



Add value.  
Inspire trust.

## Certified SIRI Assessor Programme

Empowering Drivers of Change  
for Digital Transformation

# Certified SIRI Assessor Programme

A holistic approach to kickstart your digital transformation journey

In a volatile and fast-changing global environment it is critical for companies to embark on a Digital Transformation journey in order to stay competitive.

The Certified SIRI (Smart Industry Readiness Index) Assessor Programme empowers Digital Transformation drivers to holistically view your organisation's current state, and identify high priority areas that effectively benefit and align with your corporate goals.



Organisations want to digitally transform, however:

**41%** of organisations face these challenges:

- **Lack of focus:** Poor project execution and delivery overruns
- **Resource management difficulties:** Acting with an unclear and reactive approach

SIRI is a suite of frameworks and tools that helps manufacturers, regardless of size, to start, scale and sustain your Digital Transformation. It provides an independent assessment of your manufacturing operations and serves as a platform to benchmark against industry peers and the overall manufacturing community, which consists of 14 different industry groups.

## THE 14 INDUSTRY GROUPS



AEROSPACE



AUTOMOTIVE



ELECTRONICS



ENERGY & CHEMICALS (DOWNSTREAM)



FOOD & BEVERAGE



GENERAL MANUFACTURING



LOGISTICS



OIL & GAS (UPSTREAM)



MACHINERY & EQUIPMENT



MEDICAL TECHNOLOGY



PHARMACEUTICALS



PRECISION PARTS



SEMICONDUCTORS



TEXTILE, CLOTHING, LEATHER & FOOTWEAR

# Why businesses need an Official SIRI Assessment (OSA)?



## 600 companies implemented SIRI

The World Economic Forum and key industry partners are adopting SIRI as part of their Industry 4.0 transformation initiative. Today, over 600 companies across the globe have undergone an Official SIRI Assessment (OSA).



## OSAs drive measurable improvements and change

Certified SIRI Assessors are at the forefront to drive measurable improvements and sustainable change. They achieve this by conducting OSAs, which provide unbiased assessments of industries, benchmarking against the best in class, prioritising areas for change and implementing actionable roadmaps.



## Firms leverage SIRI for digital transformation

Companies from the 14 industry groups, government and business associations as well as technology and consultancy firms leverage on SIRI's systematic global framework to catalyse their Digital Transformation journey.

Organisations lack a holistic overview of their current Industry 4.0 status, and SIRI can help them to strategise their Digital Transformation journey.

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## Certified SIRI Assessors Around the World



# Why be a CSA?

## Be part of the SIRI initiative

There are 3 groups that can leverage on SIRI to catalyse the Digital Transformation of the manufacturing industry:

### 1. MANUFACTURERS/ORGANISATIONS from the 14 Industry Groups



Take the Official SIRI Assessment (OSA)

- Evaluate the current state of your operations
- Identify high-impact areas for improvement
- Benchmark your results with industry peers

### 2. GOVERNMENTS & BUSINESS ASSOCIATIONS

Characterise the transformation profile of  
your manufacturing community

- Understand how SIRI benefits your manufacturing industry
- Use SIRI as a tool to understand the country/association's Industry 4.0 profiles
- Develop initiatives to support industrial Digital Transformation



### 3. TECHNOLOGY & CONSULTANCY FIRMS

Join us as a partner and become a  
Certified SIRI Assessor (CSA)

- Offer OSAs to your clients to kickstart their Digital Transformation
- Contribute new insights towards the Global Manufacturing Transformation Insights Report

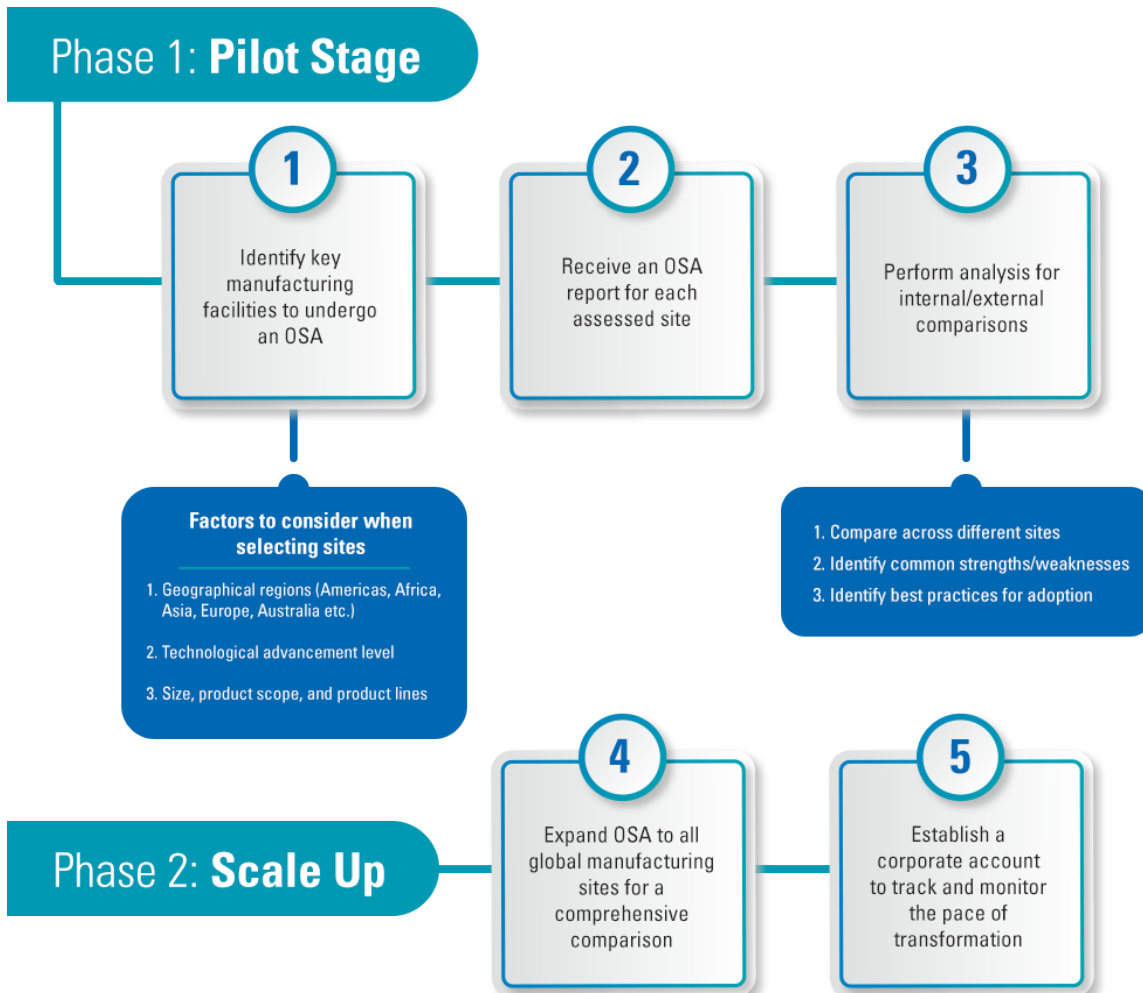




# Manufacturers/Organisations from the 14 Industry Groups

## Taking the OSA

Assess and compare the current state of your organisation's production sites to identify gaps and opportunities.



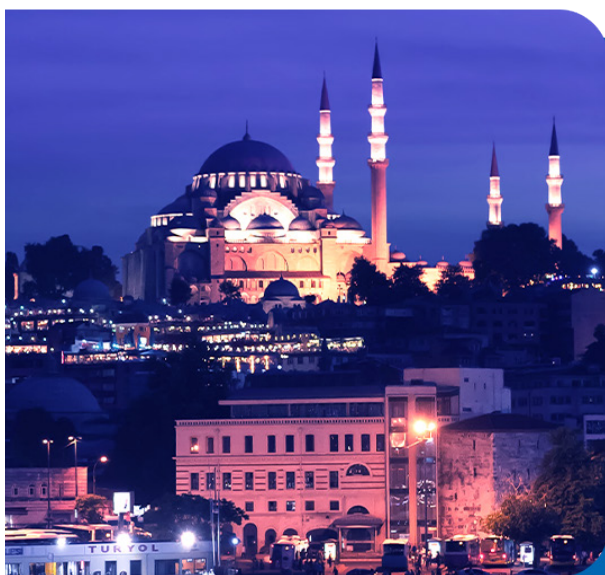
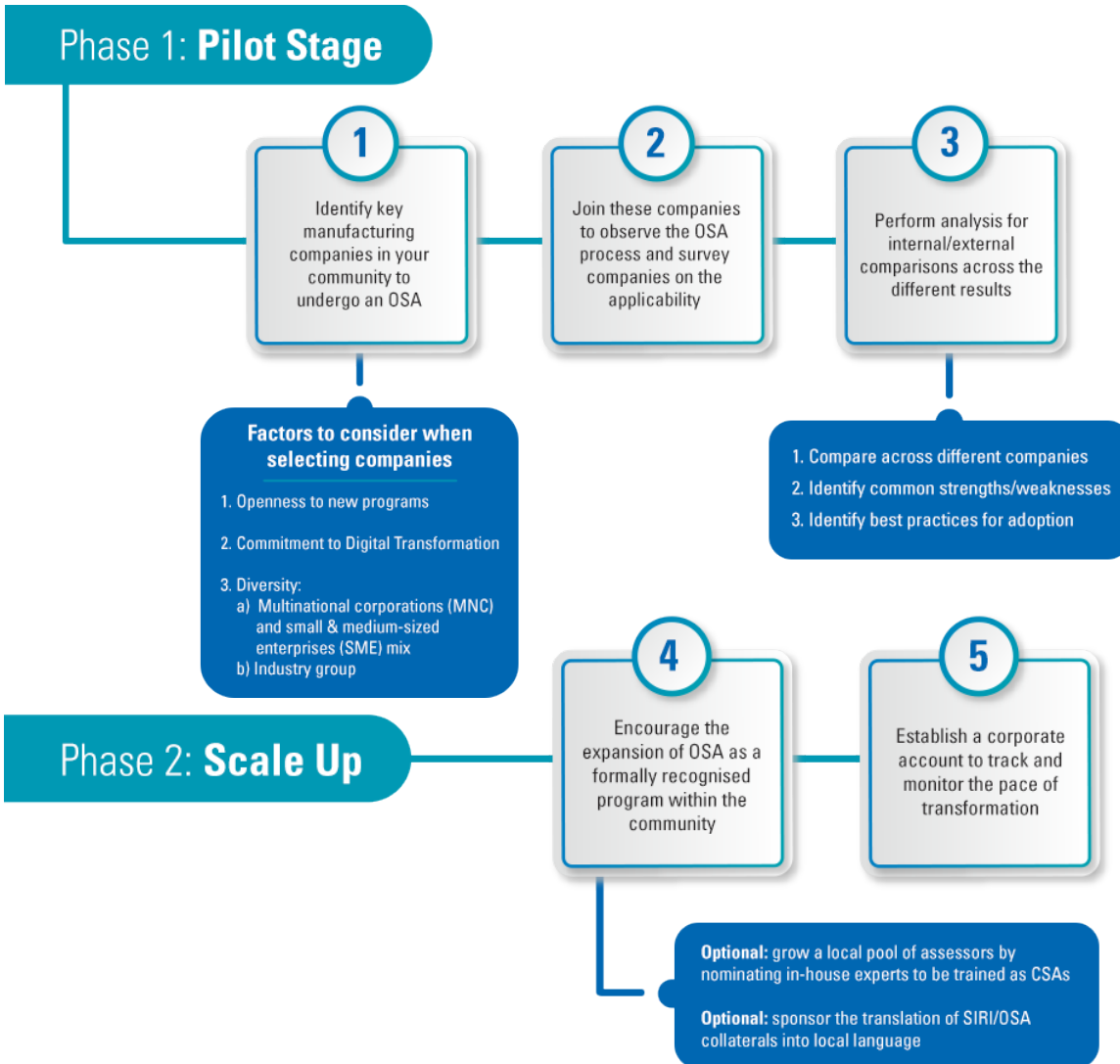
Like us, many companies have already started their transformation journey. Beyond addressing the operational concerns today, SIRI offers a useful framework to also guide our future decisions to deliver sustained impact. It also ensures that we're always moving in the right direction and focusing on the things that matter.

- **Mr Goh Koon Eng,**  
General Manager, Chevron Oronite

# Government/Trade Association Roadmap

## Spread SIRI and OSA amongst your community

Partner WEF to proliferate SIRI as the standardised tool for both domestic and international benchmarking.



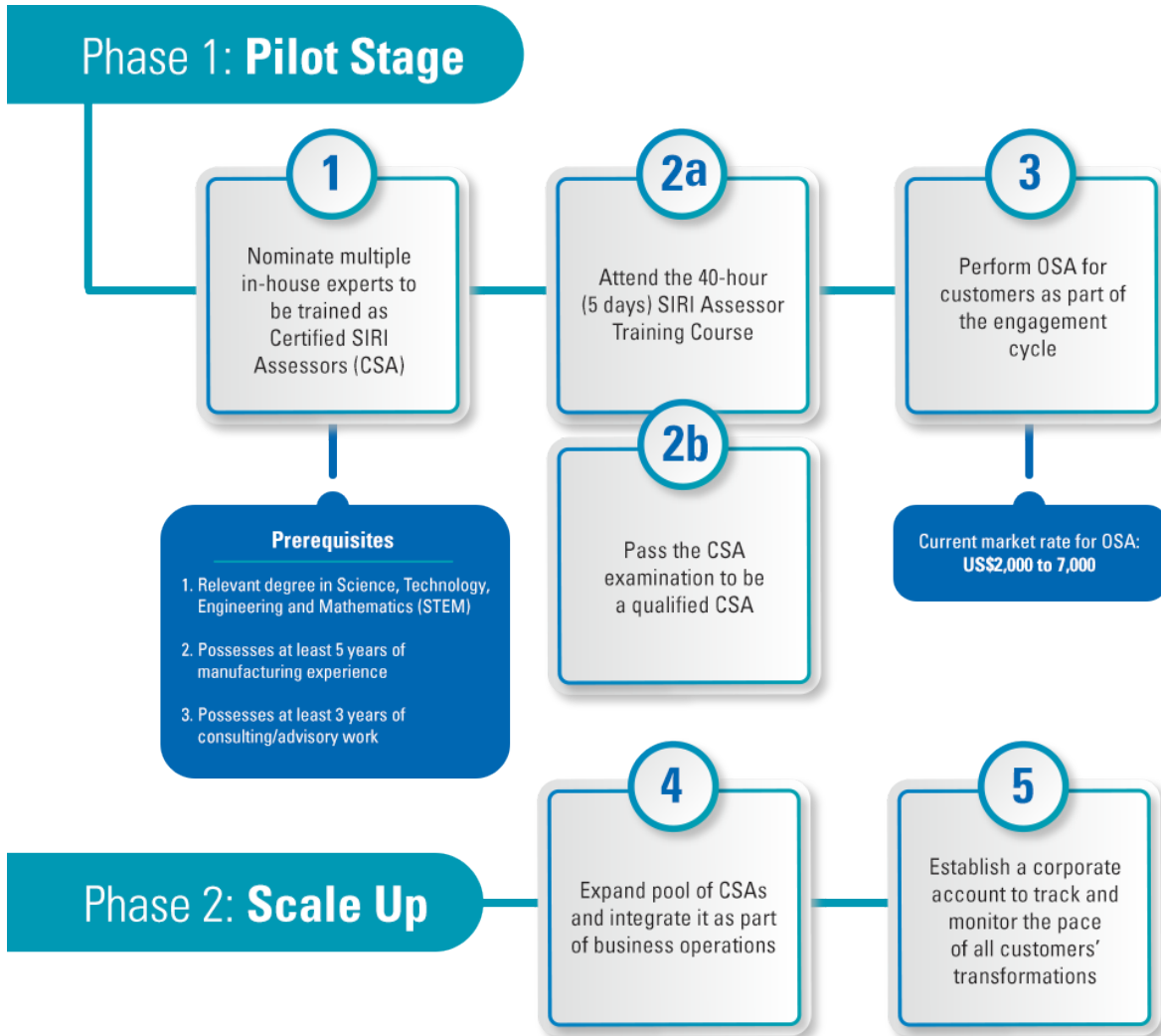
1. **Why have you decided to join the Certified SIRI Assessor (CSA) Programme?**  
SIRI is not just a digital maturity assessment, it is a highly effective and globally accepted framework that combines technical rigour and practical applicability. SIRI is a perfect step-by-step improvement guide for each dimension describing the intermediate steps needed in digital transformation.
2. **What is one takeaway you can share from your experience during the training with TÜV SÜD?**  
The intensive and up-to-date training content, detailed case studies combined with role-playing exercises, best practices and insights provided by proficient trainers establish great foundation to prepare for any real-life situation that the CSA will face on the field.
3. **Any recommendation for individuals who are interested in the training?**  
Study the training materials extensively, consultancy experience to articulate the findings of the assessment and roadmap is highly recommended. It is essential to actively participate in the trainings and to benefit from the experience and knowledge of expert trainers. Digital transformation know-how and manufacturing experience are great enablers, so take responsibility on these projects to reinforce your journey.

- **Semih Ozkan,**  
Director, Advanced Manufacturing Technologies, MEXT

# Technology & Consultancy Firms' Roadmap

## Join as a Partner

Conduct OSAs to evaluate your customer's I4.0 readiness



LMAC now has a team of certified SIRI assessors in New Zealand and the UK. We wanted a framework that would help our clients to accelerate their Digital Manufacturing journey, and SIRI has a perfect blend of scientific rigour combined with practical applicability. One of the many benefits of being an official SIRI assessor is that our clients know we have been through a comprehensive training programme in order to provide the right, independent advice. Our team came out of the certification with a common language, approach and confidence to provide bespoke advice to our clients. Over the last 2.5 years, the SIRI assessment has become the backbone of our Advanced Manufacturing offering and has enabled us to grow our presence in both countries through providing a valuable service to our clients.

- **Alastair Crawford,**  
CEO, LMAC NZ Ltd

# Programme Highlights



## Assessment Matrix (AM)

Learn how to assess your manufacturing operations' Industry 4.0 readiness across the 16 dimensions in the SIRI framework.



## Prioritisation Matrix (PM)

Derive the top focus areas of improvement based on your business objectives and challenges.



## Business Ethics and Facilitation Skills

Acquire skills on key business etiquettes for better client engagement and workshop delivery.



## CHOOSE TÜV SÜD

- TÜV SÜD is renowned for its domain knowledge in standards, assessments, trainings, certifications and consulting services.
- TÜV SÜD has been here for 150 years inspiring trust and adding value through the 4 industrial revolutions.
- As the co-developer of the internationally recognised SIRI framework, TÜV SÜD has helped over 350 companies worldwide kickstart their digital transformation journey.





# Transform your business today with TÜV SÜD

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