Developing connected product – What's Needed?

A company can decide to connect their operations or their end consumer products, for a multitude of reasons. From obtaining health statistics and usage about the product, to allowing remote control of the product, to adding new features during the life of the product, along with gaining customer insight and establishing a consistent relationship with the organization's end consumer.

Starting to develop connected product, when your organization currently develops conventional products, there are numerous additional topics you must concern yourself with. These additional items include the need to integrate development personnel and methodologies - software engineers and IT professionals, product development & IT processes. The need to create a cybersecurity strategy and methods of mitigating cyber risks that were not present before. The development of a connectivity platform, the rationalizing of a mobile App strategy and understanding the expanded focus needed to validate the product through design, manufacturing, customer use and service.

LiveWorx 2017 (Boston, MA): Carl Wendtland (left), James Danforth (center), Fred Bellio (right)

Going forward, businesses need to understand that "data" is a new type of business currency. Companies need to start developing potential new business models and rationalizing internal use of data. This will lead to the needed understanding of what business and consumer insights the organization is trying to solve via analytics. Ultimately this will lead to solving business "what if" scenarios.

The connectivity platform, is a new dimension that needs to be strategically thought through, built/ bought, integrated and monitored 24 x 7 with key capabilities of: machine to machine connectivity, business logic to convert connectivity into features that deliver new revenue, an API Management suite to manage integrations, while segregating the use of the data, the ability to develop software products to enhance the current physical product and the ability to monitor and notify based on activity or use.

Developing a mobile App is key to connecting with your customers. To do so, you need to establish a mobile App strategy and make key decisions such as: Native Apps versus Responsive Web?

Are you going to allow interaction with your connected operations and products through a web based user interface for your employees and service personnel?

The ability for use as the OEM to better understand your customers and product is something new that you need to understand and plan for. Remember that the expectation of your customers and employees has changed and you need to meet their desired state.

The world has changed, its not whether or not you and your company want to change and adopt to a connected world. Its already happened, you need to embrace the new world and understand what you need to do to be successful in it.

The convergence of the physical and the digital world is an opportunity that can be compared to the industrial revolution of the past. The effects and impacts need to be assessed and decided upon by your organization. It is time to create YOUR Organization and Products/Services of the future.

We can help you transform and morph your organization to WIN.

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