



DIGITAL TRANSFORMATION MANAGER



Co-funded by the  
Erasmus+ Programme  
of the European Union

What skills and knowledge does the furniture industry need to implement digital transformation? Who within the companies has to imagine this transformation? And what do they need to know to drive it?

The DITRAMA project asked more than 140 experts from all over Europe to gather the needs of all types of stakeholders, from businesses to the world of education, including technology and digital information experts.

## **DITRAMA - Press Note #5**

### **DIGITAL TRANSFORMATION MANAGER: DIGITAL TRANSFORMATION IN A CHANGING WORLD**

The pandemic we are going through has accelerated a process that has been underway for some time, that of digital transformation.

Never before, in the furniture industry as well, has technology been so indispensable as it is now, and the need to integrate it organically into companies has become a development driver for the coming years.

This topic was discussed with more than 140 sector's experts who were asked by the DITRAMA project to give their opinion on the skills and expertise that are needed and that are currently lacking within the furniture sector.

A number of needs were identified, both technical and transversal, to be met in order to project the sector into the future.

The pandemic, for example, has highlighted, among many other things, the importance of investing in augmented reality technologies, which, according to experts, by 2025 will deliver such good results that they will hardly be distinguishable from the 'in-person' experience.

Another development driver that has been identified for the future and is already starting to be very important is the aspect of sustainability and efficient use of resources.

Here, too, technological transformation seems more necessary than ever: as natural resources become scarcer, suppliers will need to be more technologically advanced and specialized, in order to make better use of the remaining key natural resources.



DIGITAL TRANSFORMATION MANAGER



Co-funded by the  
Erasmus+ Programme  
of the European Union

For this reason, the DITRAMA project wanted to highlight what concrete knowledge and skills are needed in the future in the digital field, in order to arrive prepared.

These and many other ideas were the starting points for the curriculum of the Digital Transformation Manager of DITRAMA, which touches on various topics and contents, including technical ones, of great relevance for companies that today look to technology as the possibility to implement this revolution.

## Technical skills

- 1. Industrial internet of things**
- 2. Cybersecurity**
- 3. Cloud computing**
- 4. Additive manufacturing**
- 5. Autonomous robots**
- 6. Big data analytics**
- 7. Blockchain**
- 8. Simulation**
- 9. Augmented reality**
- 10. Technical general competences**
- 11. Horizontal and vertical system integration**

## Non competence skills

- 1. Innovation**
- 2. Communication**
- 3. Management and entrepreneurship**
- 4. Emotional intelligence**
- 5. Quality, risk and safety**
- 6. Ethics**

In conclusion, the proposed Digital Transformation Manager role will be ready to design, implement, maintain, and improve the company's digitalisation strategy using appropriate technologies, tools and methodologies. He/she will ensure that the company's organisation and its products comply with the digitalisation requirements envisaged and defined in the company's digitalisation strategy. They will facilitate continuous improvement in the field of Digitalisation of the organisation, in line with customer satisfaction. They will encourage and lead



DIGITAL TRANSFORMATION MANAGER



Co-funded by the  
Erasmus+ Programme  
of the European Union

the company's digitalisation improvement projects in the field of digitalisation. They will implement actions to monitor the performance of the digital transformation, in order to allow the company's management to make the best decisions for business development.

**Project leader:**

CENFIM - Centre de Difusió Tecnològica de la Fusta i del Moble de Catalunya (La Sénia - Spain)

**Project Consortium**

Aarhus Universitet (Aarhus - Denmark)

Woodwize (Brussels - Belgium)

CETEM - Centro Tecnológico del Mueble y la Madeira de la Region de Murcia (Murcia - Spain)

U.E.A. - European Furniture Manufacturers Federation based in Prague (Czech Republic)

AMIC - Associació Agrupació Moble Innovador de Catalunya (Barcelona - Spain)

CFPIMM - Centro de Formação Profissional das Indústrias da Madeira e Mobiliário (Lordele - Portugal)

FederlegnoArredo - Italian federation of wood, cork, furniture, lighting and furnishing industries (Milan - Italy)

OIGPM - Ogólnopolska Izba Gospodarcza Producentów Mebli (Warsaw - Poland)

Método Estudio Consultores - (Vigo - Spain)

HOGENT - (Gent - Belgium)

Universitatea Transilvania din Brasov (Brasov - Romania)

**For more information:**

<http://ditrama.eu/>

#ditrama

*"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."*