A photograph of a modern industrial factory floor. Several yellow robotic arms are visible, some with 'KUKA' branding. The background shows a complex network of white metal beams and pipes, typical of a large-scale manufacturing facility. The lighting is bright and even.

INDUSTRY 4.0 IN PRACTICE

MAY 27, 2021
TalTech Mektory



This will be seventh year already for leading organisations such as TalTech, the Estonian Association of Information Technology and Telecommunications (ITL), the Estonian Electronics Industries Association, Enterprise Estonia (EAS) and numerous flagship technology companies to join forces to promote the opportunities emerging from the Industry 4.0 framework. The event has a strong track record of bringing together and benefitting manufacturers, ICT vendors, service industry players, academia representatives and policy makers.

We are proud to host around 20 speakers and panelists this year who will be sharing their knowledge, experience and recommendations.

The main areas of the Industry 4.0 in Practice 2021 conference are:

- Twin Transition of Industry
- Smart Technologies
- Practical Use Cases

We hope you find the conference useful and that you get a lot of good ideas on how to move forward with Industry 4.0 topics!

How to Support Cross Disciplinary Innovation Management – an Experience Report from Innovation Management Round Table in Hamburg

Alois Krtil, CEO of ARIC Hamburg

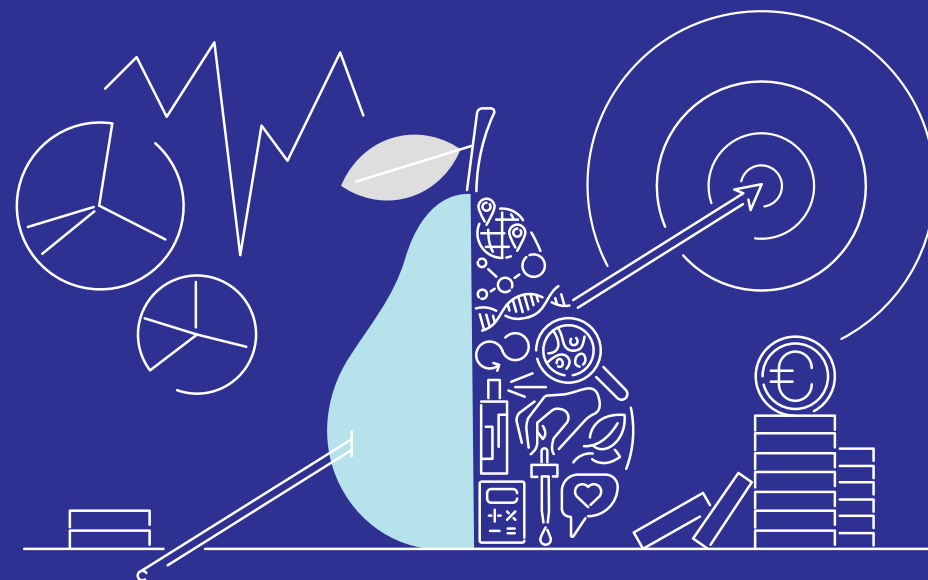


TIPS

1. Innovation management during a pandemic is a major challenge that needs to be tackled consistently. This requires awareness and commitment at the top management level.
2. Without investing in innovation and without a functioning innovation management, the post-pandemic period will be difficult.
3. Rethink your innovation strategies and use your adaptability and speed if you are a startup or agile company.
4. Use the time to form alliances that enable you to reach new target groups and to diversify.
5. Invest in innovation, especially during a pandemic, to emerge from the crisis as a winner.
6. Make your innovation management interdisciplinary and use new forms of collaboration to achieve critical mass.
7. Use the strengths of good networks to achieve synergy effects and to innovate together.
8. Don't rely on your past strengths and market position, because crises can quickly upset the world order.
9. Think innovation strategies in the long term and implement product and service innovation in the short term.
10. Take advantage of the opportunities of open innovation.



Your support for digitalisation



Digitalisation masterclass

The master class helps to identify the processes where digitalisation has the greatest impact on the company's competitiveness. As a result of the 3-month program, a plan for the digitalisation for the most critical process will be drawn up with the help of top trainers and a personal mentor, as well as the first steps will be taken to implement it.

[EAS.EE/DIGIMK](https://eas.ee/digimk)



Digitalisation roadmap support

The aim is to support the compilation of a roadmap that helps companies adopt digital technologies and the innovative business model that supports them. The roadmap assesses the impact of digitalisation, the investments needed to achieve the objectives, and their cost-effectiveness and timing.

[EAS.EE/DIGITEEKAART](https://eas.ee/digiteekaart)

Innovating Innovation: How Corporates Can Leverage the Innovation Ecosystem

Dirk Ploss, Senior Innovation Manager at Beiersdorf AG



TIPS

1. Do not dismiss an innovation instrument, just because you haven't done it before.
2. Think twice before hiring innovation consultants; usually there's a huge amount of untapped potential inside your company.
3. Support you employees in building informal networks, many innovations are developed better over lunch than in meetings.
4. Reserve enough resources for "free research"; limiting innovation work to "safe and predictable" outcomes will not work.
5. Aim for diverse innovation teams – experts are mostly good at judging, not innovating.
6. Do continuous startup scouting to get inspiration, an early glance at new technologies – and your future competitors.



THE ESTONIAN ELECTRONICS INDUSTRIES ASSOCIATION

The Estonian Electronics Industries Association is a voluntary non-profit organisation that aims to increase competitiveness of Estonian electronics industry. Association works closely with Government agencies and ministries, representing the view and interests of the electronics industry. More than 70 member companies cover all aspects of electronics industry value chain: including product development, manufacturing, repair and recycling, logistics, supply of components, consumables and equipment as well as education, professional training, and recruitment.

ASSOCIATION OFFERS

- ➔ A single point of contact for potential customers, suppliers, partners, and investors
- ➔ Joint marketing activities for our members
- ➔ Seminars, conferences and workshops
- ➔ Contacts with governmental authorities and other organisations

How Can Key Digital Technologies Partnership Support Manufacturers?

Arno Kolk, Managing Director at the Estonian Electronics Industries Association

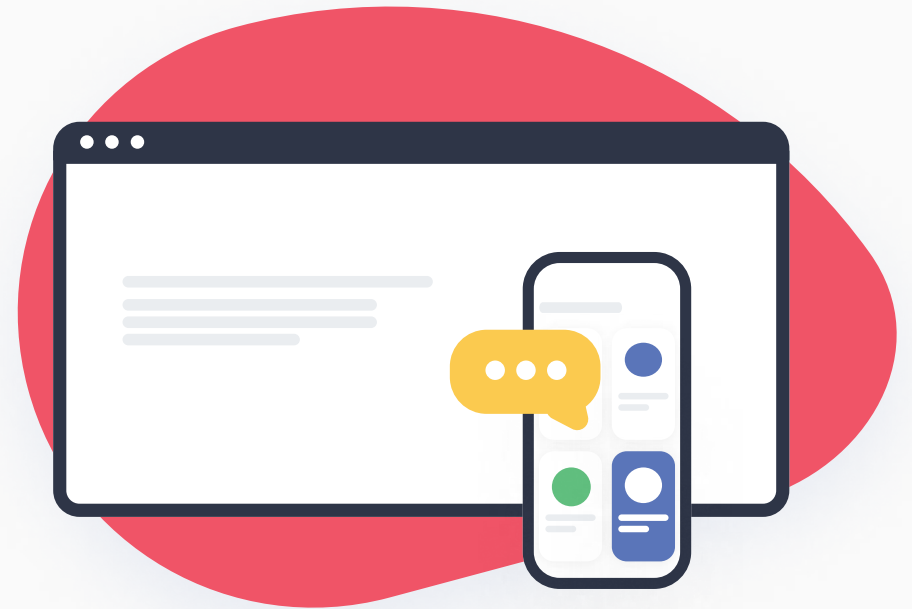


TIPS

1. Electronics is one of the foundations of digital transformation.
2. EU recognizes the crucial role of electronics and has initiated several programs to secure digital technology leadership.
3. European Partnership for Key Digital Technologies (KDT) supports the digital transformation of all sectors of the economy and society.
4. Membership of the KDT gives Estonian companies access to all program activities along with EU funding.
5. The Estonian electronics industry can help companies in other industries to make their products smart and connected while the KDT partnership provides additional funding for those activities.



First self-service software for manufacturing companies



This is the only solution on the Estonian market that allows you to sell your products to the customer conveniently through self-service.

Time and place are not a limit, the customer's order goes on the road even on Christmas.

How to Digitalise a Logistics Sector?

August Tillo, Sales Director at VIA 3L Freight OÜ



TIPS

1. Understand the real problems and needs of your customers, before you start changing your own tools and processes.
2. Your customers' processes and needs are getting more and more fragmented and complex, so you need to cope with them and do it in a digitalised way.
3. In sales the need to understand your customers is getting more crucial and you cannot do it without appropriate tools.
4. Before starting a digitalisation project you need to do a business development and process mapping project.
5. Pick your partners for their knowhow in your industry segment, otherwise there will be a long learning curve for both of you.
6. Involve all key personnel in the process, then it is easier to demand the use of the new tools in the future.



Digitalisation in Food Industry – What to Keep in Mind?

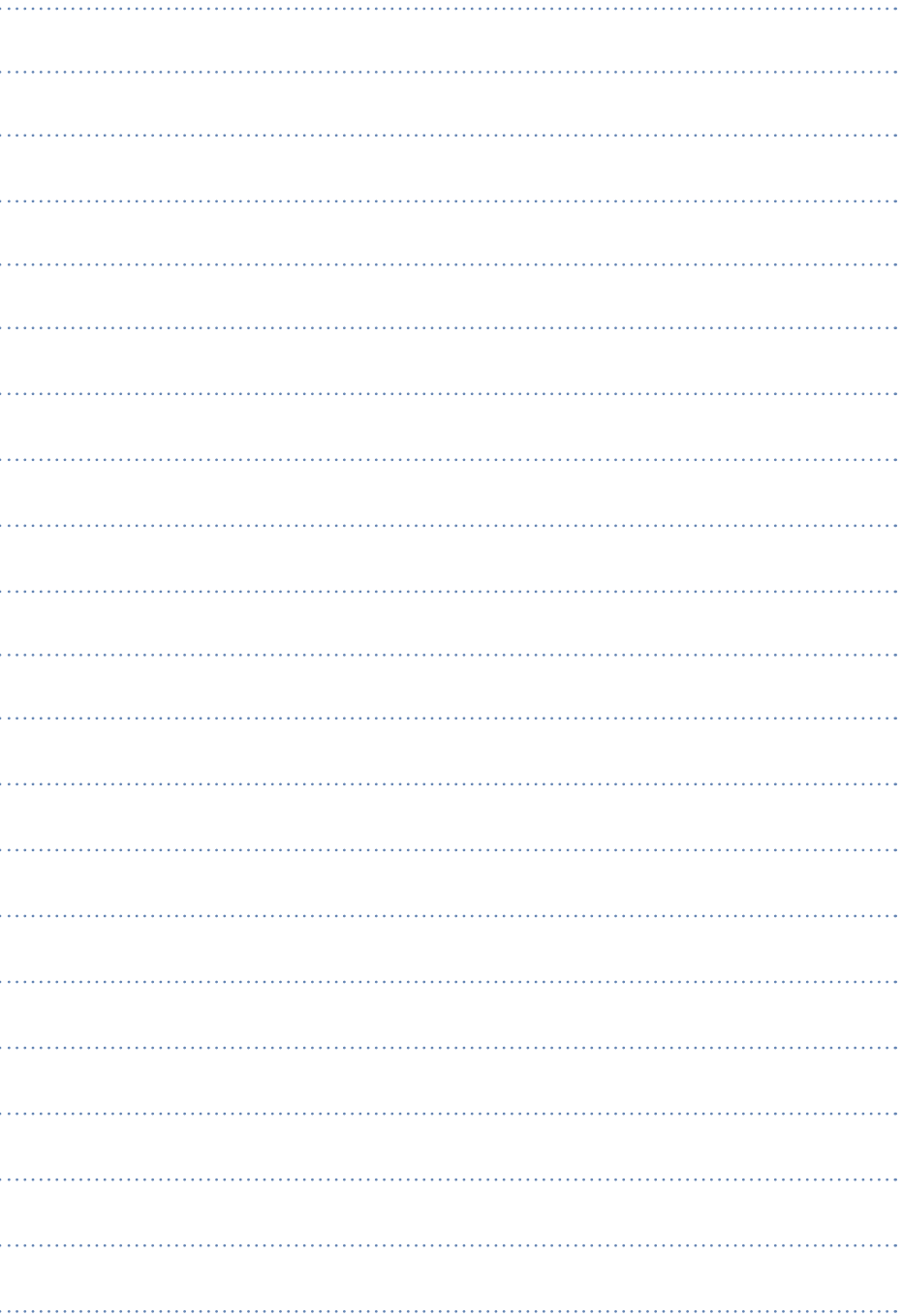
Triin Kõrgmaa, CEO of Salvest



TIPS

1. Don't be afraid to make unpopular decisions and say NO!
2. Nothing should remain in the head of one person only.
3. Compiling documentation is unpleasant and time consuming but BUSINESS CRITICAL.
4. Trust, but check! What is not written does not exist! Don't guess!
5. The schedule and agreed budget are sacred, even if someone has a VERY good idea.





TALLINN UNIVERSITY OF TECHNOLOGY

is a modern university of technology, providing higher education at all levels in engineering and technology, IT, economics, science, and maritime affairs. TalTech is responsible for ensuring the next generation of engineers and advancing engineering culture in Estonia, contributing to the sustainable development of the society and increased national prosperity with its innovative services.

TAL TECH



Mass Customisation Requires One Click Solutions

Martin Vares, CEO and Co-founder of Fractory



TIPS

1. Start today. Digitalisation has already grown into a vast variety of tools. In order to find a suitable solution for your company you need to start familiarising yourself with your options right now.
2. Don't rush it. Although you must start thinking about digitalisation today it's more important to map and fix processes that can be done without it.
3. Start small. Digitalisation doesn't have to be a major change. Even the smallest improvements can add value like keeping track of the main inventory in a shareable Google Sheets file. Or adding an inexpensive robotic arm to load blanks into a CNC machine during the nightshift.
4. Let go of the notion that you are unique. While companies are different, there is a very high probability that if you have a problem, others have had it as well. So, it's not smart to turn to a custom software solution. Try to find an existing solution that's tried and tested and has other users.
5. Appoint someone in the company who will be responsible for digitalisation. Many companies still see digitalisation as an extra that will get attention when there is enough free time. Today every company should have a person whose KPI is improving automation.



The Worries and Joys of Digitalisation Implementation Processes in an Industrial Company through Practical Experience

August Kull, Factory Manager at Neiser

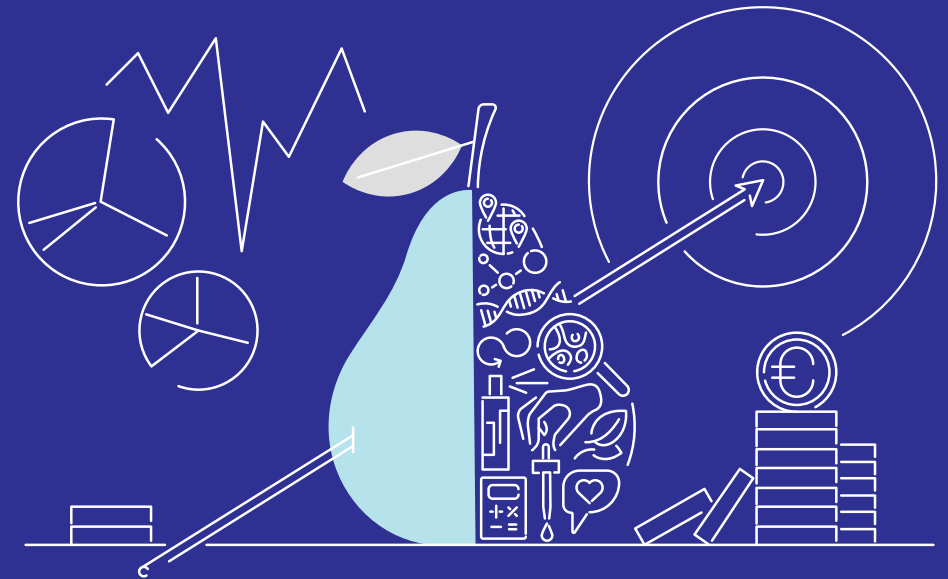


TIPS

1. By digitizing, we not only change processes, we also change people's thinking.
2. We teach people to see things more broadly and to encourage collaboration.
3. Digitalisation will not succeed if we do not reconcile this package of employee motivation without modernization.
4. Transparency in processes is the basis for everything.
5. Find the right partners to help you organize your thoughts.
6. The focus should be on people.



Digitaliseerimise tugi sinu ettevõttele



Digitaliseerimise meistriklass

Meistriklass aitab tuvastada protsessid, mille digitaliseerimine avaldab kõige enam mõju ettevõtte konkurentsivõimele. 3-kuulise programmi tulemusena koostatakse tippkoolitajate ja personaalse mentori abiga kõige kriitilisema protsessi digitaliseerimise plaan ja tehakse esimesed sammud selle juurutamiseks.

[EAS.EE/DIGIMK](https://eas.ee/digimk)



Digitaliseerimise teekaardi toetus

Eesmärk on toetada teekaardi koostamist, mis aitab ettevõttes kasutusele võtta digitaalsed tehnoloogiad ja seda toetava innovaatilise ärimudeli. Teekaardiga antakse hinnang digitaliseerimise mõjule, eesmärkide saavutamiseks vajalikele investeeringutele ning nende tasuvusele ja ajakavale.

[EAS.EE/DIGITEEKAART](https://eas.ee/digiteekaart)

Beating the Targets for Reducing CO2-footprint in Building Sector Through Innovation Created in Partnership Between Entrepreneurs and Scientists

Siim Vips, CEO at Bisly



TIPS

1. Real innovation can only be achieved with a team of “yes” people!
2. Difference between innovation and fundamental research is market value - always add a business perspective!
3. Drive for innovation without underlying vision and larger mission is just product development - strive for global change!
4. Estonia has a unique position for innovation due to globally competitive fundamental research with a combination of world class IT capabilities and resources. Focus needs to be on how to bring those together more often. Bisly has successfully proved cooperation between entrepreneurs and scientists.
5. Hardship of innovation always beats comfortable stagnation.



Organisers



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MINISTRY OF ECONOMIC AFFAIRS
AND COMMUNICATIONS



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