



## Competing in Today's Connected Product Revolution

As we get deeper into 2020, we have all seen tragedy and loss due to this medical pandemic. Finally, it seems that we are slowly starting to see a path back to some sort of “normalcy” for both our professional and personal lives. As we prepare for this, we need to not only get used to living in the world that now further embraces our existence in the “Digital” and “Virtual” world, but we also need to embrace and innovate these concepts for this world to get better and perform as our employees and customers see it and need it to perform.

The connected product revolution is here and it's here to stay. Expectations for continuous innovation and incorporation of these into our products has never been higher. Our customers, either if they are “business to business” customers or end consumers of our products are technology savvy. They see it in every part of their professional and personal lives. From our perspective, to ensure your product offering can compete today and in the future, we believe the following **four** characteristics need to be present in your current and future connected product to be successful.

### 1. Incorporation of Customer Interaction

Connected products need to embrace and enhance the user experience. The Integration of customer presence and preferences is key to ensuring customer usage and benefit. Along the same line of thought, incorporating the user's environment and digital interaction with the user's physical environment develops a closed loop method of interaction.

### 2. Providing Enhanced Artificial Intelligence

Providing not only the “Next Best Action” but also providing the insight to “Why” that action is occurring is the next generation of developing essential connected product strategies and engraining these solutions into the customer's “day to day” life of continuous improvement.

### 3. Establishing a “deep” understanding of the customer and what's important to them

Incorporating the customer's needs and “understanding” these needs, the environment and variables, leads to creating a “learning” solution. It also needs to assimilate and learn as new elements are added to the environment. This creates a solution that can understand, adapt and expand as needed to drive customer satisfaction.

### 4. Integration of needed Enterprise and Product Information

To ensure a comprehensive information environment the connected product needs to provide the data assets for consumption in a real-time manner to the user. To do this properly and holistically, this requires integration of these enterprise systems into the solution. This provides the solution relevance and validity by incorporating the ability to add new elements within the connected product easily and economically.

We believe keeping these **four** characteristics front and center as you develop your connected product strategy and innovations will be vital to your initial product and continued product success. The key is to establish a strategy that builds on these basic characteristics and delivering continuous innovation that delivers them consistently and reliably to the marketplace.

If you would like to talk about how to enable these characteristics into your product offering reach out to us via email or give us a call. We can assist you from idea to product offering!

**Next Month: Reinventing the Supply Chain due to the impact of the Pandemic**