



REDESIGNING
SUPPLY CHAINS IN
THE NEW ERA OF
MANUFACTURING

25-26 NOVEMBER 2022

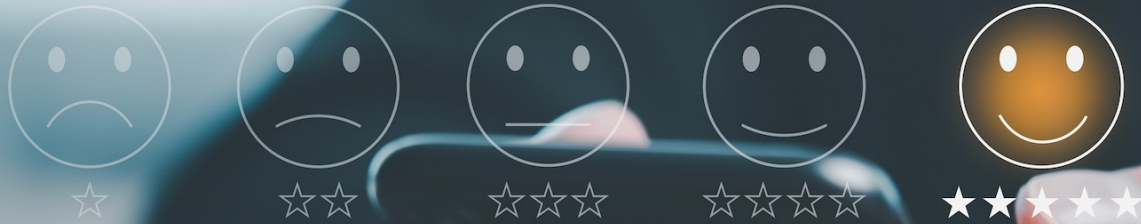
Porsche Experience Center Franciacorta

Design Thinking and human-centered manufacturing

The importance of customer experience in enhancing value chain resiliency.

PJ Natuzzi





Matching people's needs.



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Be relevant to them.

Focusing on the end user's experience when developing new products.

Gaining competitive advantage as factories are becoming more connected to users' needs while consumers want to know more.

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Build bridges to innovate.
Users, designers and manufacturers.





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Integrate the vision.

Stimulate effortless interaction between **designer** and **manufacturers** to overcome production process restrictions with team work, creativity, and innovation, while focusing on consumer's end benefits.

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A man and a woman are shown from the chest up, wearing VR headsets. They are both smiling and looking down at a virtual living room environment. The woman on the left is wearing a yellow shirt, and the man on the right is wearing a dark suit jacket over a light blue shirt. The virtual environment features a grey sofa, a coffee table, a potted plant, and a television set on a stand. The background is a bright, modern interior with large windows and a white wall. The text "Fostering customer experience." is overlaid in the center of the image.

Fostering customer experience.



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User generated product.

Consumers want to be the designers and creators of their own needs and ideas. Digital tools (AR/VR/Customization) need to be integrated in the design thinking to empower the increasing customer customization demand.

Manufacturers have to manage complexity while responding to the above trends.

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A man in a white lab coat and glasses is leaning over a large, curved digital display, using a pen to interact with the screen. The display shows a complex, light blue and white abstract pattern. In the background, another person in a white lab coat is visible, and a computer monitor displays a software interface. The scene is set in a modern laboratory or control room with bright lighting and technical equipment.

Bring the backstage to the main stage.



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Harvest culture on value chain.

Bring the narrative from the factories to the targeted audience top of mind.

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Engage and educate users.





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Make them feel part of the process.

Engage with customers on the manufacturing process. Integrate crm with the manufacturing process to let users get real time updates on production and empower customer relationship management.

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An aerial photograph of a large, open plaza with a light-colored tiled floor. A network of thin, dark lines is drawn across the plaza, connecting various groups of people. The people are scattered throughout the plaza, some standing in small groups, others walking. The lines form a complex web, suggesting a network or a path. The text "Connect, Innovate and maximize brand loyalty." is overlaid in the center of the image.

Connect, Innovate and maximize brand loyalty.

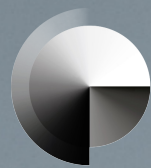


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Innovate by learning about consumers.

Let innovation be consumer oriented. Internet of Things and the latest product integrated technologies will open endless opportunities for an excellent customer care, service and experience.

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WORLD MANUFACTURING FORUM

WMF