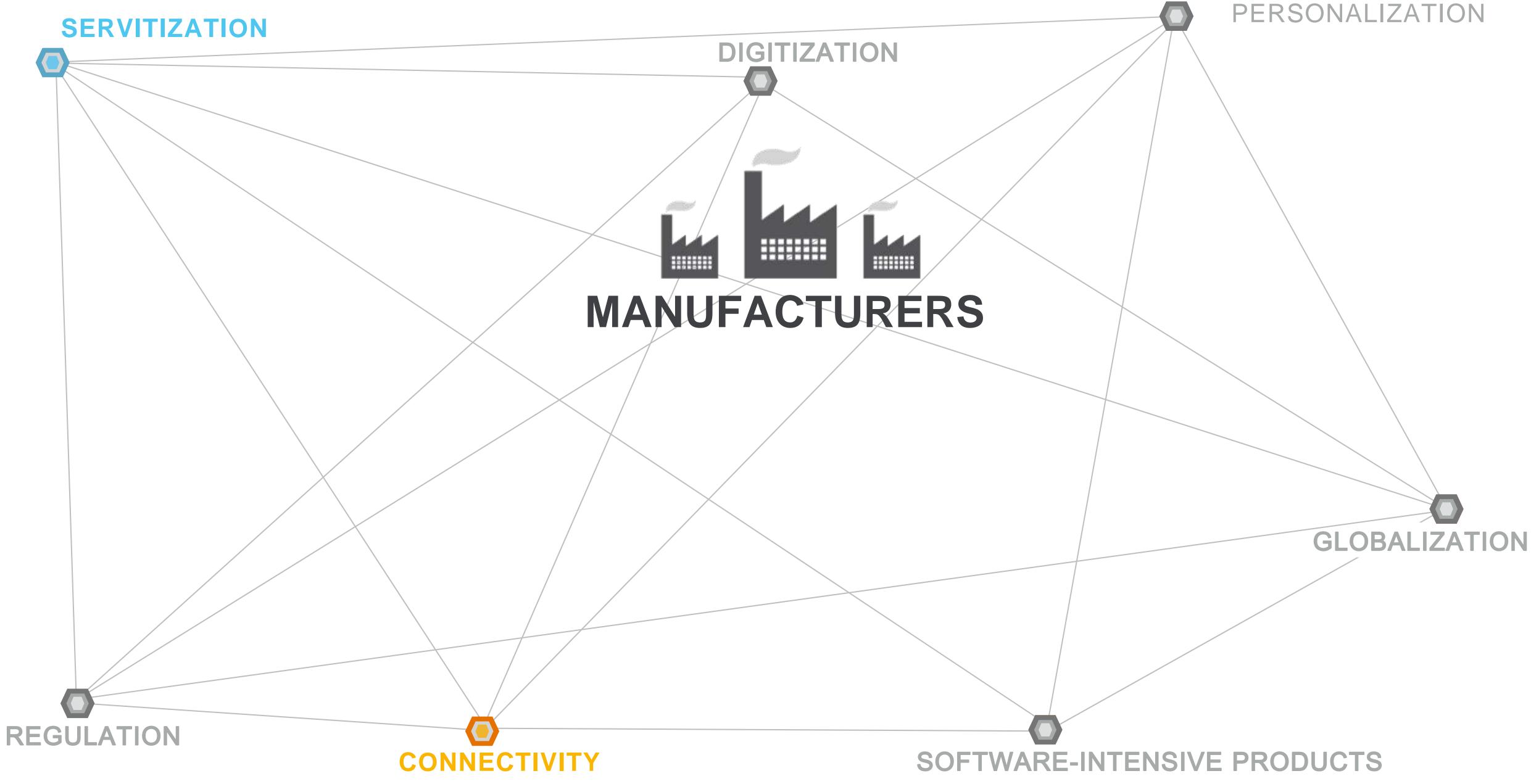


# Innovazione tecnologica e del modello di business: il caso Street Scooter

Mario Casoni Business Development Director Western Europe



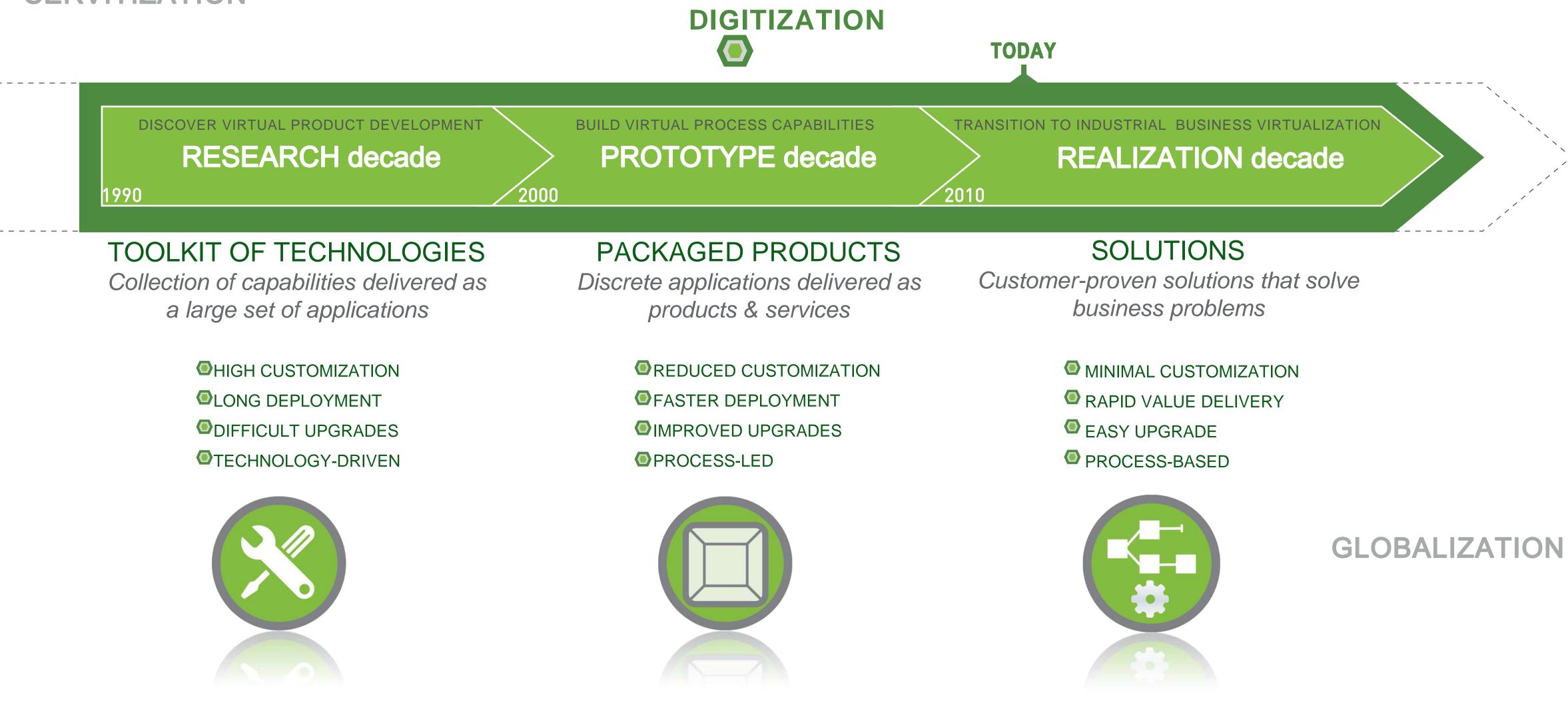
# Major forces of transformation in manufacturing sector



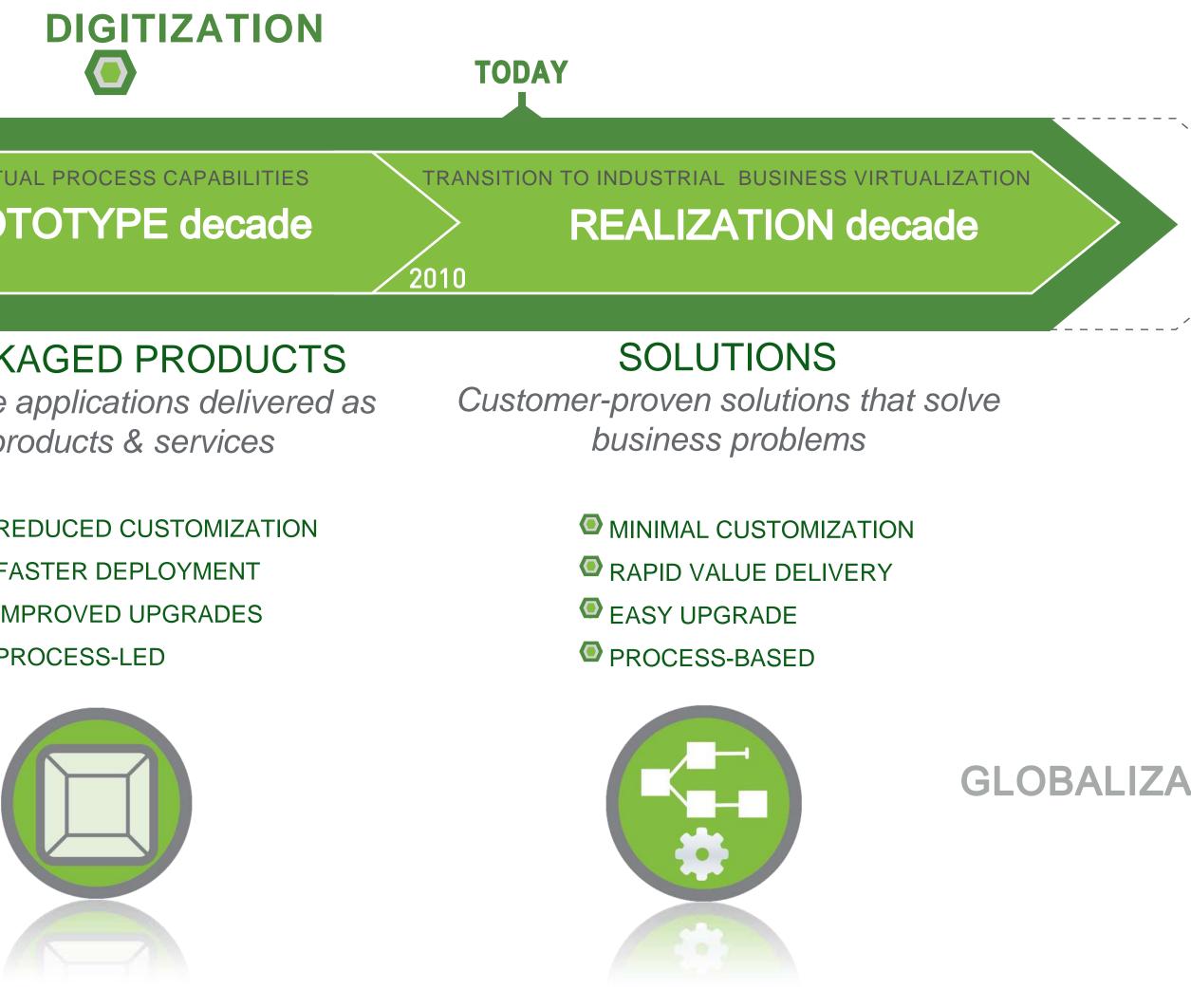


# PTC Product Lifecycle Management evolution

### SERVITIZATION







### REGULATION

### CONNECTIVITY

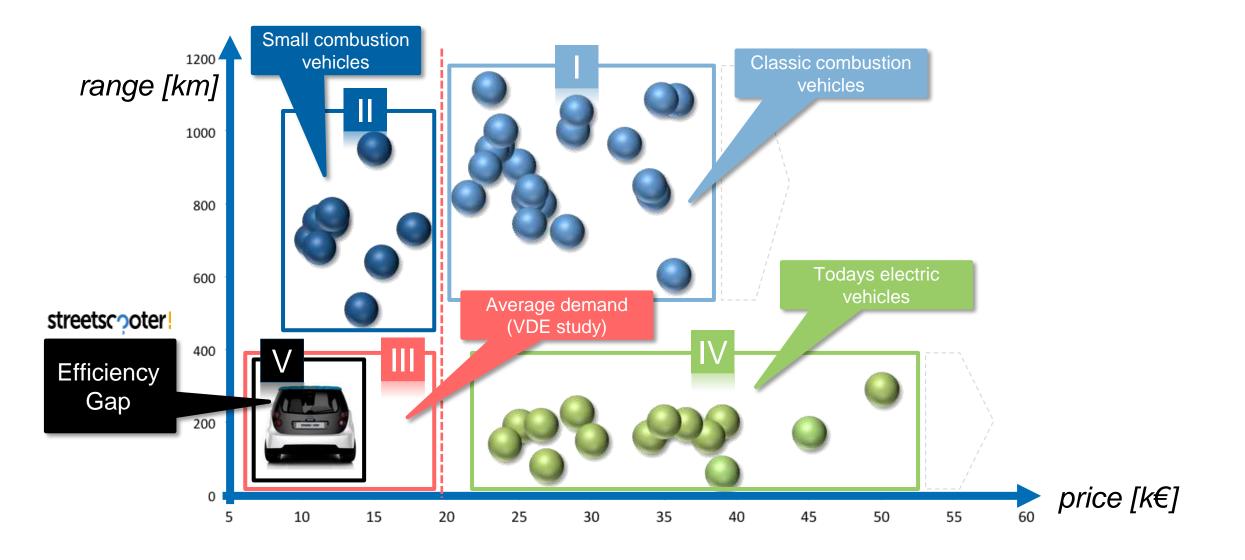
PERSONALIZATION

### SOFTWARE-INTENSIVE PRODUCTS

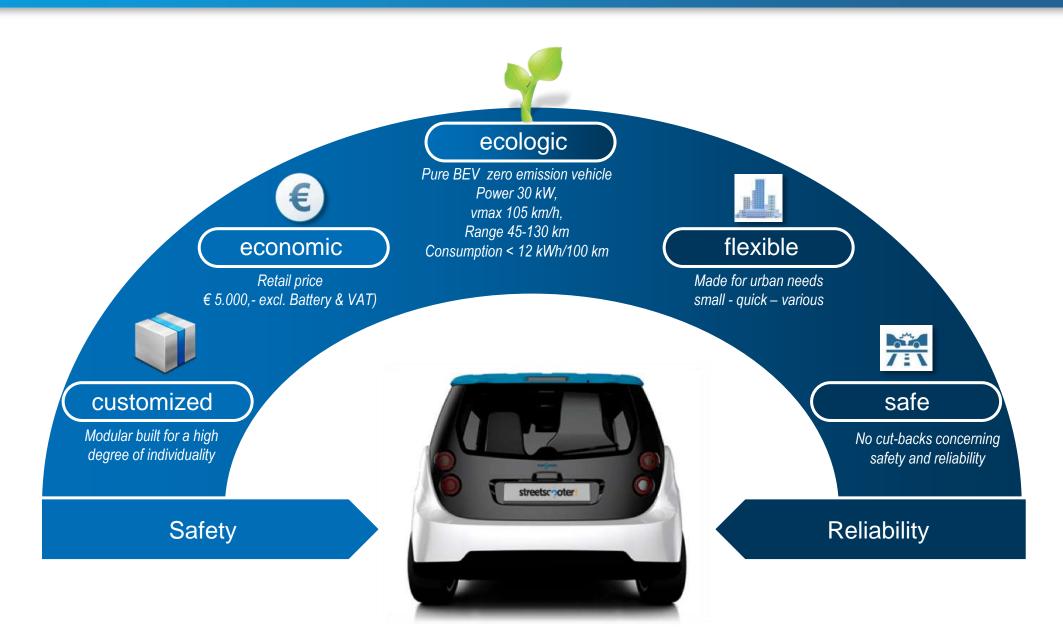




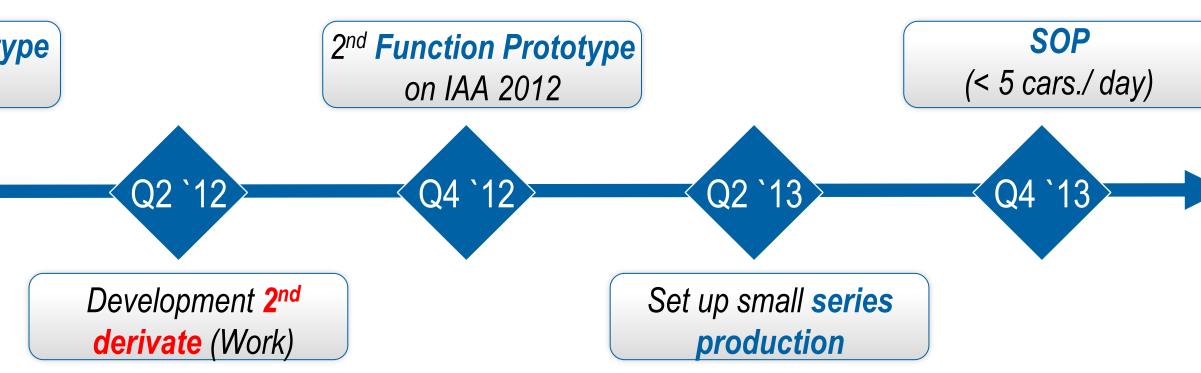
# StreetScooter timeline & key principles

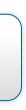


Foundation of StreetScooter to SOP in 3.5 years Establishment of the 1<sup>st</sup> Function Prototype StreetScooter network on IAA 2011 Q2 `10 Q4 Q2 `10 **Q**4 Development 1<sup>st</sup> StreetScooter derivate (Compact) foundation in 2010



### **Timeline & Milestones**

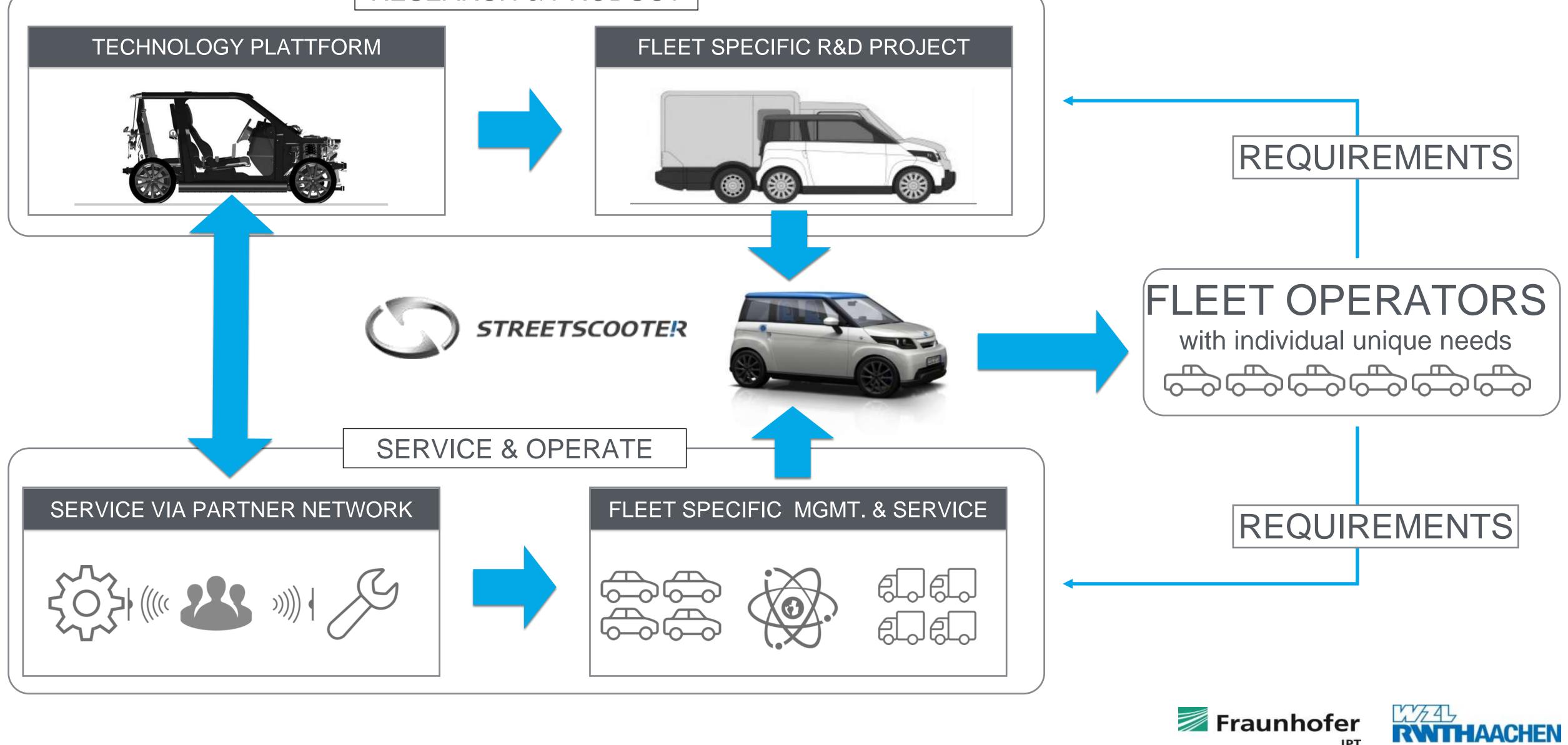






# Economic feasibility of personalized products



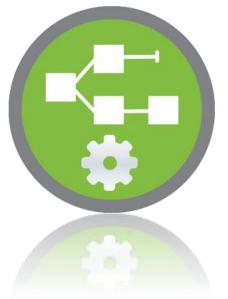




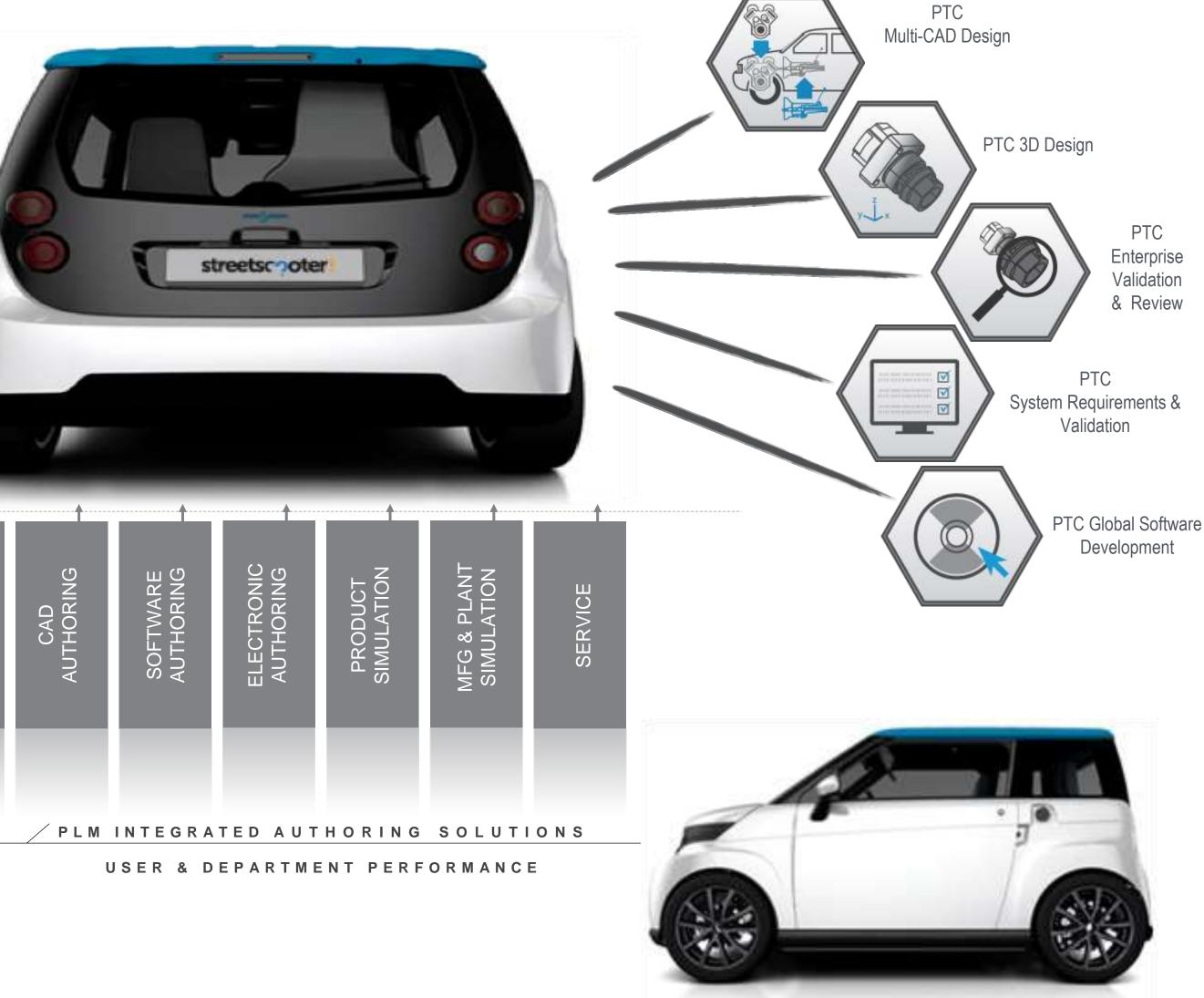


# Step1 - Integrating critical heterogeneous authoring tools







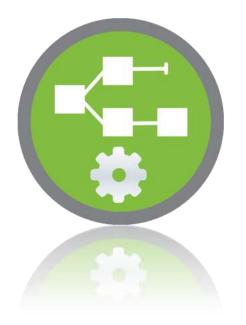




### PTC® Step 2 - Collaboration with partners & lead engineering groups



- EASY UPGRADE
- PROCESS-BASED



REQUIREMENTS AUTHORING

### **DYNAMIC PARTNER NETWORK OF 80 PARTNER**

### **HETEROGENOUS DESIGN TOOLS**



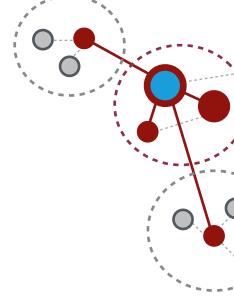
### **VEHICLE CONSOLIDATION &** VALIDATION



PLM INTEGRATED AUTHORING SOLUTIONS

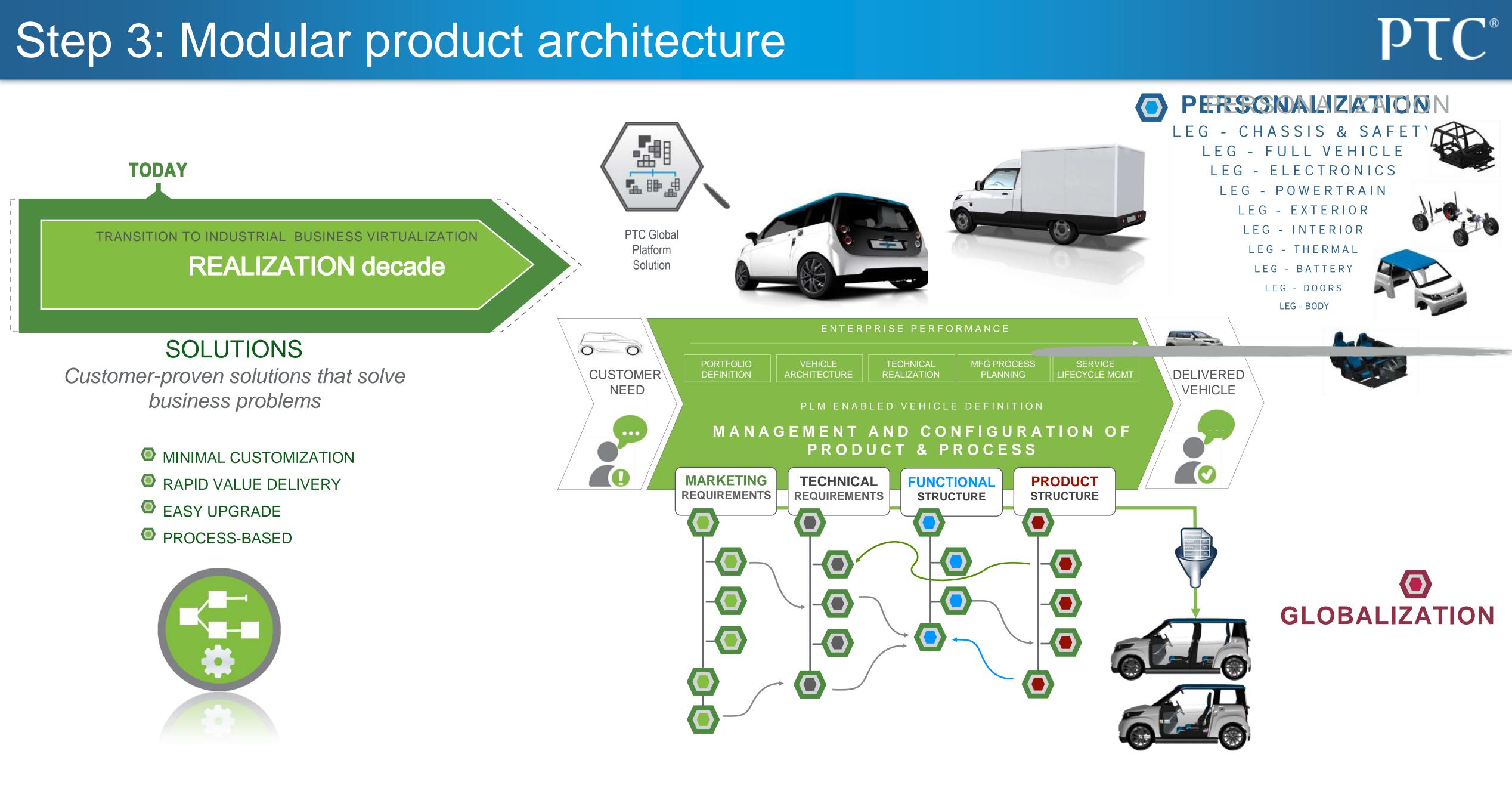
USER & DEPARTMENT PERFORMANCE







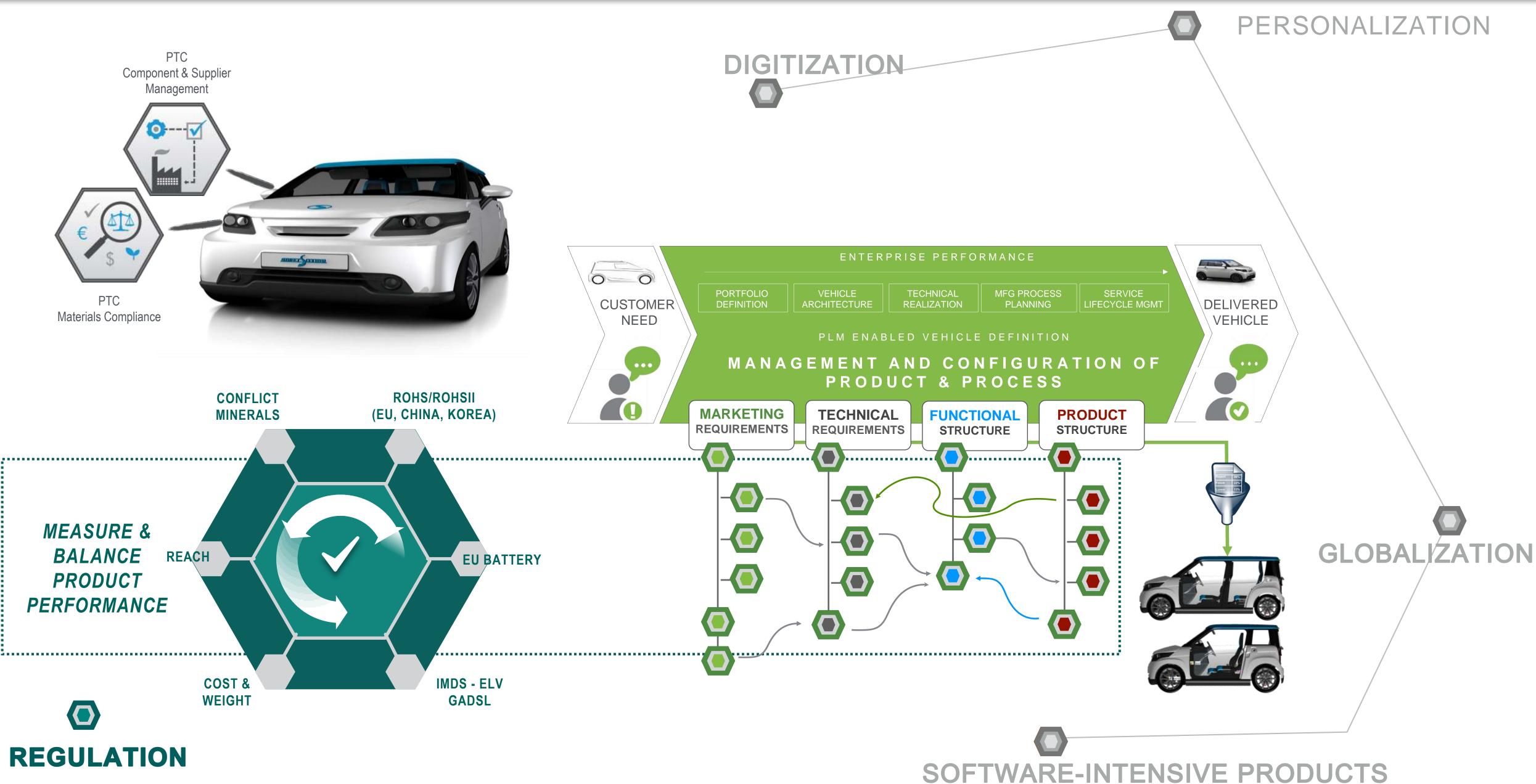








# Balancing product performance in "realtime"







### A smart connected StreetScooter

### 30 installed sensors

– connected via C2C box

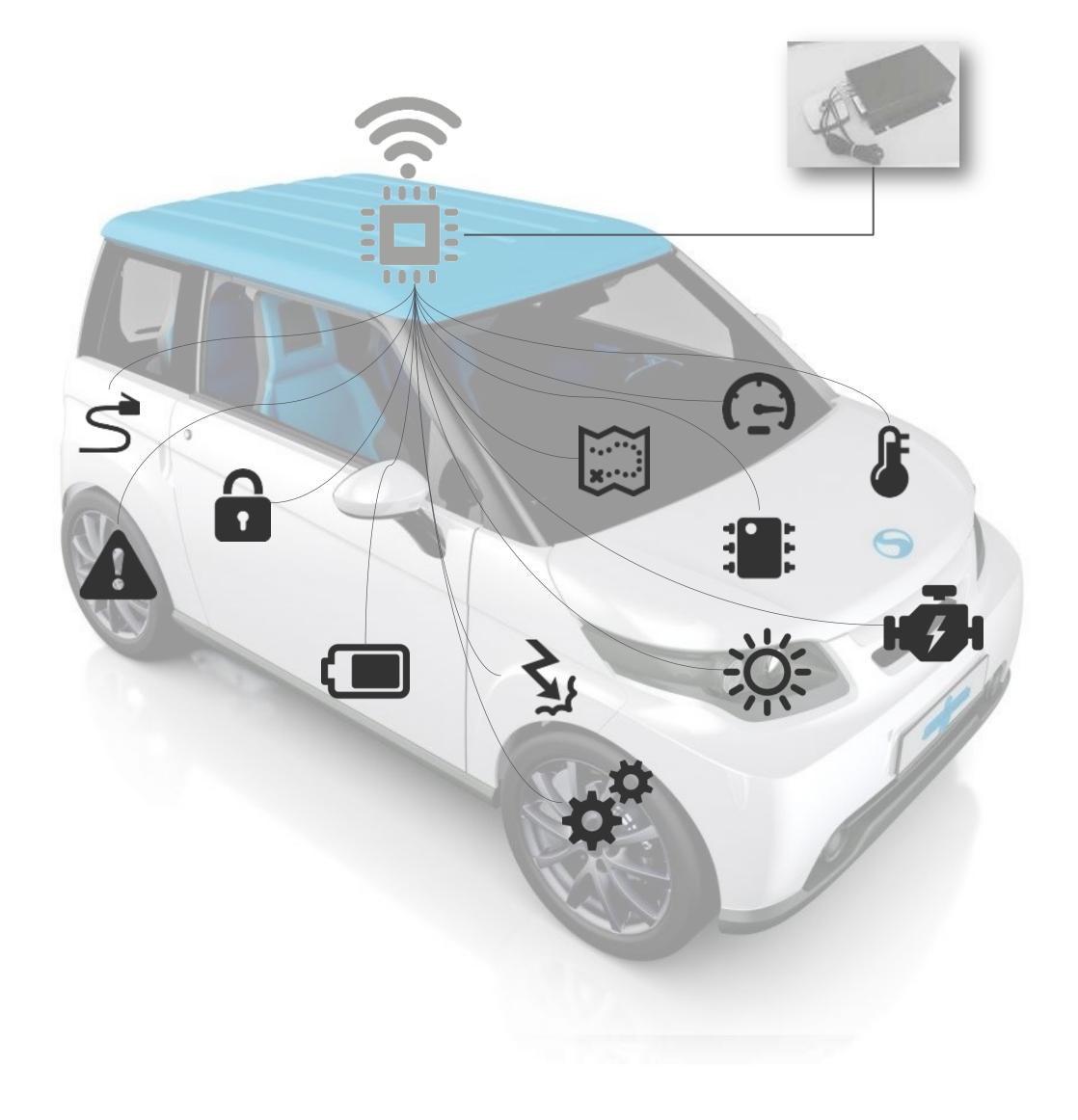
### **Real time connection**

- WLAN, UMTS or GPRS
- transmission via XMPP

### Current signals

- 53 signals car to cloud
- 3 signals cloud to car





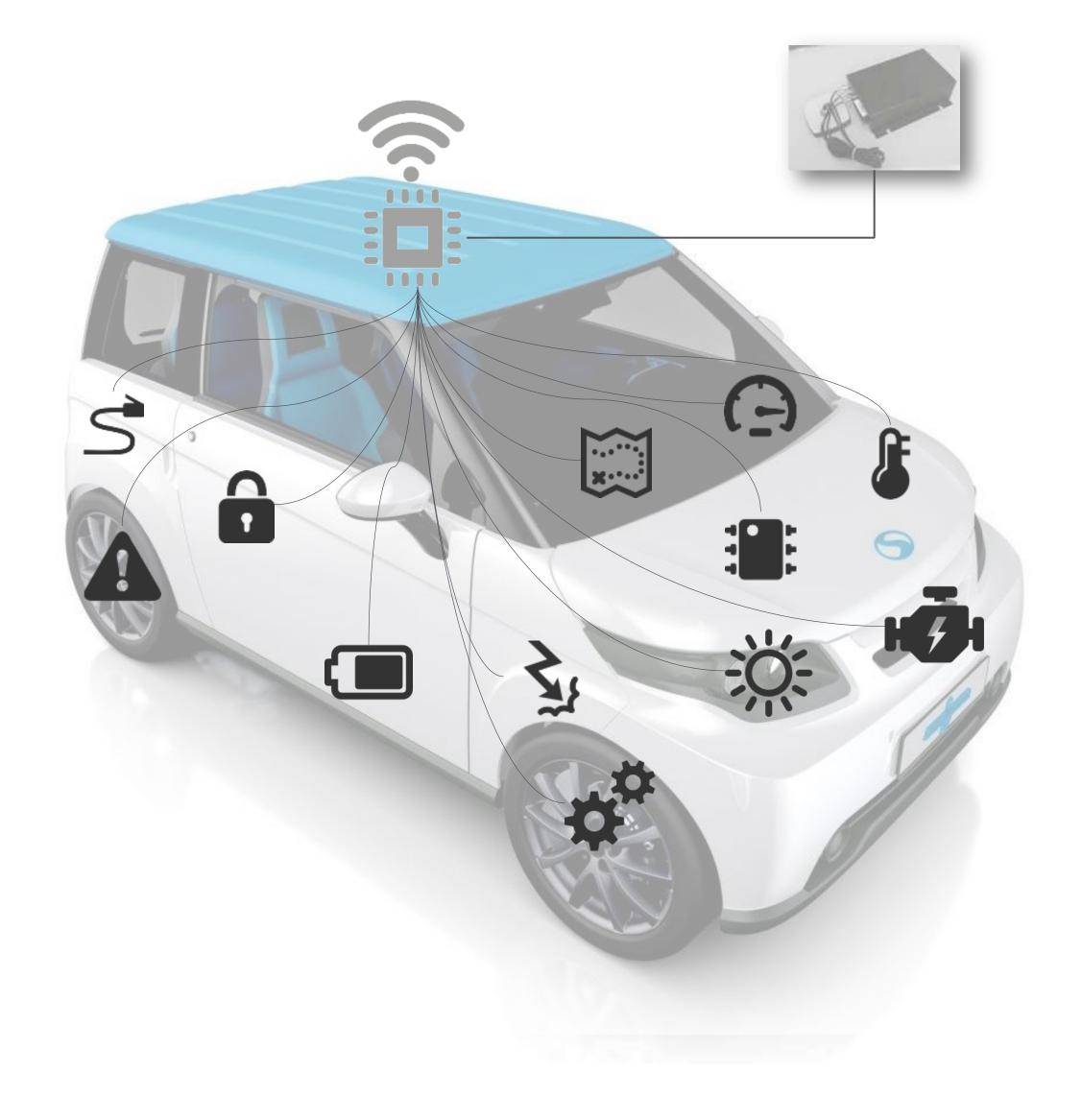


# Connectivity - powered by ThingWorx

### A smart connected StreetScooter









# Connectivity - powered by ThingWorx

### CONNECTED REQUIREMENTS

Monitor & compare actual performance vs. design requirements



### CONNECTED SERVICE

Utilization & warning codes are fed into service management to enable predictive maintenance

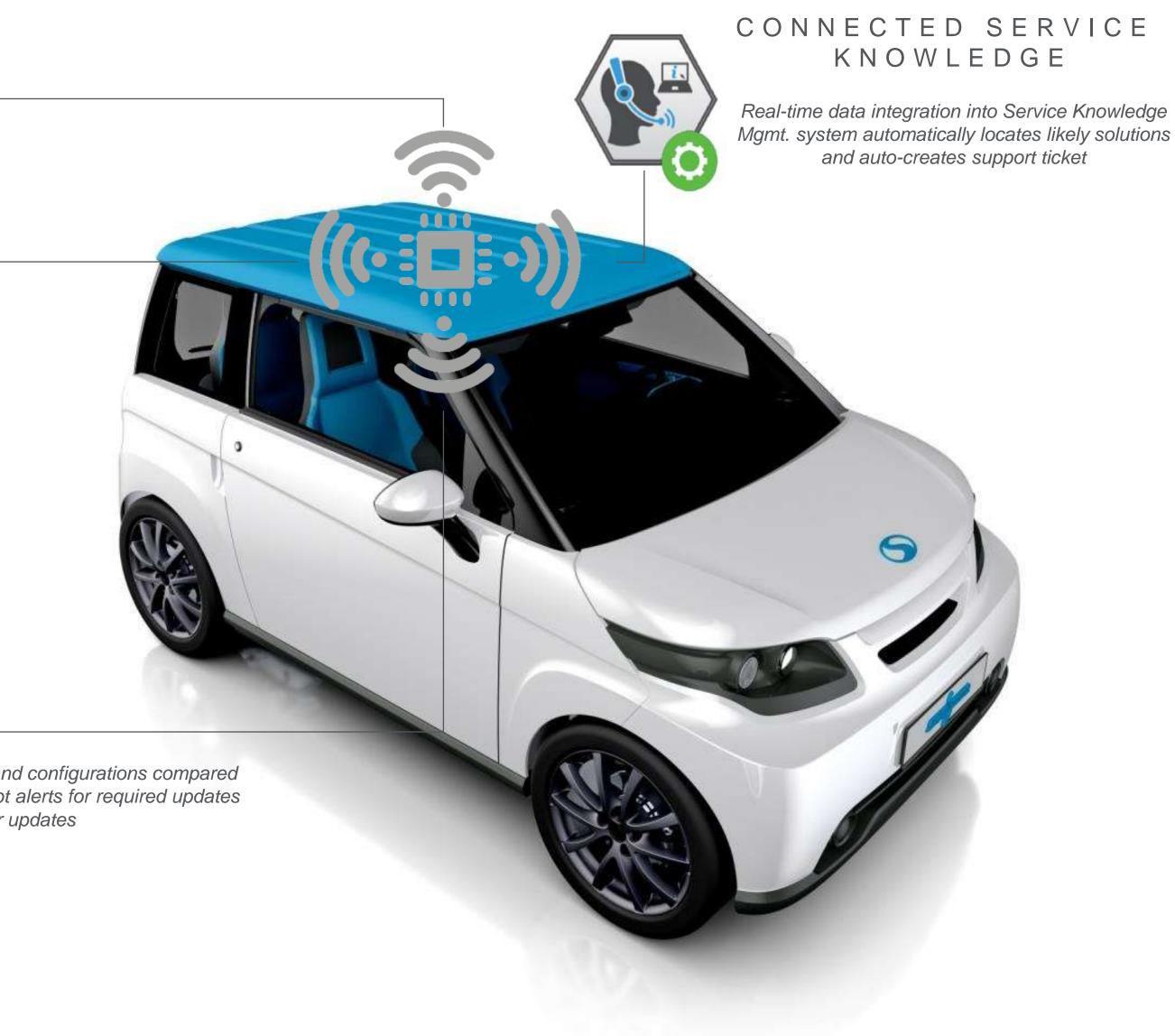






Real-time reporting of software versions and configurations compared with currently supported versions to prompt alerts for required updates or automatically deliver updates



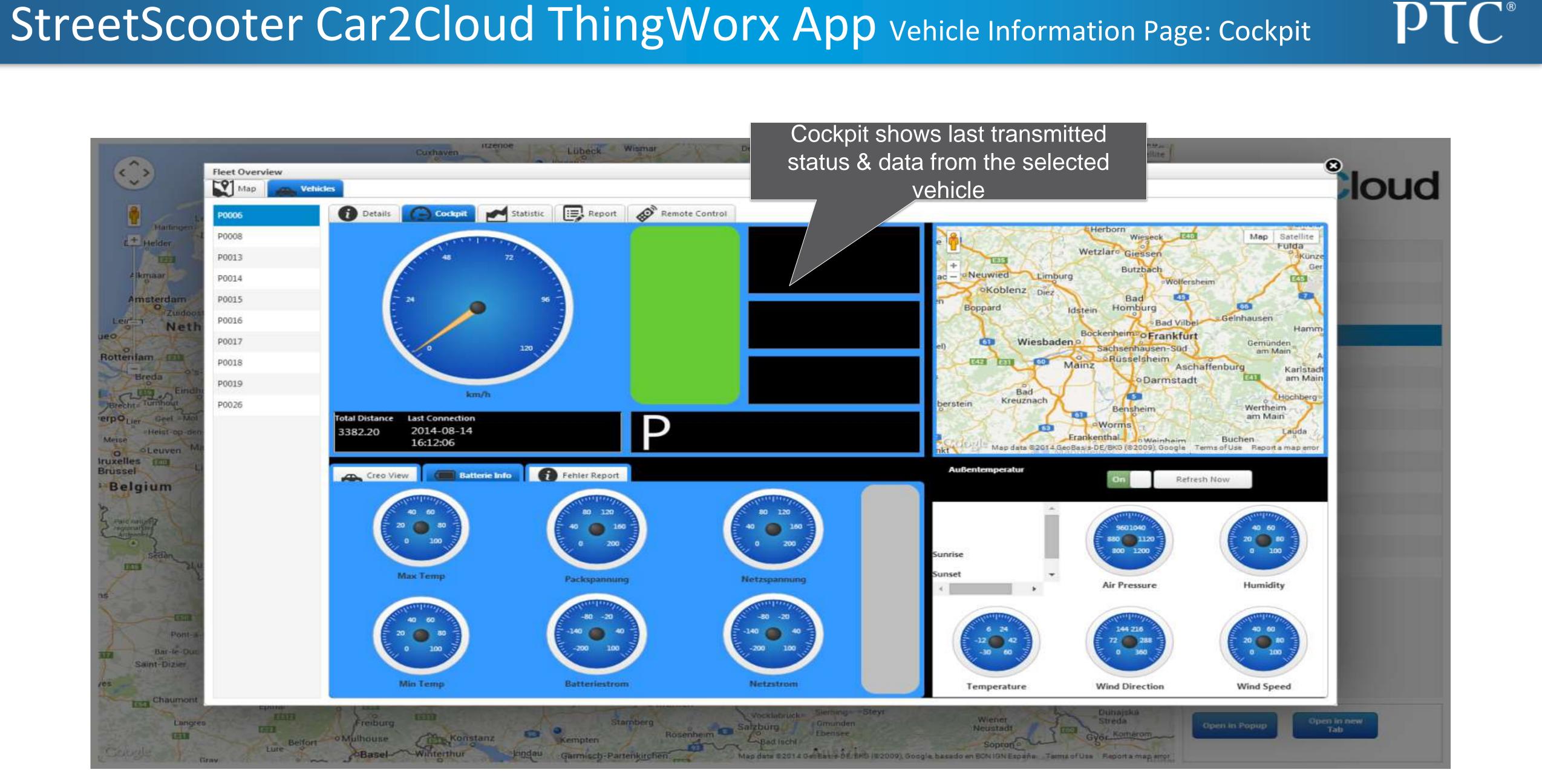












# **PRODUCT & SERVICE ADVANTAGE**

### Mario Casoni **Business Development Director** Western Europe

