



# INDUSTRY X.0 HOW TO PREPARE FOR DIGITAL PRODUCT DEVELOPMENT

## VIDEO TRANSCRIPT

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Products are changing as such, they are becoming smart, connected. There's more and more software in the products, inside the product but also outside of the product and it is also about also the user interface and making sure that this experience is adapted to the context, the setting of the users. It's becoming more and more complex. Software, experience, connectivity, data. And this, of course, implies that the design, manufacturing and support of these living products is very different from the products of today.

### **How should companies adopt digital product development**

There's just a few steps, the first one is recognizing the fact that your product of tomorrow is going to be very different from its architecture to the product of today with more software. Enhanced companies need to strengthen their software capabilities which today many industrial clients do not have. The second one is, bring your customer inside your product development cycle. At the end of the day it is not the product which counts, it's the

experience. So, customer inclusion is critical. And that will fundamentally change the way industrial companies design their products. It is all about also innovation and innovation from the outside in, not inside out. Being open to what is happening in the outside world, recognizing that some of the startups have pretty good ideas that you could integrate in your products.

### **The Book**

The book helps in different ways. The first thing is in recognizing the fact that the product of tomorrow is different from the product of today, it also helps to understand that the different clock speeds between the hardware, the software and the user interface and then a necessity to synchronize or at least to master this different clock speed. That is the second thing. The third thing is the new skills. How technology may be artificial intelligence, 3-D printing, generative design, how these technologies will fundamentally change the way a product is developed.

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