

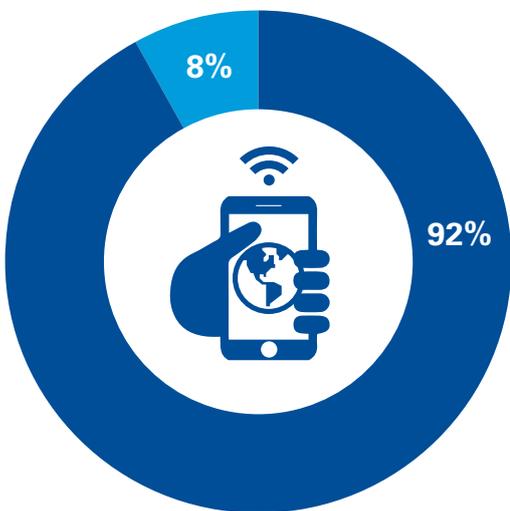
# Chemistry 4.0: Reinventing the chemical company with digital transformation

## 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:

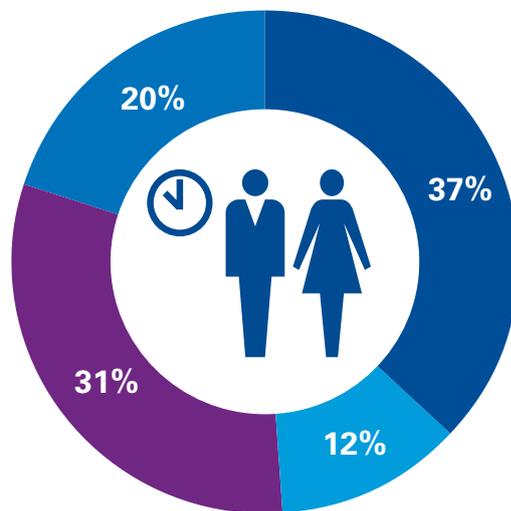
**Do you believe digital transformation has become a part of the fourth and latest industrial revolution?**



- A** Yes
- B** No

**Number of respondents = 50\***

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

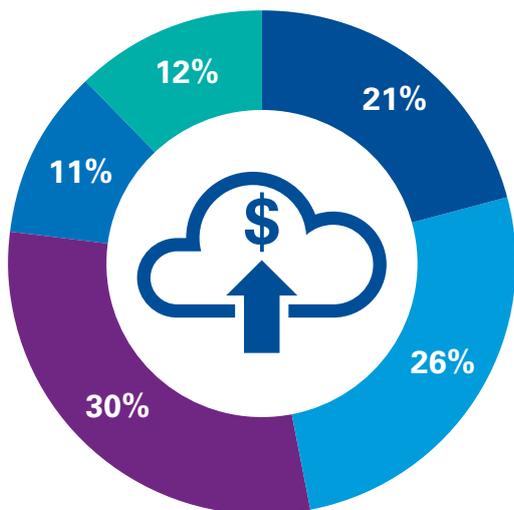


- A** Lack of budget
- B** Lack of skilled workers
- C** Lack of know-how to evaluate potential of technology
- D** Lack of acceptance of technology in the company

**Number of respondents = 51\***

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

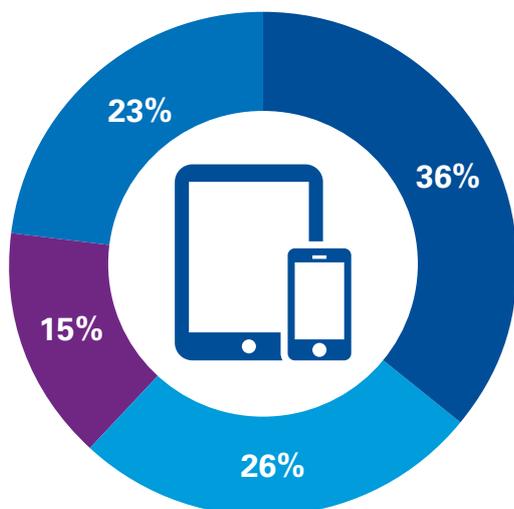
## How does digitization support your company in providing customer driven innovation?



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

Number of respondents = 47\*

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

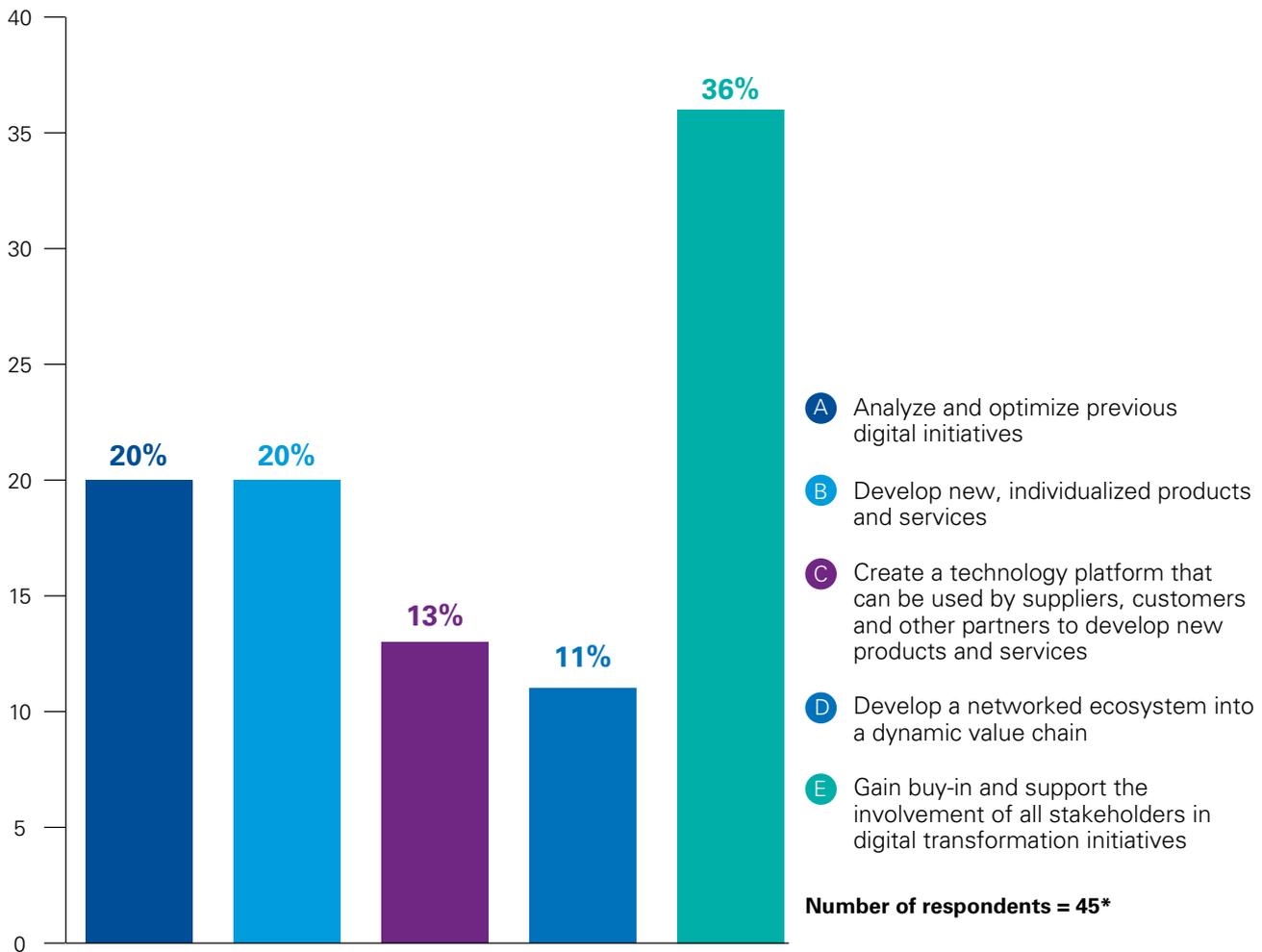


- A Smarter manufacturing
- B Stronger customer relationships
- C Faster innovation
- D Other

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?



\*\*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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