

How do you innovate successfully with smart products and IoT?

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More and more product builders are focusing on smart products and the internet of things. Many companies still get ensnared in the many possibilities and uncertainties surrounding their ideas. To help companies avoid this, we develop supporting tools and guidance for getting to a stronger smart product idea faster. You can learn more about this in the course of a webinar on 3 February.

When smart products are mentioned, don't just think of electronics and the software in the product. Connectivity with users and other products, cloud applications and digitally-supported services around the product are also possible. So not only are new technologies and a different development approach involved, the business model and operations can also change.

Faster and better orientation

It’s therefore no wonder that product builders sometimes get stuck in the many possibilities and uncertainties during their search for that one 'golden' product idea. However, speed is of growing importance, not only for gaining market share for new applications but also to respond quickly and flexibly to markets that are rapidly evolving due to digitisation. Most of the smart (IoT) products are completely new or are extensions of existing products that allow companies to serve other

stakeholders or even completely new customers. For such innovations to succeed, you certainly need a strong and well-substantiated product idea.

Guidance and tools for companies

Sirris and Imec are tackling this issue with product manufacturers in a joint project specifically focused on the exploratory phase of smart product development. In this project, we develop tools and a strategy for helping companies orient themselves more efficiently, faster and more successfully to smart products. In the webinar ‘Succesvol innoveren met slimme producten en IoT’ (Successful innovation with smart products and IoT) on 3 February 2023 you will learn more about the guidance and support tools available and how you can get started with them. Two companies, Pattyn and Ethernetics, explain what innovation with smart products means for their company and how they deal with this. Their inspiring case studies and an overview of support options for companies will undoubtedly provide you with new insights.

Interested in taking part? More information and the option to register for the webinar can be found here.

This webinar forms part of the COOCK project ‘Oriënteren en beslissen in slimme productexploratie’ (Orientation and decision-making in smart product exploration). You can find

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