
A Dive into Industry 4.0 & How to Harness its Potential

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AGENDA

1. **What is Industry 4.0**
2. **Benefits of Industry 4.0 & why it matters**
3. **Using Gazelle.ai to identify Industry 4.0 opportunities**
4. **Connect and engage with Industry 4.0 leaders**
5. **Key takeaways**
6. **Q&A period**





WHAT IS INDUSTRY 4.0

- Umbrella term coined in Germany in 2011 to indicate the 4th industrial shift powered by digital & physical technologies.
- Often referred to as advanced manufacturing, digital manufacturing and smart factories
- Uses tech deployed in the 3rd Industrial Revolution (computers, electronics & IT) AND new disruptive ones that enable next-level **industrial automation**
- Characterized by increased connectivity, digitization, data, advanced analytics, sensors, robotics, softwares, and human-machine interactions
- Leading disruptive tech: Additive manufacturing (3D printing), cybersecurity, advanced materials (modeling, simulation), A.I, robotics, Industrial Internet of Things (IIoT), cloud computing





Industry 4.0 in Practice

Businesses can harness the potential of industry 4.0 by:

- Boosting **Ecommerce** investments to facilitate the customer journey and obtain data & analytics for current and future sales
- Integrating **cloud computing** services (instead of physical data centers) for easy access to real-time data and global deployment
- Using **simulation technologies** (i.e advanced computer softwares) to test and analyze product performance
- Employing **3D printing** for prototyping and to customize products



How Industry 4.0 Differs from 3.0

Characteristics	Industry 3.0	Industry 4.0
Processes	Automation	Autonomous decision making
Industry defining technology	Industrial robots	Collaborative robots
Production planning	Demand forecasting	On-Demand manufacturing
Alignment	Interconnection of production processes	Interconnection of the whole value chain
Variation	Delimited variation	Individually unique products
Goal	Efficiency	Flexibility
Revenue model	Selling products	Servitization

Source: Torn, I. A. R., & Vaneker, T. H. J. (2019). Mass personalization with industry 4.0 by smes: A concept for Collaborative Networks. *Procedia Manufacturing*, 28, 135–141. <https://doi.org/10.1016/j.promfg.2018.12.022>



KEY BENEFITS OF INDUSTRY 4.0



1. Data-driven

Products are developed based on real-time market fluctuations & needs

- Increases productivity & profits
- Shortens product lifecycle & time to market
- Encourages product customization & boosts quality



2. Sustainable

Digital manufacturing drives more sustainable operations & compliance to ESG standards

- Helps businesses lower their carbon emissions
- Reduces product waste (i.e. smaller inventories)
- Improves workplace safety & health



3. People-centric

Success is driven by internal and external collaboration made possible by digital tools

- Reduces the friction within & outside businesses (employee relations & industry networks)
- Prioritizes customer service / experience & gives them more agency





WHY INDUSTRY 4.0 MATTERS

*“It looks like this shift will have a greater impact on industry than the arrival of the internet, which in many ways was just an augmentation of how things were done before. **Industry 4.0 is not an augmentation: it’s a completely different economic model.**”*– Chris Johnson, head of Nokia's Global Enterprise Business.





Importance of EDOs within Industry 4.0

- Offer professional development opportunities to upskill the current manufacturing workforce
- Develop & maintain relationships with higher education to attract graduates with engineering, IT, data science, analytics & other STEM backgrounds
- Promote sustainable growth opportunities and technology transfer through innovative partnerships
- Connect with Industry 4.0 companies seeking to expand or relocate in your region
- Ensure local businesses have access to reliable high-speed internet
- Facilitate regional B2B relationships to create horizontal collaborative networks to enhance knowledge sharing



LET'S GET GAZELLE-ING!

USING GAZELLE.AI TO IDENTIFY INDUSTRY 4.0 OPPORTUNITIES



Upcoming Industry 4.0 Trade Shows



IoT Solutions World Congress

- Explores the disruptive technologies that are leading the digital transformation and the accompanying opportunities and challenges
- When & where → January 31st - February 2nd, 2023, Barcelona, Spain



IME West

- Advanced manufacturing event that explores multiple verticals and industries, like medical design & manufacturing to plastics and more
- When & where → February 7th - 9th 2023, Anaheim, United States



Expo Manufactura

- Showcases Mexican and international companies involved in industry 4.0 sectors like machinery, engineering and automation
- When & where → February 7th - 9th 2023, Monterrey, Mexico



Growth-oriented Industry 4.0 Companies



Servo-Robot (HQ: Canada)

- Manufacturers 3D robot-vision systems and software dedicated to real-time intelligent control and monitoring of industrial robots used in robotic arc, laser brazing and more
- Industries → Power generation, transportation, structures
- [Latest expansion project](#) → Open a sales office in Switzerland



Exosite (HQ: United States)

- IoT software company specializing in connected-product strategies enabling organizations to remotely monitor the condition of their equipment, predict maintenance and reduce energy usage
- Industries → Manufacturing & Automation, fleet telematics, commercial infrastructure
- [Latest expansion project](#) → Establish a commercial office in Germany



Growth-oriented Industry 4.0 Companies



Euclid Labs (HQ: Italy)

- Develops high-tech solutions for robotics and industrial automation to solve issues linked to small batch production and high quality requirements
- Industries served → Industrial machinery & equipment
- [Latest expansion project](#) → Open a commercial office in the United States



ESI Group (HQ: France)

- Provides virtual prototyping software & services specializing in material physics
- Helps industrial manufacturers replace physical prototypes by virtual ones and virtually assemble, manufacture & test their products
- Industries served → Aerospace, automotive, energy
- [Latest expansion project](#) → Establish a sales office in France



Industry 4.0 Company Clusters

- Discover clusters of Industry 4.0 companies by using our **map** tool paired with other features like **keywords**
- Add criteria like company, revenue, number of employees, **G-Score**, VC funding & more
- Further specify your area of interest by zooming-in & using the custom **map selection tool**

Search

COMPANY FINDER

NAICS KEYWORDS 5 CLUSTERS MAP 3 FEATURED LISTS TRADE SHOWS

Any All # Digital Manufacturing x # Industrial Internet Of Things (IoT) x # Industry 4.0 x # Advanced Manufacturing x # Smart Manufacturing x

Canada x United States Of America x Mexico x

Revenue Employees G. Score Year Founded Funding Date Funding Stage Role Status Locations Intl. Presence

Featured Trade Shows Importer Exporter New Companies 2,675 found Clear Save

Search Results Recent Profiles Saved Searches

Map selection tool

Well-recognized Industry 4.0 Companies

- Rising IoT Startups
- Quebec's Most Innovative Machine Learning Companies
- Top Robotics Companies To Watch

The screenshot displays a website interface with a search bar at the top and a navigation menu. Below the search bar is a blue header for 'FEATURED LISTS'. The main content area shows a grid of featured lists, each with a logo and a title. The lists include:

- Fast Company The World's Most Innovative Companies (2022)
- Top Electric Vehicle Companies | Canada (2022)
- Life Science Companies Funded by Big Pharma (2022)
- UK Tech Startups and Scaleups to Watch in 2022 (2022)
- Top Taiwan Manufacturing Companies & Startups (2022)
- Fastest Growing Semiconductor Companies (2022)
- Sustainable Development Technology Canada (2022)
- Sustainalytics' Top-Rated ESG Companies (2022)
- Forbes Blockchain 50 (2022)
- Vivantech's Top 100 Scale Ups (2022)
- Gazelle AI 100 (2022)
- Top 50 Most Promising Israeli-led Startups (2022)
- Quebec's Most Innovative Machine Learning Companies (2022)
- Forbes Global 2000 (2022)
- Deloitte Technology Fast 50 Ireland (2021)
- Best Managed Companies | United States (2021)
- The Cloud 100 (2020)
- Deloitte Technology Fast 50 Central Europe (2020)
- Canada's Top Growing Companies (2020)
- Deloitte Technology Fast 50 Australia (2020)
- United Nations Global Compact Participants (2021)
- Deloitte Technology Fast 50 Ireland (2020)
- Global Semiconductor Manufacturing Companies to Watch (2021)
- Fast Company World's 50 Most Innovative Companies (2020)
- Deloitte Technology Fast 50 Canada (2020)
- Fintech Companies to Watch (2021)
- Western European Companies with a Presence in China (2021)
- HealthTech Companies to Watch (2021)
- US B2B Software Companies that Expanded in Europe (2021)
- Deloitte UK Technology Fast 50 (2020)
- US Companies with a Presence in China (2021)
- Forbes Fintech 50 (2020)



Connecting with Industry 4.0 leaders

- After having identified interesting Industry 4.0 companies and projects, get in touch with their leaders
- With the company profile open, go to the **'People'** section to scan the list of C-level executives and managers
- Specify your contact search by unravelling the **'Primary Role'** and/or by selecting **'Show Branch People'**
- Save people's **email** or click on the envelope icon to let our **web crawlers** find their address

The screenshot shows the 'People' section of the ESI GROUP profile. The page includes a search bar at the top, navigation tabs for 'Main', 'People', 'Projects', 'Main Locations', and 'Lead Manager'. The 'People' tab is active, displaying a table of company executives. The table has columns for 'NAME', 'PRIMARY ROLE', 'EMAIL', and 'SOCIAL'. The 'EMAIL' column is currently collapsed. A search filter 'Primary Role' is set to 'All', and the 'Show Branch People' checkbox is checked. A pink arrow points to the 'People' tab, another to the 'Show Branch People' checkbox, and a third to the 'EMAIL' column header. A fourth pink arrow points to the email icon in the 'SOCIAL' column for Michael Hawley.

NAME	PRIMARY ROLE	EMAIL	SOCIAL
Adi Sholapurwalla	Gen Mgr	adi@esi-group.com	in
Michael Hawley	Mng Dir	michael.hawley@scientexuk.com	in
Alaen Derougray	Pres		in
Karel Lunacek	Mng Dir, Dir-Sls & Mktg		in
Eric Daubourg	Mng Dir		in
Emilio Mencia	Managing Director Southern Europe		in
Jonas Fredriksson	Managing Director		in
Raphael Auphan	CEO		cb in
Christopher St. John	Ceo-Asia Ops		in
Alain De Rouvray	Chairman & CEO		cb in
Prabhu Sathyamurt	Co-Founder		in
Harald Hermansson	Managing Director		cb in
Alan De Rouvray	Chief Executive Officer		in
Michael Bloor	Chief Executive Officer		in
Guillermo Bruce	Sr Engr-Software		in
Sanjay Mathur	Co-Founder		in

Tip: Ensure that your outreach strategy and messaging are tailored for each company you'll be contacting. Learn about strategies by viewing our December 2022 Projects webinar [here](#).

TAKEAWAYS

- ➔ What Industry 4.0 is and how businesses can integrate its components to accelerate their growth
- ➔ The importance of EDOs in supporting businesses navigate through Industry 4.0
- ➔ The value trapped in IIoT and examples of Gazelle.ai features to identify promising opportunities



— QUESTIONS?

Thank you!



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