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Manufacturing Industry Scouting Report

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Abstracts

Executive Summary

The Manufacturing Industry is the second-largest industry in terms of technology spending – with nearly $480 billion worldwide, it accounts for 18% of global technology spend. This size notwithstanding, the industry experienced broad-based turbulence as a result of the financial crisis. However, after several months of increased activity the industry is now considered to have reached a stage of sustainable growth. Many businesses are increasing orders to replenish inventories that were reduced during the recession. Manufacturers that were able to weather the economic downturn did so primarily by implementing cost savings and efficiency initiatives. These now allow them to maximize profits as orders increase. Looking forward, manufacturers want to continue to grow revenue and maximize profit margins. As a result many manufacturers' IT investments are focusing on strategic planning in addition to streamlining legacy systems to improve data accuracy as they look for longer term strategies to maintain and increase growth.

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Contents

The Manufacturing industry Scouting Report is a resource for executive and sales professionals in the technology and services industries. This Scouting Report is designed to:

Segment the market into key types of target customers, and provide a brief overview of the differences between the segments

Identify the right titles to approach within your target

Make you smarter about your customer’s business so that you are comfortable with a business conversation

Help you position your product or service to address the precise pain of your customer

Provide you a conversation starter to help secure a meeting

Give you the typical technology landscape within the industry so that you can come better prepared to the meeting

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