



# **View from North America**

## **Holly Alfano**

# DIGITAL TRANSFORMATION: Impacts on Lubricant Manufacturing



HOLLY ALFANO  
CEO

Independent Lubricant Manufacturers Association

# What is Meant by “Digital Transformation?”

- E-Commerce
- Industry 4.0
- Consumer Evolution
- Cybersecurity

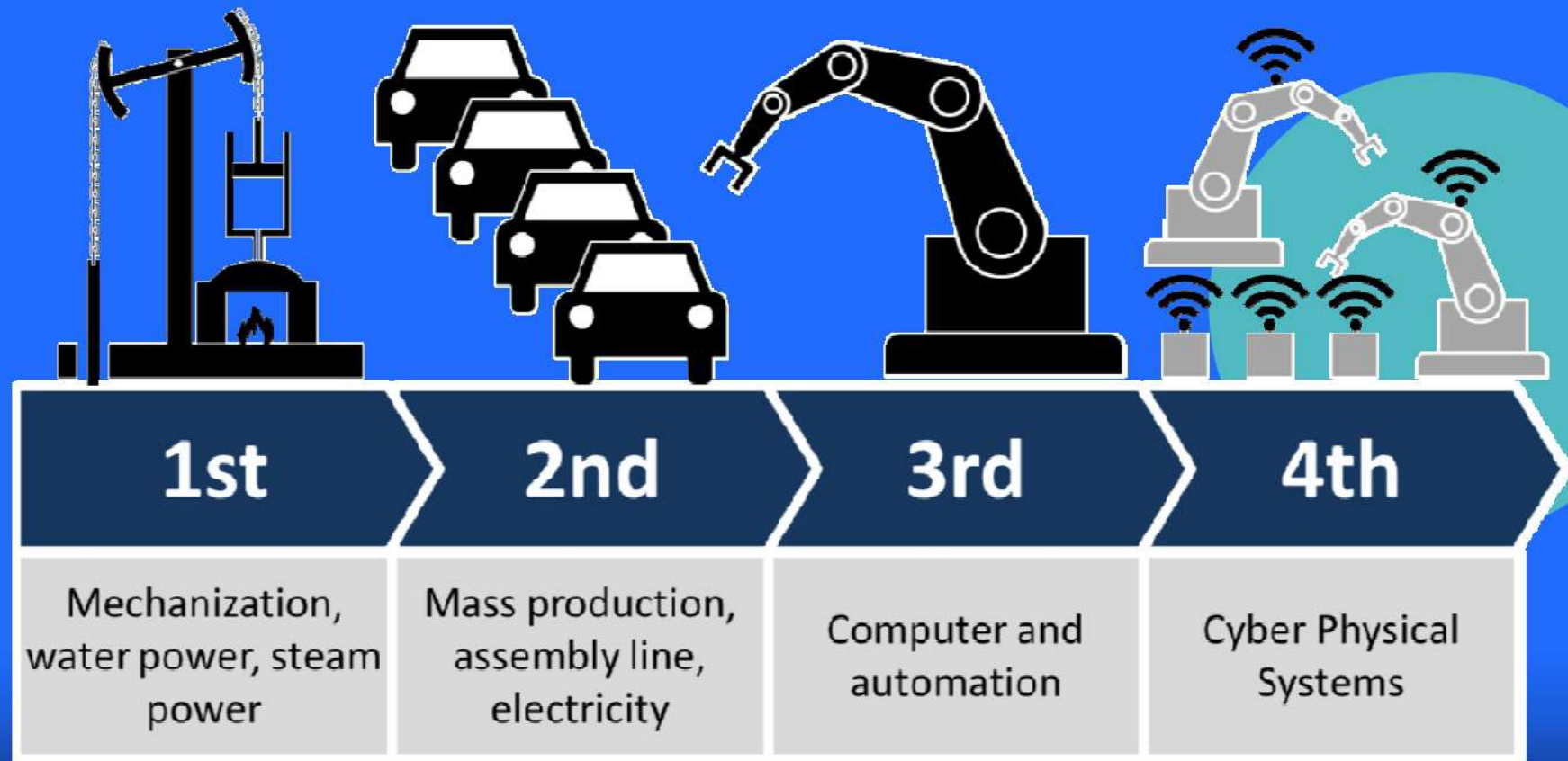
# E-COMMERCE

- Selling on Amazon
- Selling on Company's Website
- "Last Mile" Delivery





# INDUSTRY 4.0





# ROBOTICS/AUTOMATION

- Driven by Tight Labor Market
- IoT

# CONSUMER EVOLUTION



Self-Driving Cars



Electric Vehicles

# CONSUMER EVOLUTION

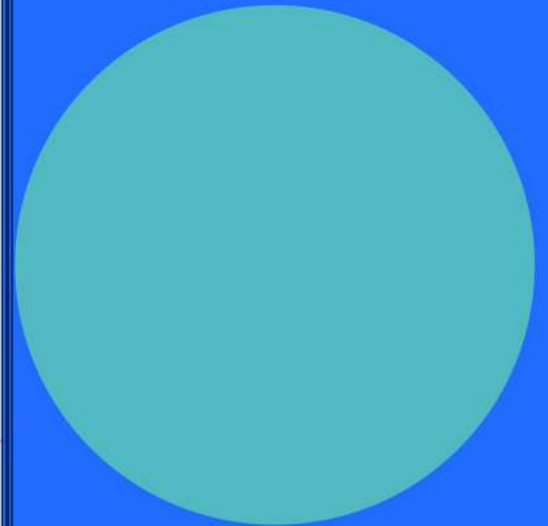
## ADDITIVE MANUFACTURING and MWFs



- What are the opportunities?
- How can I take advantage of them?



# CYBERSECURITY



A word cloud of "thank you" in various languages and scripts, including: danke, 謝謝, ngiyabonga, teşekkür ederim, gracias, thank you, mochchakkeram, go raibh maith agat, sukriya, kop khun krap, taiku, arigatō, takk, dakujem, trugarez, obrigado, merci, and many others.

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