

# Product Innovation Strategies

AN IDC MANUFACTURING INSIGHTS RESEARCH ADVISORY SERVICE

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IDC Manufacturing Insights' *Product Innovation Strategies* research advisory service examines key challenges facing manufacturers related to product design, development, engineering, and reuse of intellectual property and optimization of product performance across the life cycle. The service provides fact-based research on tools, strategies, and best practices in product life-cycle management (PLM) to meet business challenges in ideation and innovation, product and portfolio management, design and engineering, and end of product life and disposal. We also examine how manufacturers can make better and faster product-related decisions through an innovation platform that takes advantage of new technology capabilities, including analytics and mobility, and serves changing business relationships and conditions.

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## Approach

This advisory service develops unique analysis based on comprehensive data through IDC Manufacturing Insights' proprietary research projects, along with ongoing communications with industry experts, manufacturing executives, PLM professionals, and PLM software and service providers that support a product innovation platform. To ensure relevance, our analysts work with our manufacturing line-of-business clients to identify and prioritize specific topics to be covered in research reports. Our analysts are also available to provide individualized advice for manufacturing executives.

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## Topics Addressed

Throughout the year, this service will address the following topics:

- Business pressures and trends in global product development
  - In-depth coverage of current and emerging PLM topics such as PLM analytics and digital twins
  - Developments in tools, technologies, and best practices for product innovation platforms
  - Exploration of new innovation models including ideation, customer needs management, and enterprise quality management
  - Software budgets and spending trends for PLM in manufacturing companies
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## Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the product life-cycle challenges and opportunities for manufacturers in the current global economy?
  2. What strategies can manufacturers deploy to maximize intellectual property (IP) across the product portfolio?
  3. What tools are available for manufacturers to address complex product development, especially with respect to managing the integration of mechanical, electrical/electronic, and software components in systems engineering?
  4. How can manufacturers capitalize on capabilities such as visualization, simulation, and intelligent search to support their product development efforts, and how can manufacturers realize more value from their existing PLM and innovation platform investments?
  5. How do manufacturers take advantage of newer technologies such as big data/analytics, cloud, mobile, and social collaboration to improve their innovation processes?
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## Who Should Subscribe

- Executives and managers responsible for product life-cycle methodologies, processes, and systems and IT executives who support these activities
- Design engineering, manufacturing, service, and quality management executives who will also benefit from this service
- CXOs and senior business line executives responsible for product innovation strategy and success

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## IDC DecisionScapes

IDC DecisionScapes are a portfolio of decision making methodologies that enable CIOs, IT and Line of Business executives to make better informed strategic decisions. These comprehensive assessments, delivered in a full-length research study, and summarized in an easy-to-read graphical depiction, provide CIOs, IT and Line of Business executives with the critical information necessary to make their most important technology decisions.



IDC FutureScope



IDC MaturityScope



IDC MaturityScope  
Benchmark



IDC MarketScope



IDC PeerScope



IDC PlanScope



IDC TechScope

To learn more about IDC DecisionScapes visit [www.idc.com/itexecutive](http://www.idc.com/itexecutive).

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## Standard Subscription Deliverables

IDC Manufacturing Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; timely delivery of current, concise, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via [www.idc-mi.com](http://www.idc-mi.com)
- Discounted admission to specific IDC Manufacturing Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

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IDC Manufacturing Insights assists manufacturing businesses and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research teams analyze and advise on business and technology issues facing asset-intensive, brand-oriented, technology-oriented, and engineering-oriented manufacturing industries. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading technology, media, research, and events company. For more information, please visit [www.idc-mi.com](http://www.idc-mi.com), email [info@idc-mi.com](mailto:info@idc-mi.com), or call 508-988-7900.

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