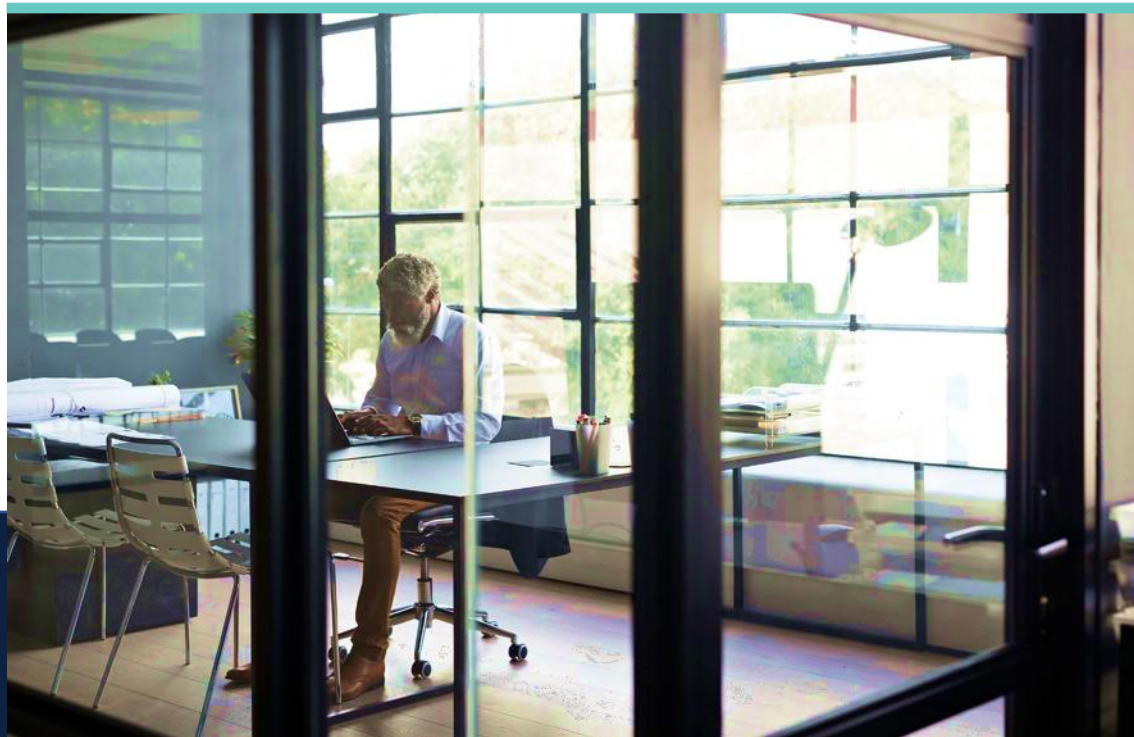# APPROACHES FOR IMPROVING QUALITY AND MANUFACTURING VISIBILITY

SUMMARY RESULTS

FEBRUARY 2025

WHO DID WE SURVEY?

Between December 2024 and February 2025, Gatepoint Research invited selected executives to participate in a survey themed *Approaches for Improving Quality and Manufacturing Visibility.*

Candidates from the manufacturing industry were invited via email and 100 executives have participated to date.

Management levels represented are all senior decision-makers: 10% hold the title CxO or are VPs, 12% are directors, 78% are senior or department managers.

100% of responders participated voluntarily; none were engaged using telemarketing.

Summary Results | February 2025

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EXECUTIVE SUMMARY

Manufacturers are prioritizing cost reduction to improve margins, with a strong emphasis on hiring, training, and retaining employees. Many rely on IT-heavy homegrown systems or on-premise MES for production tracking, while others use manual methods or platform solutions. While most are moderately to highly satisfied with their current systems, a lack of consistency, shifting demands, and staffing challenges create operational instability. Real-time production data visibility and defect tracking are key focus areas, with investment decisions driven primarily by quick ROI and growth potential.
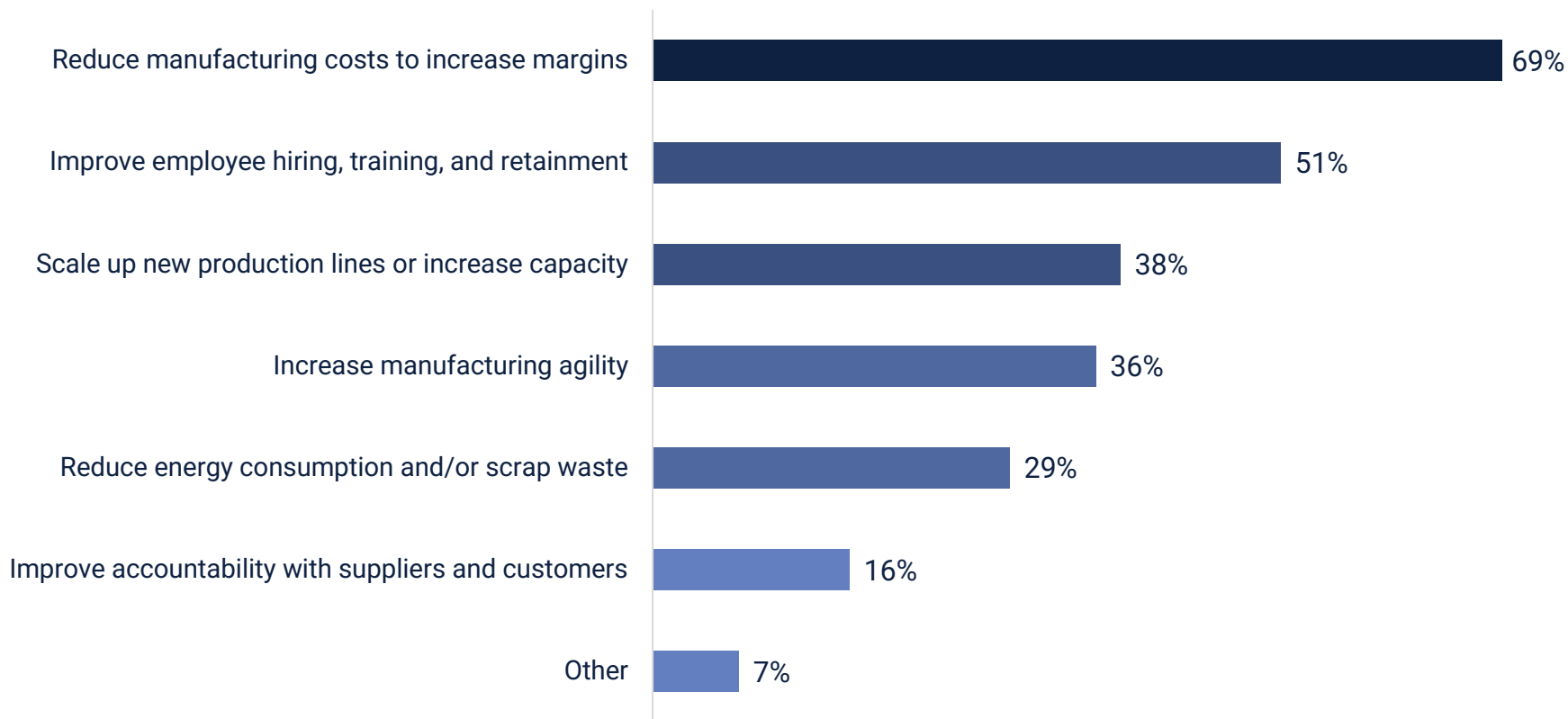
This survey asks respondents to report:

- What are your top manufacturing operations priorities in the next 12 to 18 months? What is the central driving force behind these initiatives?

- How satisfied are you with your current approach to managing and documenting your manufacturing operations?

- Which manufacturing operations technology capabilities do you need to implement to achieve your top initiatives?

- What would get your board /stakeholders most excited about investing in updated manufacturing operations technology?

Summary Results | February 2025

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What are your top manufacturing operations priorities in the next 12 to 18 months?

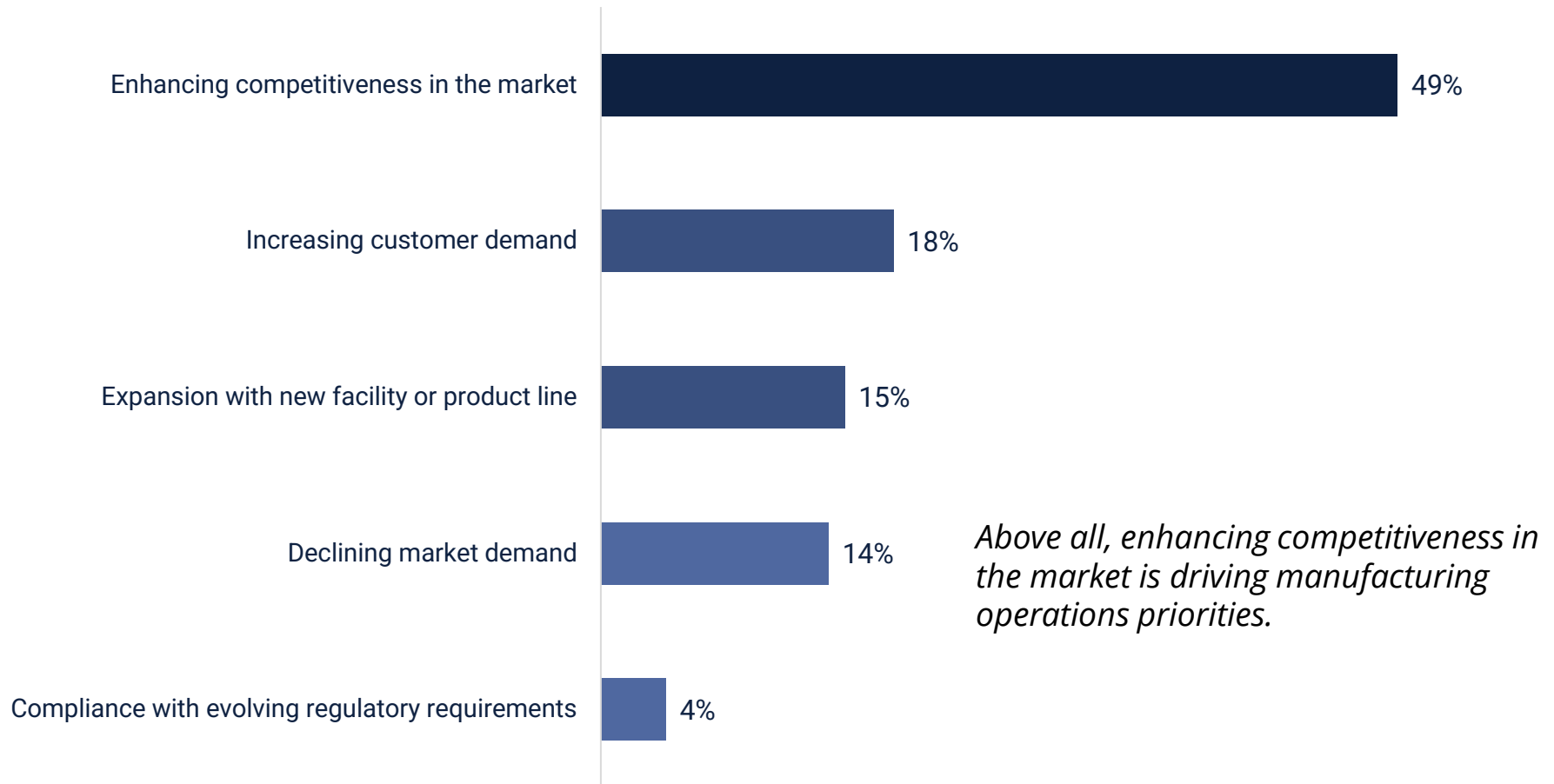| Priority	
Reduce manufacturing costs to increase margins	69%
Improve employee hiring, training, and retainment	51%
Scale up new production lines or increase capacity	38%
Increase manufacturing agility	36%
Reduce energy consumption and/or scrap waste	29%
Improve accountability with suppliers and customers	16%
Other	7%

Respondents' top priority is to increase margins by reducing manufacturing costs. Over half are focused on improving employee hiring, training and retainment, while scaling new production lines, increasing manufacturing agility, and reducing waste are priorities for fewer.
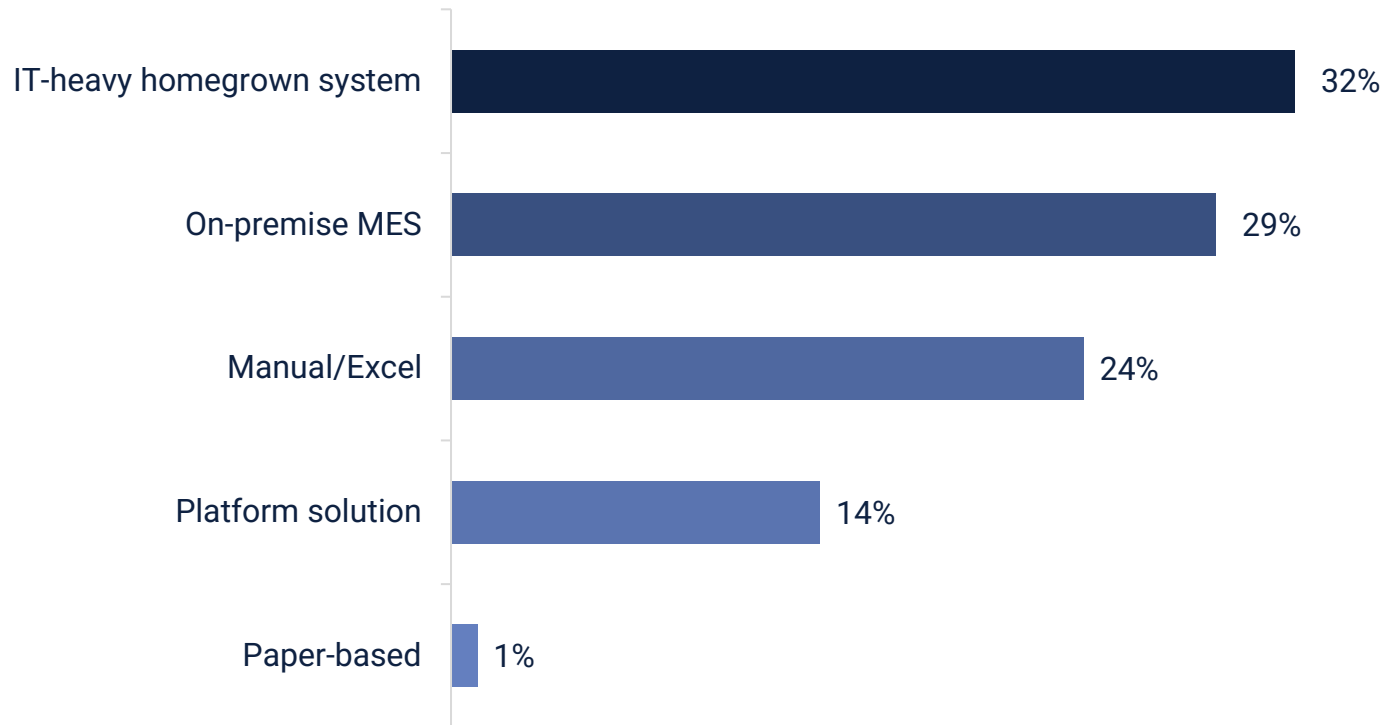
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What is the central driving force behind these initiatives?

Enhancing competitiveness in the market — **49%**

Increasing customer demand — **18%**

Expansion with new facility or product line — **15%**

Declining market demand — **14%**

Compliance with evolving regulatory requirements — **4%**

Above all, enhancing competitiveness in the market is driving manufacturing operations priorities.

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What best describes your current manufacturing operations (production tracking /quality control) solution?

Category	Percentage
IT-heavy homegrown system	32%
On-premise MES	29%
Manual/Excel	24%
Platform solution	14%
Paper-based	1%

Manufacturing operations are no longer paper-based. Most rely on IT-heavy homegrown systems (32%) or on-premise MES (29%) for production tracking and quality control. Manual/Excel-based solutions are used by 24%, while 14% have adopted platform solutions.

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How satisfied are you with your current approach to managing and documenting your manufacturing operations?

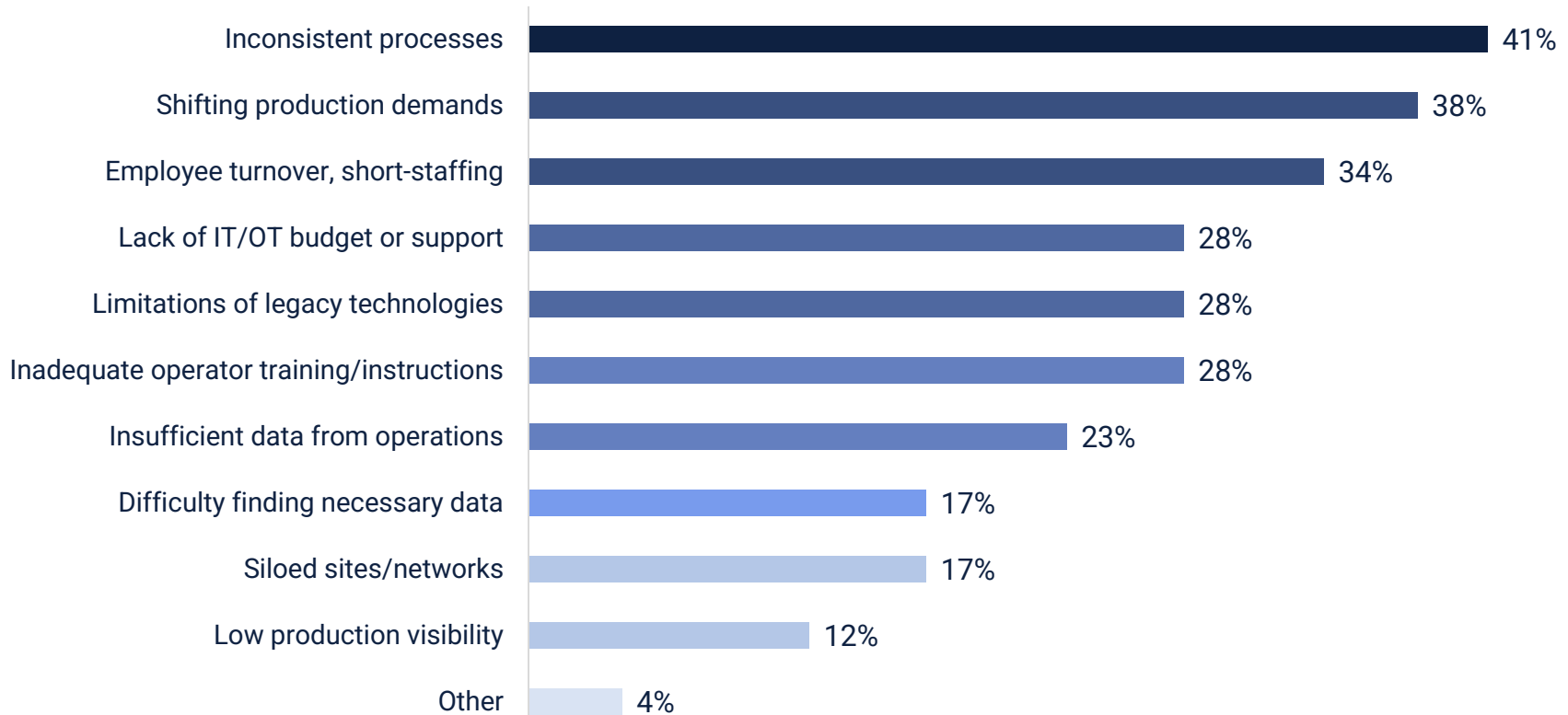*(Rate 1 to 5: 1 = Not at all satisfied, 5 = Extremely satisfied)*
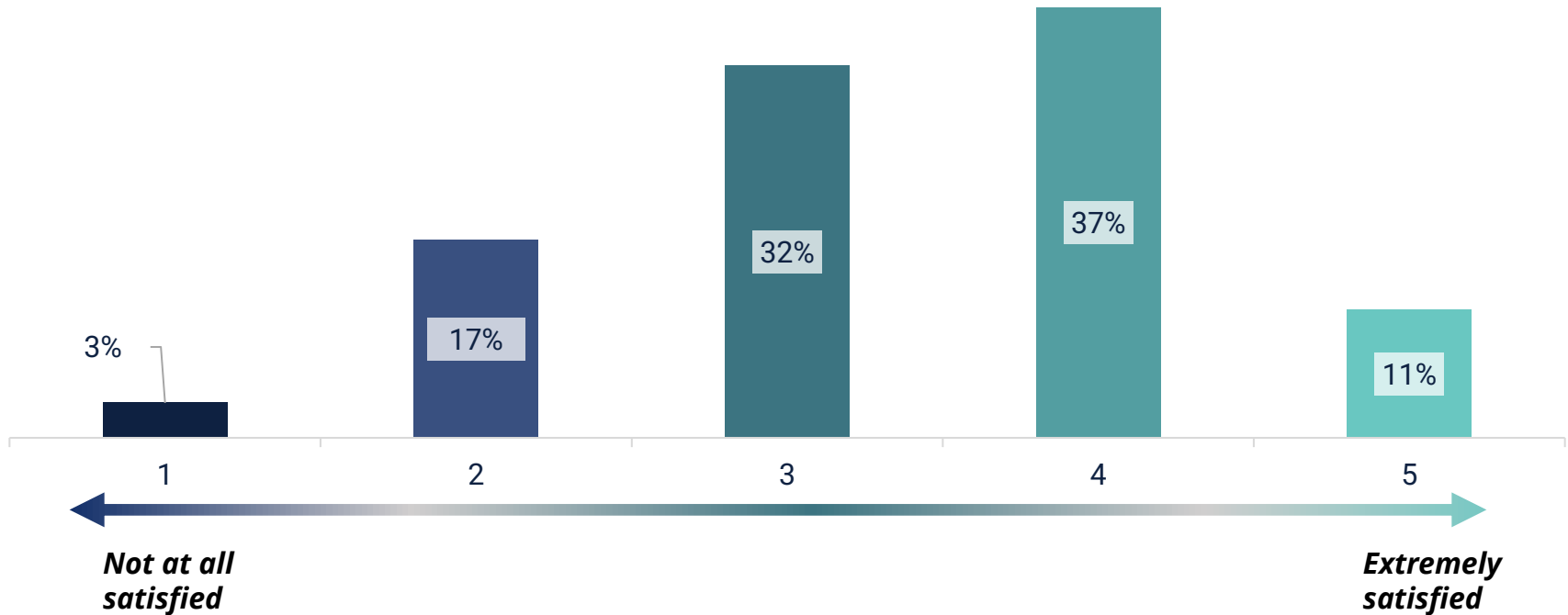
The majority of respondents are moderately to highly satisfied with their approach to managing and documenting manufacturing operations, though only 11% are extremely satisfied. 20% report low satisfaction, indicating room for improvement in existing systems.

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What specific challenges are standing in the way of your priority initiatives?

Challenge	Percentage
Inconsistent processes	41%
Shifting production demands	38%
Employee turnover, short-staffing	34%
Lack of IT/OT budget or support	28%
Limitations of legacy technologies	28%
Inadequate operator training/instructions	28%
Insufficient data from operations	23%
Difficulty finding necessary data	17%
Siloed sites/networks	17%
Low production visibility	12%
Other	4%

Inconsistent processes (41%), shifting production demands (38%), and staffing challenges (34%) create instability, while budget constraints, legacy technology, and inadequate training (all cited by 28%) further limit progress on key initiatives.

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Which manufacturing operations technology capabilities do you need to implement to achieve your top initiatives?

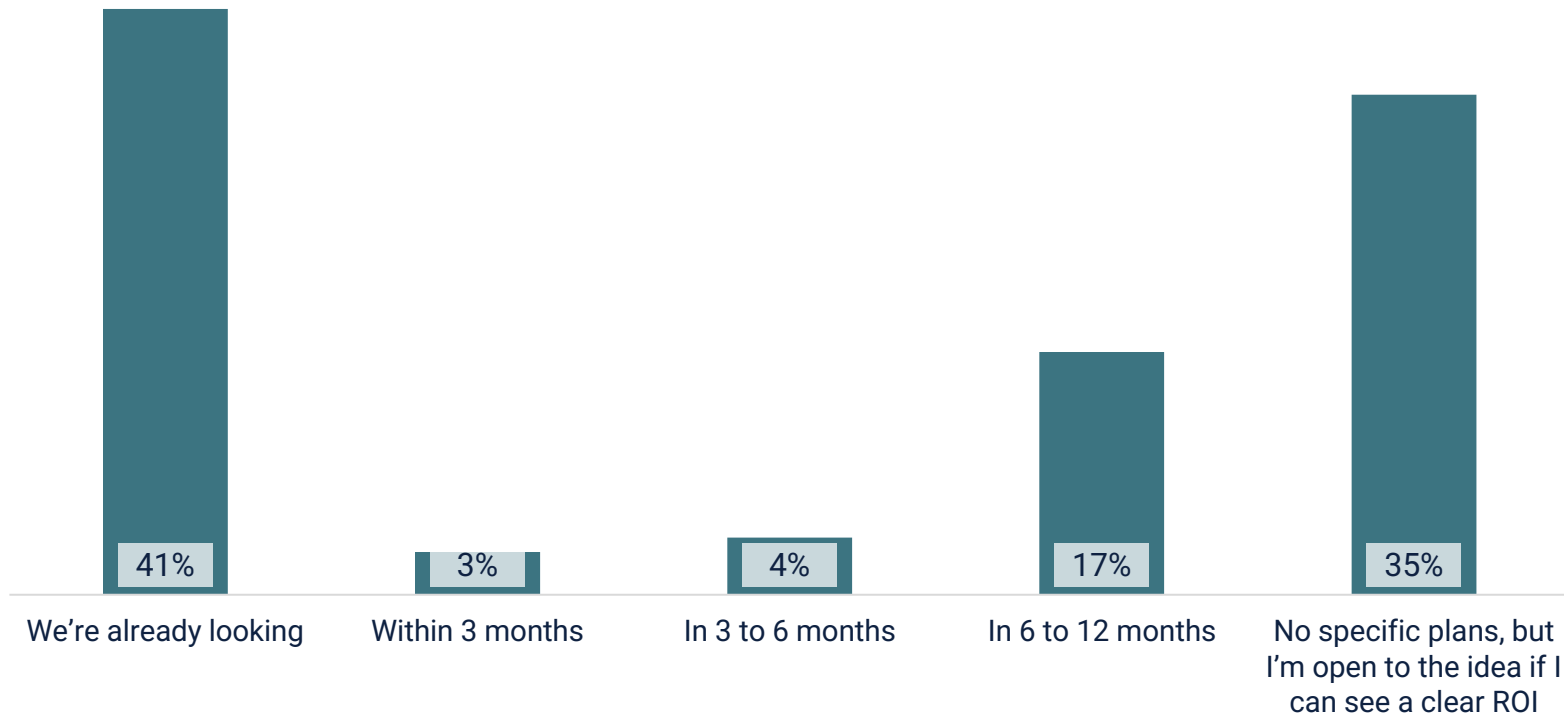| Capability	Percentage
Real-time production data visibility, collection, analysis	56%
Defect tracking and root cause analysis	41%
Digital work instructions for operators	38%
Integration with ERP, collaboration tools, etc.	36%
Automated visual inspection	35%
Machine connectivity	30%
Tool management and calibration	17%
End-to-end traceability and warranty management	14%
Other	4%
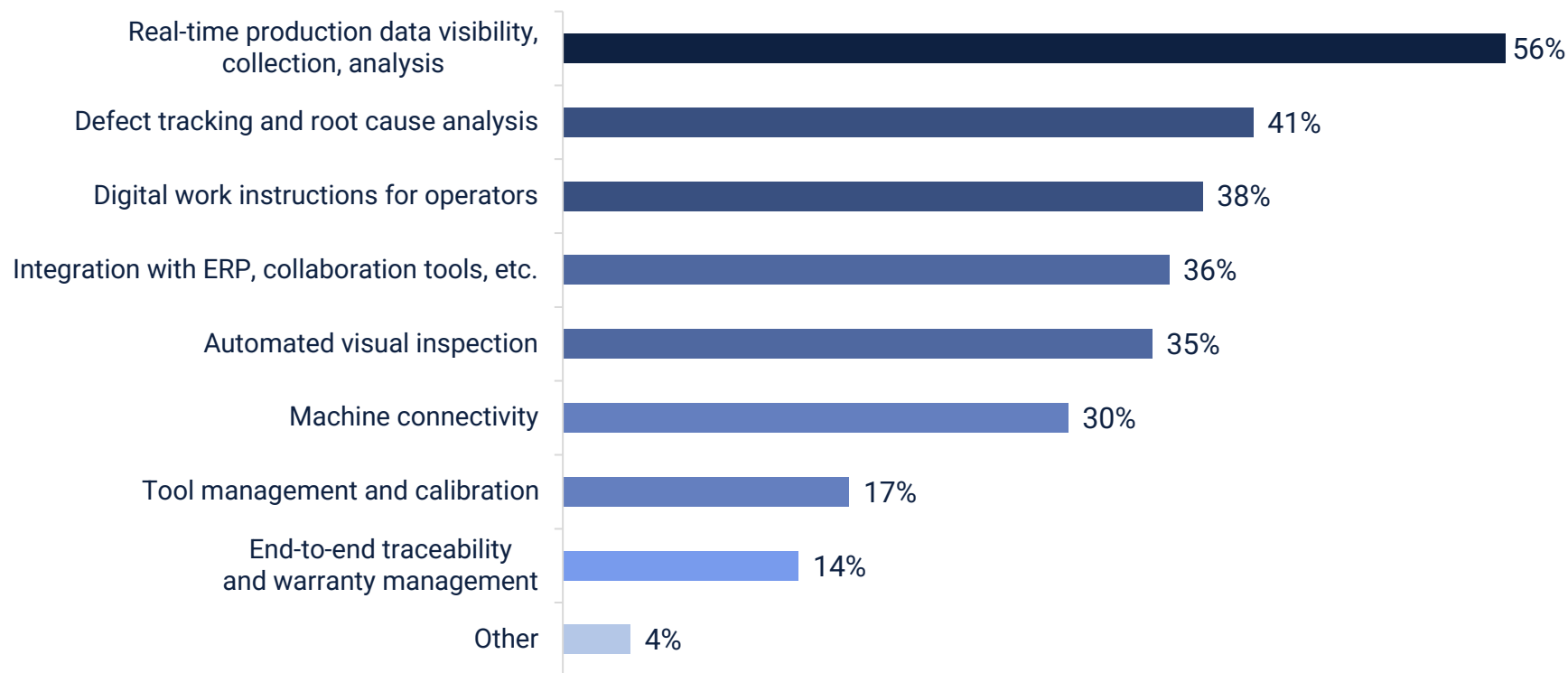
Respondents highlight a strong focus on data-driven decision-making and process optimization. Their top priority is real-time production data visibility, collection, and analysis (56%), followed by defect tracking and root cause analysis (41%) and digital work instructions for operators (38%).

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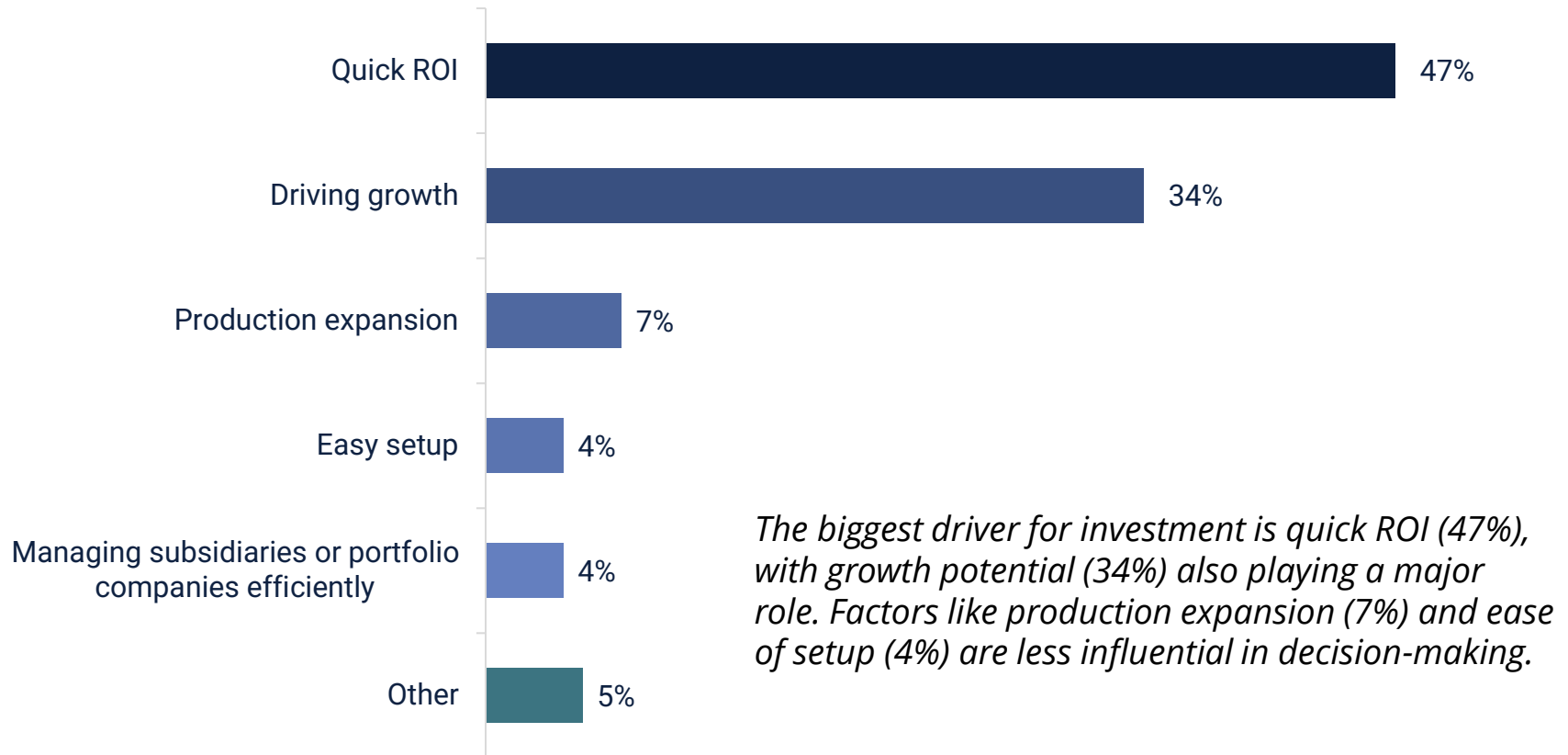# What would be your timeline for implementing these capabilities?

| We're already looking	Within 3 months	In 3 to 6 months	In 6 to 12 months	No specific plans, but I'm open to the idea if I can see a clear ROI
41%	3%	4%	17%	35%

Many (41%) are actively looking to implement these technologies, while 35% are open to adoption if ROI is clear. Only 24% have concrete plans within the next year, indicating cautious but growing interest.

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What would get your board /stakeholders most excited about investing in updated manufacturing operations technology?

Category	Value
Quick ROI	47%
Driving growth	34%
Production expansion	7%
Easy setup	4%
Managing subsidiaries or portfolio companies efficiently	4%
Other	5%

The biggest driver for investment is quick ROI (47%), with growth potential (34%) also playing a major role. Factors like production expansion (7%) and ease of setup (4%) are less influential in decision-making.

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JOB LEVEL

22% of respondents to this survey hold executive or director-level positions in their organization.

CxO
8%

VP
2%

Director
12%

Manager
78%

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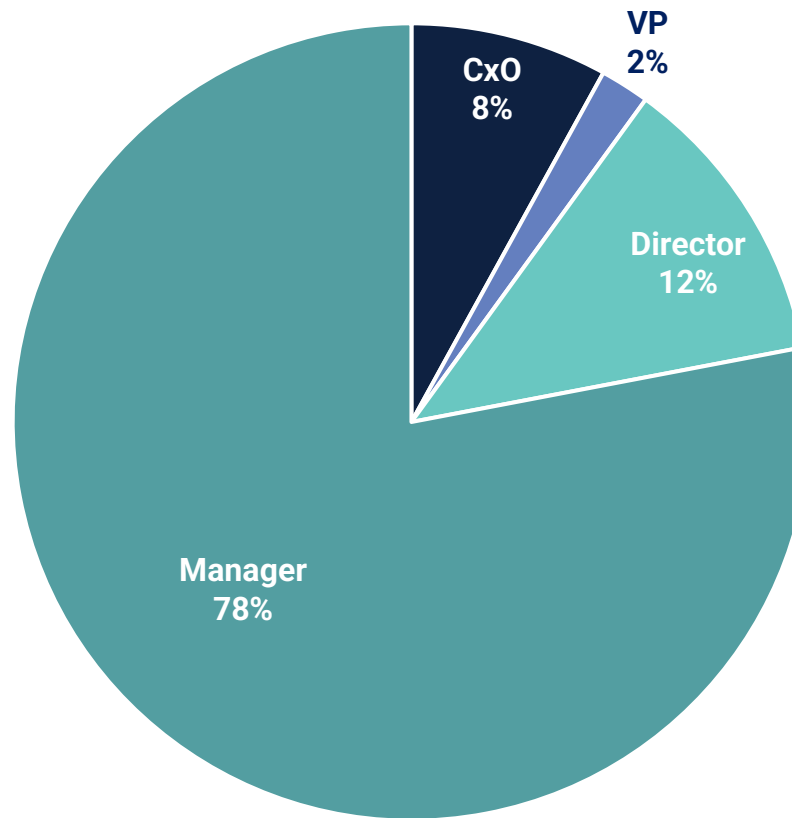
About the Company

Tulip provides a composable MES and extensible, low-code platform for manufacturers. It empowers them to digitize their frontline operations, boost productivity, and cut costs with connected apps that streamline work, promote agility, and provide contextualized insights.

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