



WORKSHOP

on

Use of IIOT on Retail Marketing

Date: 06-07 December 2022

Resource Person:

Nitesh Verma

Business Coach & Analyst

Brief Profile of Resource Person:

He help small business owners scale their business by implementing systems and optimizing resource utilization.

He is a Six Sigma Black Belt with over 20 years of work experience. I have a knack of working with data and enabling data driven decision making.

If you are a business owner, this is how he can help you scale your business:

1. Design custom processes for sales, marketing and other key business processes
2. Set up functional organization structure with clear roles and responsibilities
3. Design process playbooks (Sales, HR, Operations, Marketing)
4. Create research based content (articles, white papers, presentations)
5. Set up a vendor management framework for all outsourced business functions

About the session:

- This workshop would serve to expose the participants to different aspects of essentials of Industrial Internet of Things (IIoT) to enhance their knowledge in Industry 4.0 domain. This seminar is targeted at the academicians who plays a key role in the implementation / operation of the core subjects in their respective curriculum to transform Indian manufacturing sector into Industry 4.0 hub for the world.

Outcome:

- IIoT Overview
- Transformation Approach and ROI
- Technologies Enabling Industry 4.0
- IIoT Real-Time Experience

