The Future of Product Development is Here

Unite your entire organization from design and manufacturing to service and marketing under one collaborative, interactive environment in the cloud

Introduction

TAKE YOUR BUSINESS TO THE NEXT LEVEL

If intelligence is knowing where you are now, then wisdom is knowing which direction to go next. In this eBook, you will learn how to assess your current—and plan for your future—digital state of affairs.

What does digital transformation mean anyway? We often think of cloud computing, mobile solutions, social media channels, artificial intelligence, big data, and more. All of these emerging technologies have disrupted the business landscape in recent years, changing how we work and how we engage customers.

Enterprises need to transform the way products and services are developed in order to:

- **Compete globally with companies of all sizes**

- **Increase speed to market and entry into new markets**

- **Meet rising customer expectations with personalized and varied engagements**

For engineering organizations, the good news is that today's platform-based systems and software tools make it possible and profitable to digitally transform innovation and achieve these goals. By opening engineering processes and leveraging the latest cloud-based technologies, it is possible to move to a faster and more agile approach to product design and development. Add to that a unified core platform and you can achieve higher product quality and greater customer satisfaction.

In our hyper-connected and hyper-speed world, you can no longer simply develop products and services. Technology advancements and higher customer expectations are impacting all engineering processes. These pressures mean products and services are becoming increasingly more complex as are the challenges for engineering and product design. You will need the software tools that empower engineers and designers to innovate and create with teams in a collaborative, interactive environment where real-time data is always accessible and up-to-date.

Are you ready to revolutionize the way your business conceives, develops, and delivers new products? Then let's start your digital transformation so you can unite your entire organization from design to manufacturing to service and marketing under one collaborative, interactive environment in the cloud.

4 Steps to Digital Transformation for Engineering Organizations

1. Open, extend, and accelerate engineering and R&D processes

2. Leverage digital technologies such as cloud, collaboration, and AI

3. Expedite production of highly complex products and services with flexible and agile processes, supply chains, and services

4. Ensure product quality and customer satisfaction with technical, business, supply chain, manufacturing, and services working on a unified platform

IDC whitepaper - Digital Transformation Built on the Cloud >

YOU ARE HERE

Is your engineering or manufacturing organization a digital leader or laggard? It's important to grade your digital maturity or your organization's willingness and ability to embrace digital change. It's equally important to assess how digitally-forward your business is today and where you want to go in the future. Once you know where you are now, you can then make decisions about where you need to go, where to start, and set schedules and budgets.

In today's hyper-competitive and hyper-digital world, it is a given that every business needs to embark on a digital transformation journey in order to meet the demands of today's marketplace, customers, and employees. But where do you start? In order to figure out your end goal, you need to know where you are now and how to get there.

This involves a 4-step process:

1. Examine and document core business processes and needs
2. Analyze the competition and any gaps you have in keeping up
3. Understand technology offerings and map the right tools to your business needs
4. Align the technology to business processes

These steps may seem simple, but they are not easy. It requires a deep and honest review of your business and a willingness to change, possibly in dramatic ways. Real digital transformation is not just about applying technology but rather about foundational changes in how your business delivers value to its customers. This is about more than merely optimizing current business models. It is about creating new business models that will generate revenue growth.

Digital transformations are a journey rather than a destination. Now let's take a closer look at the destination and how you can reach your goals at each stage of the journey. This means that you will be continually monitoring your progress and how you are meeting your goals and measuring up to the competition. It also means that your work is never really complete. But the rewards are worth it.

40 percent of all technology spending will go toward digital transformations, with enterprises spending in excess of $2 trillion through 2019, according to IDC.

Two-thirds of business leaders believe their companies must pick up the pace of digitalization to remain competitive, according to Gartner.

YOUR DESTINATION

We already discussed why it's important to know where you are now in order to plan for the journey ahead. Now let's take a closer look at the destination.

Digital transformation is all about improving performance and gaining advantages over your competition. Perhaps you are experiencing pain around collaboration with partners and customers. A digital transformation is usually centered on the provision of a collaborative business experience platform that your whole enterprise can use to connect and innovate.

END GOALS

Engineering and manufacturing companies are becoming acutely aware that in order to emerge victorious in this hyper-speed, hyper-competitive market, they need to invest in a digital transformation. Using digital tools to modernize your company's operations leads to:

- Increased business agility
- Enhanced execution
- Improved worker productivity

WHAT TO EXPECT

Perhaps you are wondering how to achieve best-in-class engineering solutions in a secured and flexible environment. Unlike past disjointed systems, today's enterprise platform solutions can deliver this with a reasonable total cost of ownership.

As today's marketplace continues to become increasingly complex and competitive, engineering companies and manufacturers are faced with consumers demanding personalized products and experiences. Beyond customization, this refers to overall higher levels of engagement and authenticity.

Successful businesses will need to quickly figure out what customers need and get those products to market faster and at lower costs. Sound challenging? It is. But that is the promise of digital transformation. By choosing a digital business platform solution, you are making a powerful investment in planning time, reengineering, and technology. This investment will return many benefits including:

- Lower costs
- Operational flexibility
- Security
- Simplicity
- Collaboration and connectivity

When combined with enterprise-wide change through updated workflows, processes, and business models, the true magic of the digital world is unleashed. Make sure your company is one of the winners who figures out how to add more value at lower costs.

THE DIGITAL JOURNEY

We've talked about your current location and your desired destination. Now let's discuss how to get there. It is hard to achieve digital transformation without the use of cloud computing. For that reason, many companies are turning to cloud solutions.

IDC reported that 90% of organizations that are best-in-class in digital transformation are using multiple cloud services and platforms.

Cloud computing is especially compelling for small to medium-sized businesses as a means of getting access to the same powerful tools that larger organizations have and, therefore, being able to compete with players of all sizes.

Here are five of the top unique advantages to cloud-based solutions*:

1. **Lower Costs: access to high-powered computing without the need to invest in expensive IT infrastructure and experts.**

2. **Operational Flexibility: rapidly scale up or down to suit project requirements. This allows companies to experiment with new products and to quickly adapt to a fast-paced, uncertain, and competitive environment.**

3. **Security: intellectual property is protected by eliminating the need for users to download or copy data.**

4. **Simplicity: most cloud platforms have simple, consistent user experiences which allows even non-technical users to collaborate.**

5. **Collaboration and Connectivity: instantly communicate and collaborate with colleagues and partners anywhere and anytime.**

*Source: Dassault Systèmes

Most experts agree that the cloud is a key enabler of digital transformation and ecosystem innovation. Think of this trend as much more than outsourcing or cost savings. It's about using the unique power of the cloud as your foundational platform for innovation and collaboration. When chosen and used well, cloud services can indeed transform the way your organization develops products and services. Whether your end goal is to increase speed to market, enter new markets, or better meet customer demands, the cloud is the fastest and most cost-effective way to get there.

THE NEW WORLD VIEW

Once you get to your new destination, what can you expect to see and experience? This is where you get to enjoy the rewards from the journey's hard work.

Once you start building out your digital platform, you now have access to a plethora of product lifecycle management data. In a digital world, data collection becomes exponentially deeper and broader with data sources from business processes, internal assets, people, artificial intelligence, and beyond. This data can be collected, stored, and enhanced with external sources including partners and customers. Of course, data alone is not the full answer. Data provides insights and knowledge which can than inform your product development decisions.

GLOBE TRAILERS DOUBLES PRODUCTION VOLUME

Lowboy trailer manufacturer, Globe Trailers, wanted to double production volume in order to meet high market demands. They already enjoyed a strong industry reputation for high-quality trailers and exceptional customer service. But they also had ambitious global growth plans that required adopting a world-class digital platform. They chose Dassault Systèmes' 3DEXPERIENCE platform to provide:

- integrated design and simulation capabilities
- a single view of the truth
- global availability in real time

Using powerful, easy-to-use design and simulation tools with unified project views available globally, Globe Trailers can now optimize production workflows and meet business goals for even higher-quality products and faster time to market. Growing from 30 trailers per year in 2004, they made 400 trailers in 2010 and are well on their way to doubling production to 800 in 2020.

In addition to doubling production volume, Globe Trailers is enjoying many other benefits of the 3DEXPERIENCE platform. They credit their solution with improving innovation by allowing real-time access to 3D models to capture new ideas and troubleshoot problems. By sharing those images internally and externally, they have been able to increase collaboration and strengthen impressions with customers and engineering recruits.

SHOP INCREASES SPEED TO MARKET

SHoP designs and delivers innovative modular buildings, including residential homes. When a natural disaster hits such as a hurricane, they are called upon to very quickly design and deliver to those areas in need. Timing can be literally life-critical. Through their company's digital transformation, they were able to increase speed to market by having real-time data access and up-to-date views of project information at all times. They credit their new platform with:

- Enabling stakeholders to make better and faster decisions
- Improved collaboration within and across teams
- Enhanced innovation

IMPROVED COLLABORATION CREATES INCREASED PRODUCTIVITY

Another primary benefit has to do with access to data and how that enables cross-company collaboration. This applies to your internal enterprise as well as external ecosystem. Cloud-based computing allows access to data in real time and helps connect the entire workplace. That, in turn, increases teamwork, collaboration, and overall productivity. The cloud erases former access limitations in regard to devices, geography, and time zones. Working anywhere, on any device, and in any location, becomes reality. When all your employees have this level of access to data and each other, you can rethink how your company approaches teamwork, work assignments, and collaboration.

As these customer successes illustrate, a digital transformation is about much more than delivering new designs. Today's digital platforms and tools help achieve desired concepts within customer objectives and with more confidence. Access to modern technologies can stimulate creativity and drive innovative solutions.

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THE FUTURE IS NOW

MEET INCEPTRA

NEXT STEPS

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MEASURING YOUR SUCCESS

You have implemented new digital technologies for product lifecycle management and are seeing good results. How do you measure your return on investment? How do you justify continued investments and improvements in the future? It is important to measure success in order to make any needed course corrections and to support future funding and progress. There are a number of metrics to track:

- Number of users of new applications: are people taking advantage of the new tools? Include measurement of basic usage as well as patterns.

- User Satisfaction: are the tools easy to use and intuitive? Your users can provide valuable feedback on what is working and what needs improvement.

- Net Promoter Score: what do your key customers and market influencers think? This helps predict customer loyalty and revenue growth.

FUTURE-PROOFING YOUR BUSINESS

Now is also a good time to reflect on how to ensure that your company can continue progress. Here are some tips on how best to take advantage of and extend your new digital platform.

1. Don't forget the people in your company. This is not just a technology project. Make any necessary organizational changes to enhance collaboration and develop new business processes. You may want to form new communities around relevant data.

2. Include the people in your ecosystem. Customers, partners, and suppliers are all key stakeholders in your new digital business environment. As such, they can and should contribute to your digital platform. Today's market requires strong ecosystems in order to compete effectively.

3. Eliminate outdated organizational levels and stand-alone functions. With a centralized and up-to-date data repository, all persons with the proper access levels can get to the data and knowledge, making your organization flatter and nimbler.

4. Make sure to evaluate all new applications with the cloud in mind. The goal is to have centralized and consistent governance rules and security measures. This leads to better regulatory compliance.

The goal is to keep building out your product development digital platform to be cloud-centric and data-driven so your digital transformation efforts will reap rewards for years to come.

MEET INCEPTRA

Don't let the lack of time or knowledge slow down your digital journey. Inceptra experts can guide you through the entire process, from technology evaluation to implementation, including training and support. We are highly experienced product development experts who know how to optimize performance in the implementation, configuration and integration of today's multifaceted Product Lifecycle Management (PLM) environments.

Our solutions and services enable people to digitally design, simulate, produce and manage their products and processes. We empower people with the ability to enhance their innovation and productivity, improve quality, accelerate time to market, reach business objectives faster, reduce costs and become more profitable. In short, we can help you strategize and reach your ideal digital future.

INCEPTRA PARTNERS WITH INDUSTRY LEADER DASSAULT SYSTÈMES

Our customers choose Inceptra because of our expertise and track record. For similar reasons, we choose the 3DEXPERIENCE platform from Dassault Systèmes as the premier PLM solution for many of our customers.

The 3DEXPERIENCE platform is a business platform that connects people, data and solutions in a collaborative environment to create customer experiences. Through information intelligence, dashboarding and social collaboration apps, the 3DEXPERIENCE platform digitalizes the customer experience, with capabilities to analyze, design, simulate, engineer and realize experiences – all in real time. In addition, the 3DEXPERIENCE uniquely offers:

- **Digitally connected:** connecting all sources of information from inside and outside the company allows everyone to see the full business picture

- **Data drive:** giving all employees full access to data they need, whether structured or unstructured, fosters communication and collaboration

- **Model-based:** enriching the description of the real world in 3D by the description of the product's behavior, in the same environment the products will be experienced by the consumer

- **Virtual + Real:** comparing the virtual twin with the real world, through a closed loop, allowing permanent improvements of simulation tools

Most importantly, Dassault Systèmes believes in the power of digital transformation and has made their large product development software portfolio available on this single unified platform.

NEXT STEPS

Inceptra is pleased to assist with your evaluation of the powerful 3DEXPERIENCE platform. The Dassault Systèmes 3DEXPERIENCE platform brings together all aspects of your business on a single, cloud-based platform to increase collaboration, improve execution and accelerate innovation. It also allows access to the 3DEXPERIENCE Marketplace where you can connect with manufacturers or download 3D parts from the most comprehensive online catalog with tens of millions of 3D components.

TRY THE 3DEXPERIENCE PLATFORM TODAY!

Quickly evaluate the benefits of the 3DEXPERIENCE on the cloud for the low fee of $354 per user for a 3-month trial. This special offer includes the following features:

- Access to enterprise-class technologies including your favorite apps:
  CATIA, SIMULIA, DELMIA, ENOVIA

- Benefit from a SaaS and IaaS all-in-one offering to access the platform and discover all the available roles

- Access to all the corresponding online training

- Take advantage of the auto upgrades delivery

- 24/7 Access to Dassault Systèmes Cloud Support

- Up to 10 users for 3 months

Contact us to start your evaluation.

Our experts are standing by to help transform your product development.

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