



DIGITAL ME PERSONA INDUSTRIAL WORKER



Industrial workers are typically based within a manufacturing facility context such as a factory floor or assembly line. Their roles require them to work in an organised and ordered way, to fulfil a specific part of a wider process with a streamlined and predictable workflow.

Examples of Industrial Workers within specific industries:

Production and assembly line: Required to work methodically alongside automated machinery. They will need to quickly and efficiently respond to malfunctions and unplanned downtime by escalating issues to superiors and machine specialists.

Shipping: Requires mobile network access to verify and keep records on incoming and outgoing shipments, track and maintain inventory. Continued correspondence via mobile device and desktop with shipper, shipping clerks and carriers.

Warehouse: Required to use business-provided devices such as PDAs and tablets and to monitor, manage, report and share information in real time. Warehouse workers will need mobile access to internal systems and networks.

Energy production: Will need rapid access to technical information (manuals and specifications) remotely. They will follow strict safety procedures and environmental good practice. They may work in the field as well as operationally from the control room.

PLATFORM:

- Resilient devices, able to perform in field tasks and operate in challenging environments
- Remote access and mobile-enabled devices
- Guaranteed bandwidth required to avoid unscheduled downtime

COLLABORATION:

- Limited use of collaboration capabilities as part of day to day job function, but access to core collaborative tools to promote engagement and awareness of business priorities
- May use tools as a means of escalating priority issues for expert resolution

INFORMATION:

- Ability to annotate changes and updates to workflow and processes
- Rapid access to technical information and specifications

ENGAGEMENT:

- Support in situ
- Faster response time as part of support SLA to other persona types
- Will use shared devices and systems and processes

