

When station. the people: processes are optimised

[Business](#), [Industries](#)



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

The likelihood that these four factors affecting any manufacturing company is huge. The company has one of two choices, it must either adapt or change with the world or they can remain and hope that the digitalisation does not take off and people still prefer the old ways without digital revolution. If this type of intend is taken on, the companies that do not move with the times, will be left behind. Below are the four focus areas that the imperative will most likely affect. The Customer: Digital transformation will grow the digital scope of the customer experience and continue to modify the buying and consumption behaviours of customers. This means that for MBSA it will become very challenging. MBSA needs to keep up with the change or get left behind. Customers now want the purchasing journey to be reinvented and they also want a virtual and physical customer experience.

This will redefine the roles of the physical stores. Customers also now has the opportunity to create ultra-personalized offerings and suggestions.

Digitalization is changing the rules of competitive dynamics. These new global platforms gives the digital players instant access to a global network to compare prices, quality, reliability, durability and decide whether a product is good or not. This means that MBSA will have to stay competitive 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 will development of a cyber-physical system that will collaborate elements for command and control.

This likelihood of this affecting MBSA is huge because innovation and being ahead of the competitors as well as staying ahead is what MBSA strive for.

This means that any advances in the MBSA factory will be adopted with open arms because this is what our future is all about. Smart factories means that we will stay ahead. We are going paperless. This means that we are striving to build the units with only having a digital trail.

We are also going into the use of scanning and tracking systems where monitors are used to indicate statuses of units as they pass by a certain station. The People: Processes are optimised using software which makes the operations much easier for the operators as well as the machines. We can now make changes and control the lines and machines from your desk. Digitalization improves the organization by breaking down silos internally.

It also promotes closer collaboration between all the departments. The use of e-learning courses makes it so much easier and more convenient for the employees because everything is just a click away. Managers know the importance of Digitalization not only for the company but for the people as well, so they are doing their best to convince people not to resist it or even just tolerate it, but to embrace and accept it with all its dimensions.

This is very difficult in the MBSA culture. Introducing the Digital Culture to the employees is complex because there are no set and ready-made formula to just adapt to. It is a matter of changing behaviour of the employees. It is

also important to instead of forbidding the use of social media and the internet, to rather provide training to the employees on how to efficiently use these digital tools. This will not only benefit the employees, but the company as well.

The Vehicle: This is most probably the biggest change that will affect MBSA. As the vehicle that we are building is our core business, it would be important to stay in line with what the future holds and if it is going the way of a digitalization it means that MBSA has to go that route as well in order to maintain market share and customers. Autonomous vehicles is what the current future for the automobile is all about. This means that the world is going towards vehicles that has virtual drivers. This is driverless vehicles that can move from one point to another. This will revolutionise the ideas of car sharing and shared mobility. This virtual driver services in turn will allow the passengers to have more free time during their commute which means that they will have more free time available to use on their digital services.

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