Engineering and R&D Digital Transformation

STRATEGIC PRIORITY

Digitizing R&D and Engineering

PROGRAMS

USE CASES

Programs	Use Cases		
Product Innovation Platform	Data unification for federation	Ecosystem-based 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	Product lifecycle performance	IoT for engineering	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	Closed-loop supply chain
Product Experience Curation	Closed-loop customer feedback	Intelligent personalization	Omni-experience design

Engineering and R&D Digital Transformation Road Map

HORIZON 1

- Data unification for federation
- Product portfolio optimization
- Agile application lifecycle delivery
- Ecosystem co-development
- Omni-experience design
- Model-based design
- Advanced digital simulation
- Crowdsourced application/product ideation
- Open innovation

HORIZON 2

- Real time regulatory compliance
- Product lifecycle performance
- Closed loop customer feedback
- Digital twins
- IoT for engineering
- Cognitive root cause
- Remote, predictive management
- Augmented service execution
- Case-based learning
- Supplier & partner intelligence
- Generative design & development

HORIZON 3

- Closed-loop supply chain
- Closed-loop digital services
- Intelligent personalization
- Extended S&OP