

EBOOK

# Selling a Digital Transformation

A Step-by-Step Guide  
for System Integrators

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*“The key to cutting through the confusion is to see that digital transformation is not a single thing, but a multi-faceted journey with differing goals depending on your industry and digital maturity.”*

— *hbr.org*

## OVERVIEW

### **Manufacturing *can* move at the speed of technology.**

As organizations track toward modernizing more infrastructure through cautious spending, technology insertions must be carefully pinpointed and prioritized across the enterprise.

While manufacturing may be the engine that drives revenue, digital transformation efforts that would unify disparate systems and optimize efficiency are often avoided or pared down due to a misguided concern of startup cost and disruption to the overall operation. And yet, companies that hold onto these outdated systems may incur a far greater expense to their business.

**“Managers must ensure they maximize returns for the business through strategic technology deployments.”**  
— *hbr.org*

The digitalization of specific processes through point solutions may move the needle in upgrading an existing tech stack; however, there are considerable performance and ROI trade-offs in choosing a standalone approach to address process automation. While some point solutions may offer lower startup costs and faster time to implementation, they limit scalability and extensibility beyond their intended scope. Moreover, such upgrades can create siloes of disparity in data and further decrease visibility into the breadth of a company’s operations.

When digital transformation is approached as a longer-term, multi-step strategy, management can weigh the full ROI potential, flexibility, and operational connectivity that a platform solution can provide – and design a digital blueprint that truly evolves with and optimizes their business.

### **That's where you, and this guide, come in.**

System integrators that start with a holistic vantage of an organization's operational ecosystem, technology footprint, management mindset, and industry trends are more empowered to identify and assess challenges. They're also better equipped to implement a cohesive, robust digital transformation strategy with the TrakSYS manufacturing execution system (MES).

This guide walks you through getting TrakSYS in the door to elevating its proven, sustainable value to the top floor.



## OBSTACLES TO OVERCOME

### Level up your know-how.

Some organizations are risk-intolerant. Others motivated by FOMO may be tempted to jump at a less-than-ideal solution with a low barrier to entry. Either way, these companies will continue to bear the weight of cost inefficiencies and lack of visibility from outdated processes or disparate solutions, unless they understand the consequences and commit to transforming their operations.

“Selling a transformation project includes embracing technology while aligning it with company strategy to achieve company growth and success.”

— *cio.com*

This commitment is strengthened when the connection to it is shared. Just as every point in a manufacturing line plays a critical role in production output, the same is true for the workers on the factory floor up to the decision-makers in the C-suite. Each performs an important task in the overall process, and each owns insight into the challenges and opportunities of their specific responsibility. Tapping this connection is key to your success in establishing trust and securing your engagement in a manufacturer's long-term success.

### **The bottom line on the bottom line.**

Before you talk MES, thoroughly assess a company inside and outside its factory walls. Understanding the business and manufacturing operations, level of technology

adoption and inherent challenges, communication gaps, employee culture, product offering, supply chain strategy, market presence, and competition will enable you to align a solution to their immediate and future needs.

Wherever a company may be on the spectrum, the Level-Up Checklist is intended to guide you through discovery and assessment and empower you to be a strategic partner as you guide manufacturers through their digital transformation journeys.

### Level-Up Checklist

- What is their motivation for considering an MES?
- What pain points do they need to address?
- At what stage are they in their digital transformation?
- Is their company culture amenable or averse to change?
- Who are their suppliers?
- Who are their top customers?
- Who are their top competitors?
- How do they measure against their competition in terms of market share?  
Product/technology adoption?
- What are their expectations for ease/difficulty of technology implementation?
- What are their expectations for an implementation timeline?
- What are their ROI goals?
- Does their business strategy map to future technology insertion across the factory?  
Across the enterprise?

## THINGS TO CONSIDER

### Quantify the cost, qualify the value.

While many organizations seek to accelerate smart manufacturing practices at varying speeds, some continue to focus investments in other areas. For this latter group, retaining disparate, outdated processes carries a price tag regardless of perceived cost savings, as more nimble, digitally empowered competitors will amplify their output and take the lead.

If a company is at this juncture, ask the tough questions:

- Can you quantify the costs of your current inefficiencies?
- Can you quantify the cost of losing market share and falling behind your competitors?
- Can you quantify the cost of losing valuable employees due to layoffs perpetuated by dwindling revenues?

**Then, it's time to convey the value of TrakSYS MES.**

- Seamless interoperability between business and manufacturing software systems.
- Implementation at any and all entry points in a manufacturing operation.
- Connects with PLCs, ERP, SCADA, manual systems, and more to deliver real-time actionable intelligence. Data collection, aggregation, and analysis streamline operations.

**“In the new paradigm shift, conventional suppliers are now taking the initiative to be the first company on the block to implement and leverage advances in automation, simulation, and metrology.”**

*— IndustryWeek*

Selling just the “big picture” can limit engagement, as the cost and length of a project may deter solution buy-in. It’s important to emphasize that TrakSYS is a long-term solution that enables organizations to address their immediate needs and future-proof their roadmap. This is especially important for the SMB market and organizations that either don’t have a large budget or aren’t looking to implement a full-scale MES.

Whether integrated strategically into existing infrastructure or launched as a full-scale implementation, TrakSYS will deliver real-time visibility and rapid ROI.

### More on the Value of TrakSYS MES

- Extensible and scalable.
- Adapts to customer needs as they evolve.
- Low-code and no-code flexibility.
- Pre-configured and customizable solutions.
- Ideally suited for large companies, the SMB market, and for companies that don’t require a full-scale MES.
- Robust results for operations limited to a modest budget.
- Addresses immediate needs while future-proofing a long-term, evolutionary solution.
- On-prem and cloud-based flexibility.

### Reasons Why Organizations Choose TrakSYS

- “Overall cost.”
- “Product functionality and performance.”
- “Financial/organizational viability.”
- “Product roadmap and future vision.”
- “Strong customer focus.”
- “Strong user community.”
- “Strong services expertise.”
- “Strong consulting partnership.”
- “Pre-existing relationships.”
- “Breadth of services.”



## NEXT STEPS

### Create a blueprint for successful implementation.

TrakSYS has been making the management of manufacturing operations as simple as possible for more than 30 years. While you don't need to reinvent the wheel, so to speak, it's important that each organization's MES implementation is finely tuned to their challenges and priorities.

“With up-front planning focused on business value and careful delivery, a company can bring its technology function forward and gain the capabilities to thrive in challenging digital markets.”

— *McKinsey*

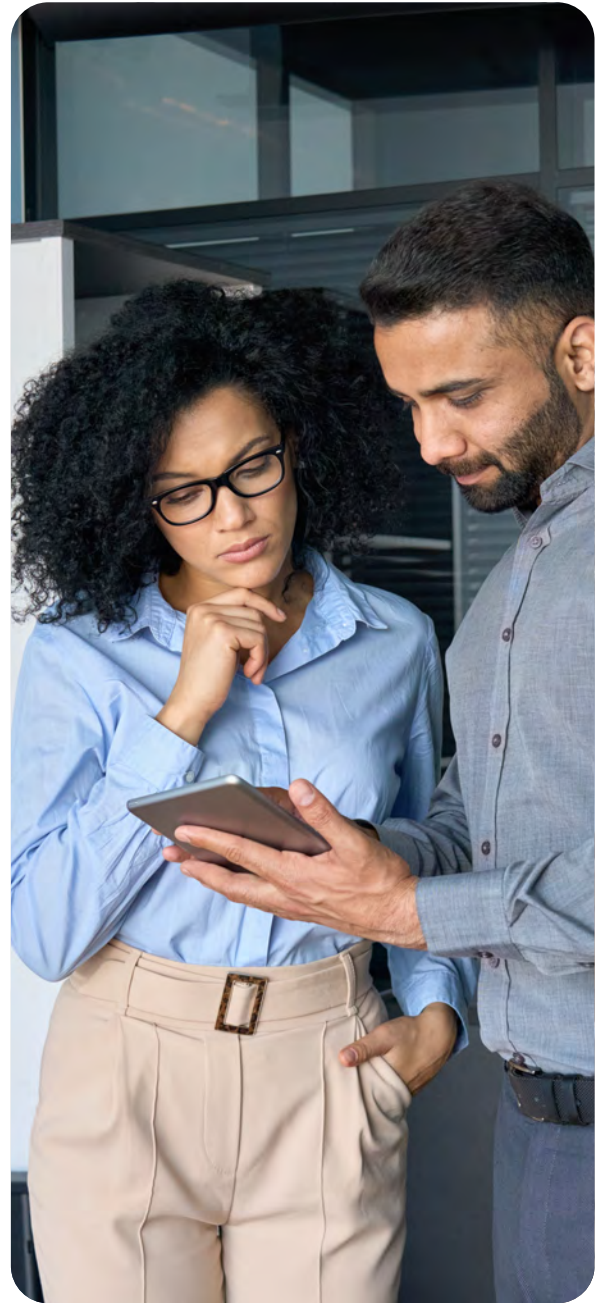
**Solution specifications framework.** Once you've established the “why” and “what” for a TrakSYS MES implementation, it's time to outline detailed specifications that take into consideration the organization's long-term vision.

**Solution ownership.** Digitalization efforts should be done cohesively and collaboratively with all stakeholders involved in the process—from the shop floor to the top floor. Partner with them to evaluate implementation impact and to identify and alleviate any potential pain points.

**Solution plan.** Together, draw out an actionable roadmap that defines the implementation strategy, prioritizes requirements and dependencies, and succinctly outlines the timeline, tasks, checkpoints, milestones, and action owners. While accountability levels should remain fixed, the roadmap should evolve to accommodate changes and scalability for long-term implementation.

## Your Value As TrakSYS Integrator

- Distinguish your services from your competition.
- Outline what a successful deployment looks like to you.
- Share common pitfalls you've experienced in implementing a system, and how they can be avoided.
- Provide details of your support services.
- Outline how you measure customer satisfaction.
- Outline your process for system updates after deployment.
- Provide documentation and information relevant to training new hires.



## CONCLUSION

### Connect the ROI from the shop floor to the top floor.

The interoperability, extensibility, modularity, and power of TrakSYS make it a great calling card for follow-on conversations within an organization and with its upstream and downstream supply chain partners.

When you seek to extend the benefits that the platform delivers, outline specifics included in this guide to answer the following questions:

- What does TrakSYS bring to manufacturing operations?
- What does TrakSYS offer enterprise operations?
- What does TrakSYS provide to the supply chain?

Refer to other TrakSYS implementations and how, for example, companies such as Toshiba augmented its TrakSYS ROI and production success by extending implementation to its maintenance operations.

Highlight the value of how TrakSYS powers continuous improvement initiatives across all functional areas.

Emphasize the agility and robustness TrakSYS delivers to some 500,000 daily active users in more than 11,000 plants around the world.

Underline the value *you* bring as one of a global network of experienced integrators that implement and support digital transformation with the power of TrakSYS.

#### TrakSYS MES Benefits to Elevate

- Real-time contextual visibility
- Trusted risk mitigation with traceability
- Streamlined regulatory compliance
- Sustainable resource efficiencies
- Accelerated time to market

Parsec provides a comprehensive selection of hands-on training courses to help you unlock the power of TrakSYS.

Parsec's online resource library has a comprehensive collection of case studies, brochures, infographics, and blogs that is regularly updated with new content.



## About Parsec

Utilizing their 30 years of experience in manufacturing, Parsec created TrakSYS™: a best-in-class operations management software application and solution platform designed to significantly improve manufacturing operations. TrakSYS aggregates data from multiple sources to deliver real-time, actionable intelligence that helps manufacturers to reduce production costs, decrease lead time, and improve profitability. TrakSYS is deployed at thousands of factories, in over 140 different countries.



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