

Product Innovation Platforms: Enabling Product Design and PLM in the Digital Business Era

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Key Issues

1. Why do you need Product Innovation Platforms to enable products and "things" for digital business?
2. What is a Product Innovation Platform and how will it impact you, your company, and your value chain?
3. How should you strategize adoption of Product Innovation Platforms?

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Product and "Thing" Design Must Combine OT With IT to Enable Digital Business



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Product Needs Evolve With Digital Business: A Case Study in Climate Control

Disruptive Digital Business



Legacy Leader in Climate Control



Paradigm Shift



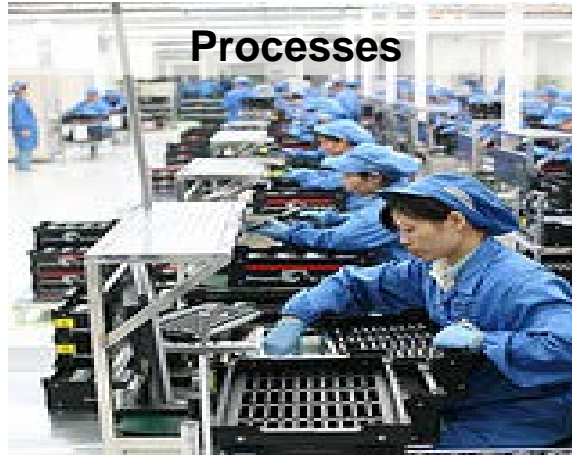
"Fast Follower"

Digital Business Demands Systems and Systems-of-systems Thinking to Design Products

Complex Machines



Processes



Even Retail Stores



Factories



Services



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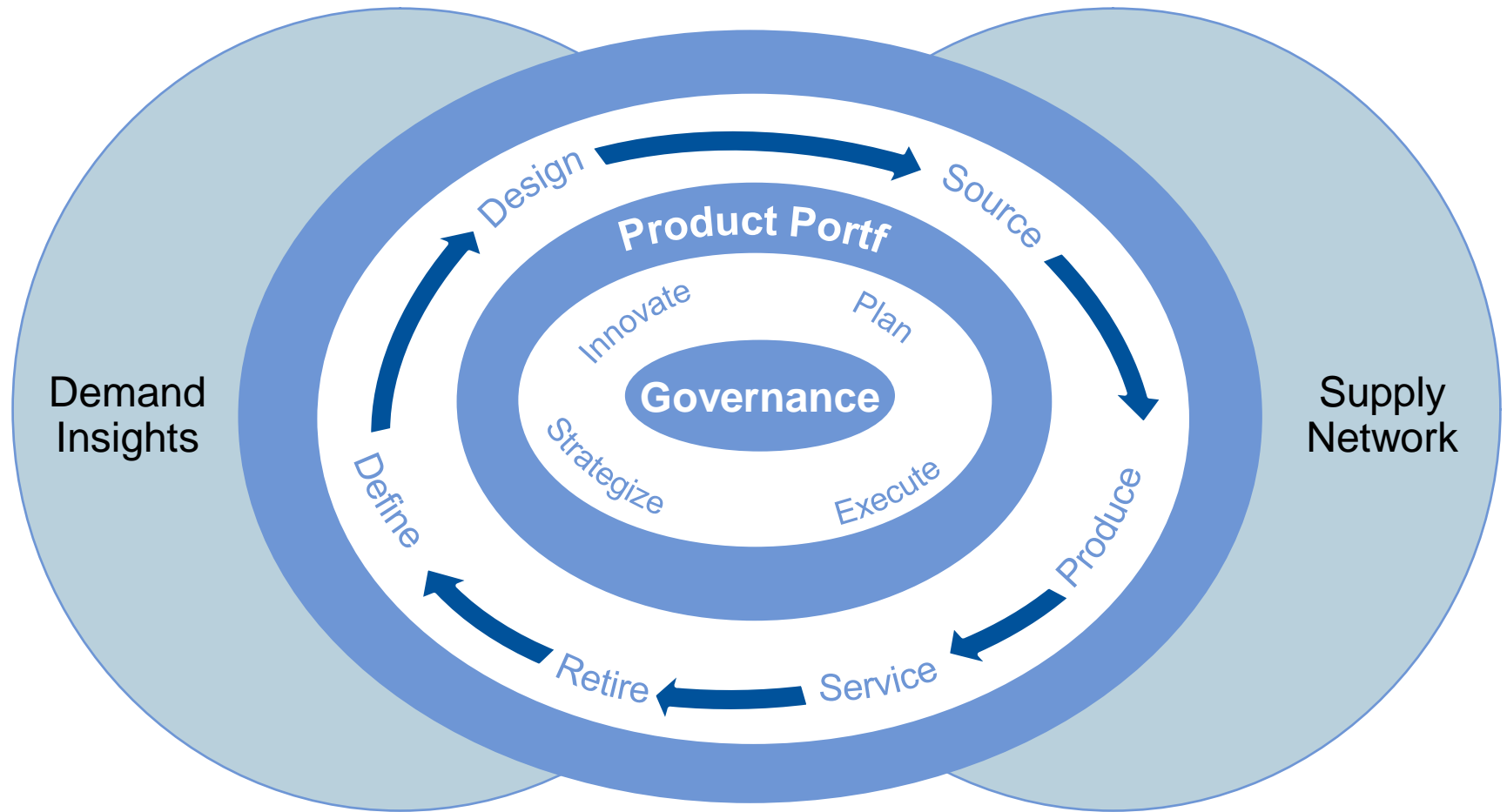
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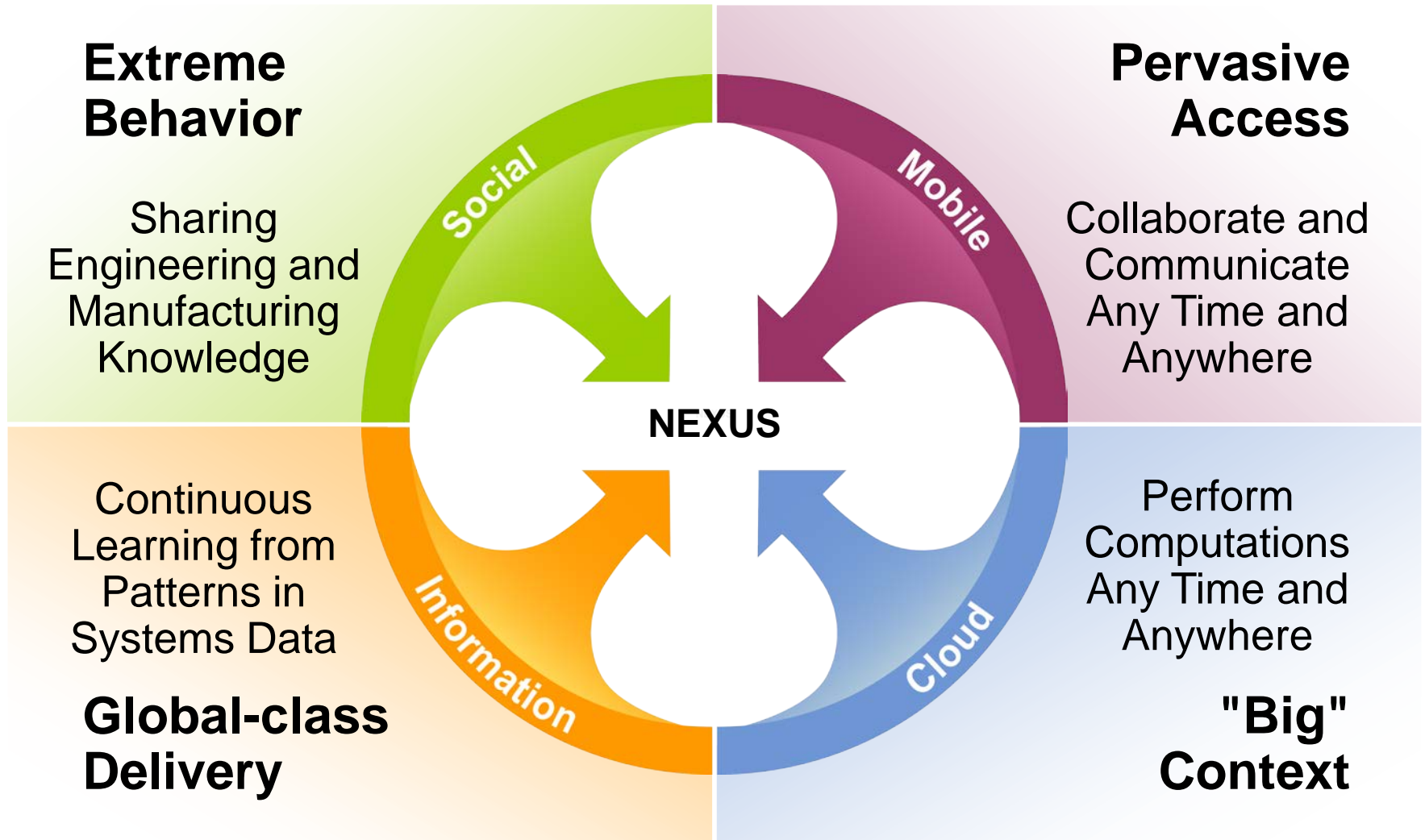
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Product Innovation Platforms Continuously Enhance PLM Discipline



"Nexus of Forces" Underpins the Promise of Product Innovation Platforms

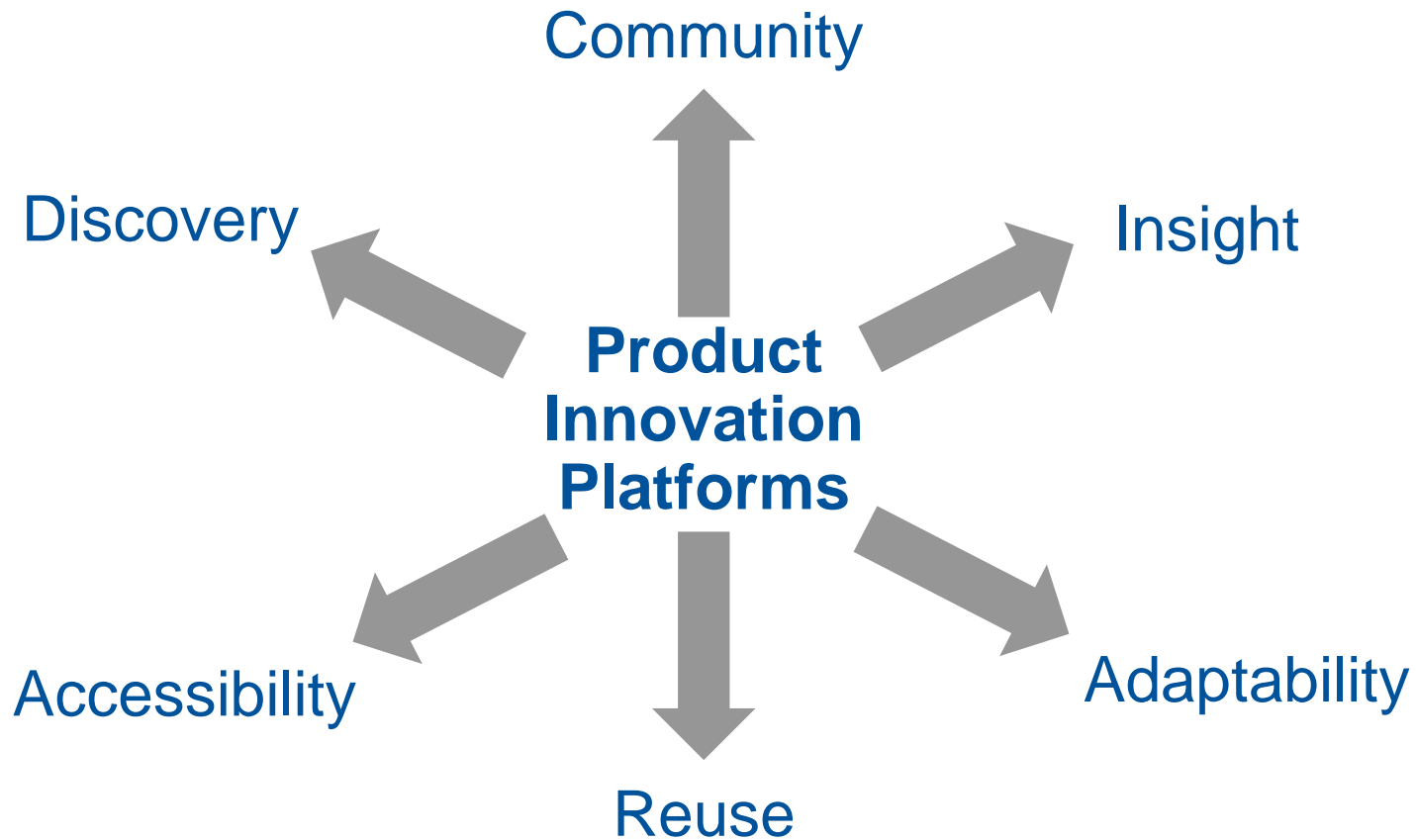


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Designing for Digital Business Requires IT Capability Beyond Current PLM Software



Product Innovation Platforms: More Than Today's Design and PLM Software

**Innovation
Enabler**

**Today's Design and
PLM Software**

**Product Innovation
Platform**

Insight

Marginally interfaced
simulation/analytics

Integrated "big data"
analytics and simulation

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Disconnected incompatible data makes search hard

Enhanced textual and geometry-based search

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Innovation Enabler

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Accessibility	LAN/WAN networking	Instantaneous via the cloud

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Innovation Enabler

Today's Design and PLM Software

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Discovery	Disconnected tools/ hard to understand data	Integrated search, analytics, and simulation

Product Innovation Platforms: More Than Today's Design and PLM Software

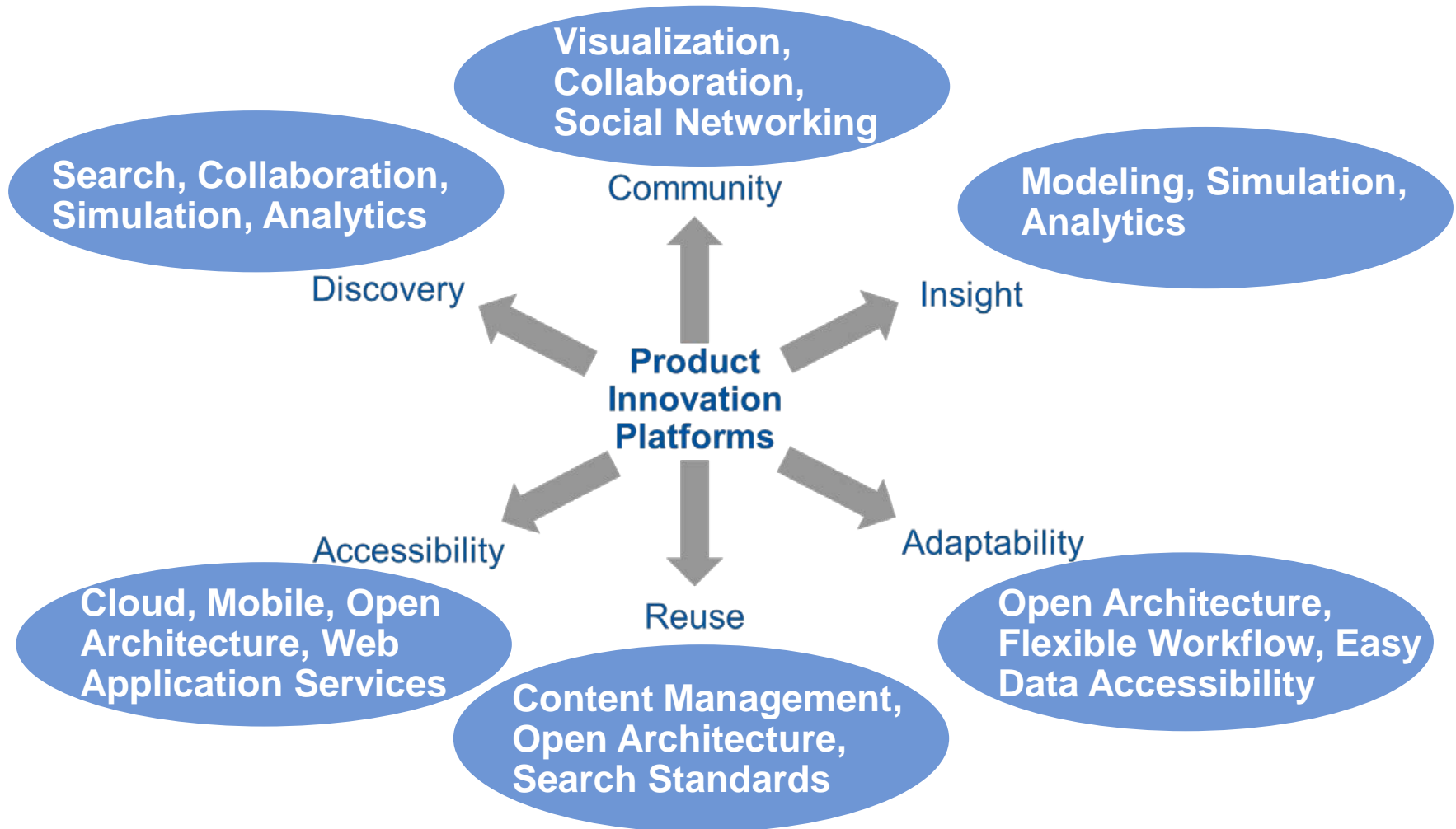
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Today's Design and PLM Software

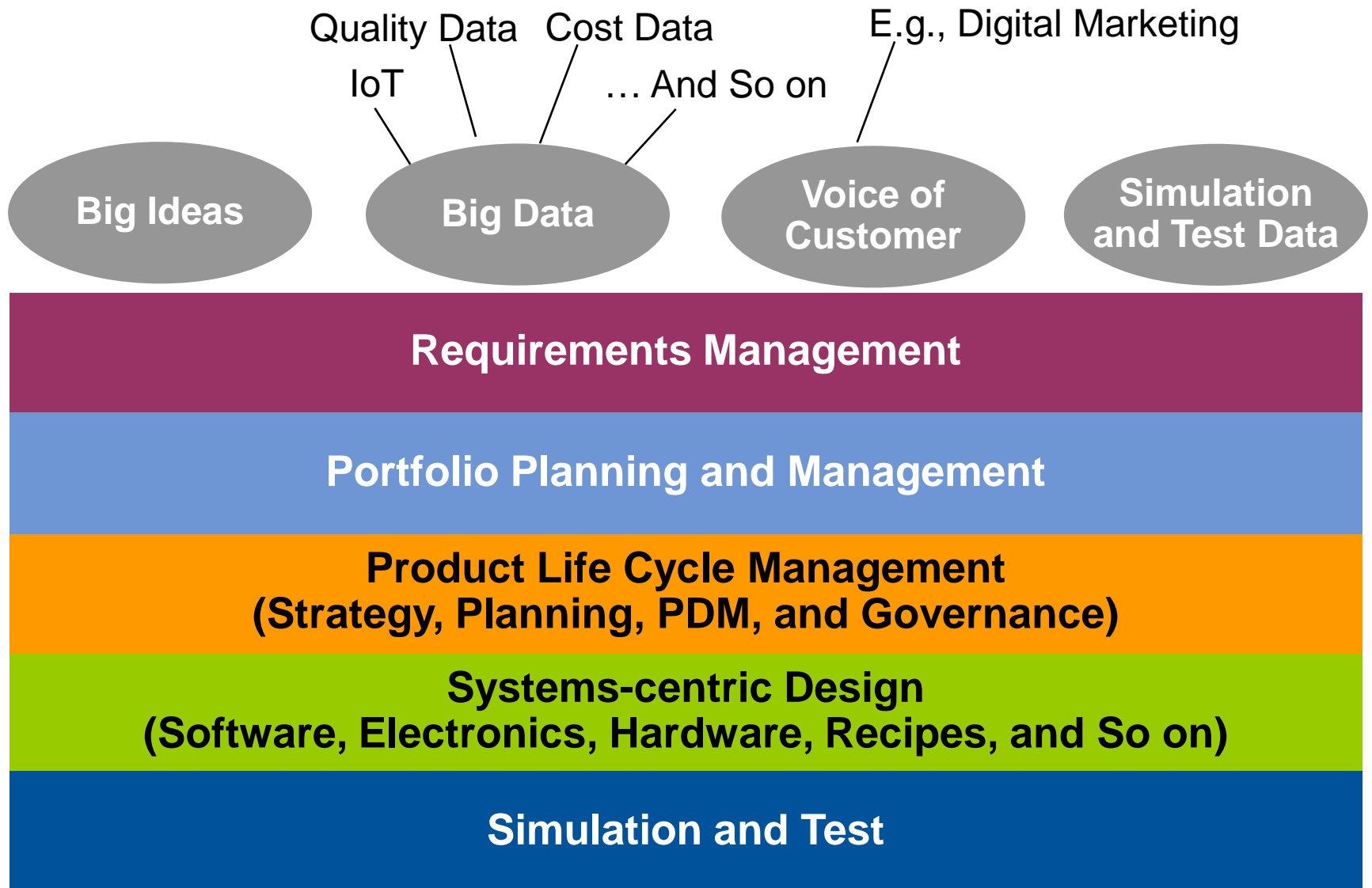
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Community	Human networking or directories	Social networking paradigm

Product Innovation Platform — Some Key IT Requirements



Product Innovation Platforms: Functional Layering for Continuous Product Innovation





The Major Design, PLM, and Business Suite Vendors Will All Offer Product Innovation Platforms by 2017

By 2020, 25% of large discrete manufacturers and formulated goods producers will use Product Innovation Platforms for design and PLM

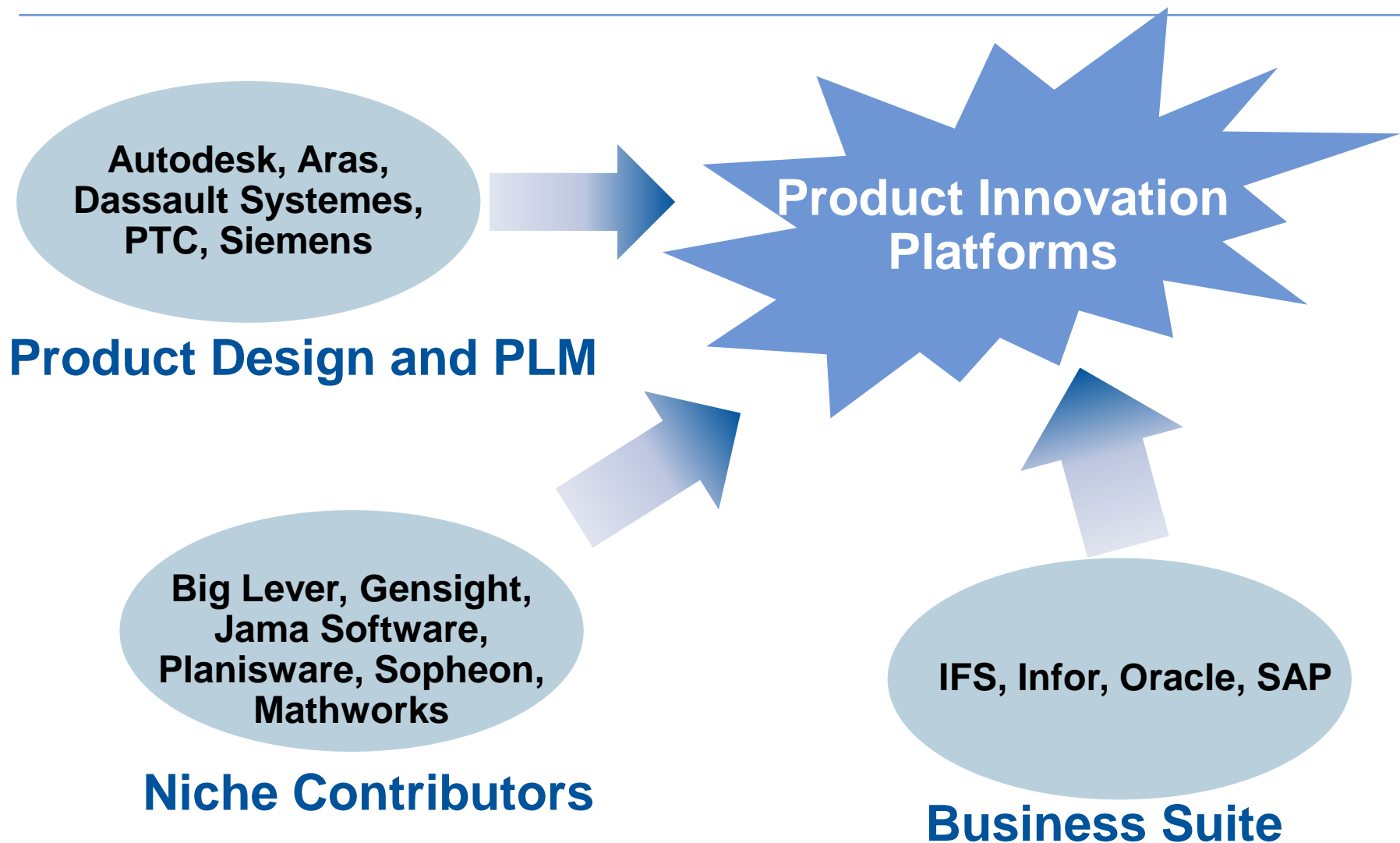
Reasons SPA will be true:

- Emergence of digital business
- Increasing acceptance of cloud-based advantages
- Changing product requirements

Reasons SPA could be false:

- Concerns about IP protection in the cloud
- The systems-based learning curve is too steep
- Needed standards for data sharing will evolve too slowly

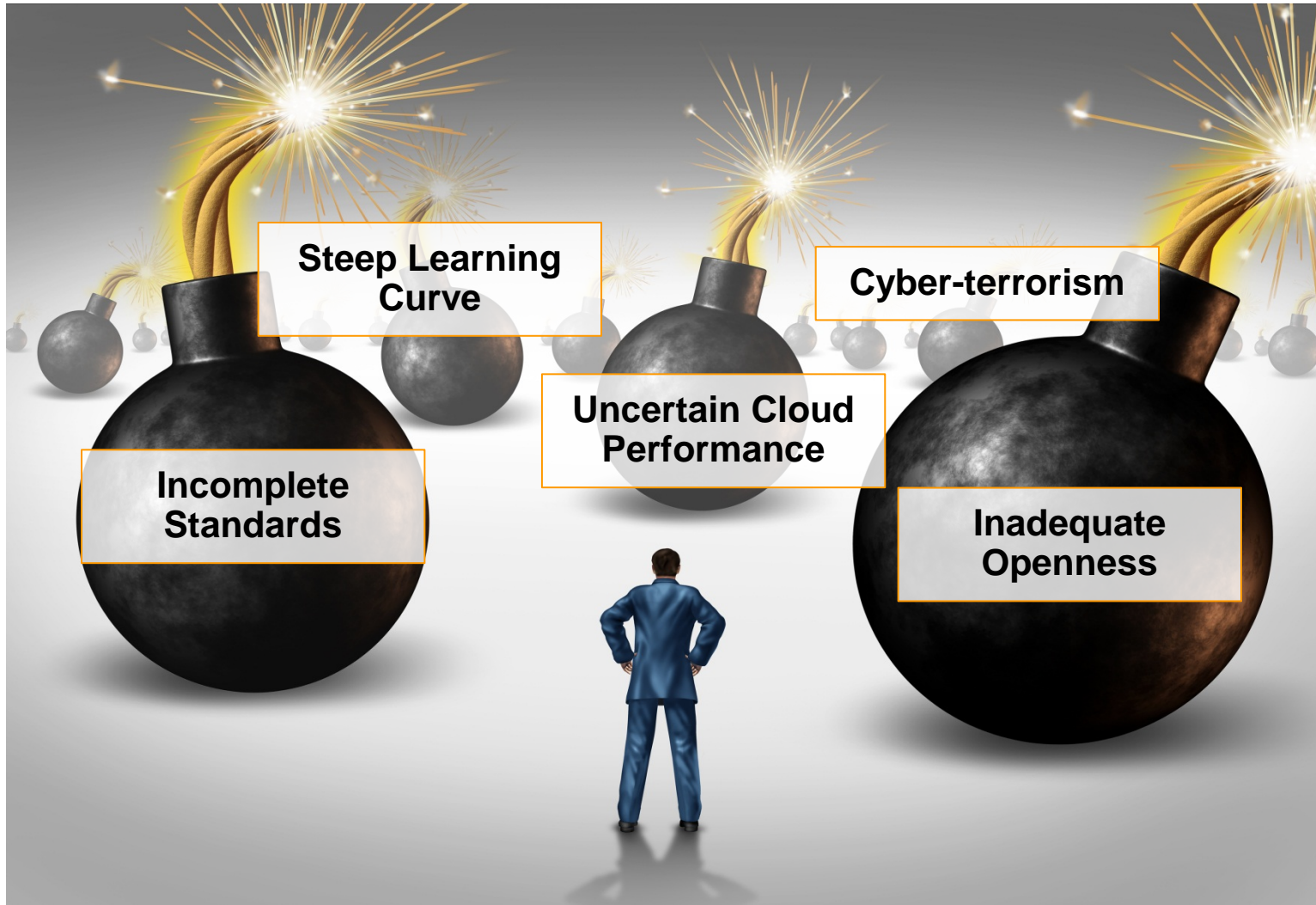
Potential Product Innovation Platforms Vendors Will Evolve Differently



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Perceived Risks

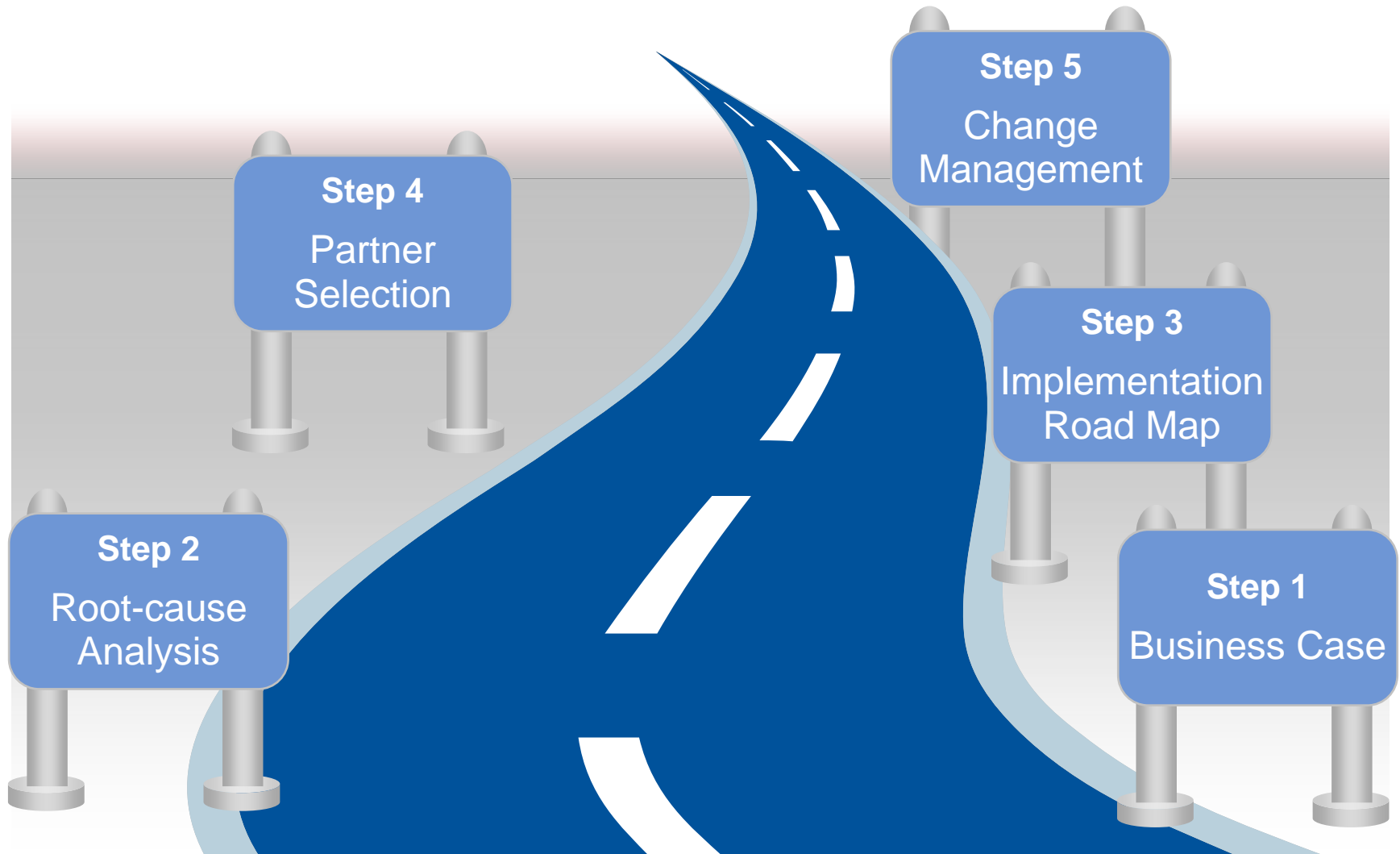


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Road Map to Enabling Product Innovation Platforms for Product Life Cycle Management



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Key Messages

- You need the next generation of design and PLM IT to support the emerging digital business world.
- Product Innovation Platforms, the next generation of IT for design and PLM, improves today's PLM and more.
- Enabling Product Innovation Platforms starts with the business case and addressing risks with the road map.

Recommended Gartner Research

- [Product Innovation Platforms: The Foundation of Product Design and PLM in the Digital Business Era](#)
Marc Halpern (G00264008)
- [Hype Cycle for Discrete Manufacturing and PLM, 2014](#)
Marc Halpern and others (G00263257)
- [Hype Cycle for Process Manufacturing and PLM, 2014](#)
Janet Suleski and others (G00263399)
- [Lessons Learned From Cloud in Manufacturing Industries](#)
Dale Hagemeyer, Thilo Koslowski and others (G00259827)
- [Survey Analysis: Why Manufacturers Still Struggle to Modernize Collaboration](#)
Michael Shanler and Marc Halpern (G00238925)
- [Innovation Insight: Exploiting Cloud Services to Improve and Transform Your Supply Chain Innovation](#)
Michael Dominy (G00261032)

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