %

AI experiments have been initiated conservatively with internal measures, such as:



Workshops exploring the possibilities of using AI



AI training for management and staff



Improving data architecture



Implementing generative AI tools

HOW TO WIN IN AI

The Time for Bold AI Decisions is Now

Re-think and Re-build

AI decisions require courage to innovate from the core. Use design methods to re-examine your business processes with curiosity and openness. Identify key questions and challenges, then rebuild your processes to thrive in the AI era.

Demonstrate Concrete Value

To achieve rapid results from AI, focus on showcasing how AI solves real-world problems. Success lies in understanding where AI brings real value by addressing complex issues and assisting people.

Keep People at the Centre

AI is as much about human change as it is about technology. Identify how daily work will change, support your people through training and discussions, and plan for the new skills needed.

