

Products Innovation & Development

Reaching true product excellence

by Jean-Baptiste Guillaume, Partner

“ *Great products not only drive more revenues and margins, but they also create excitement all around the company and a sustainable edge on competition.* ”

Product manufacturers faced several challenges in 2018: rising technical complexity of products ... while resources are scarcer and environment concerns grow.

First, product customization's rising demand indicates designing more complex and evolving ranges based on modular platforms. IoT / Big Data exploitation embeds more and more software and technology inside the products.

Nevertheless, such new integrations are a massive challenge as resources are scarce and manufacturers need to do more with less. Cost and efficiency of projects (Non-Recurring Cost as Engineering, Toolings, and time to market) are as important as direct cost of products.

Hence, to succeed in capturing more and more market share, industrial players need to define new processes and to connect new ecosystems to gather with efficiency the new skills required.

Finally, as environment is a growing concern for all industries, eco-design is not only a new concept but a necessity to grow towards sustainable development. Industrial players now manage their products lifecycle to control their environmental footprint and to define new business models.



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*Detailed client references
can be provided upon request.*

Perspectives

Designing great products, anticipating needs, exceeding expectations and facilitating the user's life for the better will still be the base of disrupting actors in the industry. The next leaders will be the ones who boost their value proposition with extended offers and services.

The next leaders will be the ones who boost their value proposition

B2B and B2C markets will continue to evolve from highly standardized to customized demand. Companies proposing complete customer-centric solutions with products as enablers will experience an increase in value. Customer centricity is not just about offering great customer service, it

means offering a great experience from the awareness stage.

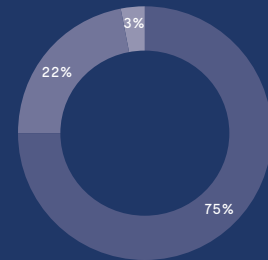
Pressure on costs will increase in every sector, including those saved so far in previous decades.

Facing this challenge is crucial to stay up and starts from early phases of product design to operational excellence.

The need for speed will be prevalent as well at every stage including product design, industrialization, customization & delivery, forcing manufacturers to transform their processes and ways of working.

2019-2025 Challenges

Designing great products is a challenge as 75% of product launches fail, according to a Harvard study.



- Less than 7,5M\$
- Between 7,5 and 50M\$
- More than 50M\$

Earnings after first year launch for Consumer Goods Products market