

Analytics Enabling Resilience in Manufacturing

Virtual Panel Discussions



HT

Brand
Studio

sas

Data, Analytics & Manufacturing

Manufacturing is one of the most important industry in the world's economy. It accounted for ~16% of global GDP in 2019 and has generated an output of 13.9 trillion globally* & In order to sustain, Improve & grow, **Industrial Internet of Things** is going full throttle with increasing connectivity, generating data, and unlocking potential like never before.



Historically, manufacturers could not harness and use all of the data that was coming from the manufacturing process i.e. supply chain to production to delivery and so on

Now it's time to capitalize on the power of this data and to take full advantage to **fuel innovation, drive new opportunities, and accelerate smart manufacturing transformation**

HT Brand Studio x SAS

In order to understand the impact of digital transformation on key areas of the Manufacturing domain, **SAS partnered with HT** to hold a series of **virtual panel discussions with industry insights from the sector's finest thought-leaders** and distribute the same via Mint's digital properties

*Source - latentview

Campaign Details

Campaign was hosted on **Microsite** developed on Mint's main website. **Social media platforms , Emailers & Articles** were used to amplify the campaign to reach larger & relevant audience and divert the same to Microsite

Duration

Oct'20 to Mar'21

Desired KPI's

4L Video Views

2L Article PV's

5L Social Reach

Articles



Social Media



Email Campaign



Place-holder



Driving Traffic To Microsite



Campaign Microsite

Platforms for Amplification

Properties



Platforms



Campaign Snapshots

Microsite



Analytics enabling resilience in Manufacturing

A series of virtual panel discussions unlocking the impact of digital transformation on key areas of the Manufacturing domain with industry insights from the sector's finest thought-leaders.



- 179 Shares
-
-
-
-
-

Mint Article

Facebook

LinkedIn

How can organisations optimise manpower through Analytics and digitisation?

Analytics enabling resilience in Manufacturing

EPISODE 1
Optimizing Manpower through Analytics & Digitisation

Leveraging Analytics & AI driven insights to optimally improve the productivity of Human Resources while ensuring business and fatigue are minimized.

REGISTER NOW

Oct 14, 6 pm | Zoom

Analytics enabling resilience in Manufacturing
6 min read · Updated: 23 Oct 2020, 04:51 PM IST

HT Brand Studio

* The virtual panel discussions series – ‘Analytics enabling resilience in Manufacturing’ – saw industry experts dissecting the importance of technology to better manage manpower.

Mint with SAS Asia Pacific.
Published by Meghna Sarkar · Paid Partnership

Post the pandemic, digitisation is indispensable for organisations aiming to optimise the productivity of human resources. How can they leverage analytics & AI-driven insights to create a virtual shift?

To know more, register now: <http://brandstories.livemint.com/sas-resilience-in-/>

REGISTER NOW

31,457 People Reached | 7,564 Engagements | Distribution Score

Boost Post

LiveMint
71,393 followers
9mo · Edited

[PARTNERED] Post the pandemic, digitisation is indispensable for organisations aiming to optimise the productivity of human resources. How can they leverage analytics & AI-driven insights to create a virtual shift?

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SAS

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Reactions

Like Comment Share Send

Virtual Discussion Theme

Virtual Discussion happened in an **Episodic format on 4 different topics** with Industry / Subject experts on Zoom Platform



Each panel discussion lasted for about **80-90 minutes**

Streamlining Methods & Processes to
Improve Efficiency & Quality

Utilizing Manufacturing Analytics
for Effectual Measurement

Employing Analytics for preventive
equipment maintenance in Manufacturing

Optimizing Manpower through
Analytics & Digitisation

EP 4

EP 3

EP 2

EP 1

Discussion Panel

Discussion panel of all 4 Episodes included sector's finest thought-leaders



Nabuath Ulla Khan
Practice Head
Manufacturing and
IOT Analytics, SAS



Ajoy Lall
VP - Manufacturing &
Commercial
Vehicle Business
Unit, Tata Motors



Samip Mutha
ViP and Head of
Digital & Innovation,
RPG Group



Aashish Kshetry
VP - HR and IT,
Asian Paints



Peter Pugh Jones
Head of IoT Ops,
EMEA & AP, SAS



R Siddharthan
Executive Director (HR),
Dalmia Cement (Bharat)
Ltd



Amarnath SKP
Group Head, Global R&D
Asia, Apollo Tyres Ltd



Sridhar V
Director - Purchase,
Honda Motorcycle &
Scooter India Pvt Ltd.



Nabuath Ulla Khan
Practice Head
Manufacturing and
IOT Analytics, SAS



Piyush Arora
Executive
Director,
Operations,
Mercedes-
Benz India



Nabuath Ulla Khan
Practice Head
Manufacturing and
IOT Analytics, SAS



**Marcia Elaine
Walker**
Global Industry
Principal
(Manufacturing),
SAS



Sharad Kumar
Chief Digital &
Information Officer,
JK Tyre & Industries
Limited



Mayur Danait
CIO - IT,
Pidilite
Industries
Ltd.



Rajesh Uppal
Member Executive
Board
(HR, IT, Safety),
Maruti Suzuki India



Nabuath Ulla Khan
Practice Head
Manufacturing and
IOT Analytics, SAS



Sarajit Jha
Chief Business
Transformation
& Digital Solutions,
Tata Steel



**Dr. Avadhut
Chandrakant Parab**
Global CIO,
Wockhardt Ltd



Rajiv Arora
Global Program Head
New Normal –
Technology & Tools,
Siemens



Debashish Banerjee
Head – Innovation
and Strategy,
GDD, Novartis India



Venkataraman
ICIO, MTR
(Orkla)

In addition to Virtual Panel Discussions , An article on SAS Manufacturing Analytics was also featured in the Print Copy of Mint Newspaper

NCLT questions haircut taken by VIL creditors

Tribunal expresses surprise over bid value being close to liquidation value

Legal updates

The Mumbai Bench of the National Company Law Tribunal (NCLT) has questioned the haircut taken by VIL creditors in the liquidation of Videocon. The tribunal expressed surprise over the bid value being close to liquidation value.



Videocon only sold the shares of VIL and Videocon Ltd. as a part of the liquidation process.

The NCLT questioned the haircut taken by VIL creditors in the liquidation of Videocon. The tribunal expressed surprise over the bid value being close to liquidation value.

The tribunal also questioned the haircut taken by VIL creditors in the liquidation of Videocon.

Company	Debt	Recovery
VIL	₹1,000 crore	₹100 crore
Videocon	₹1,000 crore	₹100 crore

The NCLT also questioned the haircut taken by VIL creditors in the liquidation of Videocon.

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Made in India: Snapdeal's Value E-Commerce is a Blue Ocean moment

By Chaitanya Chatterjee. Snapdeal's value proposition is a blue ocean moment in the Indian e-commerce market. The company has managed to create a unique value proposition that is not being competed by its rivals.

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SAS Manufacturing Analytics: Transforming India's Manufacturing Sector

A series of virtual panel discussions titled "IoT and Analytics Enabling Resilience in Manufacturing" presented by SAS and Linde, discussed how automation and the use of analytics could power the growth and recovery of India's manufacturing sector.



Optimising the workforce that ensure maximum productivity while keeping human productivity well-being in constant balance is the right way forward. This is where a complete digital transformation is key.



The only way to ensure the manufacturing sector is competitive is by embracing digital transformation. This is where a complete digital transformation is key.



The manufacturing sector is facing a digital transformation. This is where a complete digital transformation is key.



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Email Campaign

2.8M Emails Sent
1.5L Impressions
6.6K Engagements

In order to spread awareness around this campaign , **An Email Campaign was done** to apprise people about different topics of discussing , Panel & Dates asking people to register & block their calendars



VIRTUAL PANEL DISCUSSIONS

Analytics enabling resilience in Manufacturing

EPISODE 1

Optimizing Manpower through Analytics & Digitisation

Leveraging Analytics & AI driven insights to optimally improve the productivity of Human Resources while ensuring burnout and fatigue are eliminated.



Oct 14, 6 pm



Zoom

[REGISTER NOW](#)



Nabuath Ulla Khan
Practice Head Manufacturing and IOT Analytics, SAS



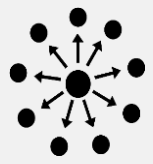
Ajoy Lall
Vice President - Manufacturing & Commercial Vehicle Business Unit, Tata Motors



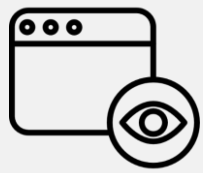
R Siddharthan
Executive Director (HR), Dalmia Cement (Bharat) Ltd

Campaign Performance

Data , Analytics & Manufacturing , A Perfect Intersection of 3 Important Pillars of 21st Century



2M+
Impression



5L+
Video Views



50K+
Engagements

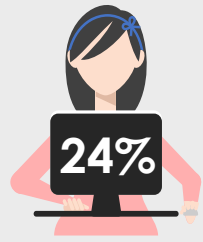
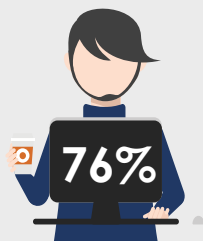
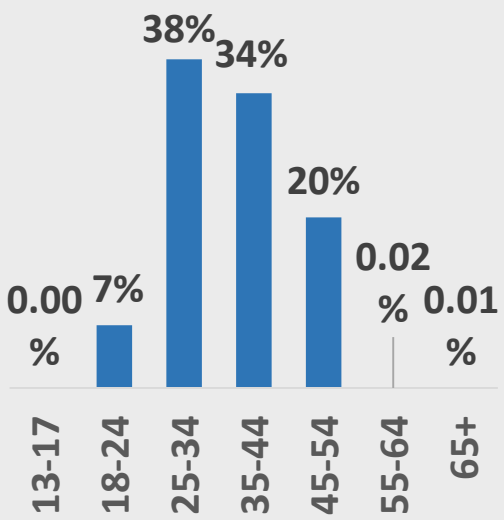


5K+ Hrs
Watch Time



2L+
Page Views

Who's Watching



“ _____
Content was crafted & amplified in such a way that it reached the right audience i.e. Working Class
_____ ”

Decent Time Spent by audience on Microsite i.e. 2 min's 51 Sec's approx. as compared to Mint Overall of 2 Min 45 Sec shows people interest towards the concept & content

*Audience data is for Main episodes on FB Platform

Campaign Performance

2M+ Impression

Campaign reached a large audience base despite the content being very Niche

50K+ Engagements

High content engagement confirms the content reached the right audience

Industry Benchmarking*



Campaign (Video Episodes) **outperformed the Industry**** on 2 Important KPI's i.e. Average Views & Average Engagement

Average Views Per Post

13x views than Industry

2x views than Branded Content - Industry

Average Engagement Per Post

1.9x Eng. than Industry

1.6x Eng. than Branded Content - Industry

**Industry

-Business News Publishers

Mint, moneycontrol.com

The Economic Times

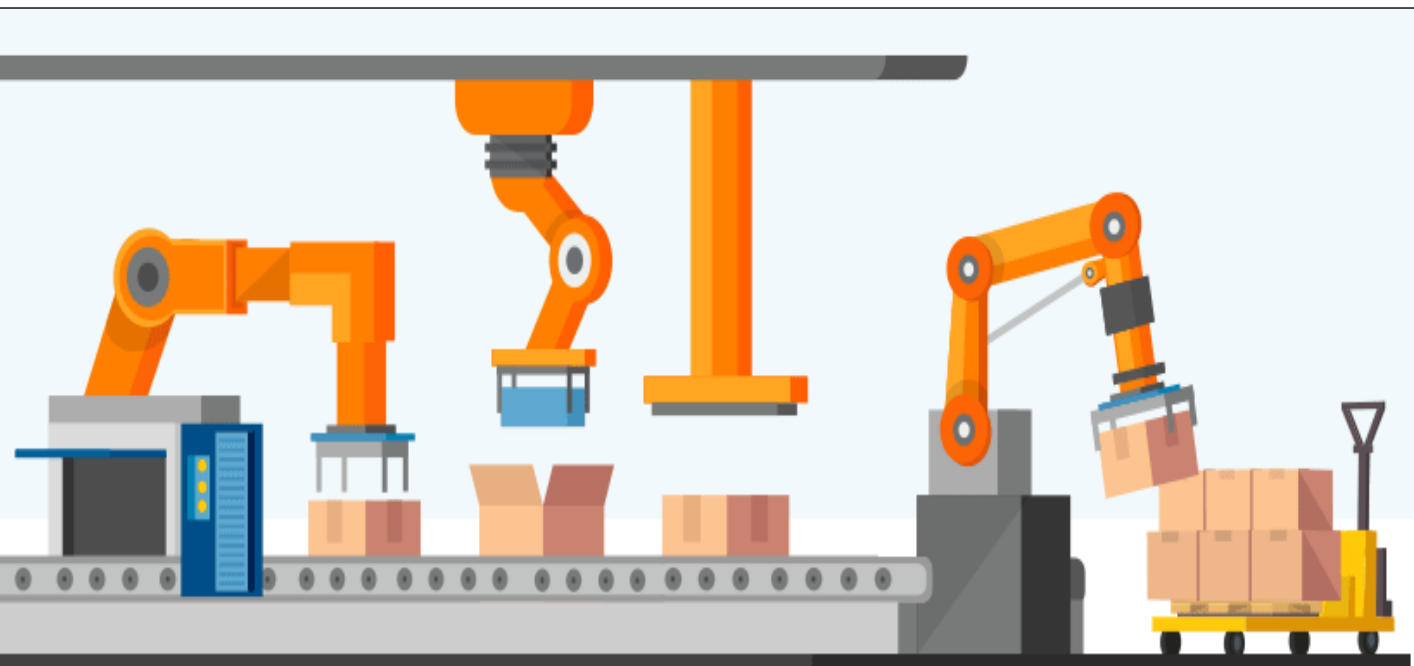
Business Standard

Business Today, The Financial Exp

*Benchmarking – Last 12 Months , Facebook Platform,

Engagement is excluding post clicks here

Thank You !



HT

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Studio

sas