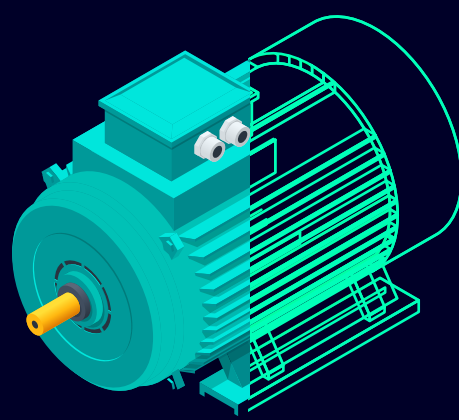


# Using Accelerated Product Introduction to maximize productivity

Digitalize your New Product Introduction process



## Global trends

**Disruptive influences:** Supply chain shortages and sustainability directives make the machinery market more competitive than before.



**51 %**  
of businesses need faster supply chain response time



**60 %**  
of organizations believe sustainability will moderately/majorly impact their supply chain **by 2025**

**Smarter factories:** To introduce new and better products sooner than competitors requires smarter sustainable tools.



**340 billion USD**  
estimated worth of factory automation **in 2026**



**Only 7 %**  
of organizations have fully integrated their business technology with sustainability goals, creating opportunities

**Business model changes:** Data-driven, sustainable business practices can transform companies from product-centric to solution-centric.



**50 %**  
of annual revenue is derived from new products (less than 3 years old)



**57 %**  
of executives and investment professionals believe ESG will provide shareholder value

## Challenges



- ✓ Disconnected disciplines
- ✓ Disparate systems that do not integrate
- ✓ Procedural bottlenecks and delays
- ✓ Inadequate tracking of expenditures
- ✓ Wasted scrap
- ✓ Poor energy use

## Solutions

Overcome today's challenges and deliver on time with NPI management tools



**Align domains:** Connect upstream and downstream disciplines to create a consolidated view of projects, driving greater efficiency and velocity into collaboration.



**Save resources:** Use a digital twin to deliver a 3D component mockup, allowing users to understand and optimize product changes, configurability and product cost profiles.



**Verify requirements:** Integrate engineering tools and dynamically update assets, ensuring new product validation against changing customer requirements.



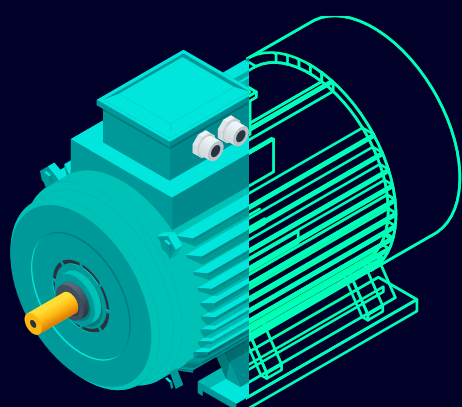
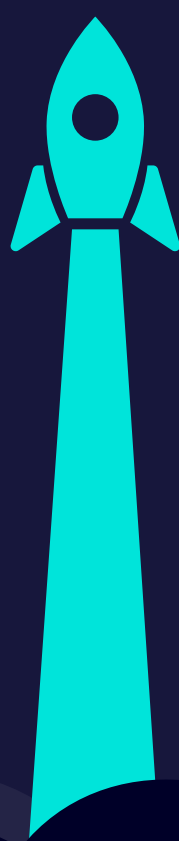
**Accelerate delivery:** Work with a single model-based system capturing products and processes, leading to faster creation and delivery of new products to market.

## Benefits of using a Siemens solution

**25 %** reduction in design and manufacturing cycle time

Reduce quotation preparation time by **80 %**

**\$2 million annual** savings in change process



## What's next?

Accelerated Product Introduction is part of the Siemens Xcelerator portfolio of software, hardware and services.

[More information](#)