Digital leaders are reinventing themselves and the value they provide with the Internet of Things (IoT) and Artificial Intelligence (AI) on Cloud. By harnessing the power of all available information.

Leaders are:

- **Fostering deep customer relationships**
- **Driving operational excellence**

These wins are achieved by using data to accelerate digital transformation...

And that calls for **strategic approaches to overcome key challenges**

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Strategy</th>
<th>Capabilities to Lead</th>
<th>The winners</th>
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<tbody>
<tr>
<td>Design</td>
<td>Infuse new intelligence into products and services that customers can depend on and partners can connect to. Empower engineers to deal with unprecedented complexity and technology developments.</td>
<td>Requirements management and model based system engineering to improve execution across teams and domains</td>
<td><strong>BOSCH</strong> Improves integration and development processes across millions of lines of code, setting higher safety and quality standards internally and for the industry.</td>
</tr>
<tr>
<td>Differentiation</td>
<td>Take advantage of the opportunities presented by IoT. Create new revenue by transforming products with individualized interactions delivered through new services, great design and new features that improve the customer experience.</td>
<td>Configuration management to reduce cost and improve quality across all product variants</td>
<td><strong>SCHAEFFLER</strong> Applies cognitive computing to supercharge its automotive and industrial manufacturing operations, from supply chain to sales and support.</td>
</tr>
<tr>
<td>Operational Excellence</td>
<td>Drive operational excellence by optimizing assets and processes across the supply chain to accelerate transformation, cut cost, and improve transparency and trust.</td>
<td>Lean and agile practices to move faster</td>
<td><strong>woodside</strong> Improves maintenance efficiency with artificial intelligence.</td>
</tr>
</tbody>
</table>

**The winners**

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**Leaders set themselves apart with Watson IoT**

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