

Infographic Global Digital Employee Experience Survey 2023

Manufacturing Industry Results



As Manufacturing organizations continue to manage complex supply chains, control production costs and optimize processes, and drive economies of scale, delivering continuous improvement and innovation are essential for manufacturers to remain competitive and meet changing market demands. And with a widespread geographical workforce working from anywhere including manufacturing plants and offices, providing an exceptional digital experience for employees and customers is paramount.

The Riverbed Global Digital Employee Experience (DEX) Survey 2023 explores generational expectations, hybrid work, IT's evolving role, and obstacles and strategies to delivering an exceptional digital experience.

The survey, fielded by Sapio Research in May 2023, polled a combined 1,800 IT decision-makers (ITDMs) and business decision-makers (BDMs) across 10 countries and seven industries, including nearly 350 from the Manufacturing industry.

Here's what IT and business leaders working in the Manufacturing industry have to say:

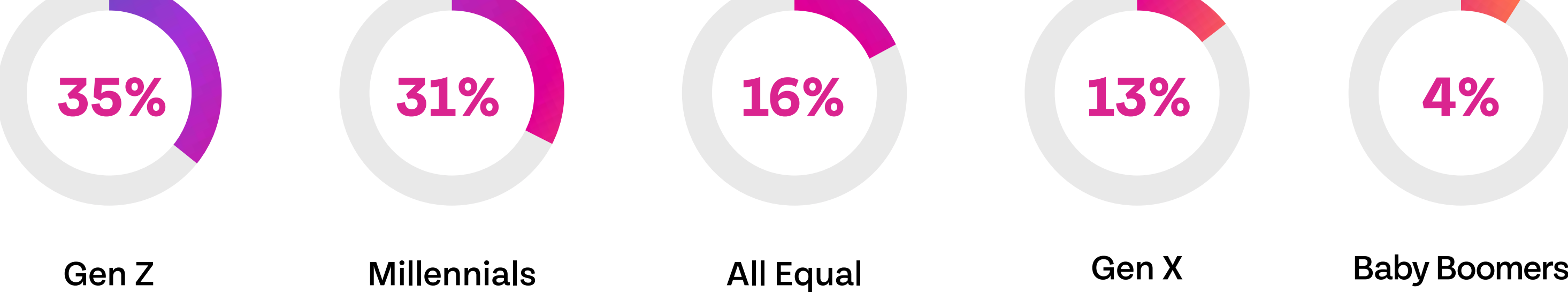
Manufacturing Leaders Are Making Digital Employee Experience a Priority

Manufacturing companies are increasingly leveraging digital technologies to improve agility, resilience and efficiency of their global operations:



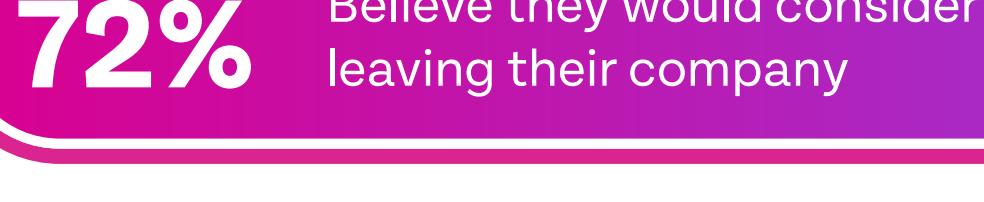
Next-Gen Manufacturing Employees Have High Digital Expectations

When asked which generation expects the most from their technology and digital experience, IT and business leaders in Manufacturing said:

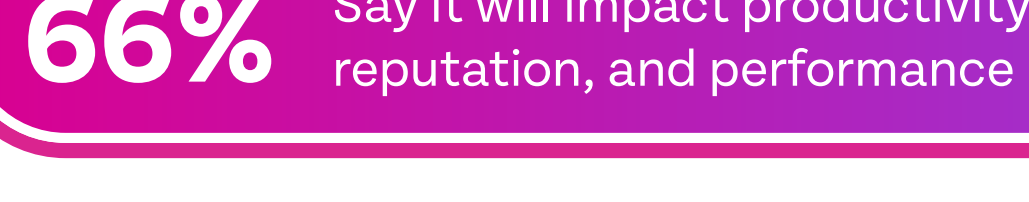


Failing to meet the digital experience demands of younger generations – millennials and Generation Z – can have major consequences according to business and IT leaders.

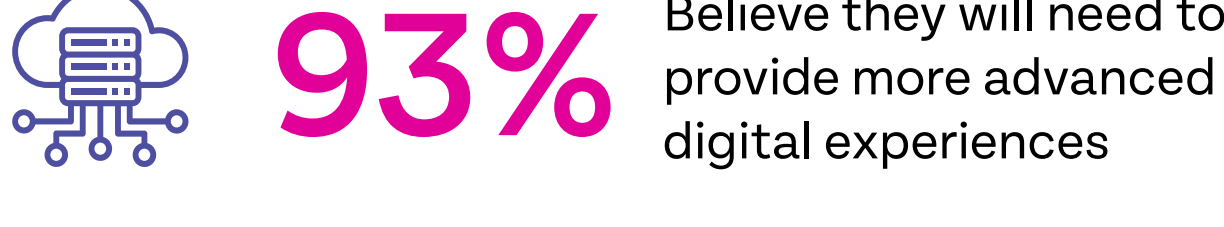
Talent Drain



Disruptive



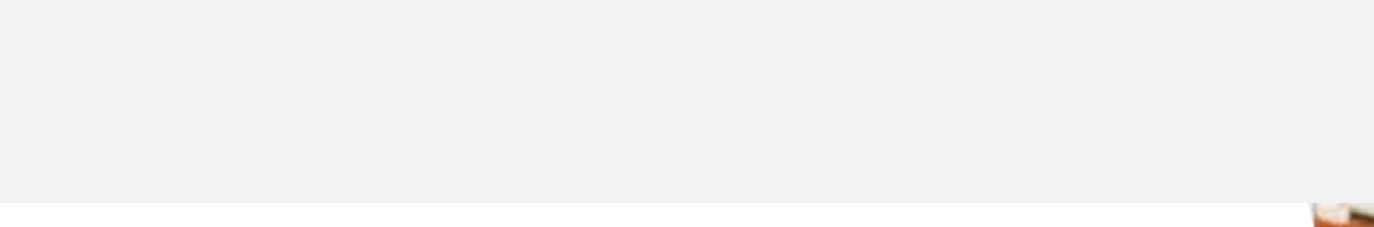
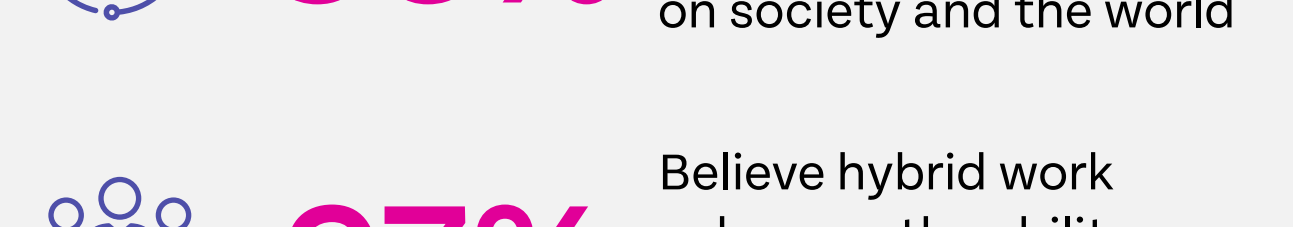
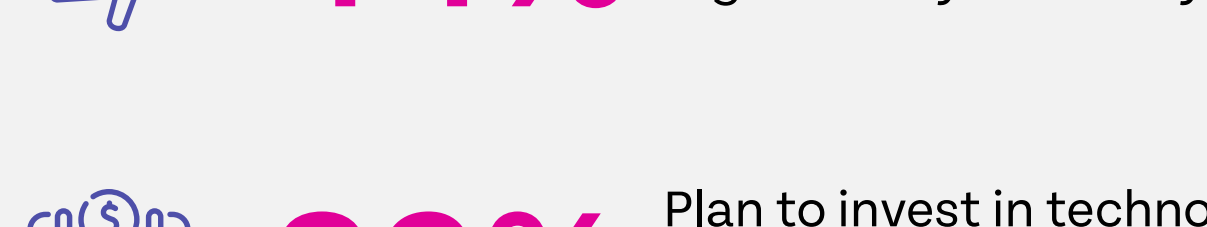
As new generations enter Manufacturing organizations:



Hybrid Work Continues, Requiring IT to Support DEX Everywhere

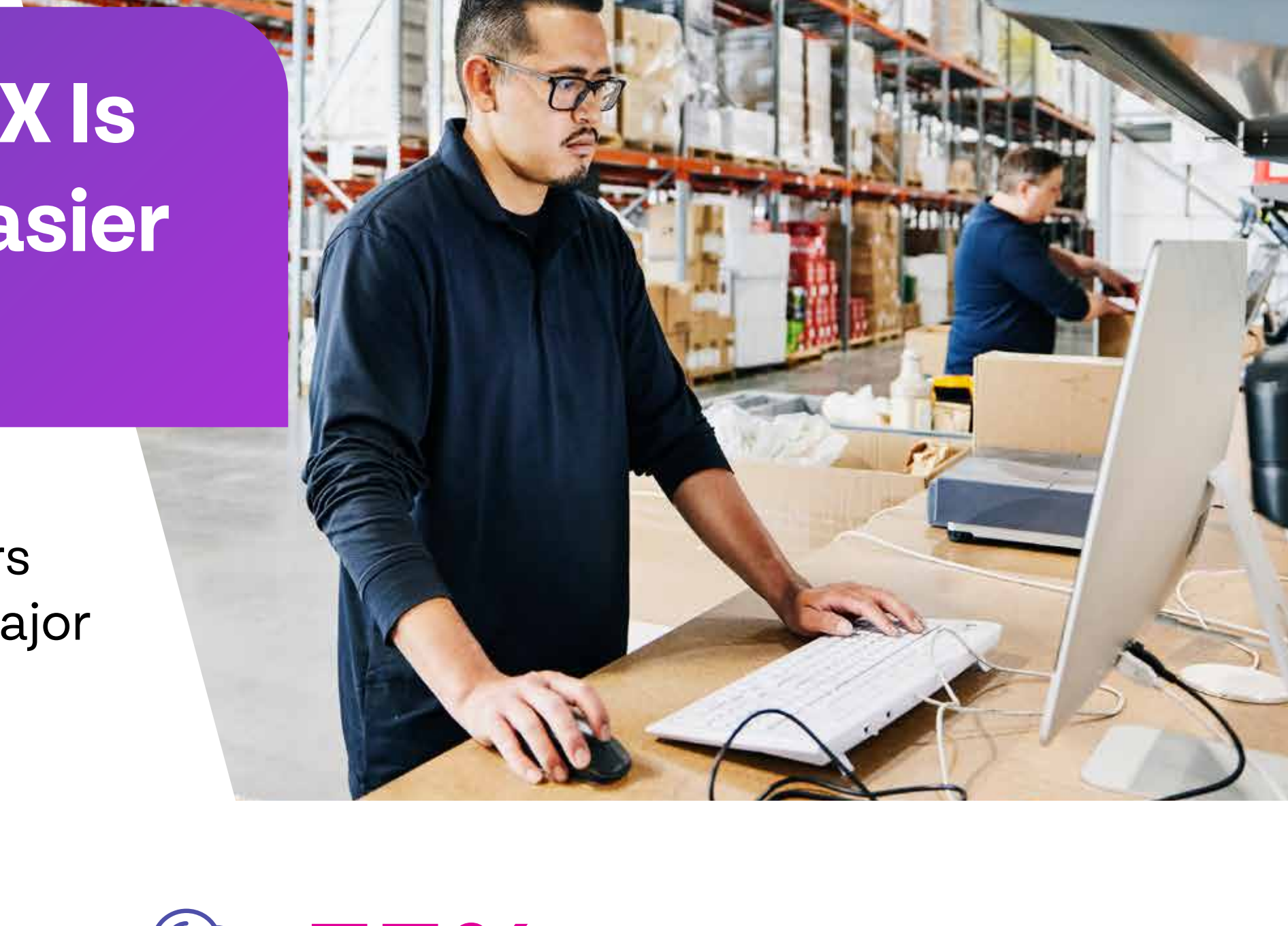
The hybrid work model may present some challenges for the Manufacturing industry but implementing the right technologies will help drive productivity.

According to Manufacturing decision-makers surveyed:

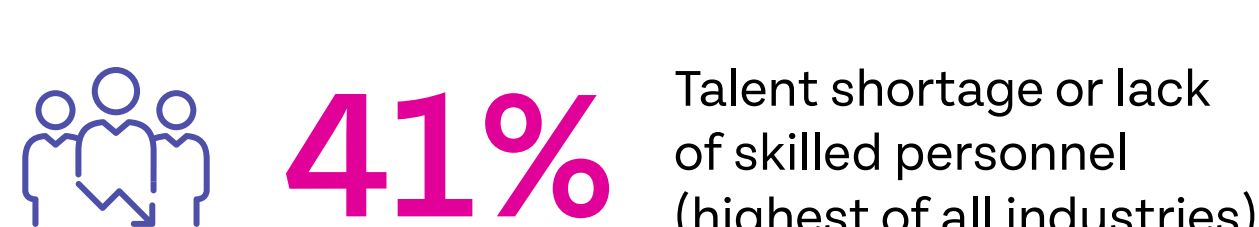
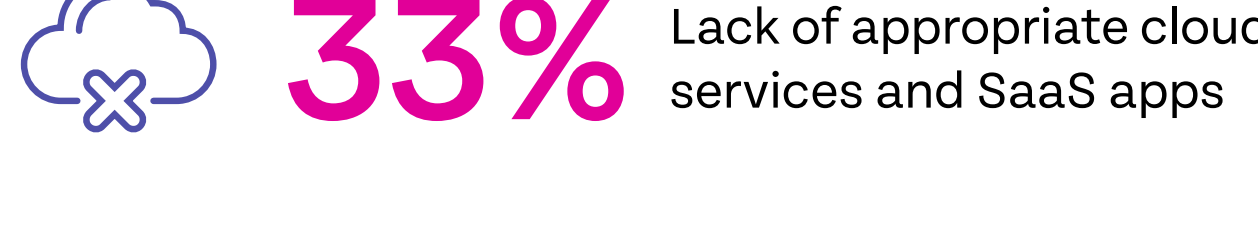


Delivering a Better DEX Is Getting Harder, Not Easier for Manufacturers

96% of Manufacturing leaders identified at least one major obstacle hindering DEX.



The top five challenges for this industry are:



IT Has a Seat in the C-Suite, but Must Overcome Skills Gaps

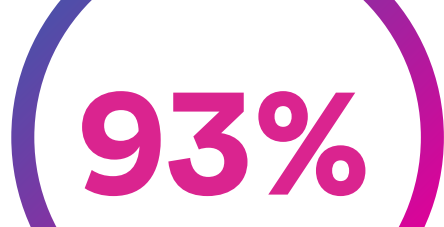
How C-suites at Manufacturing organizations perceive IT in the wake of the COVID-19 pandemic, the shift to hybrid work, and a challenging economy.



Say IT is more relevant today than before the pandemic

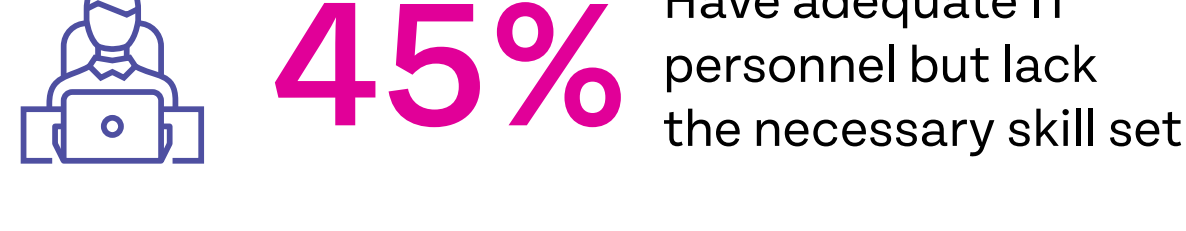
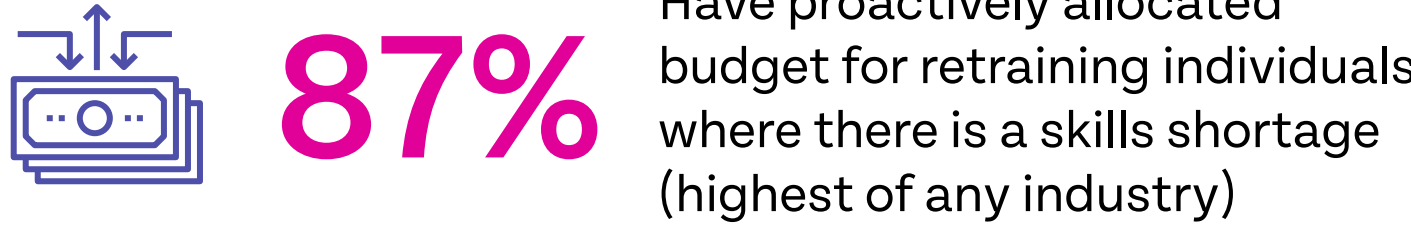


Of IT leaders surveyed have a seat at the C-suite table

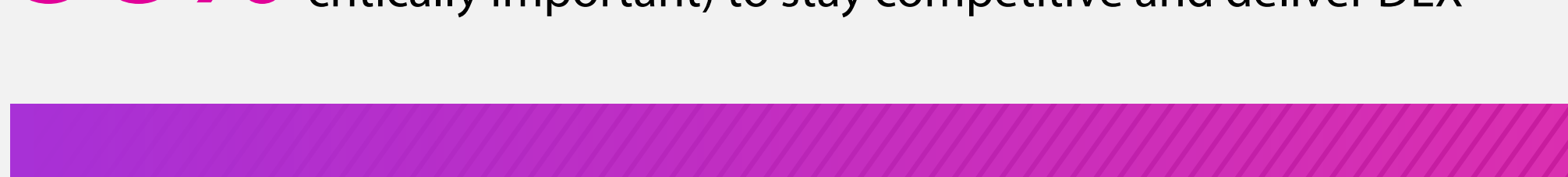
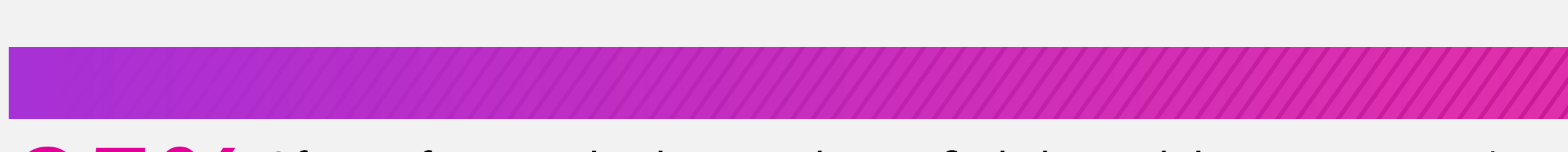


Agree IT is more responsible for business innovation now than three years ago

IT leaders in Manufacturing are currently grappling with a skills shortage but are investing to build and upskill the IT talent pipeline.



Manufacturing Leaders Understand Unified Observability is a Must-Have for DEX



Emerging and Existing Technologies Will Make or Break Manufacturers

Manufacturers are pivoting towards digital solutions to drive supply chain efficiency, resilience and innovation.

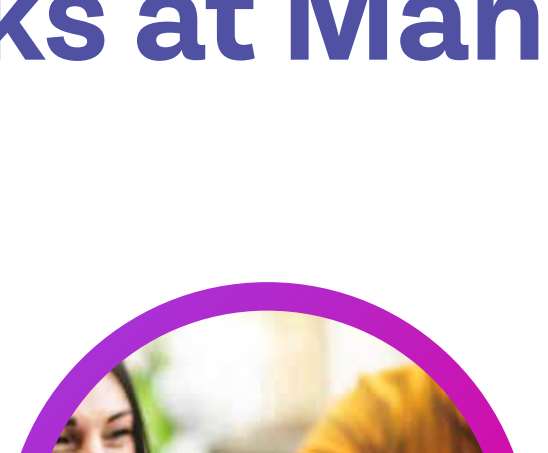
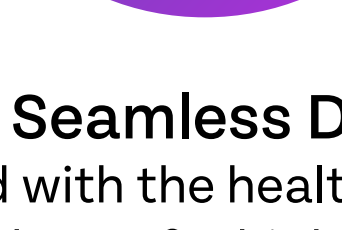
Decision-makers in this industry cite these solutions as becoming increasingly business-critical in the next 18 months:



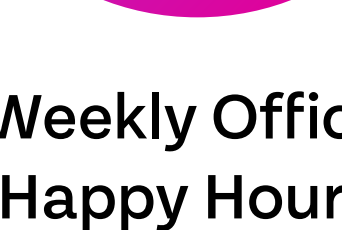
A Seamless Digital Experience Surpasses Traditional Office Perks at Manufacturing Companies



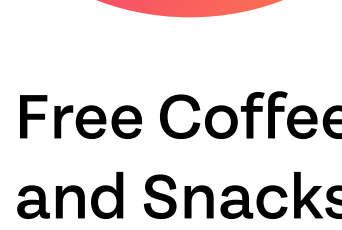
A Seamless DEX (tied with the healthcare industry for highest)



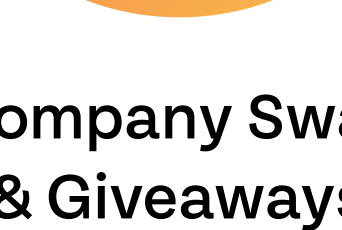
Weekly Office Happy Hours



Free Coffee and Snacks



Company Swag & Giveaways

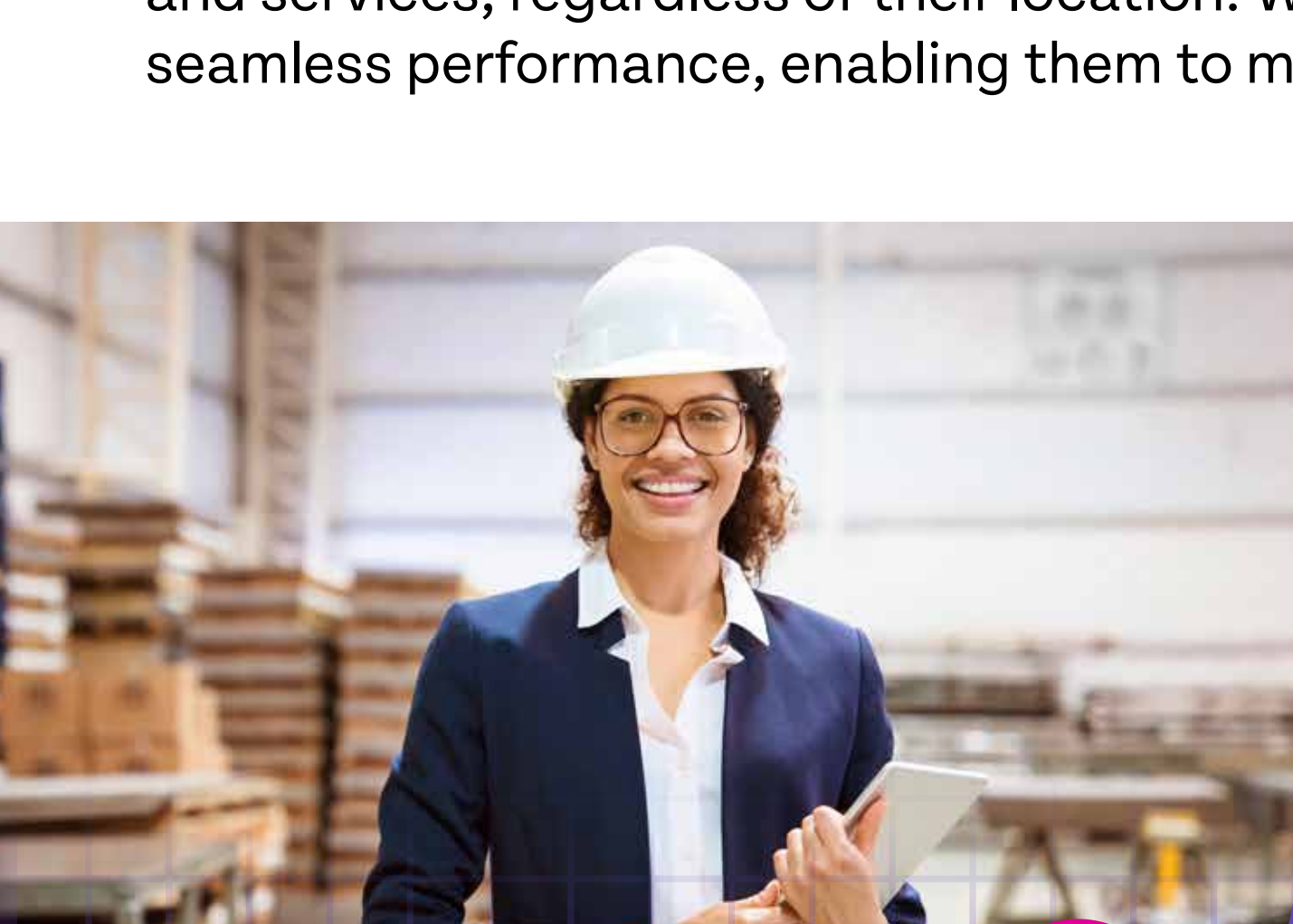


Overcome Your Challenges with Alluvio Unified Observability and Riverbed Acceleration

Riverbed enables organizations to transform data into actionable insights and accelerate performance for a seamless digital experience. Riverbed offers two industry-leading portfolios:

The Alluvio Unified Observability portfolio by Riverbed is AI-powered and enables organizations to unify data, actions, and insights across the entire digital ecosystem. With Alluvio, companies can optimize their digital experiences, enhance operational efficiency, and drive performance and business growth.

Riverbed Acceleration solutions empower users to harness the full potential of enterprise applications and services, regardless of their location. With Riverbed Acceleration, users experience peak speed and seamless performance, enabling them to maximize productivity and enjoy better digital experiences.



For more insights into the priorities of IT and business leaders, check out the full Riverbed DEX Global Survey 2023:

riverbed.com/DEXSurvey2023