



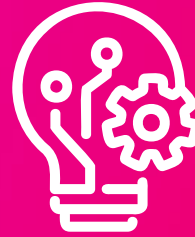
P

Purpose



R

Resilience



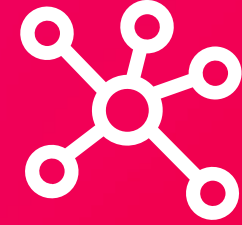
I

Imagination



M

Mastery



E

Ecosystems

How to **PRIME** for sustainable growth in the manufacturing industry

February 2022

IDC #EUR148789122

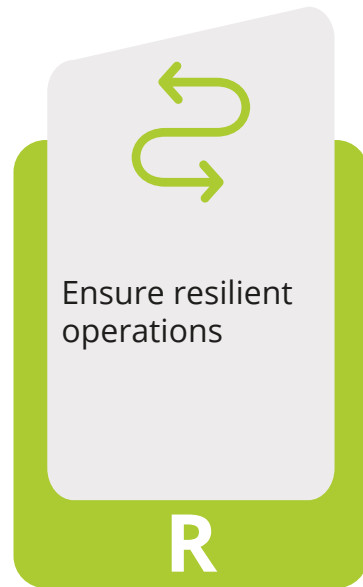


An IDC Infobite, sponsored by **FUJITSU**

Thriving in the manufacturing industry with PRIME



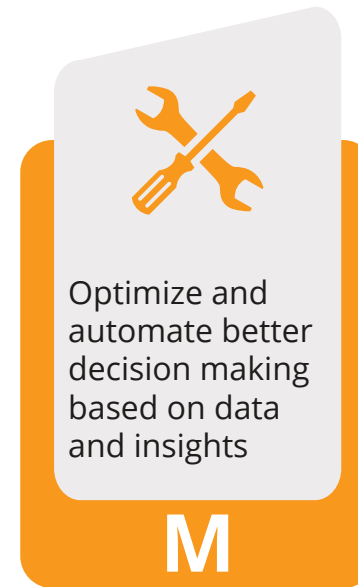
Purpose



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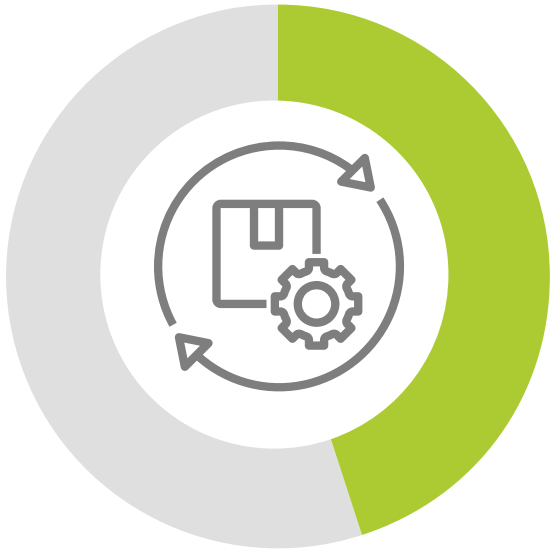
Mastery



Ecosystems

Applying IDC Insights' PRIME framework will enable manufacturers to holistically transform their organization by addressing the key pillars that ensure long-term shareholder value and profitable outcomes while being a positive force in society.

Read about how Fujitsu can help manufacturing organizations to address the five pillars of PRIME and related challenges in a recently published IDC Spotlight sponsored by Fujitsu.



45%

of manufacturers worldwide already have a formal strategy for business resilience and are also beginning to accelerate and integrate digitalization.



Resilience



Read more about the importance of resilient operations and how Fujitsu can help manufacturing organizations to address this in a recently published IDC Spotlight sponsored by Fujitsu.

Source: IDC Future Enterprise Resilience and Spending Survey, October 2021 (n = 125 manufacturing organizations worldwide)

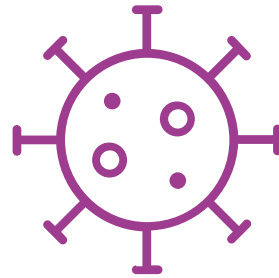


Imagination



Ecosystems

For **45%** of manufacturers worldwide, innovation is a top 3 business priority.



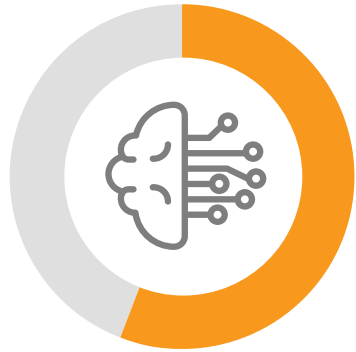
COVID-19 has affected manufacturers' industry ecosystem strategy:

30% of manufacturers worldwide now collaborate more often with partners within their industry ecosystem and **25%** work more with partners outside their industry.



Read more about how Fujitsu can help manufacturing organizations to address both, imagination and ecosystem strategies in a recently published IDC Spotlight sponsored by Fujitsu.

Source: IDC Future Enterprise Resilience and Spending Survey, October 2021 (n = 125 manufacturing organizations worldwide)



For **56%** of manufacturers worldwide, investments in data optimization programs that include data management, data analytics, and artificial intelligence (AI) to enable better visibility and improved decision making, will be a (top) priority technology investment.



For **86%** of manufacturers worldwide, investments in workplace transformation programs to improve employee experience and productivity are a (top) technology priority.



Optimize and automate better decision making based on data and insights

PRIME

Mastery



Read more about how Fujitsu can help manufacturing organizations to address the mastery pillar of IDC's PRIME framework in a recently published IDC Spotlight sponsored by Fujitsu.

Sources: IDC's Future Enterprise Resilience and Spending Survey, February and July 2021 (n = 136 and 141 manufacturing organizations worldwide)