

IOT15617

Planning Your Connected Product Offering

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Learning Objectives

- Understand how integrated machine monitoring and servicing can set you apart as a trusted supplier
- Learn how Autodesk's IoT solution can be rebranded and sold to your specialist channel and customers as part of your service
- Plan how you can drive new efficient revenue streams around product maintenance and spare parts
- Understand the opportunity to transform into a service organization

Description

Now that you understand a little more about what information you can collect from your connected products, how you can process the data, and how to turn it into meaningful events and reports based on your own business logic—it's time to figure out how you're going to turn all of this into a new business offering. Are you going to capitalize on customer data to drive sales opportunities; build advanced service offerings; manage assets, spares production, and availability; provide customer and partner product portals with predictive failure capabilities; or change your transaction-based business into a service? Join us in this class to understand the business offerings we can create from a connected product environment to take your company to the next level. This session features Fusion Connect and SeeControl (now Fusion Connect).

Your AU Expert

Paul has a long history working with embedded systems software, networking protocols, remote monitoring, high availability and cloud computing platforms. In recent years Paul has been working with IoT platform software in the consumer and industrial space. This includes solving the complex problems of connecting devices to cloud platforms and user interfaces to those systems. Paul is experienced with the challenges of adding embedded communications to devices for the purpose of IoT connectivity. Paul has experience architecting data models in IoT platforms to achieve valid "digital twins" of deployments in the real world. Paul has also assisted customers with understanding go to market strategies around IoT connected products.



Understand how integrated machine monitoring and servicing can set you apart as a trusted supplier

- Aligning your goals
 - As an OEM you might want to improve your machine uptime, make servicing easier and increase your spare parts business. Figuring out how these help your customers and including them in the IoT journey will upturn your ability to succeed.
- Proactively communicate
 - Instead of selling a product and only hearing from your customer when they need something a connected product can allow you to notify the customer with useful communications that help their business goals. e.g. It is time to change your battery before it fails and you cannot clean.
- Customize service
 - Create a dashboard, reports and other information that speaks directly the customer's environment.
- Sell more than just a product!
 - As an OEM you might want to be transforming into a Product as a Service company. You might want to sell high value digital information which augments the physical product you produce. These are just a few examples of what you can do with a connected product. To get there it takes planning and a platform flexible enough to allow you to evolve your offering.

Sending service alerts to customer

First you need an internal event defined such as this:

Event Types Update Reset

New Event
Click 'Add' to define a new event

Add

Select Event
Select event to edit or delete

Service Alert

Delete Event
Click 'Delete' to delete selected event

Delete

Notifications

Distribution Lists

Event Name *
Required
Service Alert

Designation
Selected event processor
Notifications

Description
Up to 500 characters
This will be used to generate alerts for service on an IoT

Event Code *
Required
service_alert

Fields
Optional

NAME	CODE	DATA TYPE	REQ	
- Main Section -				
Cust Email	cust_email	Text	☐	☐
Alert Type	service_alert_alert_type	Text	☐	☐
Device Serial	service_alert_device_serial	Text	☐	☐
Hopper Level	service_alert_hopper_level	Number	☐	☐
Filter Status	filter_status	Text	☐	☐
Battery Cycles	battery_cycles	Integer	☐	☐



Then we can define a notification type, in this case e-mail, to be used with this event:

Notifications

Select Event
Select event type to setup notifications

- App Configuration Changed
- Dashboard Reconfigured
- Data Model Changed
- Redirect To Page
- Service Alert
- User Login
- User Logout
- User Password Reset

Event Types
Distribution Lists

Email To:

Return Address:

Subject Template:

Attachments:

Message Template
This is a notification from Mom's Friendly IoTBoT company.
Your IoTBoT serial number \${service_alert_device_serial} is indication the following condition: \${service_alert_service_type}.
The current hopper level is: \${service_alert_hopper_level}.
The current battery cycles on this IoTBoT is: \${battery_cycles}.

Add

Lastly we add the notification to our routine:

Edit Action

Actions

- If... Then... Else...
- Set Variable
- Find
- Select
- Calculate
- Add
- Update
- Delete
- Generate Report
- Call / Notify / Record
- Connect Device
- Send Directive
- Return

Event *

Notify: Service Alert

Property Mapping *

Cust Email	variable	cust Email Address
Alert Type	expression	Battery Service
Device Serial	variable	Source Serial Number
Hopper Level	variable	Message Hopper Level
Filter Status	variable	Message Filter Status
Battery Cycles	variable	Source Battery Cycles

Comments

Copy

* Required

Update Cancel



Example of an Alert Type Count report:

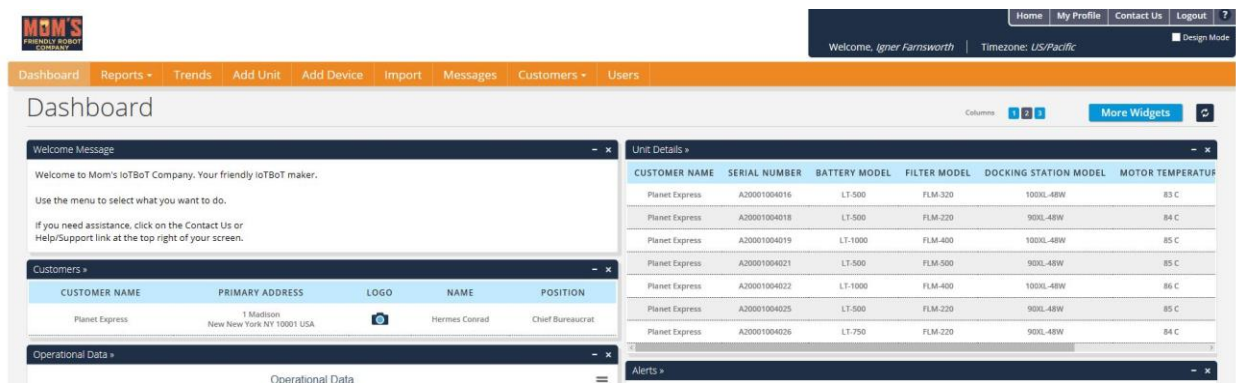


Learn how Autodesk's IoT solution (Fusion Connect, formerly SeeControl) can be rebranded and sold to your specialist channel and customers as part of your service

White labeling:

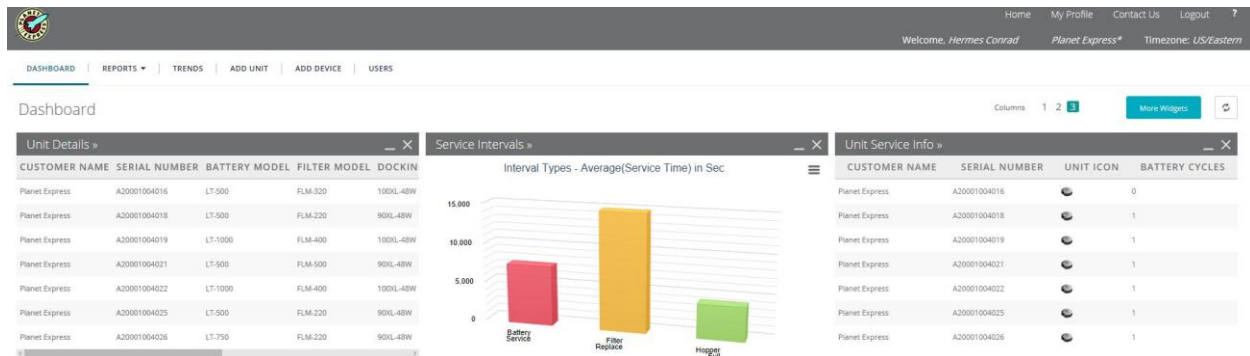
It can be important to have the look and feel of an IoT application match that of the OEM and potentially the OEM's customers. For that there is a cascading possibility for white labeling the IoT application. One part of the white labeling capability is creating unique logos, color schemes and other customizations. Another key component is the ability to segregate data access through the use of roles and/or sub-accounts.

It starts at the OEM. You can have a customized account.





Then personalize to each customer



Role Management

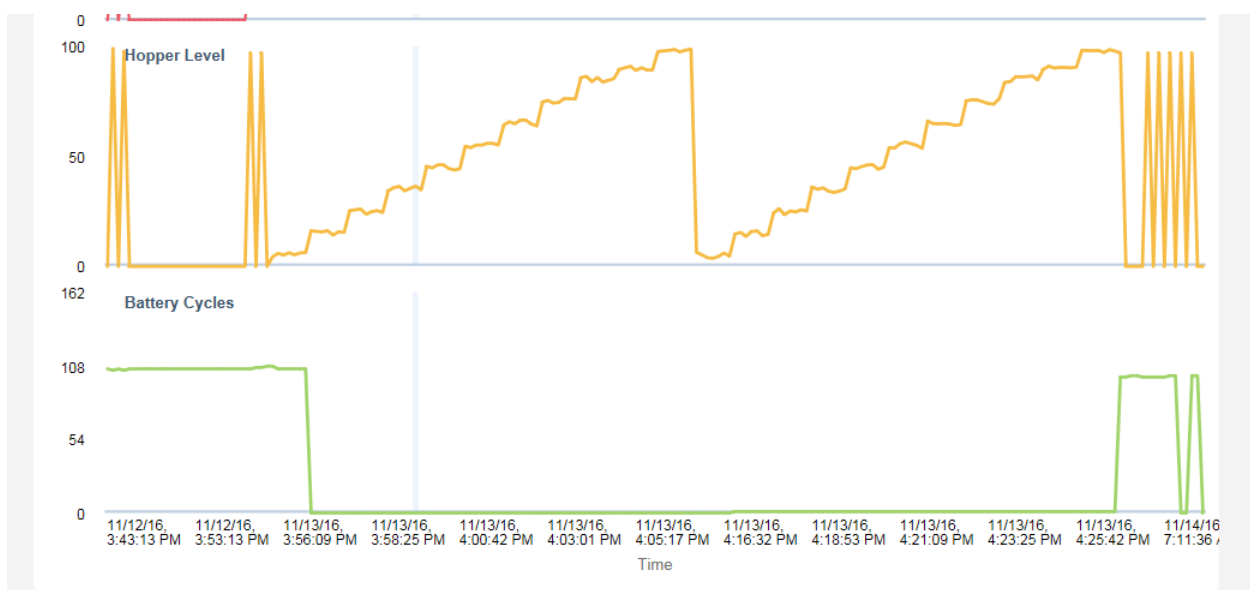
Role management allows you to create the right levels of access within the OEM account as well as within any end user roles that are required.

Plan how you can drive new efficient revenue streams around product maintenance and spare parts

Cyclical Scheduling and Break-Fix

The two classic forms of servicing are cyclical mixed with break-fix. A product manufacturer might promote a routine maintenance schedule for a device and for certain things wait for it to break before servicing. While a connected device cannot always solve all of those events, there is great opportunity to provide new revenue streams and extend the customer relationship.

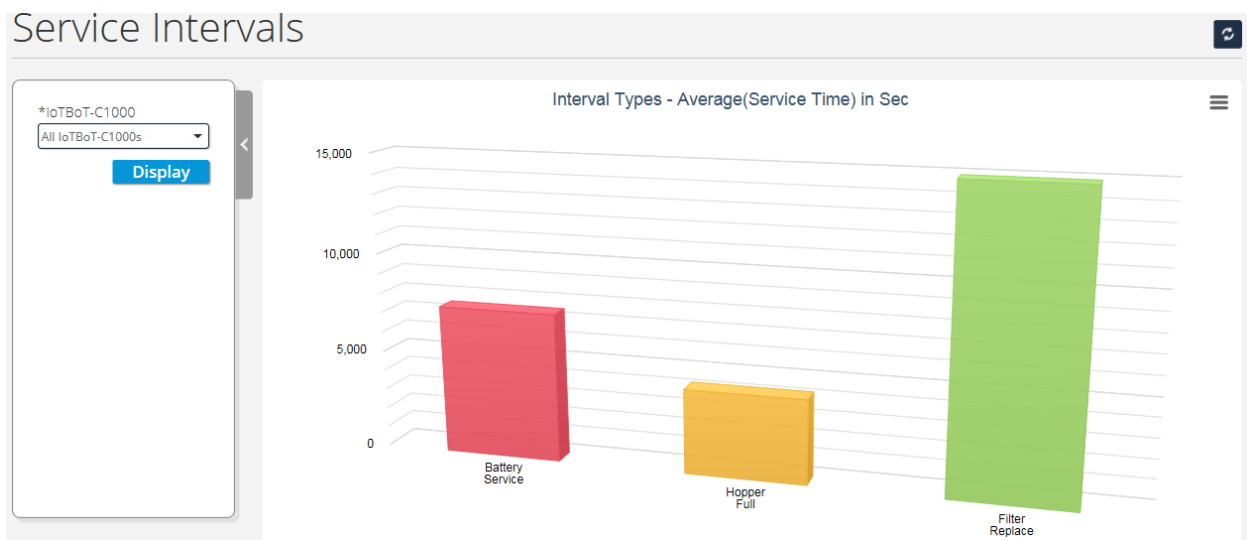
An example of operational data:





With sensors and a connected product it is possible to collect and analyze data about a single machine as well as the entire fleet of products. This data when subjected the analytics can expose trends that can be used to improve products in the Design-Make-Use cycle. You can also expose new revenue streams by optimizing spare parts delivery. Customers can find improved value by having access to the operational information of their machines.

An example of service intervals:



Understand the opportunity to transform into a service organization

Transforming from product only to Machine as a Service

Increasingly in the product world we see a move from selling a fixed capital product to subscription services. Music, movies, cloud infrastructure, software, etc are all benefiting from this migration.

A connected product and an IoT application can help an OEM realize this same model as well. By remotely understanding how and how much a device is being used then an OEM can start to imagine other ways to provide service to the customers. Ongoing and smoother revenue streams as well as increased interactions with customers are some of the benefits.



An example would be knowing exactly how many service alerts an IoTBoT has generated and then charging the customer a service fee based on alerts.

