



# Are you ready for the Fourth Industrial Revolution?

## First Industrial Revolution (late 18<sup>th</sup>C to 19<sup>th</sup>C)

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Water and steam power

## Second Industrial Revolution (early 20<sup>th</sup>C)

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Electric power to create mass production

## Third Industrial Revolution (late 20<sup>th</sup>C)

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Electronics and information technology to automate production

## Meet the Fourth Industrial Revolution (21<sup>st</sup>C)

We have entered a Fourth Industrial Revolution building on the third (the digital revolution). This Fourth Revolution is characterised by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.

It's a transformation in the way we live, work and relate to one another in the coming years, affecting entire industries and economies, and even challenging our notion of what it means to be human. As World Economic Forum chair Klaus Schwab says, "New technological capabilities such as big data and the internet of things are transforming our daily lives in ways that could not have been imagined – even by the best sci-fi writers – just a decade ago."

The term 'Industry 4.0' was first used in 2011 when a report from a German government project promoting the computerisation of manufacturing was presented at the Hanover fair. The basic principle of Industry 4.0 is that by connecting machines, work pieces and systems, businesses are creating intelligent networks along the entire value chain that can control each other autonomously.

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**Klaus Schwab**  
Chair of World Economic Forum

Far from the human race being taken over by robots, it means that as the physical and digital worlds combine, we will achieve progress at a previously unimagined rate, and the role of people and machines will converge.

No-one really knows where this Fourth Industrial Revolution will lead to but we know it includes things like genome editing, machine intelligence, digital blockchains, and more.

Schwab stresses the importance of a shared view on opportunity and risk: “We must develop a comprehensive and globally shared view of how technology is affecting our lives and reshaping our economic, social, cultural, and human environments. There has never been a time of greater promise, or greater peril.”

## The impact of the Fourth Industrial Revolution – and how to prepare

Many organisations are already going through rapid and confronting transformation. Their workforce is becoming more transient, more mobile, digitised and distributed. Organisations need to manage talent, ideas and outputs synchronously across continents, and they need systems that will enable not obstruct that agility.

Companies need real-time access to meaningful data sets and networks of purpose. They need to scale their operations to be born-global and always on, while freeing up time for the human work of creativity, collaboration and relationship nurturing.

Data governance in the Fourth Industrial Age is critical, as information theft or corruption can be commercially toxic. Organisations also need dedicated cloud-based systems to warehouse content, analytic capability to continuously optimise, and reduce their carbon footprint.

### Our Solution

Konica Minolta has risen to this challenge and is helping customers navigate the above needs with a range of innovative technology solutions. We help companies manage print output more sustainably, by using tools that provide full visibility of their print environments. Our mobile printing capability lets people print when they need to on-the-go, saving time, promoting efficiency and saving printing costs. And we help revolutionise workflow by digitising documents and allowing parallel task management and wide-scale data export.

Thriving in an accelerated change culture means creating a digital, connected and informed organisation that is agile and innovative, and that creates value for our society in new ways. Konica Minolta sees these changes at work with our customers every day.

While the revolution may be unsettling in its breadth, it's awe-inspiring in its scope of opportunity for transition.

Further reading: [www.weforum.org/agenda/archive/fourth-industrial-revolution](http://www.weforum.org/agenda/archive/fourth-industrial-revolution)

To find out Konica Minolta can help you, contact your account manager or call us on **1800 789 389**.