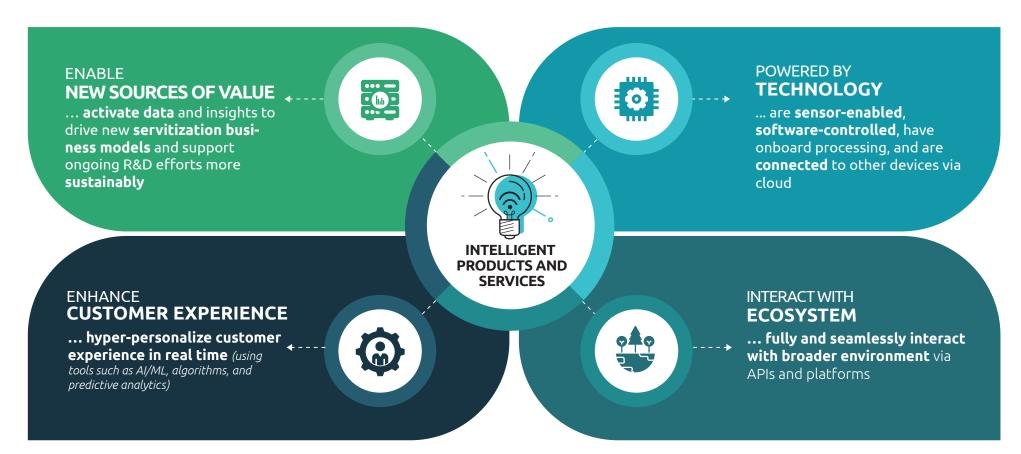


Defining intelligent products and services

Intelligent products are smart, connected, software-enabled products that can be continuously improved using real-time feedback. The data they generate and collect can enable organizations to offer intelligent services, leading to new "servitization"-based business and revenue models.



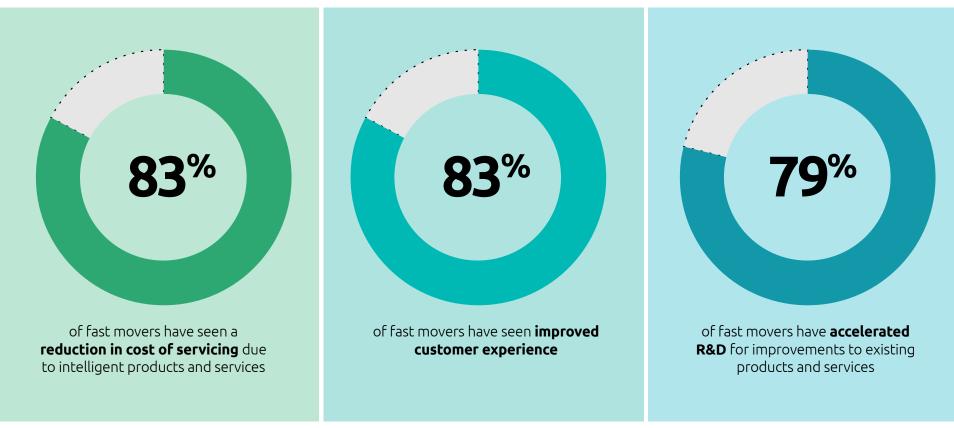
Source: Capgemini Research Institute Analysis.

strategies for intelligent products and services.

18%

Fast movers are already reaping benefits

We analyzed the benefits gained by organizations with already well-defined visions and strategies for intelligent products and services — which we refer to as 'fast movers'



Source: Capgemini Research Institute, Intelligent products and services survey, April–May 2022; N=587 organizations that already have well-defined visions and

Organizations to shift focus to service innovation

Intelligent services to fuel growth

Only 35% of organizations currently claim to offer intelligent services; however, **53%** of organizations plan to offer in the near future.

Nearly 90% of organizations expect to enjoy revenue from intelligent services in the next 3 years

> 5% 4%

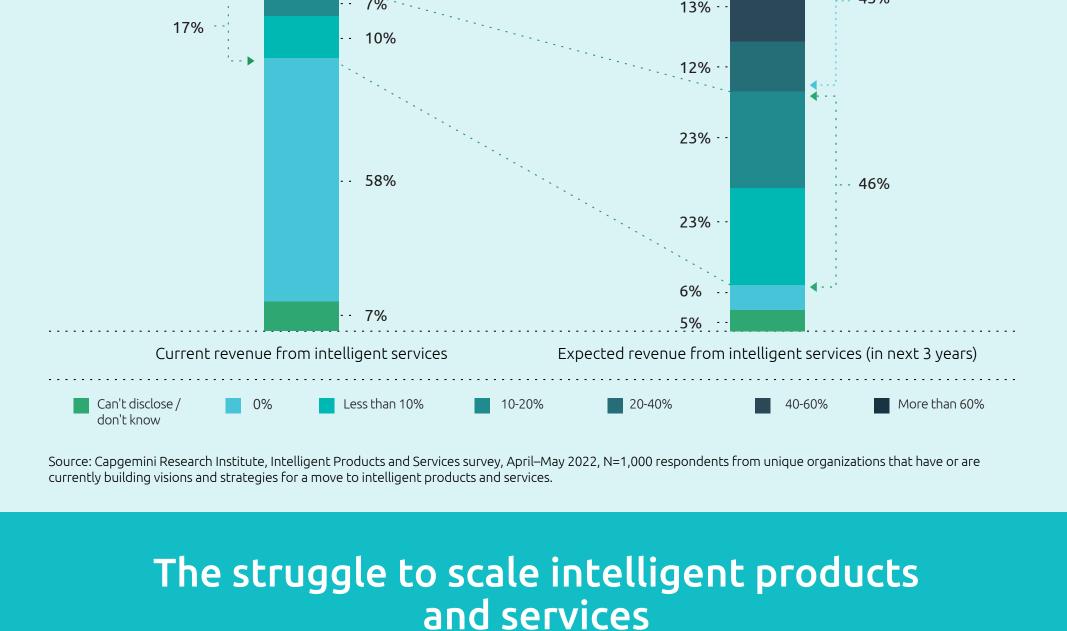
18%

43%

Implemented pilots / proofs of concept of the identified use cases

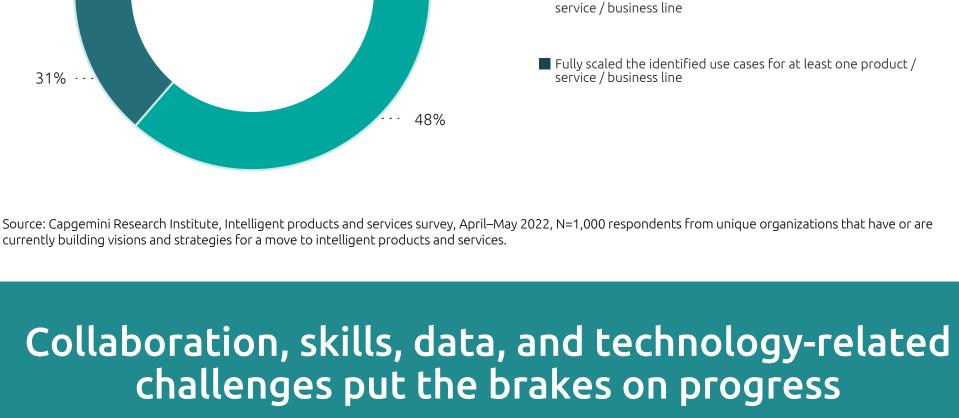
Partially scaled the identified use cases for at least one product /

for at least one product / business line



.. 13% Identified certain application areas / use cases

Half of organizations are stuck at pilot or PoC stages



How can organizations successfully implement intelligent products and

services offerings

DEFINE

Develop a holistic intelligent strategy that

embraces open innovation



• 'Big-bang' transformations rarely work • Unlock the power of intelligent

SCALE

- testing for improved time to market • Setup specialized roles for scaling
- initiatives

Source: Capgemini Research Institute Analysis.

Download report



Capgemini Group. Copyright © 2022 Capgemini. All rights reserved.

in the design process

product development

Put CX at the heart of the design

of intelligent products and services

• Inculcate agility as a key ingredient

• Revamp architecture to support

DESIGN

Subscribe to our research