

Home & Lifestyle

GAINING A COMPETITIVE EDGE

with Intelligent Product Configurations

INTRODUCTION



More than any other industry, Home & Lifestyle is driven by consumers. And because today's consumers have nearly limitless choices, the Home & Lifestyle industry is experiencing one of the most important revolutions. It's simply not good enough to offer desirable products; brands, manufacturers and retailers in Home & Lifestyle need to create new products and experiences that improve the consumer lifestyle and inspire new ways of living.

Whatever they create and sell—from furniture, home appliances, bathroom and kitchen equipment, sports equipment, shoes, luxury goods and more; Home & Lifestyle companies must provide products and experiences that fit individual needs.

Consumer demand for personalized experiences is driving Home & Lifestyle companies to change the way they do business. They need to ideate, manufacture, and launch products that meet customer expectations faster than ever before and at the right cost and at the right time.



GAIN A COMPETITIVE ADVANTAGE

This eBook discusses the role of configuration management to enable Home & Lifestyle innovators to efficiently and cost-effectively produce customized products to fulfill consumer demand.

The design and manufacturing of product variants is inherently costlier and more complex than producing standard products. As an example, the typical approach of defining variants by copying and editing Bills of Material (BOM) files and creating a different CAD model for each variant leads to errors and rework, costly part proliferation, and complex change management processes.

Manufacturers must find ways to simplify the design process and reduce manufacturing costs to stay competitive. Shifting configuration management upstream to support business strategy, and leveraging the **3DEXPERIENCE** platform and ENOVIA configuration management capabilities to simplify product portfolio definition is the solution.

MASS CUSTOMIZATION DEMAND IS GROWING SIGNIFICANTLY

Today, consumers' expectations for unique, personalized products poses both a challenge and an opportunity for forward-thinking manufacturers. In the Home & Lifestyle industry, the need to tailor products-to-order has been a necessity for some time, adding both complexity and cost to the process.

Companies have traditionally built their business models and plants around mass production. Today, they are experiencing the shift toward more varied configurations.

According to a Deloitte research on customization, "In some categories, more than 50% of consumers expressed interest in purchasing customized products or services."

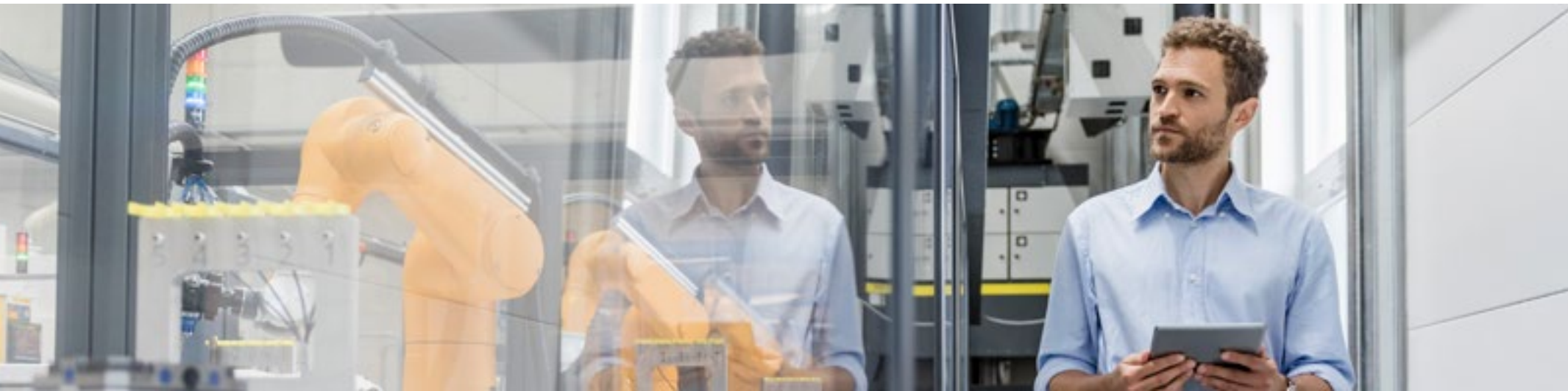


HOW TO MANAGE MASS CUSTOMIZATION AND COMPLEXITY CHALLENGES

How can Home & Lifestyle manufacturers cost-effectively manage the complexity that is inherent with mass customization processes? It's no secret that managing Bills of Material (BOMs) is already a challenging, complicated process when there is one department producing goods. Today's smart products, like connected food robots, electric bikes, and smart watches require a multi-discipline approach that must synchronize contributions from multiple engineering departments across a variety of converging design disciplines. Factoring in multiple variants and configurations across these disciplines, further affects the entire product lifecycle and significantly increases complexity.

In addition to engineering inefficiency, the way most Home & Lifestyle manufacturers typically manage variants creates redundant information, jeopardizes quality, and leads to model proliferation. Increasing personalization makes these issues even more challenging.

Why? Today's processes were not built to accommodate mass customization in an agile, cost-effective, simplified way. Traditional approaches copy and modify product data to create new variants, generating an explosion of data to manage and maintain for each of these new products. This method creates inefficiency throughout the product lifecycle and creates the need for labor intensive, error-prone, and time-consuming engineering change processes. In short, they are neither simple nor agile, and not optimized to handle the increased demands for personalization.



STRATEGICALLY EXPAND COMPLEXITY

Complex configurations do not *have* to cause inefficiency and errors. Manufacturers can benefit by strategically increasing product diversity and complex variant configurations.

Now is the time for Home & Lifestyle manufacturers to adopt a new approach.

Intelligent product configuration allows manufacturers to seize the customization opportunity, without introducing additional cost and complexity.





PURSUE BETTER PROCESSES

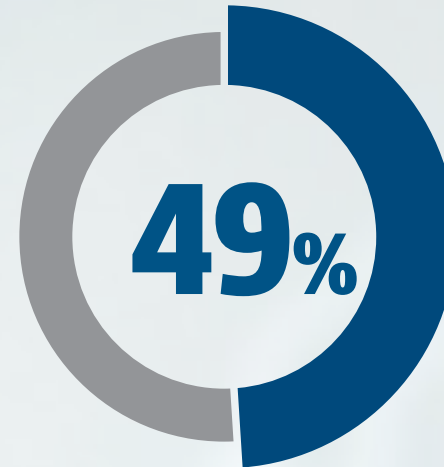
It's time to act. Home & Lifestyle manufacturers are already struggling with competition, large and small. Young start-ups, that have embraced state-of-the-art digital processes are more agile. Digitalization has leveled the playing field by dropping barriers to entry and allowed small start-up companies to compete with industry giants.

Manufacturers have to respond to stay competitive. Relying on the brute force method of duplicating and modifying BOMs and CAD files is a flawed strategy. It's time for a new approach that enables greater product diversity, without increasing the burden on those designing and developing them. It's time to transform and adopt cohesive digital continuity designed to accommodate customization from the portfolio planning process and configured design to production.

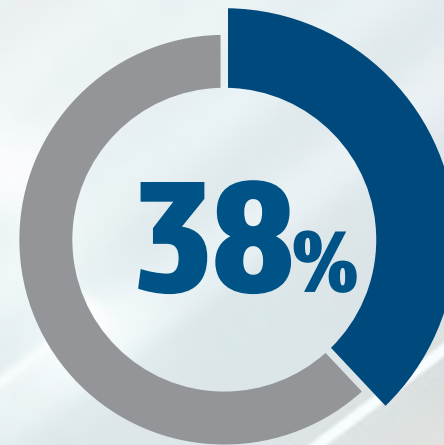
Manufacturers can take advantage of ENOVIA and the **3DEXPERIENCE** platform capabilities to implement *intelligent* product configurations, making mass customization sustainable at the scale of mass production. This systematic approach offers selection and choice to customers, while reducing the complexity associated with traditional engineered-to-order customization.

Incorporating predefined variability using modular design and platform design techniques is the scalable way to deliver customization. It offers customization at the cost of mass production, without compromising quality.

Tech-Clarity research supports this approach, showing that Top Performing manufacturers are:



More likely to leverage Platform Design



More likely to utilize Modular Design

IMPLEMENT INTELLIGENT PRODUCT CONFIGURATIONS

Intelligent product configurations streamline processes and information across the enterprise to proliferate variability and consumer choice. Here's a glimpse of the roles performed by key players within the Home & Lifestyle industry, in the process:



An intelligent product configuration process supports digital continuity across these roles to drastically improve consumer satisfaction without suffering from the unwanted impacts and complexity of traditional configuration management approaches.





MASS CUSTOMIZATION: IT'S ALSO ABOUT SUSTAINABILITY

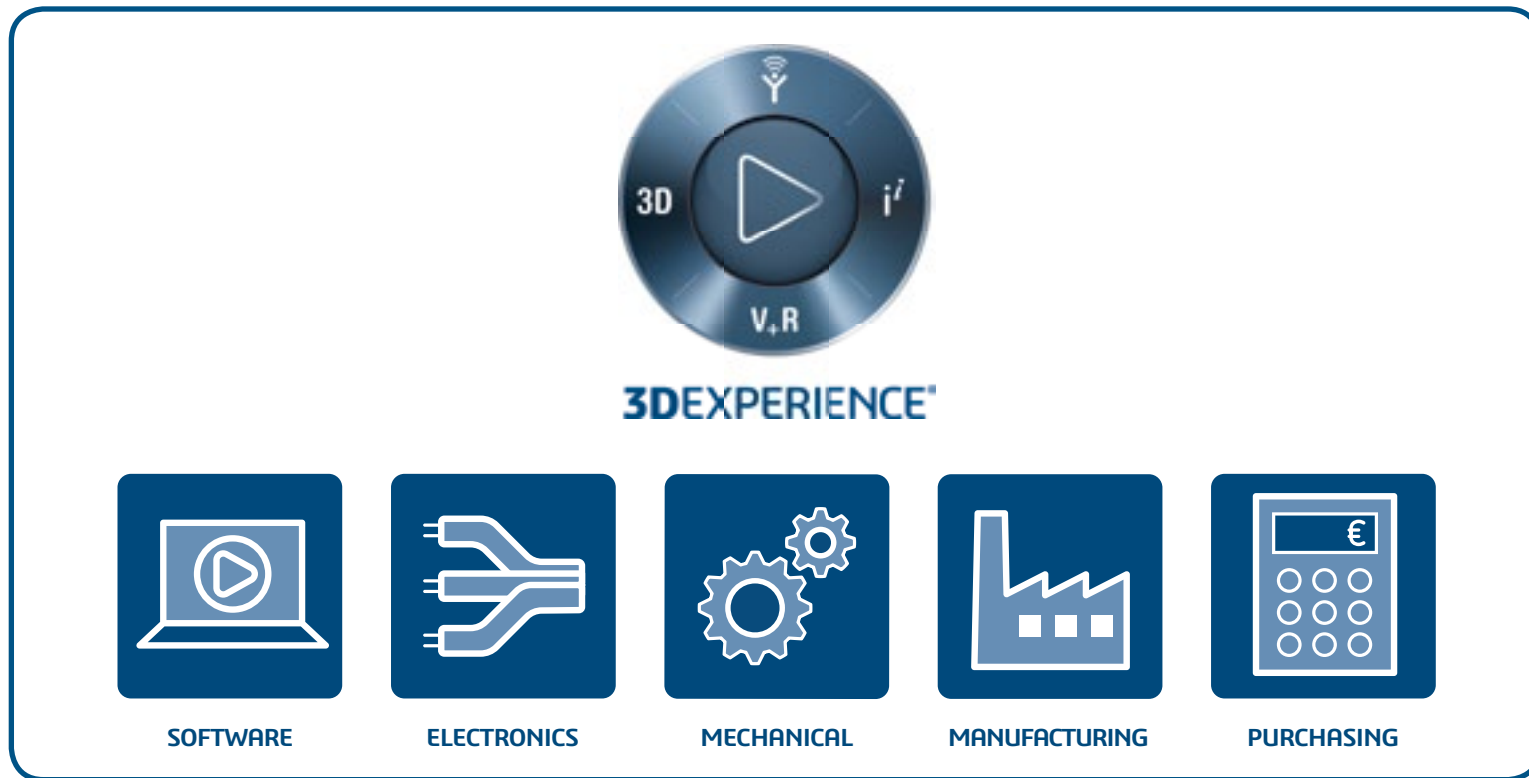
In a context where sustainability is essential in every Home & Lifestyle companies, having a mass customization approach becomes a key element of a sustainable strategy.



Home & Lifestyle companies must act quickly in the face of highly demanding consumers. Customization is rapidly moving from a differentiating strategy to a competitive necessity. Instead of hoping to drive a price premium by increasing demand through customization, companies must recognize that customers expect this capability by default and at no additional cost.

The Benefits of Mass Customization:

-  Quickly customize products on-demand
-  Better manage materials and resources
-  Reduce stock and overhead costs
-  Achieve higher customer satisfaction



ENOVIA AND THE 3DEXPERIENCE PLATFORM

None of this is possible with a patchwork of different systems to support design, configuration and manufacturing. It requires an innovation platform that allows configurability to be defined at the portfolio level and maintained by digital continuity through to production. ENOVIA and the **3DEXPERIENCE** platform enable manufacturers to plan, design, optimize and manufacture in configured context through an enterprise-level model that includes the engineering definition, including the BOM, manufacturing bill of materials (MBOM) and Bill of Process (BOP) information in a single, holistic product definition, with integrated enterprise change management and release.

The solution is more accessible than ever. Intelligent product configuration is supported by the **3DEXPERIENCE** platform on the cloud, offering large and small companies in Home & Lifestyle access to world-class capabilities.

Learn more from Dassault Systèmes about how ENOVIA and the **3DEXPERIENCE** platform support intelligent product configuration to enable Home & Lifestyle manufacturers to gain a competitive edge by delivering configured variants in a sustainable way.

Discover how you can start your mass customization journey and answer consumers expectations.
<https://ifwe.3ds.com/home-lifestyle>



Our **3DEXPERIENCE**® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE**® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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