

Planning Your Connected Product Offering

Paul J. Nederveen

Senior Sales Engineer, IoT Fusion Connect

IoT for Manufacturing Track classes

Tuesday

- 3:00 pm – 4:00 pm - IOT15577 - **Building Your First IoT Project Business Case – industry talk**

Wednesday

- 8:00 am – 9:00 am - IOT15617 - **Planning Your Connected Product Offering - demo**
- 1:00 pm – 2:00 pm - IOT15597-L - **Pimping Your IoT Ride - Lab**

Wednesday cont.

- 4:45 pm – 5:45 pm - IOT15657 - **What Connected Products Are Doing for Us – industry talk**

Thursday

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- 1:00 pm – 2:30 pm - IOT15559 - **An Introduction to Fusion Connect - demo**

Class summary

- 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).

Key learning objectives

At the end of this class, you will be able to:

- 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



OVERVIEW

The image features a stylized, futuristic robotic arm in shades of blue and white, positioned diagonally across the frame. The background is a deep teal color, overlaid with a pattern of binary code (0s and 1s) and several bright, glowing light rays emanating from behind the arm. In the upper left corner, there are faint, wireframe-like representations of mechanical components. The word 'OVERVIEW' is written in a large, white, sans-serif font, centered horizontally across the middle of the image.

Mom's Friendly IoTBoT Company



Mythical company that makes floor cleaning robots called IoTBoTs

DashboardIoTBoTsOperations ChartTrendsAdd UnitAdd DeviceImportMessagesCustomers ▾Users

Dashboard

Columns123More Widgets

Welcome Message

Welcome to Mom's IoTBoT Company. Your friendly IoTBoT maker.

Use the menu to select what you want to do.

If you need assistance, click on the Contact Us or Help/Support link at the top right of your screen.

Unit Service Info »

CUSTOMER NAME	SERIAL NUMBER	UNIT ICON	BATTERY CYCLES	ALERTCOUNT
Planet Express	A20001004016		106	32
Planet Express	A20001004018		106	32
Planet Express	A20001004019		106	32
Planet Express	A20001004021		106	32

Unit Details »

CUSTOMER NAME	SERIAL NUMBER	BATTERY MODEL	FILTER MODEL	DOCKING STATION MODEL	MOTOR
Planet Express	A20001004016	LT-500	FLM-320	100XL-48W	
Planet Express	A20001004018	LT-500	FLM-220	90XL-48W	
Planet Express	A20001004019	LT-1000	FLM-400	100XL-48W	
Planet Express	A20001004021	LT-500	FLM-500	90XL-48W	
Planet Express	A20001004022	LT-1000	FLM-400	100XL-48W	
Planet Express	A20001004025	LT-500	FLM-220	90XL-48W	
Planet Express	A20001004026	LT-750	FLM-220	90XL-48W	

Alerts »

Alerts by Type - Type



Machine Monitoring and Servicing

AKA...

How to become a trusted supplier

Becoming a Trusted Supplier

- **Align your goals**
- **Proactively communicate**
- **Customize service**
- **Sell more than just a product!**



The IoTBoT can clean floors but customers want more

- Minimize disruption to work space – We will provide alert notifications
- Optimize usage of service staff – We will provide automated monthly usage reports
- Minimize on hand spare parts – We will provide just in time spare parts
- Low capital investment – We will provide clean floors as a service



A futuristic robotic arm is the central focus, rendered in a teal color. It is positioned diagonally across the frame. The background is a deep teal with a repeating pattern of binary code (0s and 1s). In the upper left, there are faint, wireframe-like structures that look like digital models or data visualizations. The overall aesthetic is high-tech and digital.

DEMO

Alerts & Reports

Demo time

- Demo of creating and activating an alert.
- Demo of alert types

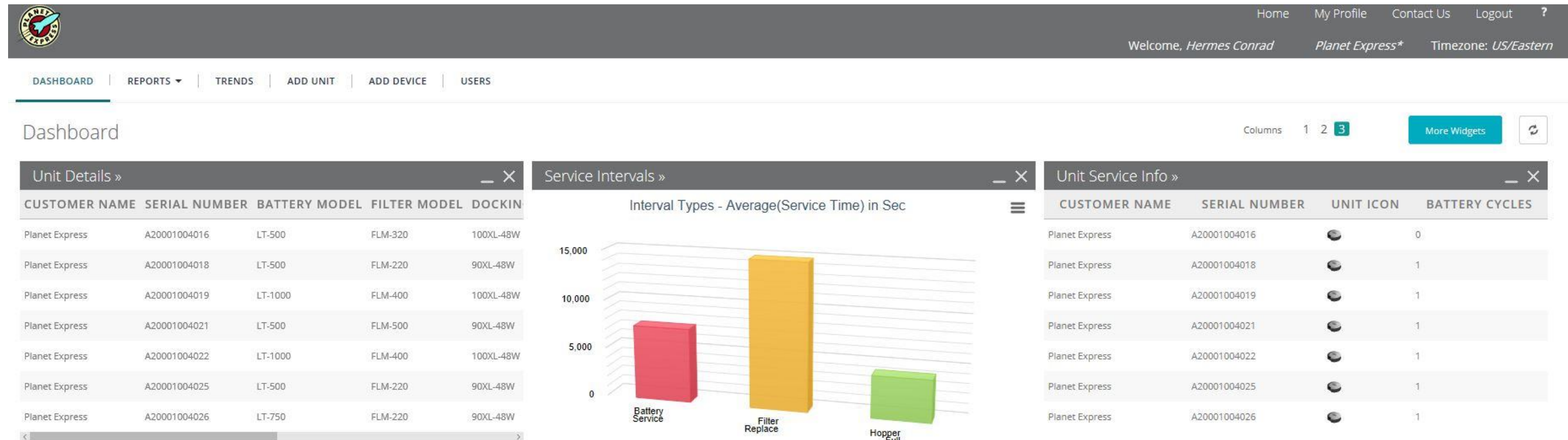


White Labeling and Customizing

White labeling

Customers should have a custom experience

- High value in creating a custom user experience but the cost to customize should be low
- Separate user data and experience via use of sub-accounts



Role Management

Different users, different needs

- Need to be able to create different user types in order to restrict or differentiate access to the account.

Admin

- Manage users
- Monitor all sites
- See all reports
- Add units



Site Mgr

- See alert reports
- See service efficiency data
- See IoTBoT unit performance
- Add units



Only for their customer account!



DEMO

White Labeling & Customization

Demo time

- Demo different roles
- Demo of adding new customer with custom logo option (logged in as mom user)
- Demo of logging in as new user and customizing widgets to suit my display

Add Customer Submit Clear

Add New Customer to System

Customer Name *
Planet Express

Address

Street Address *
Street 1 Madison
City New New York
State New York
ZIP 10001

Primary Contact

Name * Hermes Conrad
Email * hermes.conrad@planetexp.com
Phone (Mobile) * (111) 222-2345 Mobile
Position * Chief Bureaucrat
Phone (Direct) * (111) 222-3333 Main

Logo

customer_logo
UPLOAD Customer Logo...



Save As
Media library name
Planet_express.png

Submit Clear

Product Maintenance and Spare Parts



Service optimization through device info tracking

- Typical routine would be to service machines on a cyclical schedule, regardless of actual status.
- Site manager typically does not have insight into how quickly IoTBoT alerts are serviced
- Lower costs by showing optimized service schedule
- Show maintenance efficiency by tracking service times

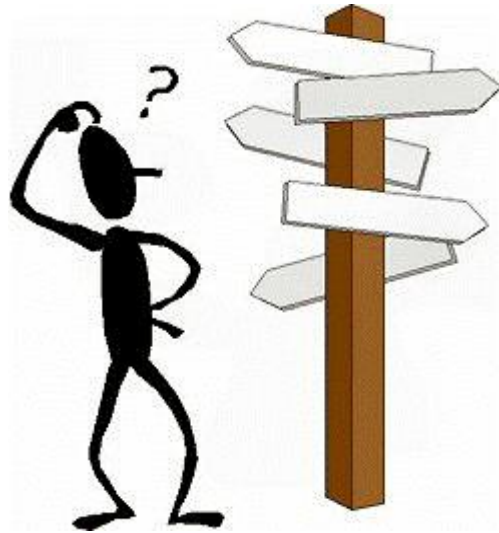


Save customers money by replacing parts when needed

- 10 IoTBoTs with \$500 battery replaced every year = \$5000
- 10 IoTBoTs with \$500 battery replaced every 100 battery cycles
 - 2 cycle every 3.5 days = 1 / year @ \$500
 - 5 cycle every 7 days = 1 / 2 years @ \$250
 - 3 cycle every 14 days = 1 / 4 years @ \$125
 - Total = \$2625 / year in battery replacement!



Break-fix vs. A better way



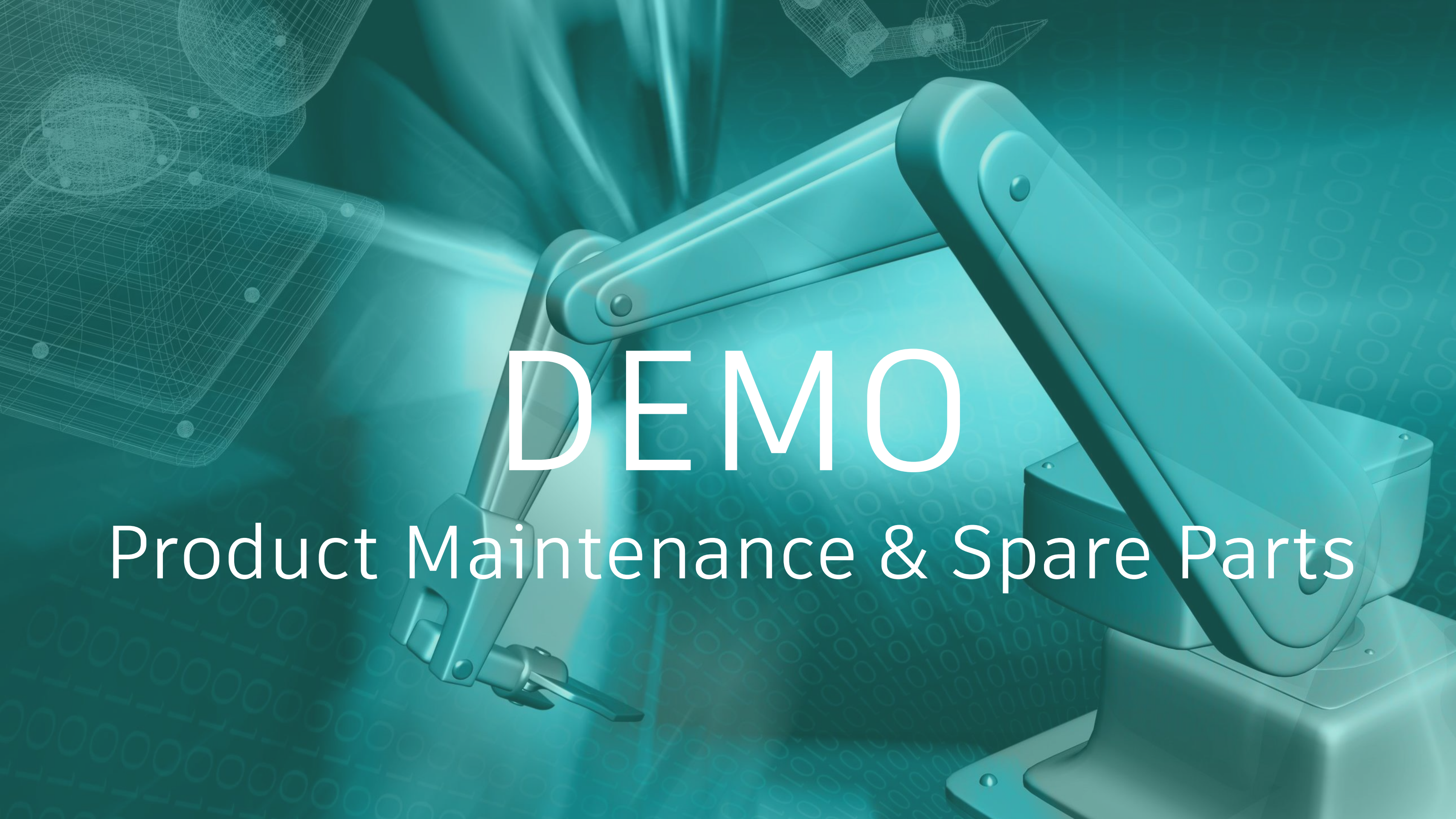
Single dumb alert:

- Dispatch
- Diagnose
- Order
- Return
- Repair



Operational data and smart alert:

- Allows for preventative or even predictive maintenance
- Just the right part the first time
- Single dispatch
- Optimize repair times



DEMO

Product Maintenance & Spare Parts

Demo time

- Demo report showing service times after hopper full alert.
- Demo alert or report on filter services



Becoming a service organization

aka

MaaS

Machine as a Service

Capital Outlay in One Time Purchase

- 10 IoTBoT @ \$5,000 = \$50,000
- 2 spare batteries @ \$500 = \$1,000
- 5 spare filters @ \$100 = \$500

\$51,500 in capital



Customer OpEx piles up

- Maint Training = \$5,000
- 2 hr / week @ \$18 / hour = \$1,872 yearly
- \$6,872 in OpEx, assuming no downtime
- \$50,000 / day in business downtime for dirty floor



First year of clean floors = \$108,372 !!!



Clean floor subscription – OEM “BOM”

- 10 IoTBoT @ \$3,000 = \$30,000
- 1 replacement battery @ \$250 = \$250
 - We know is only one due to device data!
- 5 replacement filters @ \$50 = \$250
- 1 hr / week servicing @ \$20 = \$1,040
- Total first year = \$31,540

OEM knows how often the IoTBoT alerts, so charge baseline cost then a rolled up alert total charge.



Demo time

- As an OEM you can directly generate billable info
- Demo the alert reports

How did I do?

- Your class feedback is critical. Fill out a **class survey** now.
- Use the AU mobile app or fill out a class survey online.
- Give feedback after each session.
- AU speakers will get feedback in real-time.
- **Your feedback results in better classes and a better AU experience.**



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More Questions? Visit the AU Answer Bar

- Seek answers to all of your technical product questions by visiting the [Answer Bar](#).
- Open daily from [8am-6pm Tuesday](#) and [Wednesday](#); [8am-4:30pm Thursday](#).
- Located outside [Hall C, Level 2](#).
- Meet Autodesk developers, testers, & support engineers ready to help with your most challenging technical questions.



