

Industry-Specific Software Drives Revenue Growth for Manufacturers

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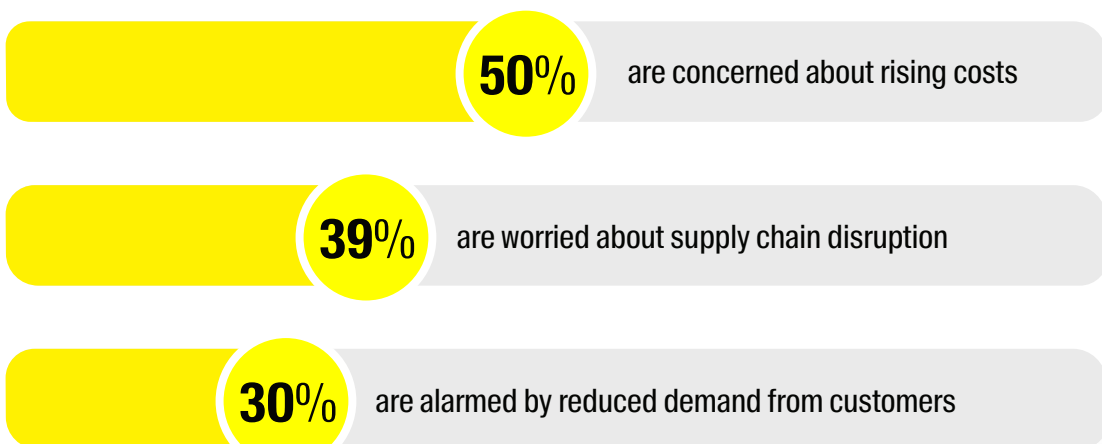
87% of discrete and process manufacturers anticipated business growth in 2023, **boosting their confidence** as they entered 2024 with a growth mindset.

But what difference does technology make to your bottom line? And how do you strategically position your tech stack to adapt, grow and thrive?

To **understand the impact of technology** in the manufacturing sector, Aptean surveyed **200 North American process and discrete manufacturers** - here are our key findings.

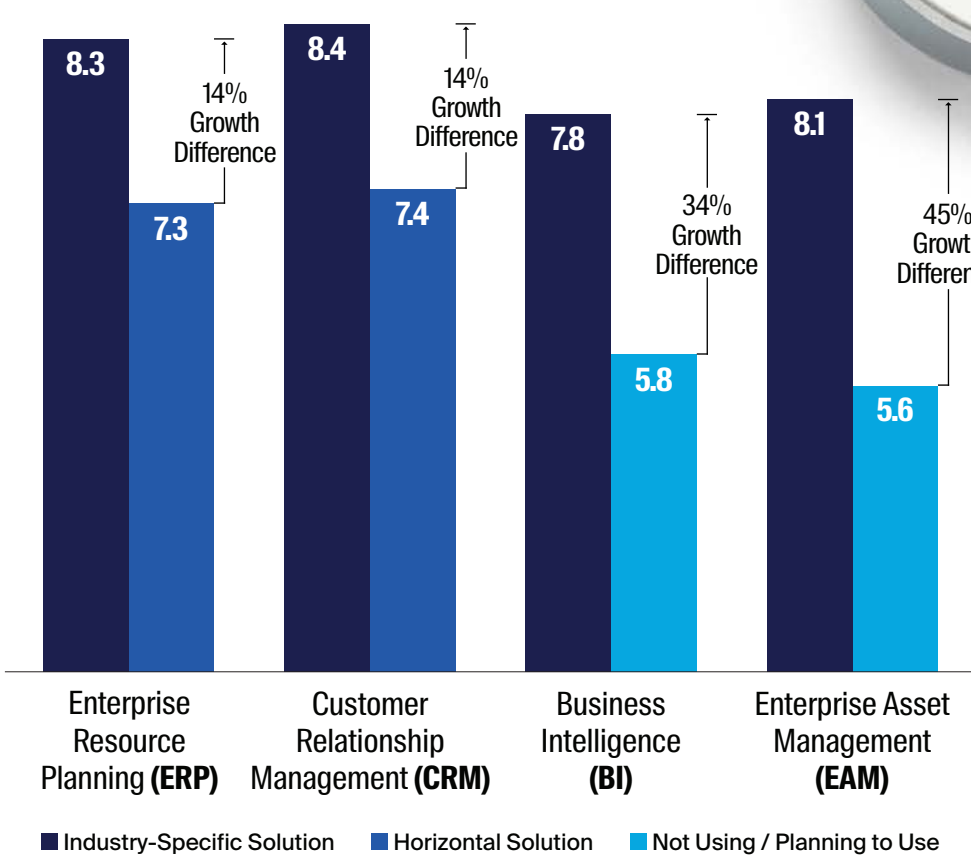
Growth Barriers That Can be Solved With Technology

Many roadblocks can impede your path to expansion and success. Manufacturers have identified three critical areas of concern for 2024:



Industry-Specific Software Drives Revenue Growth

Our research found that discrete and process manufacturing companies that deploy industry-specific technology are realizing greater revenue outcomes than their counterparts who are still dependent on manual processes.



Three Business Strategies for Growth

Investment in three key areas unpins strong financial performance.

1 Manufacturers investing in **automation** see higher growth compared to those who don't prioritize their digital transformation journey.

2 Companies that strengthen their **supply chain resilience** and streamline manufacturing supply chains experience higher KPIs.

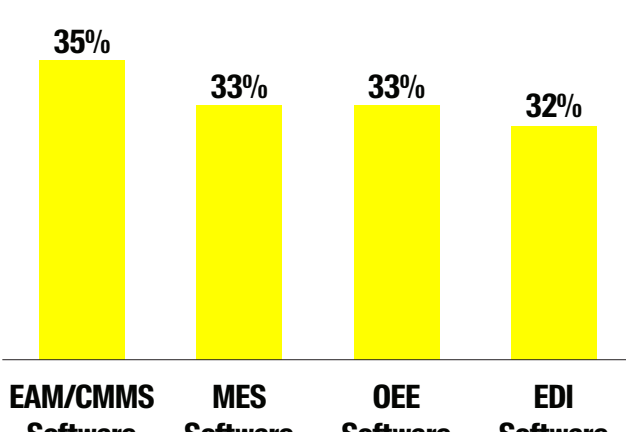
3 **Cloud migration** drives business growth through improved business continuity, flexibility and scalability to adapt to changing business needs.

What Are the Next Priorities for Digitally Mature Companies?

For manufacturers at the forefront of digital transformation, the next step is to build on their strong foundations and expand their use of industry-specific software to:

- » Adapt to ongoing challenges such as rising production costs, supply chain disruption and reduced customer demand.
- » Grow their operational capabilities in key areas like production scheduling, inventory management and automated manufacturing processes.
- » Thrive in previously under-prioritized areas like maintenance, operational efficiency and manufacturing excellence.

Top Technologies Manufacturers Plan to Invest in 2024:



Ready to discover how Aptean's purpose-built suite of solutions can help you achieve business growth? **Contact an Aptean expert today.**

[Explore Discrete Manufacturing >>](#)

[Explore Process Manufacturing >>](#)