

JORNADA “INDÚSTRIA 4.0 I SOSTENIBILITAT”



Cyber
physical
System

Carlos Cuffí

24 d'octubre de 2017

PROJECTE SELECCIONAT
CONVOCATÒRIA PALAU MACAYA



Pacte Industrial de
la Regió Metropolitana
de Barcelona

Amb la col·laboració de:



Obra Social "la Caixa"



“CONNECTED EVERYTHING”





Porsche launches a car subscription service

The pilot program starts in the Atlanta area starting at \$2,000 per month

by [Zac Estrada](#) | [@zacestrada](#) | Oct 10, 2017, 4:51pm EDT

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Innovation that excites

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CREADO PARA LA MEJOR
AVENTURA, TU FAMILIA.



ÚLTIMAS UNIDADES X-TRAIL
Con descuento hasta 5.000€

ValueBased HealthCare

Medical Value

Social Value

Patient Value

**Health
System Value**

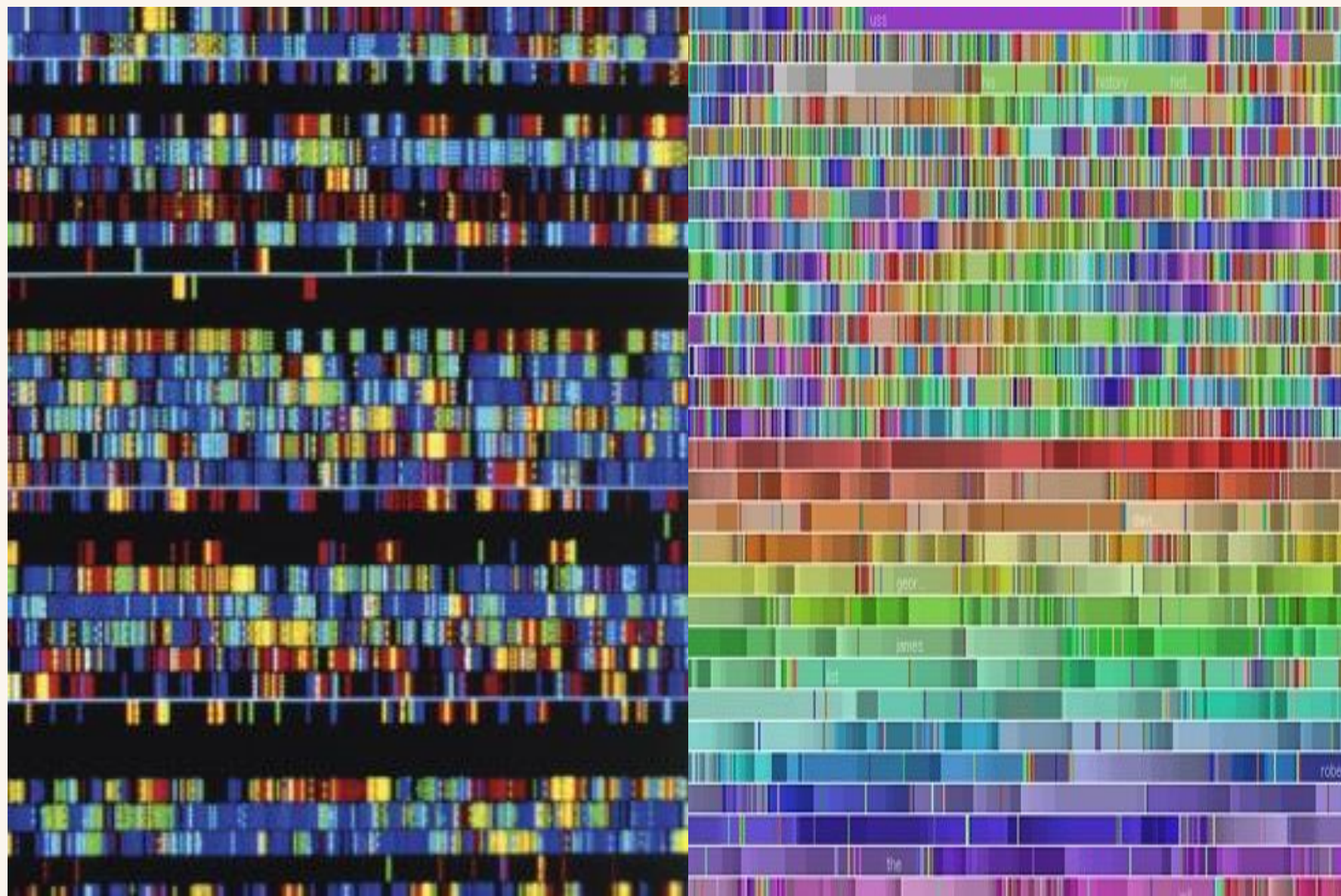


Inteligencia Artificial Y Robótica

The
singularity

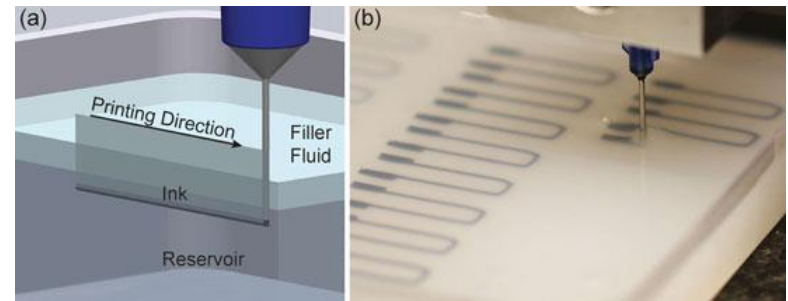
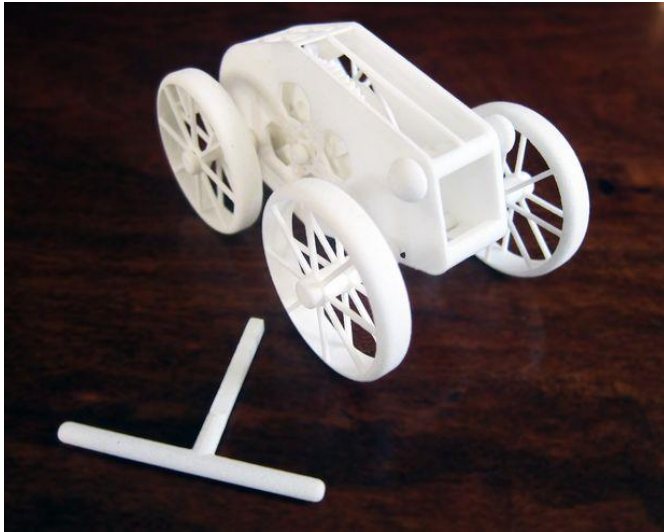


“AGILE” / “CHANGING FRAMEWORKS”











“CUSTOMER - CENTRIC”





Up to 15% off [vintage-inspired Coca-Cola furniture, decor and more](#) | Save \$5 on every 6-pack of personalized bottles of Coke, Diet Coke and Coke Zero Sugar

SAVE \$5 ON A 6-PACK

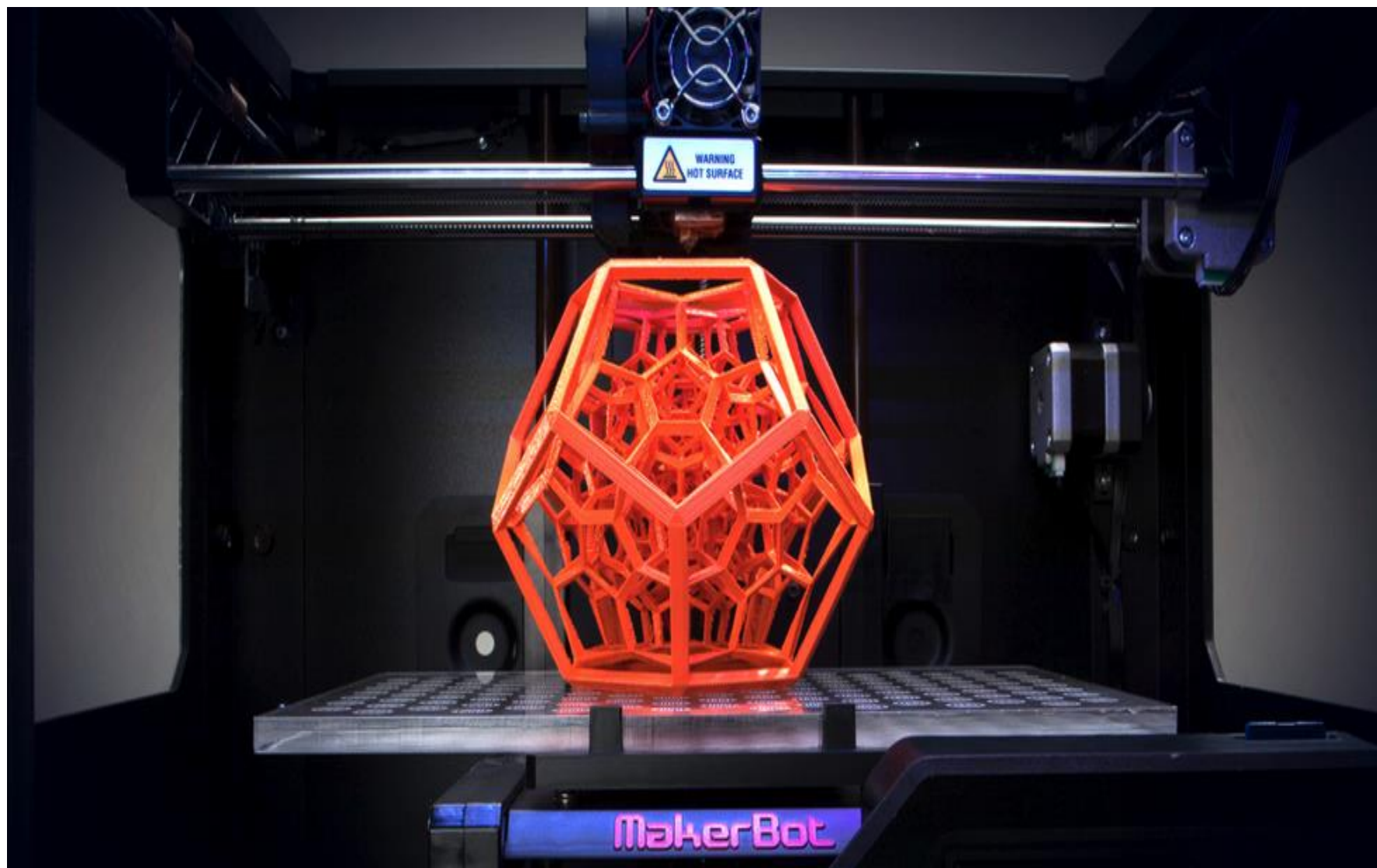
SHOP NOW



Enter a name or phrase to create a custom 8 oz. bottle

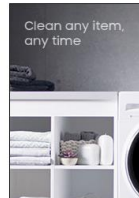


CUSTOMIZE



“COLLABORATIVE” / “SHARE OF VALUE”

Hospitals are learning how to share and it's saving them millions



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Cohealo is leveraging the sharing economy to save hospitals millions of dollars.

By [Laura Lorenzetti](#) December 16, 2014

U.S. health care costs currently exceed 18% of the nation's \$16.8 trillion annual economic output—and are only continuing to grow. At the same time, hospitals are working harder than ever to find and implement cost savings.

One Boston-based startup has an idea to help: sharing.

Much like Uber and Airbnb democratized their industries by aligning underused supply (drivers and empty apartments, respectively) with customers (travelers of different stripes) via a simple, easy interface, Cohealo created a platform for hospitals to share equipment.

It sounds basic, but it's something that has never existed in the medical industry before now. Prior to Cohealo, hospitals had two options when it came to equipment: They either purchased the item themselves or rented it.

Rental companies often price equipment rentals near the reimbursement total, leaving hospitals with little money to cover their own services. For example, if Medicare reimburses a hospital \$2,200 for a hysterectomy procedure, the rental company could charge an equivalent amount to rent the laparoscopic surgery machine.

MAKING IT

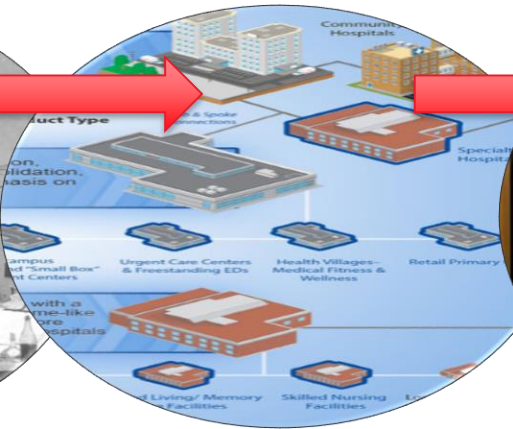
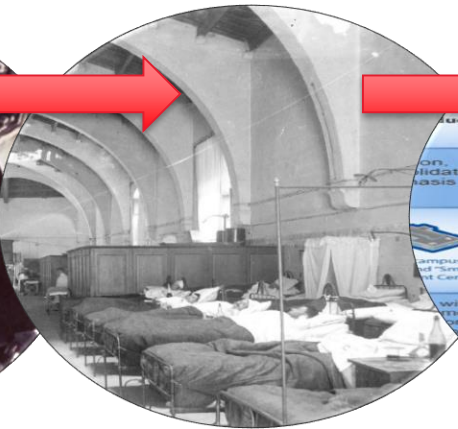
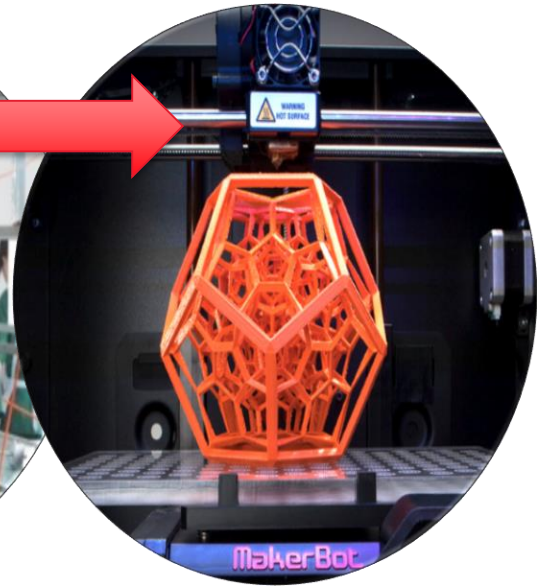
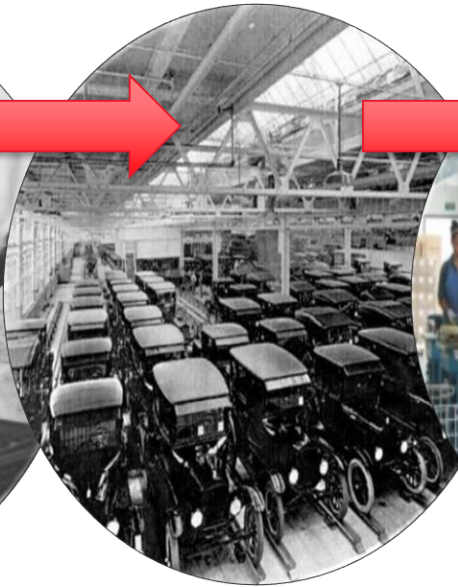
An Uber model for manufacturing is ready to upend the industry



"They," in this case, are the employees at [MakeTime](#), a startup launched by architect turned manufacturing entrepreneur Drura Parrish in Lexington, Kentucky. Under a model known as distributed or on-demand manufacturing, MakeTime is meeting small businesses' manufacturing needs in much the same way Uber meets the needs of passengers looking for rides. Companies, entrepreneurs, and inventors can rent time on nearby equipment, be it CNC milling machines, water jets, or laser cutters—any of which can cost from \$50,000 to \$250,000 apiece to purchase.

The approach could have timely benefits. As US president Donald Trump continues to emphasize the importance of revitalizing manufacturing in America, distributed manufacturing could make that prospect more appealing by reducing lead times and costs.

Taking advantage of idle gears





- ...Centralizada → ...**Distribuida y cercana al consumidor**
- ...Producción en masa → ...**Bajo demanda** (lo que se necesita)
- ... Productos genéricos → **Productos personalizados**
- ...Capacidades aisladas → ...**Conectadas/Compartidas**
- ...Sólo HW → Más **capacidades SW** (*self-organized*)
- ...Con ritmos de gestión, innovación y procesos **Ágiles**



Moltes gràcies

Carlos Cuffí

Digital Transformation Director
Mobile World Capital Barcelona



*Pacte Industrial de
la Regió Metropolitana
de Barcelona*

