

Engineering and R&D Digital Transformation

STRATEGIC PRIORITY 

Digital Innovation Acceleration

PROGRAMS

USE CASES

Product Innovation Platform	→	Data Unification and Federation	Collaborative Development	Crowdsourced Application/Product Ideation
Product Lifecycle Economics	→	Product Portfolio Optimization	Extended S&OP	Case-Based Learning
Product-as-a-Service	→	Remote Predictive Management	Augmented Service Execution	Design for Data Monetization
Dynamic Lifecycle Intelligence	→	Lifetime Product Performance	Manufacturing & Service Intelligence	Generative Design
Smart Products & Processes	→	Model-Based Design	Advanced Digital Simulation	Digital Twins
Enterprise Quality & Compliance	→	Real-Time Regulatory Compliance	Cognitive Root Cause	Agile Application Lifecycle Delivery
Ecosystem Orchestration	→	Open Innovation	Supplier Intelligence	Thinking Supply Chain
Product Experience Curation	→	Closed-Loop Customer Feedback	Intelligent Personalization	Omni-Experience Design