

# Digital Manufacturing: Driving Product Innovation and Personalization

written by Lauri Moon | March 7, 2019

Today's manufacturers are faced with a competitive environment that demands more innovative, unique, highly-configured products and services designed to fit customers' specific needs. Of course, this has a significant impact on the way that these manufacturers design products and manage customer communication as they build quotes and deliver on promises. Does your organization have what it takes to differentiate itself through customer engagement?

In this webinar, Infor's Director of Industry and Solution Strategy, Nick Castellina, and Vice President of Strategy for Infor Configure Price Quote, Ron Eismann will discuss the importance of customer communication for meeting manufacturer's needs. You'll learn:

- The major trends that are impacting manufacturers today
- Best practices for managing the quote-to-order process
- Strategies for linking design and delivery
- Tips for devising a digital transformation strategy focused on innovation

## Speakers

 **Nick Castellina, Director of Industry and Solution Strategy, Infor**

Nick Castellina is Director of Industry and Solution strategy where he is responsible for marketing messaging and strategic direction in the discrete manufacturing industries. At Infor, Nick interacts with end users to understand their challenges and connects with product management and marketing to support Infor's commitment to delivering focused solutions featuring industry best practices. Prior to Infor, Nick was Vice President and Research Group Director of the Aberdeen Group's Business Planning and Execution research practice. There he worked with software vendors

and end users to analyse trends and produce industry-leading content in topics related to Enterprise Resource Planning, Enterprise Performance Management, Project Portfolio Management, and Business Process Management.

 **Ron Eismann, Vice President of Strategy, Configure Price Quote, Infor**

Ron Eismann is Vice President of Strategy for Infor Configure Price Quote (CPQ). In this role, he is responsible for setting the product direction and go-to-market strategy for Infor CPQ. Ron has more than 25 years of experience in the enterprise software market, including 20+ years of experience with CPQ solutions.



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