Chemistry 4.0: Reinventing the chemical company with digital transformation

Webcast highlights

During our recent REACTION Magazine webcast, Dr. Bernhard Kneissel, Director Deal Advisory, Strategy, KPMG in Germany discussed reinventing chemical companies with digital transformation.

Throughout the webcast, participants provided their feedback on key industry issues with the results shown below:

Do you believe digital transformation has become a part of the fourth and latest industrial revolution?

- **Yes**: 92%
- **No**: 8%

Number of respondents = 50*

From the list below, what component holds back innovation the most at your company?

- **Lack of budget**: 20%
- **Lack of skilled workers**: 31%
- **Lack of know-how to evaluate potential of technology**: 37%
- **Lack of acceptance of technology in the company**: 12%

Number of respondents = 51*

*Source: Chemistry 4.0: Reinventing the chemical company with digital transformation, Global Chemicals Institute webcast, KPMG International
How does digitization support your company in providing customer driven innovation?

- A: Provide better end-customer solutions and new services (21%)
- B: Support better promotion planning, forecasting and monitoring of customer demand (12%)
- C: Improve connectivity, increase customer proximity and strengthen customer loyalty (30%)
- D: Facilitate out-of-the-box thinking about product and service delivery (26%)
- E: Other (11%)

Number of respondents = 47*

The biggest use I have for digital technology in my company is:

- A: Smarter manufacturing (36%)
- B: Stronger customer relationships (15%)
- C: Faster innovation (23%)
- D: Other (26%)

Number of respondents = 47*

*Source: Chemistry 4.0: Reinventing the chemical company with digital transformation, Global Chemicals Institute webcast, KPMG International
During the transformation process, what step is the most important for your company to complete?

- **A.** Analyze and optimize previous digital initiatives (36%)
- **B.** Develop new, individualized products and services (20%)
- **C.** Create a technology platform that can be used by suppliers, customers and other partners to develop new products and services (13%)
- **D.** Develop a networked ecosystem into a dynamic value chain (11%)
- **E.** Gain buy-in and support the involvement of all stakeholders in digital transformation initiatives (20%)

Number of respondents = 45*

*Note: Percentages might not add up to 100% due to rounding.

*Source: Chemistry 4.0: Reinventing the chemical company with digital transformation, Global Chemicals Institute webcast, KPMG International
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