

# The future of work in manufacturing

What will jobs look like in the digital era?

DIGITAL OFFERING MANAGER

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## Summary

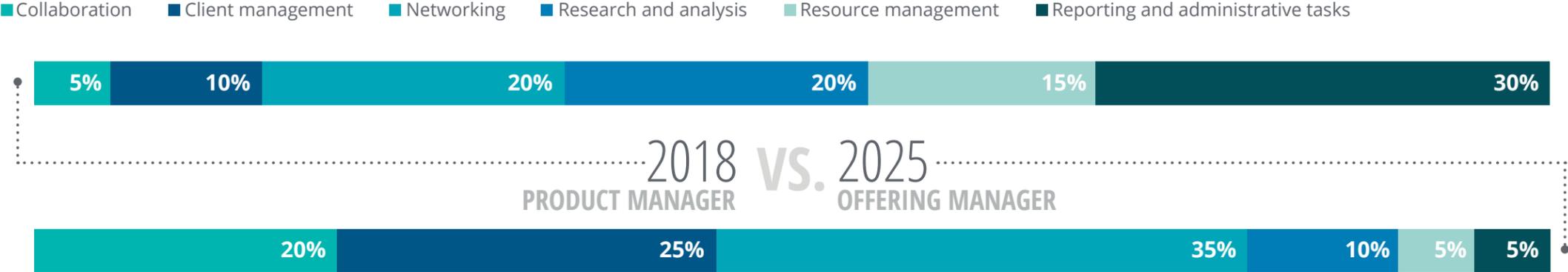
It is 2025. Big data is the new normal and growing exponentially. With a plethora of customer data at their disposal, companies have started using it to create customized data offerings, leading to demand for professionals known as “digital offering managers” (DOMs). DOMs’ key responsibilities revolve around identifying and creating new product offerings for companies that are entirely digital—built from data, code, and analysis, and delivered virtually, making them wholly different from the physical products a company traditionally makes.

DOMs have evolved from the product manager career path. They oversee the entire product development life cycle—from the ideation through development, pricing, delivery, and support of the offering in the market. These managers must work closely with experts in data science and user interface (UX) design, and must possess knowledge about pricing and subscription models. Similarly, they need to align their data-centered offerings to the physical products a company makes and delivers to customers, often using data that comes off sensors on the machines themselves. They also track how the offering is being used in the market, and pitch additional features or make changes to the offering to match customers’ evolving needs. Senior DOMs are responsible for managing entire portfolios of digital offerings that represent a major source of revenue for their industrial company.

## Responsibilities

- Works collaboratively with IT, UX designers, and data science and finance teams to design and standardize digital offerings
- Communicates and builds relationships with clients and external stakeholders
- Translates customer needs, shares inputs, and collaborates with the technical team to develop the offerings
- Collaborates with data science experts to customize the offering, ensuring that service-level agreements have been met
- Collaborates with UX designers to design the digital interface of the offering
- Delivers results against KPIs such as enhanced customer experience, new offerings created, service score, and client acquisitions

## Time spent on activities





# HARUTO YAMAZAKI

## DIGITAL OFFERING MANAGER

Reo Solutions and Services | Tokyo, Japan

Proficient in networking and sales, business expansion for new offerings, client management, cross-team collaboration, project management, and problem-solving.

### Experience

#### Digital offering manager

Reo Solutions and Services Jun 2024–present | 1 year

Playing a key role in the expansion of new digital offerings in the company's portfolio of smart precision machinery; responsible for generating new data offerings, managing and networking with clients to create new business opportunities for the firm

#### Pursuits manager

Asahi Consulting Limited Nov 2022–Jun 2024 | 1 year 8 months

Guided proposal teams in developing the pursuit strategy, which included acting in a strategic/sales role to identify client needs and win themes, and create compelling messages for the expected audience

#### Client-experience senior consultant

Asahi Consulting Limited Apr 2020–Oct 2022 | 2 years 7 months

Was the direct interface between the client and the production team; responsible for initiating launch meetings, drafting project requirements, resource and capacity planning, and process setup and migration

### Education

#### Yokohama National University

Master of business administration, communications  
2019–2020

#### Tokyo University

Graduate in behavioral science  
2016–2019

### Other certifications

- **EdX**  
Microdegree in human psychology
- **LinkedIn Learning**  
Certificate in humanities
- **OpenLearnOrg**  
Collaborating for results

### Skills and endorsements

- + Sales and marketing · 430  
Endorsed by **Lyra** and **Daromu**, who are highly skilled at this
- + Behavioral analysis · 412  
Endorsed by **Haru**, who is highly skilled at this
- + Customer experience · 350  
Endorsed by **Sonal** and **Chiara**, who are highly skilled at this
- + Communication · 324  
Endorsed by **Ruko** and **Sora**, who are highly skilled at this
- + Networking · 246  
Endorsed by **Lyra** and **Sandy**, who are highly skilled at this
- + Collaboration · 195  
Endorsed by **Lannister** and **Joe**, who are highly skilled at this
- + Client management · 186  
Endorsed by **Daromu**, who is highly skilled at this
- + Social skills · 85  
Endorsed by **Michael** and **Cersei**, who are highly skilled at this
- + Change management · 79  
Endorsed by **Jaona**, who is highly skilled at this
- + Project management · 68  
Endorsed by **Ruhi** and **Aziz**, who are highly skilled at this

# TOOLBOX

THE TOOLBOX SUPPORTS THE WORKER AS A WHOLE—IN ACHIEVING EXTERNAL OUTCOMES SUCH AS PRODUCTIVITY AS WELL AS INTERNALLY FOCUSED ONES SUCH AS DECISION-MAKING AND LEARNING.

## Productivity



### Venus

This AI-powered, voice-enabled digital assistant provides a conversational interface for all productivity-related tasks, from scheduling to finding answers to questions and checking the status of products and projects.



### Rosetta

An AI-based real-time language translator that listens to speech, converts it into text, and then translates that into the desired language, enabling collaboration among different regional markets.



### Share Smart

An enterprise social and mobile technology tool that helps in sharing digital 3D designs and images as digital files to improve the collaboration necessary to build a new product, supply network configuration, or assembly line right the first time.



### Gen4-Conservatory

These are smart meeting rooms for teams that are co-located but are from different functions. Smart-glass boards plugged with AI-enabled devices can pull data from multiple sources and conduct basic data transformation. Voice-activated, these devices can operate with basic sound commands. These capabilities help the data team in ideation and offering formulation.



### VizWizard

A visualization tool that can create graphs and infographics with minimal text inputs from the user. It is also capable of creating topline results based on information available in charts.

## Decision-making



### Smart Dash

A visual display that presents data, live information, and analysis from multiple sources to facilitate informed decision-making.



### RealConnect

This application enables an engineer to seamlessly interact with suppliers, partners, customers, and the broader ecosystem.



### CuSu—Customer Supporter

An AI and natural-language-processing-enabled client management tool that keeps track of client offerings along with state-of-art data security. More like after-sales services, it monitors the offering's consumption pattern, analyzes these patterns, and proactively suggests what clients expect next or will prefer as a next offering.



### Sixth Sense

A tool that incorporates machine learning, cognitive computing, and AI to detect macro trends in the broader environment.

## Learning



### ELWIE

(enabling learning, wellbeing, (personal) interest, and (overall) excellence)

A mobile bot and a personal smart wellbeing assistant that takes care of professional and personal wellbeing. It can suggest new learning opportunities as well as help to plan vacations or leaves based on personal interests.

# A DAY IN THE LIFE

06:30 AM

Haruto is surprised when Venus wakes him an hour early to remind him about his breakfast meeting with Kaito, the CIO of Sunriser Group. Venus reads all of Haruto's notes to him about Sunriser Group and reminds Haruto about Kaito's promptness and dislike toward latecomers. Worried about being late, Haruto asks Venus to book a flying taxi for him.

07:30 AM

On his way to the restaurant, Haruto activates VizWizard to connect his mobile app to the company's data repository and update the data source with the previous night's data and metrics. He cross-checks VizWizard, and after seeing the charts, he is quite confident about his meeting with Kaito.

08:00 AM

Once at the restaurant, Kaito informs Haruto that Sunriser Group has recently added Reo's smart injection molding equipment to its production line and is looking for a data offering that can improve the precision of the equipment, including both maximizing output and machine uptime. Haruto directs Venus to synthesize a few of these sources and VizWizard to update the dashboard as per those sources.

10:00 AM

Haruto reaches his office and asks Venus to check him into his workspace as he exits the elevator. Soon after the check-in, Venus sets up a meeting with the data and IT teams for 10:30 a.m. in Gen4-Conservatory. Venus also sets up a RealConnect meeting with the design manager and finance team for 3:00 p.m.

10:30 AM

Using his VizWizard dashboard, Haruto explains the new requirements to the IT and data teams. The data team activates the smart-glass board of the Gen4-Conservatory. The board starts compiling data from all the available sources, highlighting the variables that require transformation. Haruto requests that the IT and data teams fine-tune and finalize the transformation and share their final database with him.

11:00 AM

Haruto rushes to make a Rosetta-enabled RealConnect team meeting. He has to connect with his offshore vendor data team to understand the energy consumption data of urban dwellers. Thanks to Share Smart, he efficiently records all the details so that he can share them with his data team to build customized offering details for his client meeting.

12:00 PM

After a busy morning, Haruto breaks for lunch. As he opens his mobile phone to search for a nice eatery, Elwie suggests a new sushi place across the street, which has a great review for his favorite dish, maguro sashimi.

12:30 PM

Back from lunch, Haruto receives Smart Dash from the IT team, with the data details required for Sunriser Group, which he shares with the design team. He then logs into the CuSu portal dashboard where he finds that another client has shown interest in expanding their services to include additional customizations and data. He asks Venus to schedule a meeting. Venus shares the invite with the data team for Wednesday and schedules a brunch with the client on Friday.

03:00 PM

RealConnect reminds him about his meeting with the finance team and designers; Haruto dials in. The designer presents him the Sixth Sense file with a feasible project timeline. The group discusses various scenarios and runs Sixth Sense simulations on the file. It shortlists the offering version to share with the Sunriser Group team.

04:30 PM

After his meeting, Haruto creates and shares the VizWizard report with Kaito's team, with the initial offering price quotations.

05:00 PM

In the cab on his way home, Haruto asks Venus to brief him about his upcoming meetings for the remaining work week. This week is not going to be easy for him: He has three more clients lined up. Getting the cue, Elwie informs him about a musical event in Ariake Colosseum on Saturday, where he can enjoy an amazing performance by Drum Tao. Venus books the tickets for him.

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