

IMPROVING CONCEPT DESIGN TO BOOST REVENUE



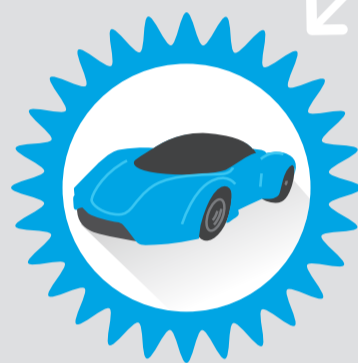
Innovation starts in the concept phase, yet few produce an ideal concept. There is lots of opportunity for improvement and those who do get it right enjoy the benefits.

CONCEPT PHASE

GOALS OF THE CONCEPT PHASE

- Optimize innovation **47%**
- Build upon past ideas **43%**
- Maximize exploration of ideas **42%**
- Encourage collaboration to maximize sources of ideas **33%**

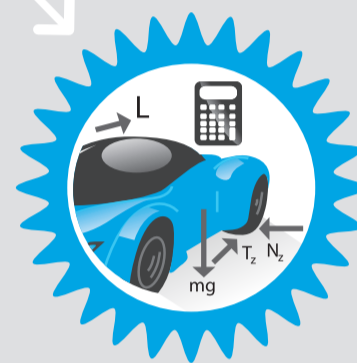
Percent reporting this as a concept goal



A well defined concept **63%**



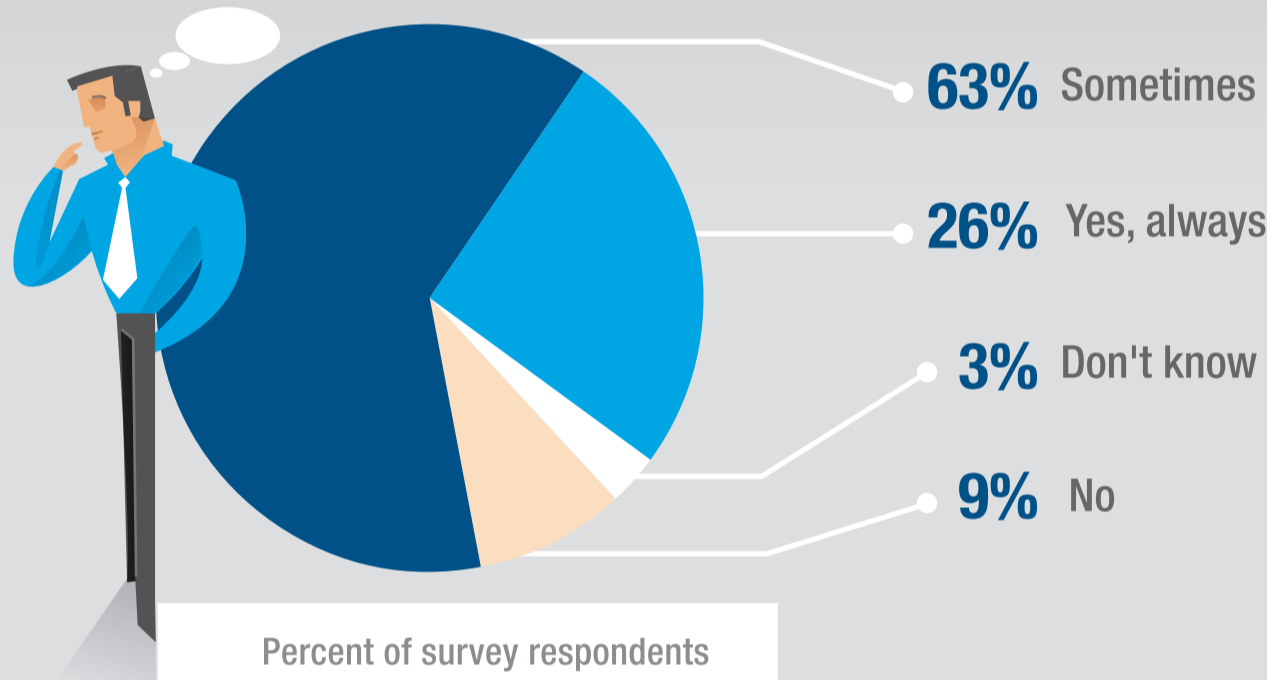
A model that can be used during detail design **52%**



A model that incorporates engineering calculations **45%**

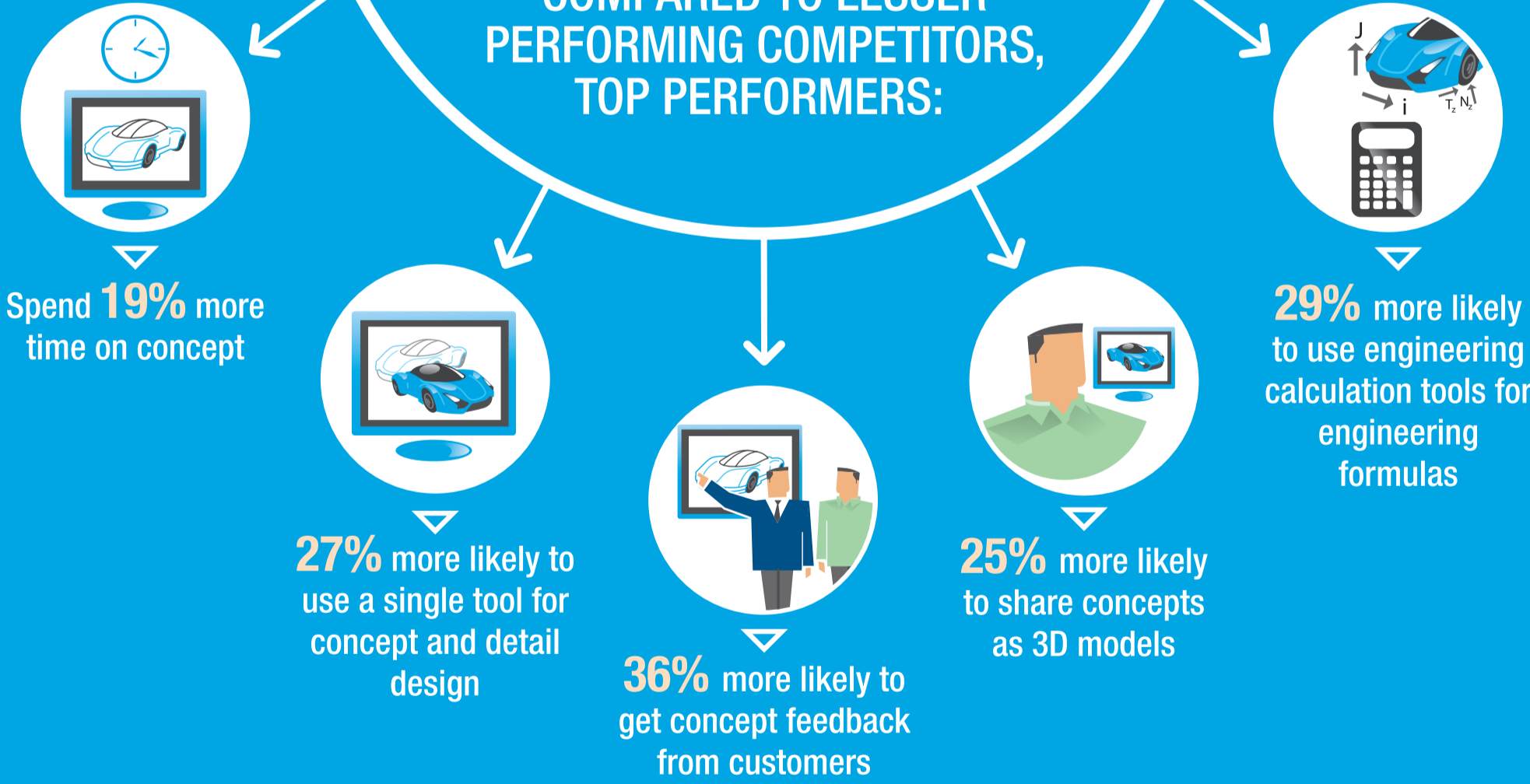
Percent reporting this as an ideal result of the concept phase

CAN YOU PRODUCE THE IDEAL RESULT?



WINNER

COMPARED TO LESSE PERFORMING COMPETITORS, TOP PERFORMERS:



OVER THE LAST 24 MONTHS, TOP PERFORMERS HAVE SEEN:



BY ADOPTING TOP PERFORMER PRACTICES FOR CONCEPT DESIGN, YOUR COMPANY MAY ENJOY SIMILAR BENEFITS.



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