

# Indústria 4.0/ Digitalização

Conferência APDC

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Megatrends

**SIEMENS**  
*Ingenuity for life*

Climate Change





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**Demographic Change**





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Urbanization



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Globalization



The background of the image is a night-time aerial photograph of a city. The city lights are visible, with a prominent stadium or large arena in the lower-left quadrant, illuminated with bright lights. The city is surrounded by dark, silhouetted hills. Overlaid on the city scene is a complex digital graphic consisting of glowing blue lines, dots, and circuit-like patterns, suggesting a network or data flow. The text "Digitalization changes everything" is superimposed on the image in a large, white, sans-serif font. The word "Digitalization" is the largest and is at the top. "changes" is smaller and positioned below "Digitalization". "everything" is the largest word, positioned below "changes" and spanning across the middle of the image.

**Digitalization**  
changes  
**everything**



# Global trends are transforming our world



**Digital transformation**



**Globalization**



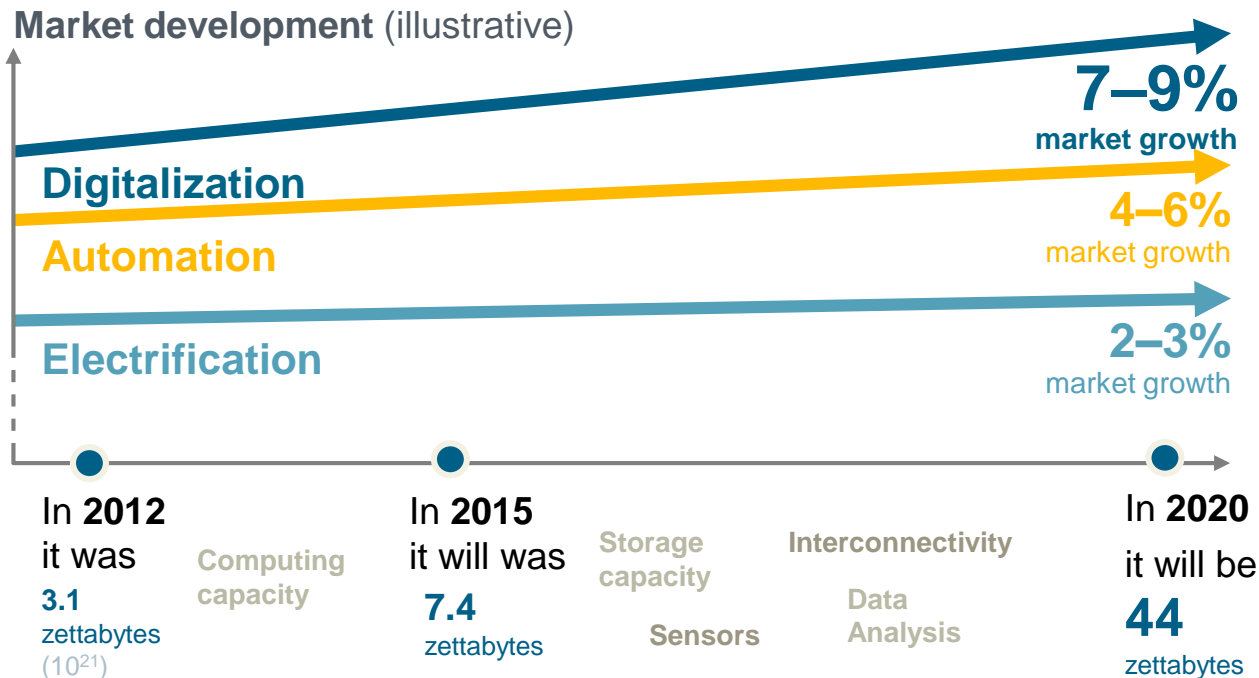
**Urbanization**



**Demographic change**



**Climate change**



## Example i4.0

### Maserati enhances competitiveness with digitalization of core processes *Ingenuity for life*

**SIEMENS**



Time to market



Flexibility



Efficiency

**Time-to-market reached in 16 instead of 30 months**

- **30% shorter** development time
- **Suppliers connected** to data stream
- Ghibli available in **27** versions, **13** colors, **205** configuration options, resulting in **70.000 combinations**



## Example i4.0 Adidas SpeedFactory

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