

**HOME &
LIFESTYLE**

ARE YOU READY TO NEVER STAND STILL WITH INNOVATION?

Your eBook to launch scalable innovation in Home & Lifestyle

DID YOU SAY INNOVATION?



84% OF EXECUTIVES AGREE ON THE IMPORTANCE OF INNOVATION IN **GROWTH STRATEGY**

INNOVATION IS CRITICAL TO GROWTH ESPECIALLY AS THE **SPEED OF BUSINESS CYCLES** CONTINUES TO INCREASE

A man in a white t-shirt and black watch is looking at his wrist on a rooftop at sunset. The background shows a cityscape with buildings and a railing.

KPMG'S GLOBAL CONSUMER EXECUTIVE
TOP OF MIND SURVEY REVEALS THAT

87%

OF THE FASTEST GROWING COMPANIES
SAY **FOSTERING AN INNOVATION
CULTURE** IS A STRATEGIC PRIORITY

Source: 2018 Global Consumer Executive Top of Mind Survey

THE MOST INNOVATIVE COMPANIES ARE NOT NECESSARILY TECHNOLOGY COMPANIES. THEY HAVE A DIFFERENT VIEW OF OUR HOMES AND LIFESTYLES.

#6

RE-IMAGINE THE WAY
WE WATCH MOVIES

NETFLIX

#30

RE-INVENTING THE WAY
WE DRINK COFFEE



STARBUCKS®

#8

RE-THINK THE WAY
TO CONSUME IN THE
INDIAN MARKET



Hindustan Unilever Limited

BE INSPIRED

**“When it comes to innovation,
we only have one rule: don’t
follow any rules.”**

– Mathieu Boimare, Design Director, DECATHLON INESIS Golf



GREAT INNOVATION HAS NO BOUNDARIES

COMPLETE FREEDOM IN

- Design and style
- Performance
- Features
- Uses
- Connected products
- Sustainability
- Technologies
- Business models
- Processes
- Collaboration styles





HOW ABOUT YOUR COMPANY?

ARE YOU READY TO INNOVATE?

- To react to the transformation in consumers' behavior
- To disrupt the Home & Lifestyle industry
- To invent a new lifestyle for consumers
- To imagine tomorrow's best-selling products

DO YOU KNOW HOW TO MAKE IT RIGHT?

- Innovating on time and at the right cost while maintaining margin
- Being agile in the manufacturing process

MAKE IT RIGHT

- Most companies understand the importance of innovation but fail when it comes to execution
- Very few executives are satisfied with the outcome, know what the problem is, and how to improve innovation
- 6% executives are satisfied with innovation performance

Source: McKinsey Global Innovation Survey, McKinsey Analysis



HOW DO YOU SCALE INNOVATION?

GREAT PRODUCT INNOVATION MEANS HAVING THE RIGHT SOLUTION. WHATEVER THEY DO TO INNOVATE, HOME & LIFESTYLE COMPANIES MUST THINK ABOUT THESE BUSINESS DRIVERS.

FROM AN IDEA TO A CONCEPT

It is easy to have the idea but a challenge to go from concept to an industrialized product. 3D design solutions allow product development teams to virtually create a product, including all engineering processes.

FROM CONCEPT TO PRODUCTION

Using a concept is step one. But how do you scale? How do you drive innovation? Manufacturing processes must be considered early in the innovation process. Home & Lifestyle companies manufacturing processes must grow as their requirements evolve.

WITH QUALITY AND PERFORMANCE

Quality, safety and performance are essential to launch a new product. With virtual performance testing and simulation, brands can test and validate their designs in a virtual environment. This reduces the need for physical prototypes and production redo's from undetected errors.

ON TIME

Innovation must be launched at the right time. Accelerating time-to-market and productivity are critical.

AT THE RIGHT COST

Innovations are very often stopped because they don't generate enough profit. Optimizing costs while improving margin is a key success factor.

IN A COLLABORATIVE WAY

Most innovations fail because they are not well orchestrated and executed. Using collaborative spaces helps to share information, facilitate social listening and ideation.



THE SOLUTION

- There are **best practices** to make innovations scalable and generate revenue
- There are **drivers of success**
- With a **digital and collaborative platform** dedicated to the creation of innovative products and experiences in Home & Lifestyle



BENEFITS



MANAGE
processes to
accelerate product
launch



REDUCE
development and
manufacturing
time and costs



INCREASE
engineering and
manufacturing
efficiencies



IMPROVE
collaboration
between teams

NOWY STYL GROUP

THE CHALLENGE

Nowy Styl Group, a leading European furniture company, needed to improve collaboration and processes, accelerate product innovation and decrease time-to-market.

DASSAULT SYSTÈMES SOLUTION

The company selected Dassault Systèmes' **3DEXPERIENCE®** platform and its **Perfect Consumer Product** Industry Solution Experience to design, to develop and deliver more innovative products.

BENEFITS

"Dassault Systèmes' Industry Solution Experience helps our technical departments, personnel, partners and suppliers better communicate and monitor and detect issues early in the development process to optimize product quality. These capabilities reduce development and manufacturing time and costs and improve our time-to-market."

—Tomasz Bardzik, CTO, Nowy Styl Group.



NOWY STYL GROUP®



■ GEBERIT

GEBERIT

THE CHALLENGE

As part of a long-term vision to optimize business processes, Geberit recently embarked on group-wide projects including the deployment of a worldwide innovation platform.

DASSAULT SYSTÈMES SOLUTION

Dassault Systèmes' **3DEXPERIENCE** platform provides Geberit with integrated, digital collaborative design and engineering capabilities across the globe. The platform's applications enable effective design-for-cost strategies in compliance with sustainability targets and safety norms to accelerate time-to-market.

BENEFITS

With the **3DEXPERIENCE** platform, Geberit can improve collaboration between its stakeholders and increase engineering and manufacturing efficiencies, to deliver functional, durable and respected products while adhering to time and budget constraints.

PANDORA



THE CHALLENGE

PANDORA aims to double its production capacity from 2015 by the end of 2019 to meet rising consumer demand from 7,800 points of sale in more than 100 countries where its products are sold.

DASSAULT SYSTÈMES SOLUTION

Quintiq will enable PANDORA to optimize its production planning, which will play a key role in improving utilization of existing and future production capacity and increase productivity.

BENEFITS

Quintiq will support PANDORA in significantly reducing production lead time enabling them to serve the market with exciting new products faster, keeping up with demand spikes and build customer interest in its modern jewelry.

PANDORA

**NOW, ARE YOU READY TO CROSS THE
BOUNDARIES OF INNOVATION?**



DISCOVER DASSAULT SYSTÈMES SOLUTIONS TAILORED TO HOME & LIFESTYLE COMPANIES THAT NEVER STAND STILL WITH INNOVATION

BASED ON THE 3DEXPERIENCE PLATFORM

PERFECT CONSUMER PRODUCT

Streamline design and development to delight your consumers

PERFECT PRODUCTION

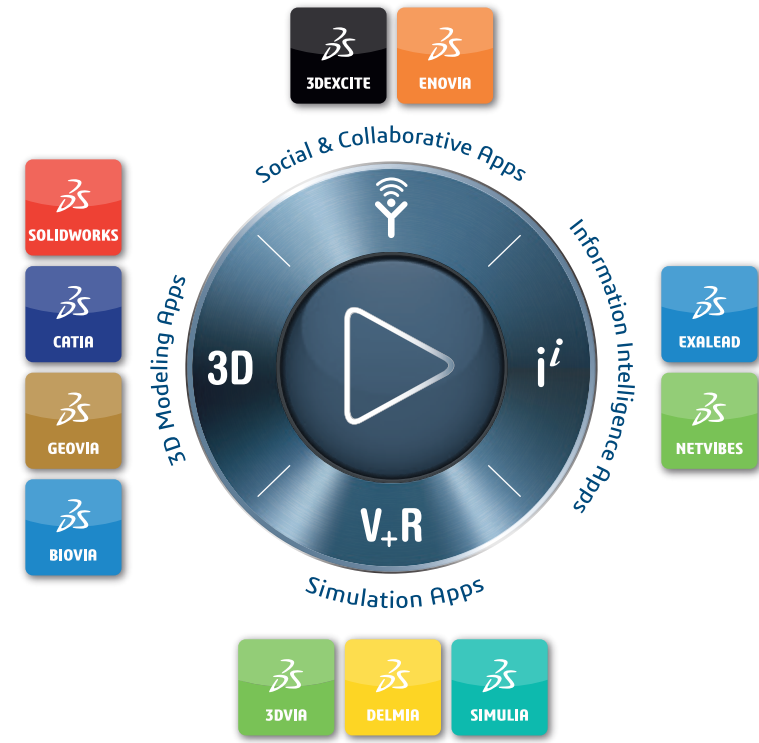
Agile Planning, Scheduling and Supply Excellence

PERFECT LOGISTICS

Adaptive Value Chain Optimization

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 250,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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