

It's Time to Reset Your Digital Transformation Vision

written by Lauri Moon | September 15, 2020

Across the industry, this has been a wildly unpredictable year for manufacturers. For some, business has significantly decreased; for others, production can hardly meet demand. Connecting with customers and prospects is more difficult, especially as the channels to market have changed. And while automation has helped keep many companies productive, the challenges associated with recruiting, retaining and engaging with employees are more complex than ever before.

In this environment, the need for greater flexibility in all aspects of a manufacturing business has companies rethinking their digital strategy.

Overall, the need for greater flexibility in all aspects of a manufacturing business has companies rethinking their digital strategy. Join this webinar to hear from technology experts and manufacturing leaders about:

- How companies are leveraging ERP and digital technology to improve agility in budgeting & planning,
- Why manufacturers should look 'beyond the basics' and drive CRM deeper into their operations,
- Improving the employee experience from on-boarding, government compliance reporting, to retirement

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Speaker



Mike Edgett, U.S. Product Marketing Director, Medium Segment, Sage

Mike Edgett is an enterprise technology & process manufacturing expert with 20+ years leading business strategy for brands such as Infor, Quaker Oats and Bunge Foods. At Sage, Mike leads the US Product Marketing team focused on the medium segment. This group drives the go-to-market strategy for Sage's solutions designed to meet the business needs and challenges across the manufacturing, distribution and service industries. Mike earned an MBA in Marketing and Operations Management from the Simon School of Business at the University of Rochester and a Bachelor of Science in Chemistry from Houghton College.

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