

# Industry Insights

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## What is the benefit of Cambashi Industry Insights?

Cambashi Insights offers tactical industry intelligence updated in real-time by industry experts. Our Industry Insights cover the latest trends & challenges, business drivers, products & services, industry news, and key issues within each manufacturing industry.

Our industry insights advantages:



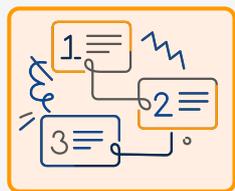
### Quick “prep” for executive meetings

Become “expert” on an industry sector and its language overnight, and develop targeted content to address relevant industry challenges.



### Tactical industry knowledge

Stay up-to-date when meeting with clients and build credibility in conversations about latest trends & challenges, business drivers, and products and services.



### Rapidly search industry topics and terms

Get sales enablement by establishing credibility and differentiation from your competitors through a deeper knowledge across a variety of industry subjects, news, and specific terminology.



### Improve clarity

Deepen the business and financial knowledge of your new hires or re-deploy experienced staff in a new industry to position the business value of your products and solutions.

# Insights Descriptions & Outlines

Industry Insights was developed to provide additional content support to our Curriculum. The updates for 2023 include:

- Content has been reviewed thoughtfully by our industry experts and some new levels have been added to complete our Insights, including specific Covid-19 sections on each industry, information about sustainability, and software pages.
- We have restructured some of the content and implemented our design to support a better user experience by adding a feedback form for end-users, a related content section to guide through our content, an option to rate pages, and better imagery and graphs.
- New additions to the glossary and updates on terminology used within the different industries, which is accessible throughout the curriculum and the Industry Insights.

## Menu

Click on the links below for an outline of the contents of each course.

- [Industry Fundamentals](#)
- [Aerospace](#)
- [Automotive](#)
- [High-Tech](#)
- [Industrial Machinery & Components](#)
- [The Chemicals Industry](#)
- [Oil and Gas](#)
- [Utilities](#)

# Industry Fundamentals



This Insights covers examples of how manufacturing transforms raw materials into useful goods, differences between different types of manufacturing and production methods, descriptions of characteristics of the manufacturing value chain, and some of the challenges impacting the industry.

## Overview

### Plant Operations

- Material Flow
  - Production Models
- Production Planning & Control
  - Advanced Production

### Product Development

- Product Documentation
  - BOM, Formula & Recipes
- Research & Development
  - Drivers of development

### Running the Business

- Trends & Challenges
- Initiatives
- Metrics
  - Operational Metrics
  - Development Metrics
  - Logistical Metrics
  - SMCS Metrics
- Processes
- Strategies
- Compliance & Regulation
- Organization
  - CEO
  - COO
  - CFO
  - CIO
  - VP Engineering
  - VP HR
  - VP Sales & Marketing

## **Logistics**

- In-house & Outsourced
- Inbound, Outbound, Storage & Distribution
  - Production Planning and Logistics

## **Supply Chain Management**

- Inventory
- Planning & Execution
  - The SCOR Model

## **Sales, Marketing & Customer Service**

- Customer Service
- Sales & Marketing
  - Customer Interaction
  - Marketing Mix

## **COVID-19**

# Aerospace



This Insights focuses on the differences and similarities between the various market segments, the relationships within the aerospace supply chain, the key business processes undertaken by companies working in the sector and the impact of the sector's strict regulations. Major current industry trends and business challenges are also covered.

### Industry Structure

- Supply Chain
  - Supply Chain Dynamics
- Sales & Marketing
  - A Truly Global Industry
  - Government Space Programs
  - Opportunities for Software

### Trends & Challenges

- Supply and Demand
  - Electric Propulsion
- Macroeconomic
- Automation and Technologies
  - Supersonic

### Running the Business

- Strategies
- Initiatives
- Metrics
- Organization
  - Chief Executive Officer (CEO)
  - Chief Financial Officer (CFO)
  - Chief Information Officer (CIO)
  - Chief Operating Officer (COO)
  - VP Engineering
  - VP of Human Resources
  - VP Sales & Marketing

### Products and Services

- Commercial Markets
  - Logistics Providers
- Defense Markets
  - Defense Original Equipment Manufacturers
- Civil Markets
  - Space Providers
  - Civil Original Equipment Manufacturers

## **Technologies**

- Software
- IT Infrastructure
- Strategies and Systems
  - PLMCAx

## **Compliance and Regulations**

- Environmental
  - Climate Goals
- Safety
  - Brexit Implications
  - Avionics Standards

## **COVID-19**

# Automotive



This Insights looks at the structure of the automotive industry, the relationships between vehicle manufacturers, their supplies and their customers, key business processes, major industries trends and challenges, and the impact of various industry regulations.

### Industry Structure

- OEMs
- Supply Chain
  - Ensuring Resilience in the Supply Chain
- Sales and Marketing
  - Sales Model

### Trends & Challenges

- Supply and Demand
  - Mobility-as-a-service
- Macroeconomic
  - The Wider Economy
- Automation and Technologies
  - EVs vs Hydrogen

### Running the Business

- Initiatives
- Metrics
- Organization
  - CEO
  - CFO
  - COO
  - CIO
  - VP Engineering
  - VP Sales & Marketing
  - VP Human Resources
- Processes
- Strategies

### Products and Services

- Consumer
  - CASE
- Commercial
  - Electric Fleets

## **Technologies**

- Software
- IT
  - PLMCAx
- Research & Development (R&D)
  - Recycled Batteries & EV Infrastructure
- Production
- Connected Applications

## **Compliance and Regulations**

- Safety
  - Cybersecurity
- Environmental
  - Emissions and End of Life

## **COVID-19**

# Chemicals



This Insights focusses on the differences between the major chemicals sectors, knowledge about the structure of the industry and how companies interact with the supply chain, the role of various business functions with a typical chemical manufacturing company, metrics used to measure business performance, and industry trends and business initiatives.

### Industry Structure

- Supply Chain
  - Supply Chain Management
- Sales & Marketing
  - International Markets

### Trends & Challenges

- Supply and Demand
- Macroeconomic
  - Economic Insight
- Automation and Technologies
  - Digital Transformation

### Running the Business

- Strategies
- Initiatives
- Processes
- Metrics
- Organization
  - CEO
  - CFO
  - COO
  - CIO
  - VP Engineering
  - VP Sales & Marketing
  - VP Human Resources

### Products and Services

- Consumer
- Commercial
  - Commercial Classification of Chemical Products
  - Chemical's Product Manufacturing

## **Technologies**

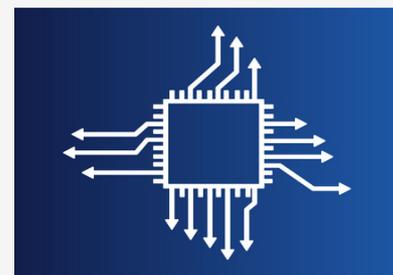
- Software
- IT
- Research & Development
  - R&D in Chemical Manufacturing
- Production

## **Compliance and Regulations**

- Environmental
  - Green Chemistry
- Safety
  - Standards, Rules & Protocols
  - Risks and Hazards

## **COVID-19**

# High-Tech



This Insights focusses on the structure of the high-tech industry, the scope of the sector and the technologies used, key business process and performance indicators, and trends and challenges facing the industry. It also covers the transformational role of some of the industry's technologies, including the Internet of Things, cloud computing, software-based products, and advanced driver assistance systems.

### Industry Structure

- Supply Chain
- Sales & Marketing
  - Innovation Driven
  - Market Driven

### Trends & Challenges

- Supply and Demand
  - Semiconductor Shortage
- Macroeconomic
  - International Events, Trades, Issues
- Automation and Technologies
  - Future Trends

### Running the Business

- Strategies
- Initiatives
- Processes
- Metrics
- Organization
  - Chief Executive Officer (CEO)
  - Chief Financial Officer (CFO)
  - Chief Information Officer (CIO)
  - Chief Operating Officer (COO)
  - VP Engineering (CTO)
  - VP of Human Resources
  - VP Sales & Marketing

### Products and Services

- Consumer
- Commercial
  - Advanced Components

## **Technologies**

- Software
- IT
- Research & Development
  - Semiconductor Process Nodes
- Production
  - Smart Factories

## **Compliance and Regulations**

- Environmental
  - International Regulations
  - Waste Management
- Safety
  - International Laws & Regulations

## **COVID-19**

# Industrial Machinery



This Insights focuses on the industrial machinery supply chain and the relationships between the various companies involved, the key business processes used to manage day-to-day company operations, the metrics used by companies to measure their performance, and the major trends and challenges facing the sector today. It also looks at how new technologies are enhancing traditional products and service offerings and enabling manufacturers to develop innovative new business models.

### Industry Structure

- Supply Chain
  - Ensuring Resilience in the Supply Chain
- Sales & Marketing
  - Sustainability

### Trends & Challenges

- Supply and Demand
  - Product-as-a-service
- Macroeconomic
  - The Wider Economy
- Automation and Technologies
  - Digital Twin

### Running the Business

- Strategies
- Initiatives
- Processes
- Metrics
- Organization
  - CEO
  - CFO
  - COO
  - CIO
  - VP Engineering
  - VP Sales & Marketing
  - VP Human Resources

### Products and Services

- Products
  - Additive Manufacturing
- Services

## **Technologies**

- Software
- Strategies and Systems
  - PLMCAx
- Production
  - Advanced Production – Smart Factories
- Connected Applications
  - Predictive Maintenance

## **Compliance and Regulations**

- Environmental
- Energy, Water, Consumables
  - Safety

## **COVID-19**

# Oil & Gas



This Insights explains the complex mix of government and private ownership of oil companies and details the structure of the industry supply chain and describes how companies in this sector measure and manage their performance and looks at some of the major challenges facing the sector today. It also covers the different types of company operating in the sector and the upstream, midstream, and downstream activities, and how these contribute to company profitability.

### Industry Structure

- Supply Chain
  - OPEC
- Sales & Marketing
  - Energy Transition
- Companies

### Trends & Challenges

- Supply and Demand
  - Oil Prices
- Macroeconomic
  - The Wider Economy
- Automation and Technologies
  - Big Data

### Running the Business

- Strategies
- Initiatives
- Processes
- Metrics
- Organization
  - Chief Executive Officer (CEO)
  - Chief Financial Officer (CFO)
  - Chief Information Officer (CIO)
  - Chief Operating Officer (COO)
  - VP Engineering
  - VP of Human Resources
  - VP Sales & Marketing
  - VP Strategy and Risk
  - VP Legal & Regulatory Affairs

## **Products and Services**

- Consumer
- Commercial
  - Petrochemicals
  - Services

## **Technologies**

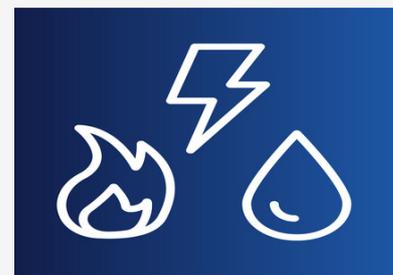
- Software
- IT
  - Connected Applications
- Research and Development (R&D)
- Production
  - Upstream Techniques

## **Compliance and Regulations**

- Environmental
  - Paris Agreement
- Safety
  - ISO Standards

## **COVID-19**

# Utilities



This Insights offers an overview of the utilities sector and provides insight into some of the challenges facing companies today. It looks at the difference between regulated and deregulated utilities, how these companies operate on a day-to-day basis, how they measure business performance; and some of the challenges facing utility providers. It also covers how emerging technologies are helping companies to enhance both their profitability and service quality and the metrics used to measure aspects of corporate performance.

### Industry Structure

- Supply Chain
  - Supply Issues
- Sales & Marketing
  - Energy Transition

### Trends & Challenges

- Supply and Demand
- Macroeconomic
  - The Wider Economy
- Automation and Technologies
  - Alternative Energy Sources

### Running the Business

- Strategies
- Initiatives
- Processes
- Metrics
- Organization
  - CEO
  - CFO
  - COO
  - CIO
  - VP Engineering
  - VP Sales & Marketing
  - VP Human Resources

### Products and Services

- Electricity and Gas
  - Smart Grid
- Water

## **Technologies**

- Software
- IT
  - Connected Applications
  - Cybersecurity
- Research and Development (R&D)
- Production
  - Solar, Water & Big Data

## **Compliance and Regulations**

- Environmental
  - Support for Distributed Power Generation
- Safety

## **COVID-19**