WELCOME TO

TactonDay 18

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We ❤️ You
18 Countries
Thank you to our sponsors

Microsoft

salesforce
A common challenge

How to not compete on price
Manufacturers of the Western world (+Japan) are under a lot of pressure and need to differentiate in order to compete on value (and not on price) and stay relevant.

**Speed of individualization**
- Faster innovation cycle
- Time-to-market
- Mass-customization

**Service differentiation**
- Servitization drives new business models
- Drive superior customer satisfaction

**Decentralized value chains**
- Need to manage many various level of decentralization (internal / external) -> Omnichannel

**Product connectivity (IoT)**
- Integrated asset data to increase upsell and customer satisfaction
The manufacturing industry is transforming …

…and with it how products are designed, sold, delivered and maintained.
Enabling smart commerce for manufacturing

Tacton’s Vision
Industry 4.0

Customer
Industry 4.0 - Customer Centricity
We enable manufacturers to put the customer at the center of their digitalization

Tacton’s Mission
1. Learn
2. Collaborate
3. Socialize
Learn: Great speakers / Industry experts

Day 1

PTC, Salesforce, McKinsey, Accenture, FLSmidth

Day 2

Wilo, Microsoft, Wärtsillä

And many great breakout sessions
Collaborate: Meet our partners and the ecosystem

- Salesforce
- Technicon
- Fluido
- Nuovamacut
- Microsoft
- Bosch
- CPQ Finland
Socialize: Tacton Mingle
...One more thing
Be authentic!
Be yourself!