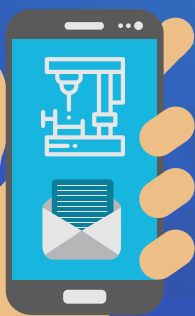# How **Enterprise Apps** Transform the **Manufacturing Sector?**

Mobile has transformed the dynamics of every sector, including manufacturing. About 70% of IT professionals working in the manufacturing sector, believe mobile apps play a key role in converting downtime into productive time. Enterprise mobile apps are the key enablers of mobile driven efficiency, productivity, and innovation.

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Mobile apps have the capacity to drive innovation, to unleash new processes, and to reach products to customers in new and faster ways. The best apps in this league, optimize people, processes, and technology. About *85% of smartphone users* prefer mobile apps over websites, and research shows about 80% of people spend their time on apps when using smart phones. This is because, manual integration is error prone, and the time-lag leads to all-round inefficiencies.
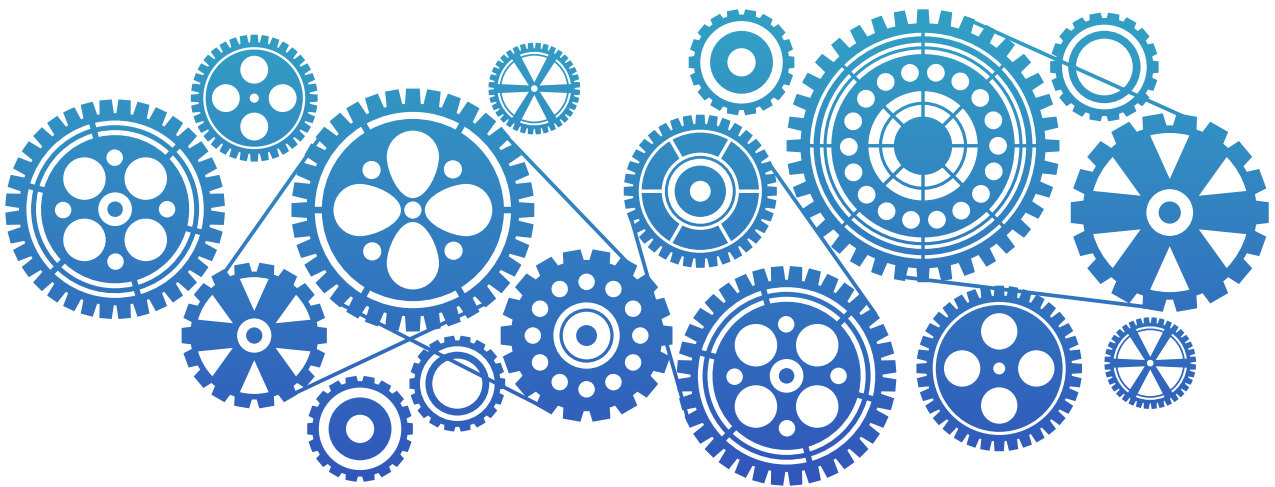
Types of Enterprise Mobile Apps in Manufacturing

Manufacturers develop apps for a myriad of purposes. A common application is to shift incumbent applications, such as enterprise resource planning, customer relationship management, human resources information system, finance or accounting suites, to the mobile devices. Delivering these systems through mobile apps instils extreme portability.

For optimization of software and complex manufacturing related operational activities, such as advanced process control and batch management, having apps becomes much easier. Live dashboards pull in real-time manufacturing data from such apps, to offer dynamic insights to the workforce, which can lead to highly efficient and optimal operational activities.

Apps meant to maintain quality standards offer critical inputs and validations necessary to apply quality to key processes.

Role-based apps

Role-based apps as the name suggests, are designed for specific roles and functions. Such apps come loaded with data, and is geared towards making a specific functionality or task simpler. Role-based apps may drive non-linear growth in new disruptive business. For example, purpose-built apps for field service technician, track-and-trace materials, for plant material movement visibility, inventory handling, and more come under the umbrella of role-based apps.

The days of the frustrated customer waiting for the field service technician to arrive, only to find he does not have the required parts or the know-how to solve the complex problem, is now a thing of the past. Mobile apps when linked with IoT-powered machines, can diagnose even a complex problem. Customers can track the status of the technician and the technician can connect to the main office and get inputs from a competent supervisor in real-time. Custom mobile apps for field service, reduces field call delays, and make processes more efficient.

Mobile apps give unmatched flexibility in delivering information and customizing workflows. Today's enterprises develop dozens of simple, intuitive apps, as part of the enterprise app repository. Employees download the apps they require, to perform their business roles to perfection. Such role-based mobility apps boost productivity by **5% to 10%.**

Asset Management apps

Asset Management apps bring asset and maintenance performance information to the fingertips of the concerned personnel. Such apps improve efficiency, ensure a high level of accuracy and quality, cuts down manual tasks, ensures a high level of sync among various functions, and contributes to a lean and efficient organization.

Benefits of App

Real-time monitoring:

Mobile apps designed for manufacturing operations enable proactive, real-time monitoring of all aspects of the shop-floor, and the wider supply chain. Managers and decision makers can monitor activities from anywhere. The apps empower employees with greater visibility of the work-floor, and arms them with highly accurate information. It allows them to take instant action and nip issues from the bud, and eliminates potential trouble spots on a proactive basis. Real-time analysis and reporting improves supplier traceability and quality levels. For instance, key metrics such as corrective and preventative action (CAPA), Statistical Process Control (SPC) and genealogy traceability data can be made available plant wise real-time, and such information is used to benchmark suppliers.

Micro-management:

Customized enterprise mobile app for supervisors assists managers and supervisors to keep track of micro-level work, in detail. Such profound level of control was not possible before the advent of enterprise apps. Intuitive apps allow managers to monitor and micro-manage if required, provides all relevant employee-level information, allows managers to intervene immediately if need arises.

Security:

The use of mobile apps improves security. When all the processes are through the app, there is greater control over the data, and the threat of leakage of confidential data can be avoidable to a large extent.

Ready-to-use data:

Today's highly advanced business intelligent apps brings complex analytics to the fingertips of sales executives, and business managers, empowering them to make informed decisions on the fly. Populated by real-time data, these reports are dynamic in nature. With mobile apps, it is not just easy to collect data, but these information is available anytime, in ready to consume format. Advanced pattern detection and predictive analytics is also possible.

Team-wise customization:

Managers may customise the reports to track production units, and according to the needs of various departments like sales, logistics and customer service team. For instance, they may identify the percentage of targeted work complete at any point in time, the extent of work to be completed, volume shipped, staff levels, upcoming leave schedules, or anything else, in the desired format, and take the required action in real-time.

Integration of the workflow:
By keeping track and control of various elements of the supply chain, like managing inventory, coordinating logistics, keeping track of material movement, and ensuring seamless sync of operation, enterprise apps are offering the best way to integrate various elements of the workflow. Enterprise apps supports stakeholders to collaborate effectively, and communicate easily.

For instance, many stakeholders in inventory and supply chain are third-party to the enterprise. Custom apps offer the best way to establish reliable and seamless connectivity between third party and a specific department or team of the enterprise, who has a working relationship with such external agency. Dynamic apps facilitate inventory tracking, accelerates the workflow, eliminates redundant steps, and saves several productive hours a year. Mobile apps specially benefits high-tech hardware manufacturers whose business models rely on rapid inventory turns, tight production schedules and thin margins.

Empowering sales and marketing:
Integrating mobile CRM systems with distributed order management, pricing and fulfillment, improves customer responsiveness. Delivering such information to sales team and customers on a need-to-know basis, in real-time, through apps, often makes the difference between a sale and a missed opportunity. If customers download the apps, it helps to improve brand visibility.

Customer delight:
Customer facing enterprise apps allows to engage with customers in a much better way. The opportunities are endless. A good example is generating quotes for build-to-order products co-opting the latest pricing and delivery dates by integrating configure, price and quote (CPQ) system to pricing and inventory systems at the backend, and delivering such information on a mobile app.

Manufacturers can link in feedback and analytics from customer facing apps, and backend apps such as order management apps, to schedule their production processes and logistics efficiently.

With apps, it is easier to meet customer-driven deadlines and deliver products on time than what has been possible before, combined with a greater level of accuracy, transform processes and empower the workforce.

Way to go

About 62.5% of businesses invested in enterprise applications in 2014, and the numbers are increasing. This far-fetched investment by enterprises on mobile apps is reason enough to prove the usefulness of the apps. PwC's 18th Annual Global CEO Survey reveals 86% of CEOs have a clear vision of digital technologies including the competitive advantage mobiles create.

Several CEO's were surveyed, to evaluate the most significant competitive advantage the manufacturing sector is receiving from deploying mobile apps in their enterprise. **73%** regarded mobility, **72%** cyber security and **70%** of CEO's pointed towards data mining and analysis as the benefits received. With new developments around augmented reality and Internet of Things promising to take the scope and possibilities of apps to levels unimaginable before, it is surely exciting days ahead for mobile apps in the manufacturing front.

About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering, we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights-driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, Europe and Australia.

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