

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.