



# **View from China**

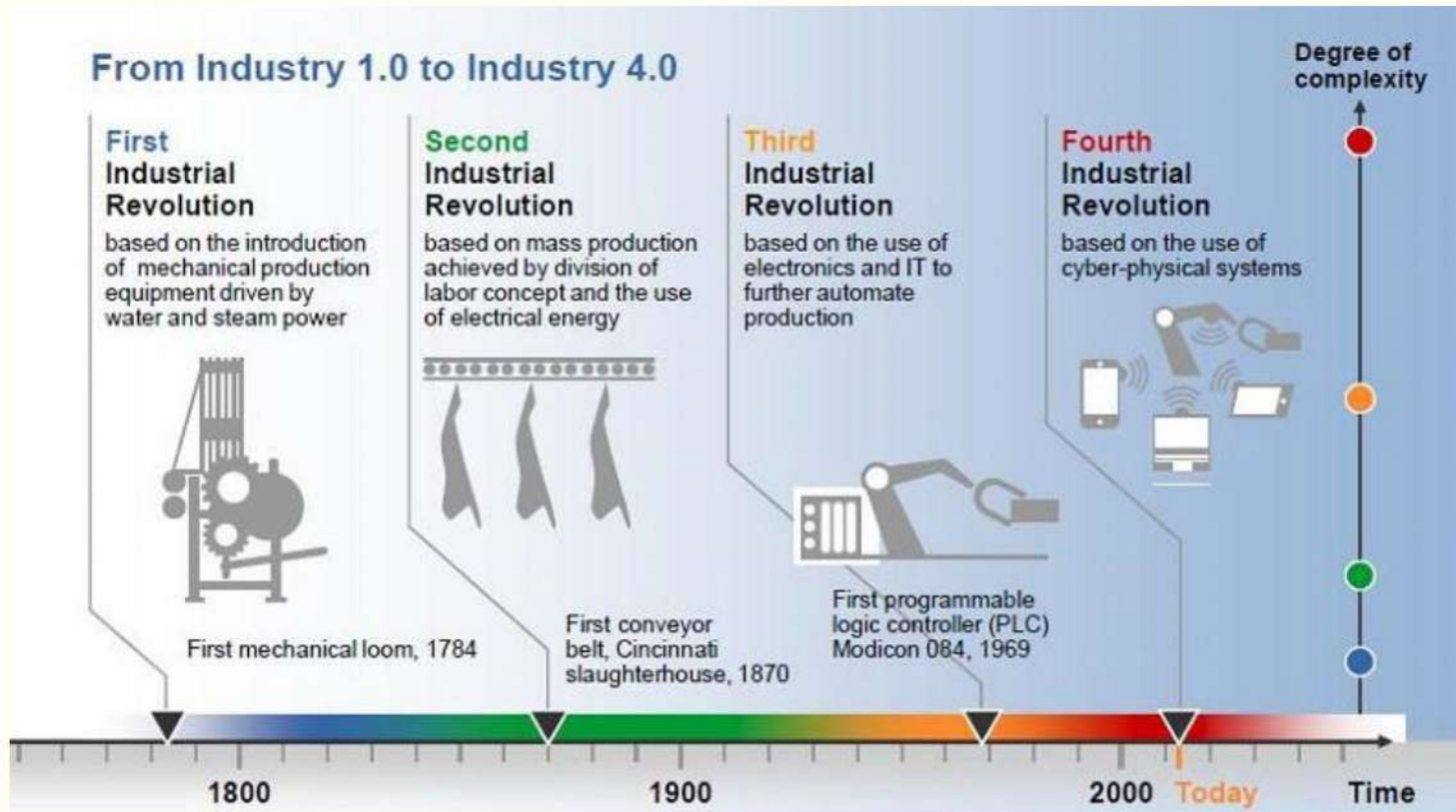
## **Wu Yuedi**

DIGITAL TRANSFORMATION  
OPPORTUNITIES AND CHALLENGES FOR  
LUBRICANT INDUSTRY

数字化转型-润滑油行业面临的机遇和挑战



# The Fourth industrial revolution 第四次工业革命



# What is digital transformation? 何为数字化转型

Digital transformation is **not Digitization**, it is **Digitalization**



# The digital transformation of life service industry is very rapid

## 生活服务行业数字化转型非常迅速

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airline ticket 订机票



Car rental 租车



Shopping 购物



METRO 乘地铁



Railway ticket 火车票



Table reservation 订餐



Rent a house 租房买房



Express service 快递服务



Bicycle sharing 共享单车

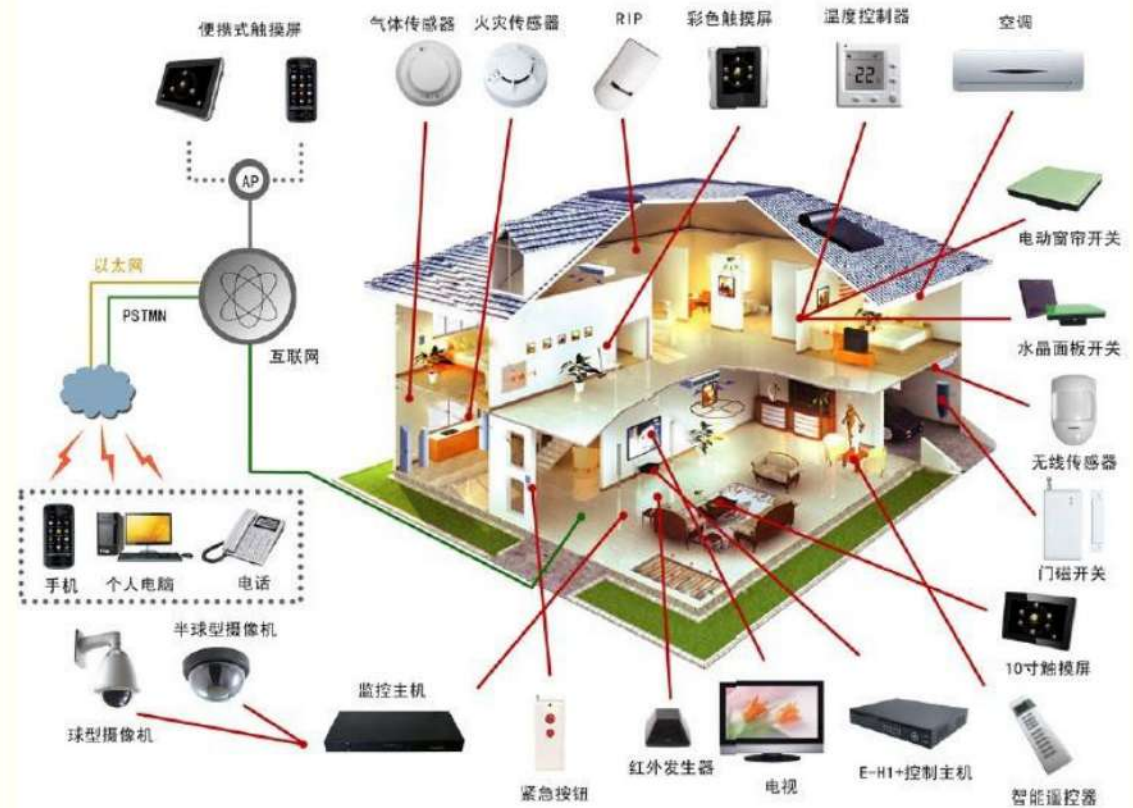


HOTEL 订酒店

The digital transformation of manufacturing towards individual consumers is under great pressure, also relatively quickly  
面向个人消费者的制造业数字化转型压力巨大，也相对迅速



家电行业互联网  
Home appliance industry internet



家居数字化  
Home industry digitalization

Equipment/energy/parts/raw material/manufacturing digitalization slowly  
面向企业客户的制造业，数字化转型步伐迟缓

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# What is the value of digital transformation of manufacturing industry 制造业数字化转型有何价值？



赋能你的员工

吸引你的客户

优化你的操作

变换你的产品

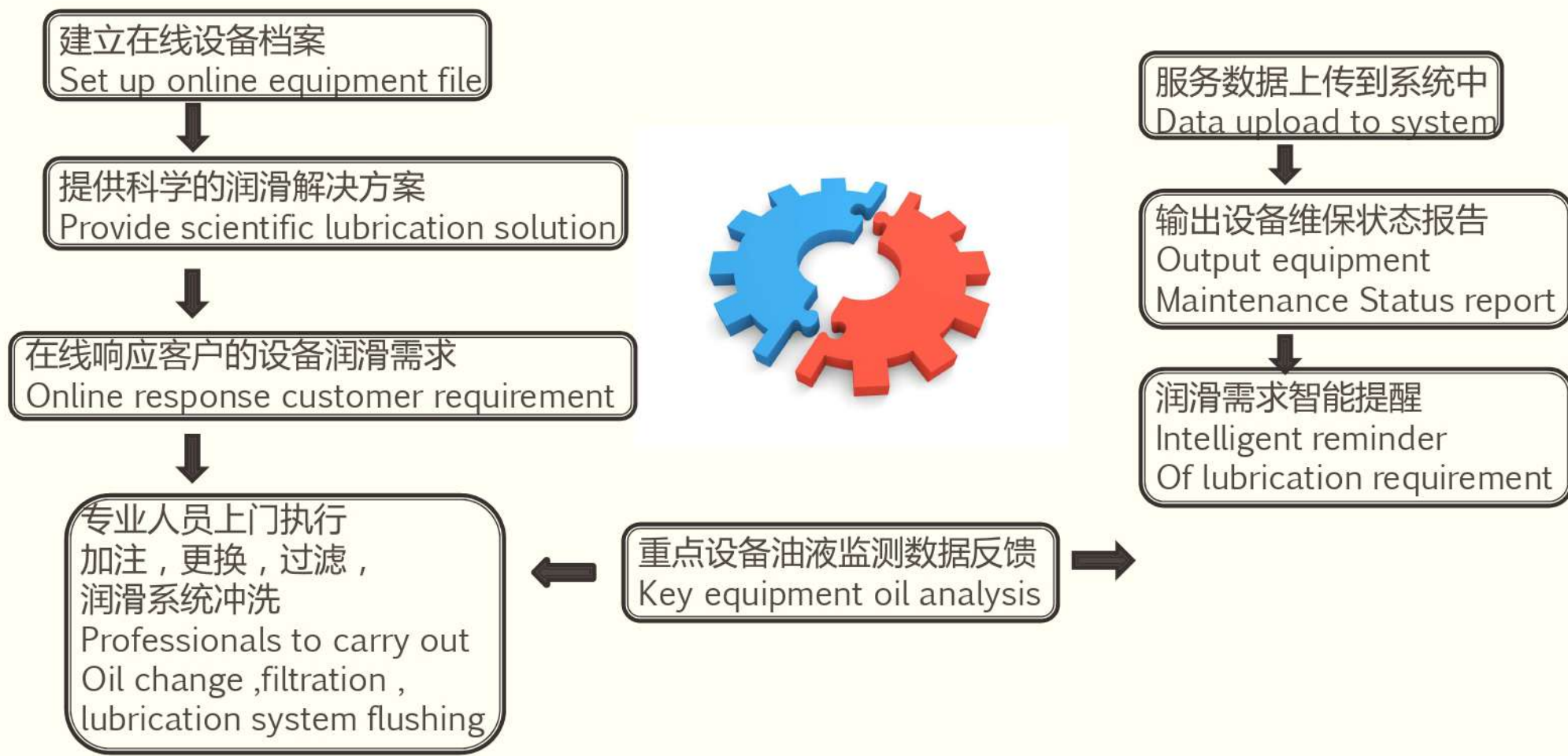


# Examples of digital transformation in the petrochemical sector 石化领域数字化转型的案例

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# Industrial equipment lubrication management 工业设备润滑管理服务-润滑行业数字化的无限可能



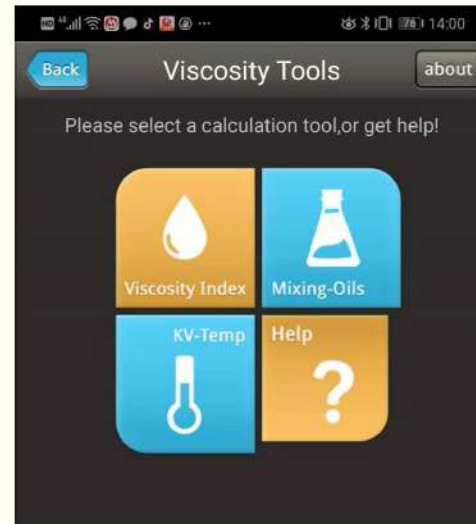
# Industrial equipment lubrication management 工业设备润滑管理服务-润滑行业数字化的无限可能

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**Shell**  
**LubeMaster**  
壳智汇 智能润滑管家



# Industrial equipment lubrication management 工业设备润滑管理服务-润滑行业数字化的无限可能



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# Related news of lubrication industry digital transformation 润滑行业数字化转型的相关新闻-搜索结果



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× 润滑油聚焦 ...

## 向平台化转型 昆仑润滑油完成升级

润滑油聚焦 2018-11-16



## What are the difficulties in promoting digital transformation? 推进数字化转型有哪些难点？

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- 企业高层管理者缺乏正确认识 **senior managers lack correct understanding**
- 虽有很多应用软件，但是都是数据孤岛 **data isolate island**
- 以为自动化控制就是数字化 **think of automation as digitalization**
- 行业差异大，无参照模板 **there is no reference template for industry differences**
- 缺乏资金来推动 **lack of money to move the process forward**



# White paper on digital practices of Chinese manufacturing

中国数字化学会

中国制造业企业  
数字化实践白皮书



Digital Association of China

推动润滑行业数字化转型实践

promote the practice of digitalization of lubrication industry

迎接第四次工业革命的到来

Welcome the fourth industrial revolution



yuedi Wu 2019 at ALMU annual meeting