WESTERN EUROPEAN MANUFACTURING AND DX:
WHAT WILL HAPPEN IN 2018?

What’s the Business Outlook for Western European Manufacturing in 2018?

- Plan to increase it by less than 5%: 14%
- Are looking to increase their IT spending by 5%–10%: 21%
- Are looking to spend more than 10%: 13%

The business outlook across Europe as a whole is POSITIVE.

How are Western European Manufacturers Adopting Big Data & Analytics Solutions?

- 35% of European manufacturers are either using or planning to use big data and analytics solutions.

  - Factory Automation: 17.7%
  - Analysis of Operations Data: 18.6%
  - Customer Behaviour Related Data: 17.3%

Of those who are currently adopters, the biggest application areas/ use cases are for:

What are the TOP Business Priorities for Western European manufacturers in 2018?

- 54% SECURITY
- 69% Product and Service INNOVATION
- 58% Attracting and Retaining new CUSTOMERS

What are the Key Trends for Adoption of Innovation Accelerators by Western European Manufacturers?

IoT has the highest adoption rate, with 29% of European manufacturers currently using IoT BUT only 13% of European manufacturers currently achieve some kind of business benefit from collecting and analyzing IoT-enabled data.

Other Innovation Accelerators:

- ROBOTICS
- 3D PRINTING
- COGNITIVE
- AR / VR
- BLOCKCHAIN

More insights are available in IDC Manufacturing Insights' European Manufacturing Digital Transformation Strategies advisory service, that provides subscribers with the latest trends and developments on information and communications technology (ICT) strategies for the Western European manufacturing sector. This service delivers fact-based research and analysis to help manufacturers make better-informed business decisions by developing cost-effective ICT strategies and tactics to support their digital transformation strategies. A particular focus is on business IT solution priorities including supply chain management (SCM), manufacturing execution systems (MESs), and product life-cycle management (PLM), and on how innovative technologies such as cloud, mobility, big data, and social can help. Continuous monitoring of the market allows for the identification of key opportunity areas for IT vendors targeting the Western European manufacturing sectors.

*Source: IDC European Vertical Markets Survey, November 2017*