

Applying

Digital Twin Technology

to Consumer Driven Customization Tools

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Major Trends

Impacting Business Today



Customers are demanding a packaged system — products and services—customized to their individual needs.*



OEMs are answer the call by creating customized machines to do what wasn't possible only a few years ago.

*Source: Joint Research Council Foresight Study

Companies must be prepared to offer a broader range of customization options for your off-the-shelf machines to satisfy unique requests.



In a world of increased complexity, demands and expectations for innovative solutions continue to grow.

5 Key Implications

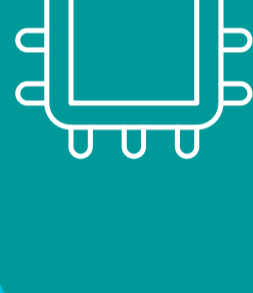
for How These Trends Affect Your Business



OEMs need to accommodate a CTO and ETO capability to successfully manage increased production complexity.

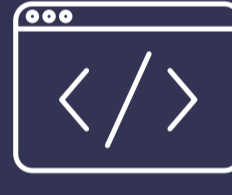


Product obsolescence has accelerated to the point where companies cannot reuse past designs as readily.

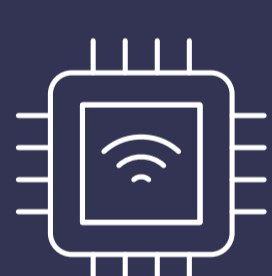


Machines must be included in a broader environment and connect with automated systems to handle increased customization.

Traditional product engineering will evolve into simulation-driven design to produce a fully optimized virtual machine.



Electronics and embedded software will be integrated to increase capabilities for machine modification.



Innovations in embedded sensor technology will be incorporated for next-gen monitoring and performance.



SMB suppliers for these next-gen machines will leverage design data to drive increases in manufacturing efficiency.

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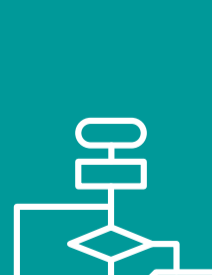
Possible Responses

to the Five Implications

3 Relevant Solutions

to Make a Valuable Contribution

Enable a multi-disciplinary, concurrent engineering platform based on open standards.



Investigate modular designs that combine integrated project delivery with plug-and-play capability.



Apply an integrated change management to assure product requirements and project goals are met.

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