It’s Time to Get Real with Industrial Transformation for True ROI

written by Lauri Moon | September 3, 2021

One-half of industrial enterprises report they have embarked on an Industrial Transformation journey. And the leaders in this journey have found very real benefits in the form of increased revenues, lowered Cost of Goods Sold (COGS), and increased operating margins. These successes have put pressure on the rest of manufacturers to stop “playing” at Industrial Transformation (IX) and to “get real”—to build a value creation engine in the form of an IX Program.

Learn more about what Industrial Transformation can do for your operations in this live webcast hosted by IndustryWeek on **Thursday, September 9, 2021, at 12 p.m. EDT**. Join Tom Comstock, Principal Analyst at LNS Research, the experts in Industrial Transformation, as he shares key data and practical insights from his latest research report on IX readiness. Comstock will share with you why and how you need to “get real” in IX immediately.

In this webcast, sponsored by industry leaders Oracle and Uptake, you’ll discover:

- The key business benefits and ROI with Industrial Transformation and why you can’t afford to wait to “get real” any longer.
- What Industrial Transformation leaders do different than followers and how you can lead the way.
- The single biggest indicator if your Industrial Transformation program is getting real or not.
- Whom you must include in your IX journey to be successful.
- The seven best practices of Industrial Transformation.

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Speaker



Tom Comstock, Principal Analyst – LNS Research

Tom Comstock is a Principal Analyst with LNS Research. In this role, he conducts research on a broad range of topics including Industrial Transformation Readiness, the Industrial Internet of Things (IIoT), and Quality 4.0, with collaborative coverage across manufacturing operations management (MOM), asset performance management (APM), industrial analytics, and the factory of the future. Prior to LNS, Tom was the Executive Vice President of Marketing, Product and Strategy at Apriso Corporation (acquired by Dassault Systèmes), where he redefined the company's strategy, product roadmap, and positioning to capture market leadership, all with a strong ROI focus. Tom has more than 35 years of experience in industrial and manufacturing software, marketing, and product management with proven results in building executable strategies to grow revenues and profits. He holds an MBA from Pepperdine University a master's in political science from UC Berkeley and a BA in political science from UCLA.

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