

Case 5 – Michelin

Michelin

Context: Michelin is the second largest tire manufacturer in the world. The company has a long history. It was founded more than 130 years ago. Since then, Michelin carries their best practices and values through time. Yet, the tech advancements of modern times don't allow such a big business to stand aside. The company's goal is to grow and self-improve together with their clients. As vehicles get smarter and more advanced, the businesses that serve car owners' needs should keep pace with them as well.

Challenge: Stay competitive in the age of [smart manufacturing](#) and production.

Solution: Michelin decided to build an effective digital growth strategy with three focus areas. First, streamline and speed up business operations. Second, offer a personalized experience to their B2B clients and end users. Third, use technology to build new business strategies and models.

The company has an [R&D department](#) that constantly looks for ways to bring innovation to their business. Researchers extensively test AI capacities to streamline manufacturing and improve client experience. [AI-powered data circulation](#) across different areas of business enables the Michelin team to accelerate decisions and build a performant collective [business intelligence](#) all departments can rely on. What's more, the company uses collaborative robots that automate routine jobs, save time, and alleviate the workload.

Value: With top-notch technology, Michelin reaches better ROI, gets more safety and comfort, and improves performance. AI-powered data storage, visualization, and the creation of new models allow the team to spend fewer physical resources on testing. They can test a new service delivery model with the software, create digital twins, and anticipate cost-prohibitive issues. This, in turn, reduces the risks and leads to more precise decision-making.

Culled from: Danielkievich, A., (2022). Technology in Business. 5 Successful Cases When Companies Succeeded in Digital, available @: <https://forbytes.com/blog/top-most-impressive-cases-when-technology-helped-businesses/>. (Accessed on 06/03/2024).