

## PRESS RELEASE

# Chemical Week reports that Companies are Beginning to Walk the Talk in Digitalization

**Almost all chemical companies above a certain size have a customer relationship management system (CRM) or are investing in CRM**

PARIS, FRANCE and NEW YORK, NY, February 5, 2018. Chemical Week's February 5<sup>th</sup> issue included a feature in the "Companies" section entitled "Digitization – Companies are beginning to walk the talk" where Christophe Cabarry, SpecialChem CEO, was interviewed. While digitization has been a hot topic in the industry for the last several years, industry experts expect the trend to accelerate even more in the next several months.

Cabarry told Chemical Week that digital transformation in the chemical industry is happening so fast that companies that were conservative just months ago are now investing heavily in a digital overhaul. Now almost all companies above a certain size have a CRM (customer relationships management) system or are investing in CRM.



The screenshot shows a page from Chemical Week magazine. The main headline is "Digitization: Companies are beginning to walk the talk". The author is Jing Chen. The article discusses the rapid digital transformation in the chemical industry, mentioning that almost all companies above a certain size now have a CRM system. It also highlights the importance of digital marketing and the role of CRM in customer relationship management. The page includes a quote from Christophe Cabarry, CEO of SpecialChem, and a photo of the magazine cover.

**Chemical Week**

### Digitization

Companies are beginning to walk the talk

By Jing Chen

The chemical industry is at the beginning of the digital journey—with limited digital innovation and the majority of companies and customers still offline—but is now starting to move into a decisive phase. While digitization has been a hot topic in the industry for the last several years, industry experts expect the trend to accelerate even more in the next several months.

SpecialChem (Paris) founder and CEO Christophe Cabarry recently told GW that digital transformation in the industry is happening so fast that companies that were conservative just months ago are now investing heavily in a digital overhaul. "Japanese [chemical] companies were lagging, but now we see many of them investing in digitization. From an organizational standpoint, Japanese [chemical] companies are very traditional... but now almost all companies above a certain size have a CRM [customer relationship management] system, or are investing in CRM."

suppliers." He adds that the bigger firms also have an advantage because "the kind of fixed-cost investment required for digitization tends to generate higher returns when applied to a bigger base of costs and revenue."

Business-to-consumer (B2C), the process for selling products directly to consumers, is more digitized than business-to-business (B2B), the process for selling products or services to other businesses. With B2C, customers are taking the driver's seat in steering the products that companies develop, according to the April 2017 issue of *McKinsey Quarterly*. "The global forces inspiring a new narrative of progress."

With a digital overhaul, additional personnel and a new way of working are typically needed to implement digital solutions effectively. Samdani explained at Chemical Marketing and Economics' "Digital Meets Chemical" meeting last month. He says that new roles could include a product owner, whose responsibilities include making final decisions about scope and prioritization; a scrum master, who oversees the design process; a digital navigator/translator, who

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## PRESS RELEASE:

Chemical Week reports Companies beginning to walk the talk

Page 2 of 2

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## About SpecialChem

SpecialChem is a pioneer in digital marketing in the chemical industry. Since 2000, SpecialChem has managed over 400 business development programs rooted in digital methodologies for more than 70% of the top 100 chemical companies.

SpecialChem's 500,000+ registered members include engineers, formulators, product developers, marketers, applicators and brand owners. This global profiled network, combined with more than 3 million visitors per year, are unique assets for SpecialChem to offer digital marketing services to chemicals and materials suppliers, including bio-based products. Five technical websites include Polymer Additives, Plastics & Elastomers, Paints, Coatings & Inks, Adhesives & Sealants, Cosmetics & Personal Care.

For more information, visit [www.specialchem.com](http://www.specialchem.com).

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