

# Engineering and R&D Digital Transformation

STRATEGIC PRIORITY



## Digitizing R&D and Engineering

### PROGRAMS

### USE CASES

Product Innovation Platform



Data unification & federation

Industry ecosystem co-development

Crowdsourced application/product ideation

Business-Driven Product Lifecycle



Product portfolio optimization

Extended S&OP

Case-based learning

Product-as-a-Service



Remote predictive management

Augmented service execution

Closed-loop digital services

Dynamic Lifecycle Intelligence



Lifetime product performance

Manufacturing, supply chain, & service intelligence

Generative design & development

Smart Products & Processes



Model-based design

Advanced digital simulation

Digital twins

Enterprise Quality & Compliance



Real-time regulatory compliance

Cognitive root cause

Agile application life-cycle delivery

Ecosystem Orchestration



Open innovation

Supplier & partner intelligence

Thinking supply chain

Product Experience Curation



Closed-loop customer feedback

Intelligent personalization

Omni-experience design

# Engineering and R&D Digital Transformation Roadmap

