DRIVEN-4

October 2017 Newsletter

Extending Connected Product Development into Service

In today's business environments you hear a lot of chatter and desire for organization's to innovate and create a "Connected" product offering. This is seen as the next evolution for product development and innovation.

This wave of innovation and technology, is being seen as one of the driver's organization's see for differentiating themselves from there competitors. When your company thinks of this "Connected" product offering, it needs to be strategic in its thought process. Holistically, "Connected" product can be utilized to enable 3 key capabilities that need to be part of the larger strategy for your organization.

These 3 capabilities are:

1. Streamlining the time and effort needed in developing a new product.

2. The ability to gain constant feedback and understanding from your customers, in terms of:

    ♦ Customer acquisition

    ♦ Customer relationship

    ♦ Developing customer loyalty.

3. Delivering new product that will provide a differentiated experience to your end users. We think of this in terms of:

    ♦ Understanding product use

    ♦ Understanding customer satisfaction

    ♦ Analytic capabilities to predict needed service based on product performance

    ♦ Provide a single event for correcting product failures.

When organizations' take on the challenge and effort of creating "Connected" products the need of having the holistic view throughout the lifecycle of the product is key for successful launch and service, as well as, return of investment for the company. In order to deliver on the strategy, there are some prerequisites that are needed to deliver. These are:

- **3D Product Definition**

    ◊ Product definition is the key to enabling the "Connected" product for design, manufacturing and service

    ◊ Simulation capabilities that allow you to understand the "Designed" performance to the "Actual" performance

- **ALM integration with the company's PLM**

    ◊ Ability to understand the controls and features that are built into the product offering

    ◊ Configuration control for the whole product that is needed to deliver software updates as the need arises

    ◊ timeline for developing the new product offering

- **Integration of the Validation process within the product development process**

    ◊ This is instrumental for reducing time

to market and creating the needed connection between virtual simulation, physical validation and in service product performance

- **Virtual Process Definition**

    ◊ In terms of the manufacturing process needed to produce the "Connected" product offering

    ◊ Development of Service processes needed to correct product failures

The product definition and configuration capabilities are needed to enable the development of the "Connected" product environment. This allows for the creation of the "Connected" service offerings and also provides the framework for creating an Augmented Reality offering that can differentiate your company's ability to service your products.

DRIVEN-4 can provide the necessary resources and capabilities for your organization to deliver on your "Connected" product offering, along with, the "Connected" service offering that will differentiate your organization form your competition.

Join us on Thursday November 16th at 11AM EST at our Webinar to discuss this month's newsletter (Registration information in email)

Coming Next Month

Augmented Reality — Use cases for your organization to realize value