

INDUSTRY 4.0–GLOBAL VIEWS



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Customer Experience

[The expanding role of design in creating an end-to-end customer experience](#)

Lines between products, services, and user environments are blurring. The ability to craft an integrated customer experience will open enormous opportunities to build new businesses. Products, services, and environments—both physical and online—are converging to anticipate and meet rising customer expectations. That's giving birth to a proliferation of new products, often from unexpected sources. It is also stirring up a storm of new, unanticipated competitors.

CFO Insights

[Digital finance: Avoiding the pitfalls of moving to the cloud](#)

As cloud computing continues to come of age, it is playing a foundational role in many organizations' digital transformation efforts. CFOs who still regard cloud as primarily an IT opportunity, however, may miss out on the chance to help their organizations leverage cloud's many advantages. In this issue of CFO Insights, we outline the potential opportunities presented by the cloud and pose a series of questions that CFOs should ask to avoid the pitfalls.

Decision Making

[Untangling your organization's decision making](#)

It's the best and worst of times for decision makers. Swelling stockpiles of data, advanced analytics, and intelligent algorithms are providing organizations with powerful new inputs and methods for making all manner of decisions. Corporate leaders also are much more aware today than they were 20 years ago of the cognitive biases—anchoring, loss aversion, confirmation bias, and many more—that undermine decision making without our knowing it.

Automotive

[Electric Vehicles: Is the Indian automobile sector ready?](#)

Imagine India of 2030 with an all-electric car fleet. While government support and technological advancements can fast-track the country's automobile industry's journey towards that goal, there are still many challenges to be dealt with. For example, how one can make electric vehicles (EV) achieve high mileage and how to handle the recharging of batteries efficiently? Technological advancements over the last decade are transforming the perception of passenger vehicles.





Artificial Intelligence

[Leveraging artificial intelligence and robotics for sustainable growth](#)

Artificial intelligence refers to the ability of a computer or a computer-enabled robotic system to process information and produce outcomes in a manner similar to the thought process of humans in learning, decision making and solving problems. By extension, the goal of AI systems is to develop systems capable of tackling complex problems in ways similar to human logic and reasoning.

Inclusion 2.0

[Leveraging technology disruptions to realise India's digital economy](#)

Following a transition from a product to a customer-centric business model, traditional banks are trying to reach out to the rural masses and penetrate the non-banking segment. The success of non-banking financial companies (NBFCs), payment banks and microfinance companies due to latent credit demands and increased consumption in the last few years has proved that there is value for financial services companies in investing in the rural population .

Pharma Industry

[Fighting counterfeit pharmaceuticals: New defenses for an underestimated - and growing - menace](#)

Fraudulent drugs harm or kill millions around the world and inflict serious damage on the brand names and bottom lines of major pharmaceutical manufacturers. Companies that adopt anti-counterfeiting technologies will reap a range of new benefits, and gain an edge over rivals relying on yesterday's solutions.

MedTech

[Medtech May Be Emerging Markets' Next New Thing](#)

A follow-up survey to BCG's original analysis of medtech commercial models finds that industry leaders have made some progress, yet there is more work to do. As the industry shifts toward value-based health care, medtech companies should work more directly with physicians to help deliver better care at lower

