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
- 8:30 am – 9:30 am - IOT15637 - Getting on the Fast Track to IoT
  - Panel
- 1:00 pm – 2:30 pm - IOT15559 - An Introduction to Fusion
  Connect - demo
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
Mom’s Friendly IoTBoT Company

Mythical company that makes floor cleaning robots called IoTBoTs
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
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 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
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 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.
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
- 8:30 am – 9:30 am - IOT15637 - Getting on the Fast Track to IoT - Panel
- 1:00 pm – 2:30 pm - IOT15559 - An Introduction to Fusion Connect - demo
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.