2019 Strategic Technology & Innovation Management Programme

System Design Characterisation (SDC)

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Industrial / managerial need addressed

There are two options in this project, addressing two important issues faced by companies. The first issue that SDC aims at addressing is to clarify new product-service system design specifications. This is directly tackling the common issue observed that companies often found their standard new product development process lacking when started to introduce services to their portfolio of offerings. The application of SDC facilitates effort- and cost-savings in new development, and potentially, reduces the upfront and running costs of the new system. The second issue that SDC may address is to determine the scope of technology deployment when a company adopts a new technology. The application of SDC informs the alignment of the selected technology to the organisation's strategies, and the changes expected or implied in the manufacturing and service delivery system as a result of the new technology.
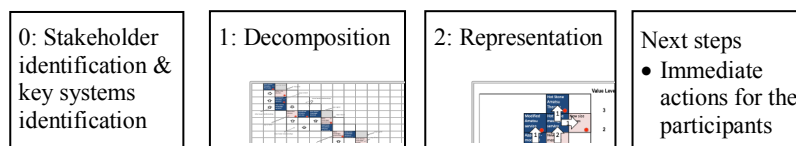
Expected deliverables

SDC is a workshop-based process, consisting of various diagrams and tools to systematically analyse the new product/service system concept or the new technology. Participating STIM companies will have their selected new products/services ideas or technology analysed, as well as receiving all the tables and representations produced in the workshop.

Engagement opportunities

Participating STIM companies would be given the opportunity to apply the complete, **fully facilitated process** multiple times **at no fee.** The SDC would be delivered by experienced facilitators to the companies that first register interest in applying it.

Approach

SDC for new product/service idea analysis:

SDC for new technology deployment analysis:

www.ifm.eng.cam.ac.uk/research/ctm/stim