## How Manufacturers Use Analytics to Get a Competitive Edge

Manufacturing has always been characterized by tight margins and a constant battle for market share. To set themselves apart from the pack, manufacturers need to take a data-driven approach to operations in order to better enforce quality controls, optimize production processes, and operate more efficiently.

### Tasks | Problems | Solutions
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**Operations and Financial Analysis** | Today, manufacturing workers are more than 2.5 times more productive than they were in 1987, is that enough? | MicroStrategy provides manufacturers with powerful advanced analytics so they can identify new opportunities for boosting performance and driving scalability.

**Orders and Shipments** | In 2013, manufacturing firms were responsible for over 60% of U.S. exports | MicroStrategy helps manufacturers manage supply and distribution networks so they can stay on top of their orders. By applying analytics to their data, manufacturers can more efficiently manage inventory materials and boost on-time deliveries.

**Simulation and Testing** | Manufacturers are responsible for more than ¾% of all private-sector R&D in the U.S. | MicroStrategy gives manufacturers the ability to perform what-if analysis based on historical data so they can calculate the expected value of new R&D projects before getting started. This helps organizations identify which projects have the highest likelihood of a positive return, and gives them the tools they need to optimize their R&D portfolio and limit risk.

**Cost Management** | Global trade in manufactured goods has more than doubled since 2000. | MicroStrategy helps manufacturers stay relevant in an increasingly competitive and globalized industry by equipping them with easy access to data, real-time reporting, and alert-based mobile notifications.

**Real-Time Monitoring** | To ensure quality, a manufacturer can collect up to 13 billion samples of a single product every day | MicroStrategy helps manufacturers deal with exponentially growing data through real-time reports and comprehensive mobile analytics. By giving organizations the ability to monitor and track production and quality data, MicroStrategy helps identify process bottlenecks and ensure high levels of quality control.

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Leading manufacturers across the globe rely on MicroStrategy analytics to reduce costs, improve efficiency, and drive revenue. Learn more at microstrategy.com/solutions/manufacturing-and-cpg