



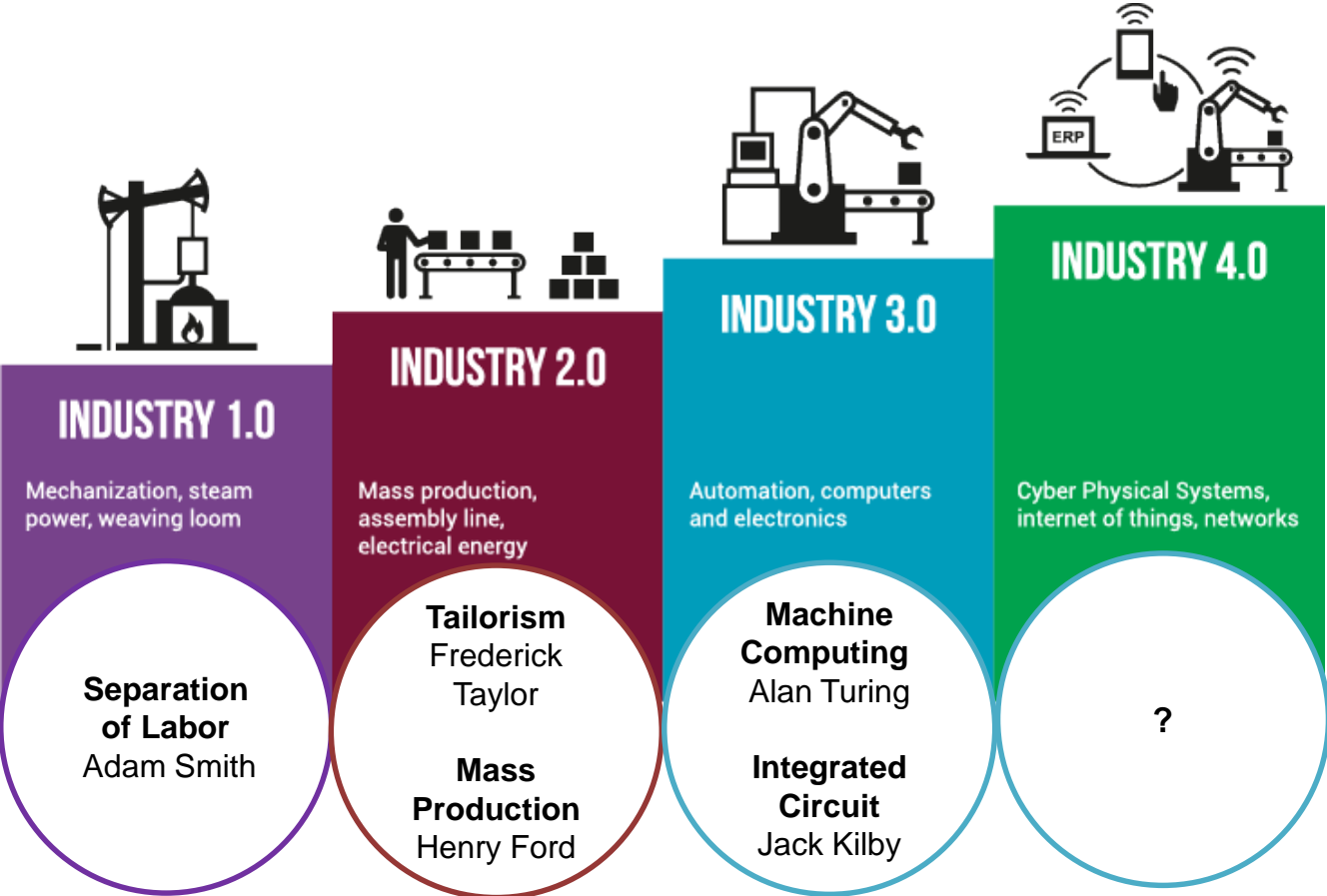
UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

Industry 4.0 Customer Classification Model (CCM)

Adnan Cosic | 17th of May 2018

HAGENBERG | LINZ | STEYR | WELS

Four Industrial Revolutions



Picture (adapted) Simio LLC

Problem Definition, Goals, Research Questions

Problem Definition

- I40 is new and disruptive
- Little knowledge about I40
 - How to capitalize?
 - Which marketing strategy?
 - Which customer to target?

Goals

- Understanding needs of customers implementing I40
- Model for developing tailor-made marketing and sales strategies

Research Questions

- **Research question I:** How can Industry 4.0 customers be clustered?
- **Research question II:** What are the criteria for clustering Industry 4.0 customers?

Research Method

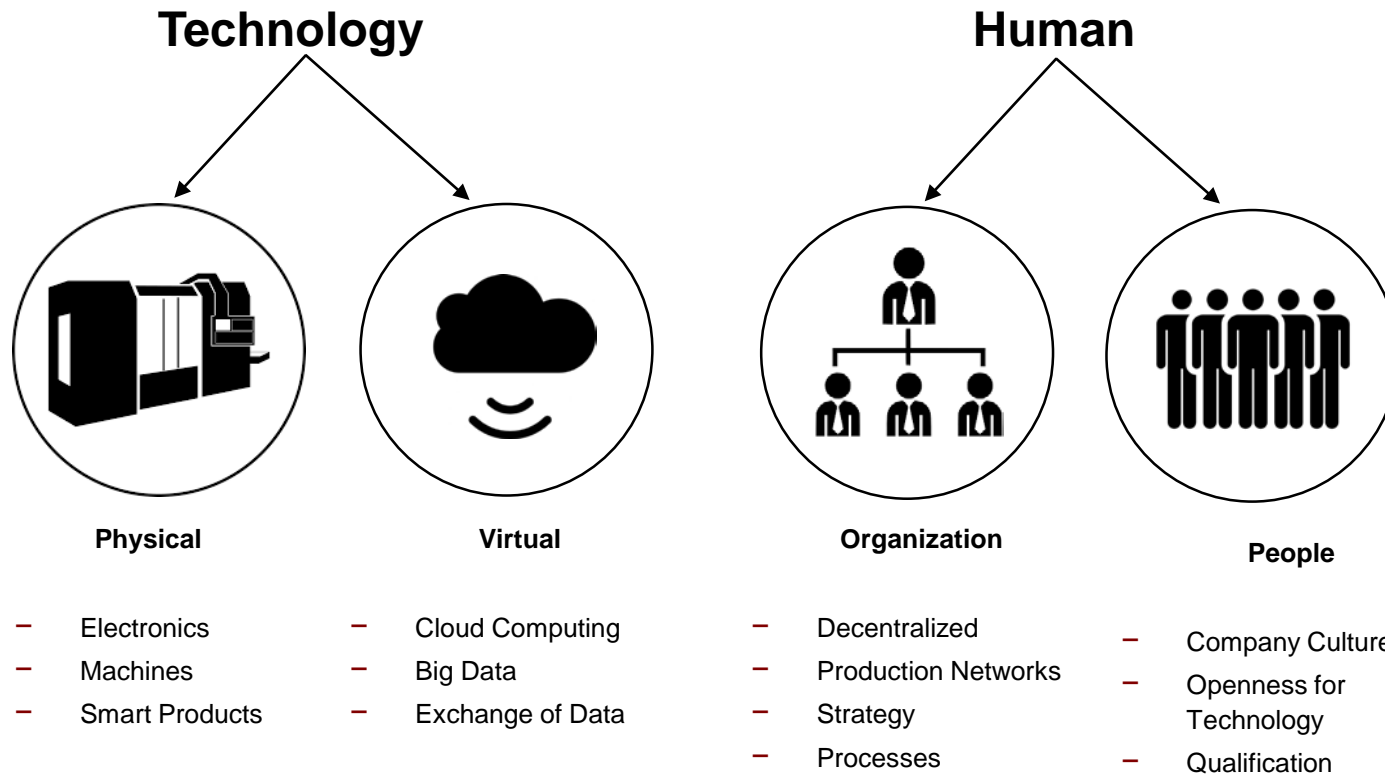
Primary Research

- Expert Interviews
 - > Non-probability sampling method (limited population)
 - > Judgmental sampling
 - > Five managers involved in developing, marketing or selling smart products

Secondary Research

- Literature Review
 - > 29 papers reviewed
 - > Gap: little about economic benefits or marketing

Industry 4.0 as Inclusive System between Technology and Human Beings



Industry 4.0

Industry 4.0 Customer Classification Model (CCM)

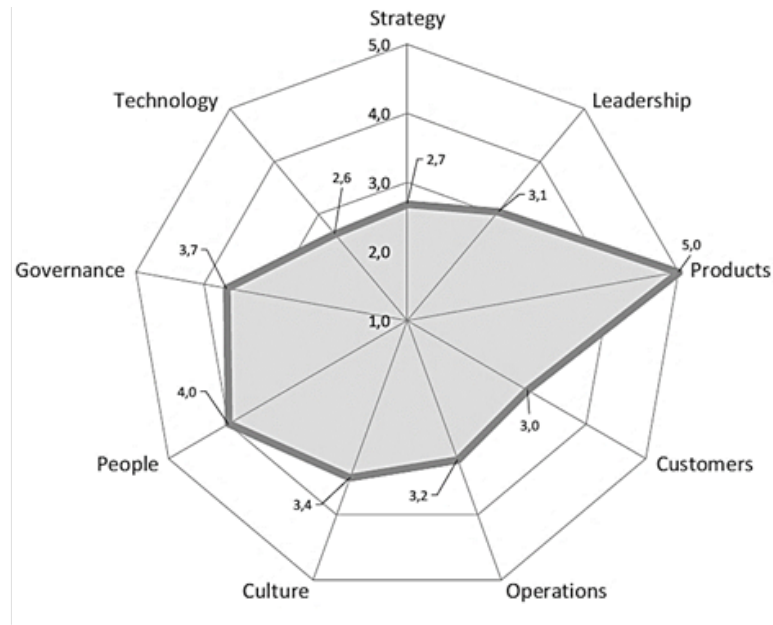
Basic Idea

- Depicting how far I40 implementation is (Maturity Models)
- **Maturity models depict maturity regarding I40**
- **CCM depicts needs (marketing)**
- Different needs in different stages of implementation (CCM)
 - > Strategy formulated?
 - > Date actively collected?
 - > Date processed?

Process (in short)

- Design questionnaire considering inclusive model of I40
- Evaluation and clustering of customers:
 - > Traditionalists (non I40)
 - > Apprentices
 - > Learners
 - > Masters

Industry 4.0 Customer Classification Model



Visualization of Maturity (Schumacher, Erol, and Sihni 2016)



Limitations

Expert Interviews

- Influence by interviewer
- Interpretation of transcripts
- No generalization of results (non-probability sampling)

CCM Questionnaire

- Lack of understanding, time
- Subjective answers
- Order bias, positions bias
- Quantification of open questions
- Mapping of CCM Classification

Personenfolie

Ing. Adnan Cosic, MA MBA

adnan.cosic@me.com

- **Academic**

- > University of Applied Sciences Upper Austria – Global Sales and Marketing GSM
- > Concordia University, Wisconsin, USA
- > Plekhanov University, Moscow, Russia

- **Current Position**

- > Head of Inside Sales, KVT-Fastening GmbH