

# ON THE CLOUD FRONTIER: MANUFACTURING AND OPERATIONS

Manufacturing enterprises are increasingly moving to the cloud, pursuing big gains in IT ROI, better process automation, improved data visibility/transparency, and productivity, according to a recent survey performed in conjunction with the Manufacturing ISV Summit in Chicago this spring. The study—sponsored by ICIX, Propel, Rootstock, Salesforce and Tavant Technologies—found that sales, marketing, services and IT departments are already surprisingly heavy cloud users, while engineering, operations and manufacturing departments have lagged behind, but plan to almost triple cloud use by 2017.

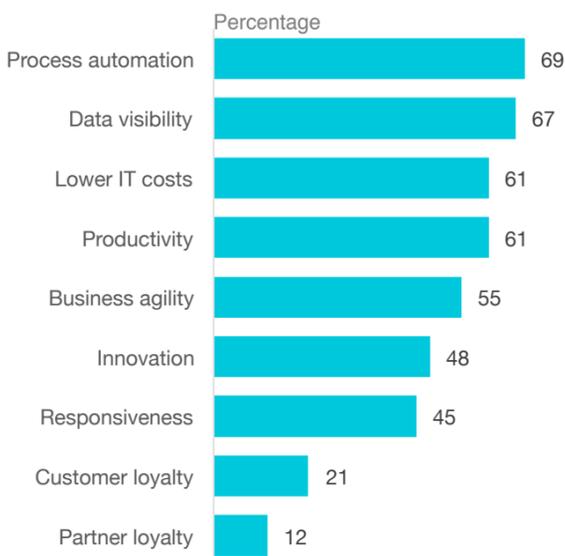
## WHEN WILL MANUFACTURING AND OPERATIONS MOVE TO THE CLOUD?



Only one-fifth of survey respondents said that their manufacturing and operations departments were using enterprise cloud apps – among the lowest adoption across all departments. However, by 2017, that level of adoption is expected to increase dramatically.

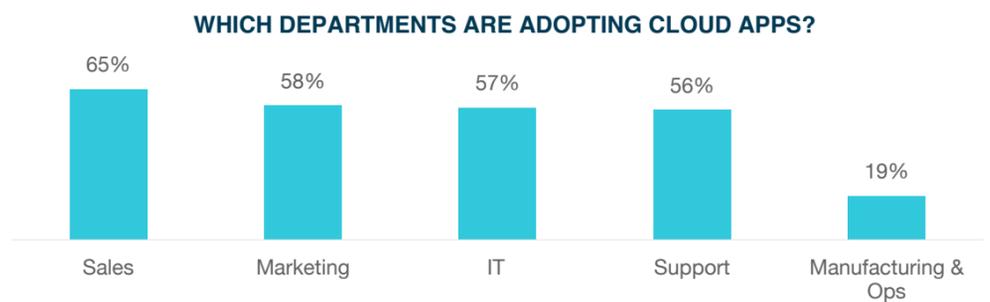
## HOW THE CLOUD HELPS

Lower IT overhead was among the top three reasons for moving to the cloud—but surprisingly not the winner. The first-place answer? Better process automation, followed closely by better data visibility. Most respondents say they also expect big gains in productivity and business agility, as shown in the following chart.



## WHICH DEPARTMENTS USE THE CLOUD MOST?

Cloud apps are now being used throughout the enterprise, but manufacturing and operations departments are just starting the transition. Most manufacturers have been using just a handful of enterprise cloud apps for less than 5 years, with sales and marketing leading the way.



## HOW LONG HAVE MANUFACTURERS BEEN USING THE CLOUD?



Only one in four manufacturing companies surveyed use more than five enterprise cloud apps. The most commonly used apps were Salesforce, Box, Amazon Web Services and Atlassian.

## TIPS FOR SUCCESSFUL ENTERPRISE CLOUD MIGRATION



**Think beyond sales & marketing.** Identify opportunities for data sharing and process automation across departments. Discuss with IT to understand and align with your organization's overall cloud strategy.



**Pick a flexible, enterprise-wide platform.** True enterprise platforms need to work with all your key business data and applications—and manage both front- and back-office operations. Look for a cloud platform that easily integrates both cloud and legacy systems, and is extensible enough to grow with your needs.



**Don't forget the customers.** Choose a platform that captures and uses CRM data well—and can share data with consumers and their applications.