BACKGROUND AND FRAMEWORK OF THE STUDY
For this study, the business consultancy Staufen AG, in collaboration with experts from Staufen Digital Neonex, surveyed a total of 1,119 companies in Germany, USA, China, Brazil, Mexico, Switzerland, Italy, Poland, Hungary, Czech Republic and Romania.

**On the topic of digitalization**

The survey was conducted in August 2020.
DIGITALIZATION 2020

THE RESULTS.
Does your company pursue a company-comprehensive digitalization strategy?

Only about every tenth company already has a successful digitalization strategy.
The coronavirus pandemic has shut down large parts of the global economy for months. What were the consequences from this for digitalization projects in your company?

Every fifth digitalization project has been stopped or is being fully restructured as a result of the COVID-19 pandemic.
Digital pioneers are more consistent in continuing the course than other companies... all companies that indicated they had already **successfully implemented a digitalization strategy** are continuing with their digitalization projects **as planned**.
What **new insights** did the crisis give you concerning your company's **digitalization**?

A targeted **development of digital knowledge among executives** is the key to success.
In how far did digitalization help you during the shutdown?

Digitalization gave companies the capability to continue to make decisions, take action and work during the shutdown.
In how far did digitalization help you during the shutdown?

Companies with a successful digitalization strategy were also clearly at an advantage during the shutdown.
What are the current **motives** for digitalization measures in your company?

- **Improvement of internal efficiency**: 81%
- **Transparency in the processes, e.g. in production**: 57%
- **Strengthening the interface with the customer**: 53%
- **Reduction of development times (e.g. by digital twins)**: 25%
- **Option for economical customized production (keyword lot size 1)**: 19%
- **Cost reductions**: 60%
- **New work and remote work**: 53%
- **Turnover increase by new business models**: 36%
- **Requirements of business partners (e.g. OEM)**: 21%

**Clear digitalization objectives:**
Increasing **efficiency**, lowering **costs** and achieving more **transparency**
What do you expect to change in your company due to digitalization?

- We can at least partially bring back production into our country, e.g. in order to optimize the supply chains: 8% Applies, 19% Likely applies, 34% Less likely to apply, 40% Does not apply
- We can produce products with a lot size 1 at the expense of serial production: 7% Applies, 21% Likely applies, 34% Less likely to apply, 38% Does not apply
- Digitalization will make us more future-capable in general: 65% Applies, 32% Likely applies, 1% Less likely to apply, 3% Does not apply
- We are able to reduce our costs by analyzing movement and structural data: 28% Applies, 43% Likely applies, 20% Less likely to apply, 9% Does not apply
- We do not have any specific ideas of how digitalization will benefit us: 4% Applies, 12% Likely applies, 25% Less likely to apply, 59% Does not apply

Digitalization remains the no. 1 strategy that companies are pinning their hopes on.
The following **technologies** are subject to great debate.

**Please name those most important to you from your point of view.** Multiple answers are possible.

Technology trends: **AI, Smart Data** and **Predictive Maintenance** are clearly in the lead.
For which of these technologies does your company already have specific projects? Multiple answers are possible.

- Künstliche Intelligenz oder Machine Learning: 27% Specific projects, 56% Most important technologies mentioned
- Smart Data: 38% Specific projects, 53% Most important technologies mentioned
- Predictive Maintenance: 34% Specific projects, 47% Most important technologies mentioned
- Predictive Analytics: 22% Specific projects, 38% Most important technologies mentioned
- Robotic Process Automation (RPA): 25% Specific projects, 35% Most important technologies mentioned
- IIoT Plattformen: 26% Specific projects, 34% Most important technologies mentioned
- Manufacturing Analytics: 26% Specific projects, 34% Most important technologies mentioned
- Augmented und Virtual Reality: 26% Specific projects, 32% Most important technologies mentioned
- Manufacturing Execution Systems: 26% Specific projects, 28% Most important technologies mentioned
- Rapid Prototyping: 20% Specific projects, 25% Most important technologies mentioned
- Additive Fertigung: 18% Specific projects, 21% Most important technologies mentioned
- Blockchain: 8% Specific projects, 17% Most important technologies mentioned

Wishing and reality: Even with respect to the huge topics, many companies are just spectators.
For which of these technologies does your company already have specific projects? Multiple answers are possible

- Künstliche Intelligenz oder Machine Learning: 47% companies (27% successful strategy) vs. 38% total
- Smart Data: 49% companies (38% successful strategy) vs. 40% total
- Predictive Maintenance: 40% companies (34% successful strategy) vs. 40% total
- Predictive Analytics: 34% companies (34% successful strategy) vs. 34% total
- Robotic Process Automation (RPA): 31% companies (25% successful strategy) vs. 31% total
- IIoT Plattformen: 33% companies (26% successful strategy) vs. 33% total
- Manufacturing Analytics: 23% companies (26% successful strategy) vs. 26% total
- Augmented und Virtual Reality: 26% companies (26% successful strategy) vs. 26% total
- Manufacturing Execution Systems: 24% companies (26% successful strategy) vs. 26% total
- Rapid Prototyping: 23% companies (20% successful strategy) vs. 23% total
- Additive Fertigung: 17% companies (18% successful strategy) vs. 17% total
- Blockchain: 17% companies (8% successful strategy) vs. 17% total

A clear digitalization strategy ensures more specific projects.
DIGITALIZATION 2020

STATISTICAL DATA
51% of participants come from the mechanical engineering industry, the automotive sector or the electrical industry
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INSIDE EVERY COMPANY
THERE IS AN EVEN BETTER ONE.

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