

# How a cement giant is transforming into a cognitive enterprise

CEMEX, a global cement powerhouse, recently kicked off a bold plan to reinvent itself, co-created with IBM using the IBM Garage method. The strategy meant radically changing how the Monterrey-based company managed its people, data and workflows to help it focus on driving purposeful innovation at scale.

## ○ Go Digital ○

CEMEX launched CEMEX Go, its first digital platform, which now reaches **33,000 customers in 21 countries**.

### Reinvent the Workforce

CEMEX partnered with IBM and a leading university to train managers to lead its digital transformation with agility, and launched the Monterrey Digital Hub, a co-working space that fosters a culture of continuous learning.

### Co-Creation in the IBM Garage

CEMEX worked with the IBM Garage method, a co-creation experience with diverse teams of IBM experts that helps businesses drive innovation and transformational change at the speed of a start-up and at enterprise scale.



### Get Agile and Iterate Rapidly

With customer experience as its guiding light, CEMEX has been rapidly experimenting with and scaling AI-enabled workflows like dynamic product catalogs and pricing engines.

### Data for Customer Centricity

The data derived from CEMEX Go generated streams of valuable new insights about its customers, which can fuel future innovation.

### Redesign Workflows

To support “CEMEX Go,” the company reinvented enterprise workflows and re-architected its systems with open standards and API-enabled micro-services to enable partner use of the platform.