

# [When station. the people: processes are optimised](https://assignbuster.com/when-station-the-people-processes-are-optimised/)

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When it comes to Digital Revolutionand how it affects MBSA we first need to understand what the main factors ofthe business are that will be affected. The four factors discussed below iswhere this change imperative will affect MBSA the most.

The likelihood thatthese four factors affecting any manufacturing company is huge. The company hasone of two choices, it must either adapt or change with the world or they canremain and hope that the digitalisation does not take off and people stillprefer the old ways without digital revolution. If this type of intend is takenon, the companies that do not move with the times, will be left behind. Below arethe four focus areas that the imperative will most likely afeect. The Customer: Digital transformation will grow thedigital scope of the customer experience and continue to modify the buying andconsumption behaviours of customers. This means that for MBSA it will becomevery challenging. MBSA needs to keep up with the change or get left behind. Customers now wants the purchasing journey to be reinvented and they also wanta virtual and physical customer experience.

This will redefine the roles of thephysical stores. Customers also now has the opportunity to create ultra-personalizedofferings and suggestions. Digitalization is changing the rules of competitivedynamics. These new global platforms gives the digital players instant accessto a global network to compare prices, quality, reliability, durability anddecide whether a product is good or not. This means that MBSA will have to staycompetitive and produce at the best cost and quality available to the customer. The Factory: Another huge change is the new” Industry 4. 0″ which means digital production and smart factories. There willdevelopment of a cyber-physical system that will collaborate elements forcommand and control.

This likelihood of this affecting MBSA is huge becauseinnovation and being ahead of the competitors as well as staying ahead is whatMBSA strive for. This means that any advances in the MBSA factory will beadopted with open arms because this is what our future is all about. Smart factoriesmeans that we will stay ahead. We are going paperless. This means that we arestriving to build the units with only having a digital trail.

We are also goinginto the use of scanning and tracking systems where monitors are used toindicate statuses of units as they pass by a certain station.  The People: Processes are optimised usingsoftware which makes the operations much easier for the operators as well asthe machines. We can now make changes and control the lines and machines fromyour desk. Digitalization improves the organization by breaking down silosinternally.

It also promotes closer collaboration between all the departments. Theuse of e-learning courses makes it so much easier and more convenient for theemployees because everything is just a click away. Managers knows theimportance of Digitalization not only for the company but for the people aswell, so they are doing their best to convince people not to resist it or evenjust tolerate it, but to embrace and accept it with all its dimensions.

This isvery difficult in the MBSA culture. Introducing the Digital Culture to theemployees is complex because there are no set and ready-made formula to just adaptto. It is a matter of changing behaviour of the employees. It is also importantto instead of forbidding the use of social media and the internet, to ratherprovide training to the employees on how to efficiently use these digitaltools. This will not only benefit the employees, but the company as well.

The Vehicle: This is most probably the biggest changethat will affect MBSA. As the vehicle that we are building is our corebusiness, it would be important to stay in line with what the future holds andif it is going the way of a digitalization it means that MBSA has to go thatroute as well in order to maintain market share and customers. Autonomousvehicles is what the current future for the automobile is all about. This meansthat the world is going towards vehicles that has virtual drivers. This isdriverless vehicles that can move from one point to another. This will revolutionisethe ideas of car sharing and sheared mobility. This virtual driver services inturn will allow the passengers to have more free time during their commutewhich means that they will have more free time available to use on their digitalservices.

This will eventually change the designs of the vehicle, because thedesigners now need to design vehicles that make the commute more entertainingwith more gadgets for the journey.