

Made Smarter's Brian Holliday talks about his brand-new function as Co-chair

The Managing Director of Siemens Digital Industries, Brian Holliday has just recently been designated as the Co-chair of the Made Smarter Commission together with Lee Rowley MP, Minister for Industry for the Department of Business Energy and Industrial Strategy (BEIS).

Brian will take over from previous Siemens CEO Professor Juergen Maier. *The Manufacturer* Editor, Joe Bush, just recently captured up with Brian to talk about his consultation and his prepares for shaping the future of the Made Smarter program.



What's your participation with Made Smarter and how did you come to be selected as co-chair?

I've been included considering that the 2017 Made Smarter report which chose up on some of the early work around sophisticated digitalisation in market. We might see the effect that it might and need to have on production.

It ended up being a union of the prepared of those who were notified, ready and able to contribute something to that early report, and who determined that we had issues with underleveraged development, adoption of innovation and management. We didn't truly comprehend the art of the possible in the UK, we weren't investing at the exact same rate as other nations, and while we were innovating, that wasn't always equating into favorable production results. That report was a significant chance to bring a commission together, with and supported by federal government.



Our concerns are leveraging other programs and being much better at working in communities, leveraging personal financing and doing a much better task of conserving the world, one factory at a time.

Since then I've been included in a number of occasions, consisting of COP26, looking at sustainability of commercial digital innovations, with Innovate UK and with the Made Smarter Innovation Programme. I've likewise contributed to the abilities subject where I might, to assistance make sure that we have the right management abilities to make use of a greater wage, greater efficiency, more competitive production sector which is supported by commercial digital innovations.

What will your brand-new function involve?

I work in the digital markets group at Siemens, along with the other commissioners. This is an chance to provide a little something back, and to work on behalf of the sector. Some of the function is lined up with what we're broadly attempting to attain at Siemens around engineering abilities, vocational abilities paths and innovation release in market.

We're likewise part of a number of programs where we're attempting to enhance management insight, both inside our company and sharing what we understand with others. So, I would state there's a high degree of positioning with what I'm doing in my day task.

It's a function that feels especially beneficial since we're doing it in performance with federalgovernment, and it feels like federalgovernment have the power to assemble. That's truly crucial for a sector that requires policy instruments, along with a collective effort from the individuals working in this area, to aid relocation things forward.

It feels like the right thing to do for me, for the commissioners, and for the long tail of individuals who are now utilized full-time in functions focused around in development and adoption activities. And I'm extremely mindful that my function is to aid assistance and sustain this actually worth including program.

We've got some amazing early successes from interventions, for example, where Made Smarter professionals have actually gone into pilot areas to work with business to enhance their efficiency. They've equated innovation to resolve genuine company issues. There are some wonderful referral cases like Friars, the chocolatiers, who've increased output by 733%. There is the 160 year old Cookson & Clegg who increased their performance by 40%, and Panaz the fabric maker, who doubled their production capability. These Made Smarter interventions, in the lack of a production advisory service, have actually been discovered to be truly required.

They're making a distinction and are including significant worth to areas that were possibly suffering when it came to adoption. So, I see my function as being able to promote, assistance and aid make the case that we continue to work in these exceptionally crucial locations. The case requires to be made for little to medium business, however likewise to federalgovernment, to acknowledge that a little bit of stimulus can make a big distinction to the efficiency of the companies that we're working with.

And if we take advantage of the £147m that is in the development pot for Made Smarter with market matched moneying, then we'll be close to £300m of leveraged R&D and development invest for the production sector. And that might make a genuine distinction to our worldwide standing in commercial digital innovations.

As an example, a business that has actually been part of the Made Smarter program had formerly invested greatly in tooling for brand-new client items. However, after an professional from Made Smarter paid them a goto, they discovered that they were able to additively manufacture in plastic; utilizing a polymer additive production printer it offered them around 90% of their tooling

requirements. From a £4,000 financial investment they attained £40,000 of earnings the following year.

These truly concrete interventions produce lightbulb minutes that are making a distinction to companies that maybe didn't see themselves as financiers in tech, or possibly didn't understand it was possible. Our function is to offer a leg up to these companies and emphasize the art of the possible.

Can you describe Made Smarter's Adoption and Innovation programs and how you will be driving these forwards?

There's a group in location on the Adoption side and with the financing that we've got in location, we are hoping to make the case over the next 3 years to ended up being nationwide. We desire to be a front door for which business, regardless of where they are, can advantage from specialist assistance; possibly grant financing of up to 50% for a specific development. We hope that the Made Smarter group will be able to help with the sort of financial investments that might make a distinction to the performance of companies.

On the Innovation side, as discussed we have £147m determined for the Made Smarter Innovation Fund. And this is truly pulling together collective R&D programs from little and big business and scholastic organizations, focused on the advancement of the exploitation of commercial digital innovations, typically at scale.

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We've been through a Fast Start Programme, and we're now looking at how finest to make use of the financing that's offered to us to make the greatest distinction to the sector. We're looking as a commission to assistance the activities of the sector and where we can, with Minister Rowley, make sure federal government continues focusing on the sector to scale nationally for adoption.

What are you seeing as the primary barriers to entry for UK makers wanting to embrace digital innovations?

It regularly comes back to a absence of understanding of the advantages of innovation, a absence of the abilities required to deploy and a absence of management to be able to put resources in location. That's not a criticism; there are lot of extremely extended companies out there who just sanctuary't had the capability or maybe that lightbulb minute, with something being provided in context that might assist.

We might definitely do more if we work together to utilize the restricted public funds that are offered, however we've likewise got some difficulties around personal financing. We're continuously hearing that personal financing isn't always working for makers when it comes to loaning versus money

circulation, and financing to scale up capital, plant and devices, and financial investment.

Of course, we're having discussions with federal government about R&D tax credits and we're looking for more that work in the Annual Investment Allowance or the Super Deduction Tax area. But we desire to make sure we're leveraging personal financing much better for production as a focus.

And then lastly, we've certainly got to do much better when it comes to sustainability. Made Smarter was set up to address performance in production. However, we've given that ended up being much better notified about the obstacle we face in ecological terms. Industry is a substantial emitter of CO₂; we heat things, we cool things, we relocation things, and we control things that take in energy and emit CO₂.

So, we've got to believe about sustainability. It's my truthful observation as a technologist in this area, that when it comes to sustainability, cyber security and security innovation financial investment, we're still not seeing adoption at scale.

A variable speed drive for example, can decrease the energy taken in through a motor by 60%. We have repayment durations versus motors that have actually been sat in-situ for lots of years and we have information we can make use of. All these commercial digital innovations can have a huge effect on the energy intake of market. So, in summary, our top priorities are leveraging other programs and being much better at working in communities, leveraging personal financing and doing a much better task of conserving the world, one factory at a time.

Has production increased in significance at federal government level in current years?

It has and Made Smarter is proof of that. We have ring fenced financing, for example, for a program that is definitely focused on producing, and we've got financing that is protected for the High Value Manufacturing Catapult to equate development for the sector.

To be honest, in the future I hope that production will relate even more to the federal government's levelling up program. We have a obstacle in sector beauty and the understandings of production. We have paths that are basically broken, where we put on't signpost production as well as other sectors or other scholastic paths do through the education system.

I think it's enhancing, however the obstacle is around storytelling. Manufacturing today is a important, digital and engaging profession with interesting business, fantastic items and global chances. So, it's incumbent upon all of us to inform that story much better.

What is your objective for Made Smarter moving forward?

We've got activities underway in adoption, management and development, and I desire to guarantee that we credibly continue what we're doing for all those individuals who are investing their time, effort,

energy and experience into those. We desire to be able to continue what we began and be able to grow. And make sure that, regardless of the federal government that follows, we've got something that is continual through parliamentary cycles into dealing with this underlying issue of adoption, underleveraged development and management.

As pointed out, we're presently checking out higher levels of cooperation, take advantage of personal financing and a higher focus on sustainability. So, what I'd like to see in the future is made smarter being acknowledged as a nationwide, extremely available program that producers all over the nation would identify; as a front door and gain access to point to aid and even more development.

Source: [Made Smarter's Brian Holliday talks about his brand-new function as Co-chair.](#)