

# Connected Home Appliances - Smart Products & Services -

Launch new business by utilizing data from home appliances

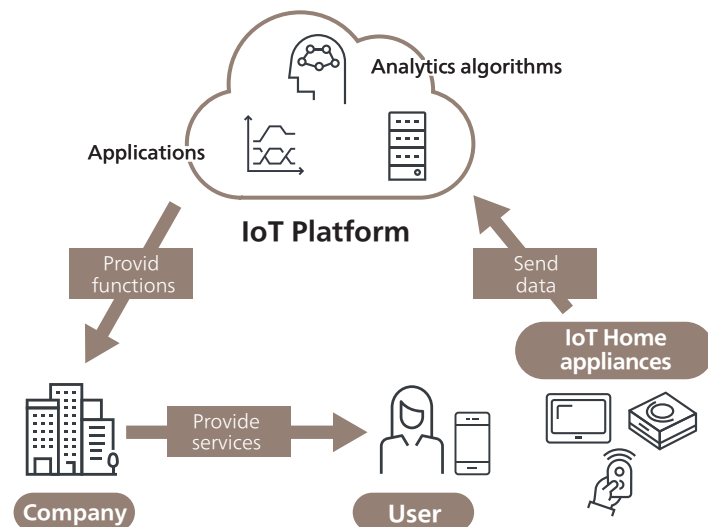
Recent years have seen drastic changes in business environments and diversification of customer needs.

**Many companies are providing new solutions utilizing digital technology** which they need to create new products and services, and strengthen relationships with their customers.

ABeam Consulting provides a solution supporting companies as they launch new businesses, while enhancing after-sales operations with **our expertise based on extensive case studies involving the use of IoT digital technology for products and implementation of applications on IoT platforms.**

<b>Improve productivity of maintenance processes</b>	<b>Accelerate business model transformation based on customer needs</b>	<b>Enhance after-sales services by knowing customers better</b>
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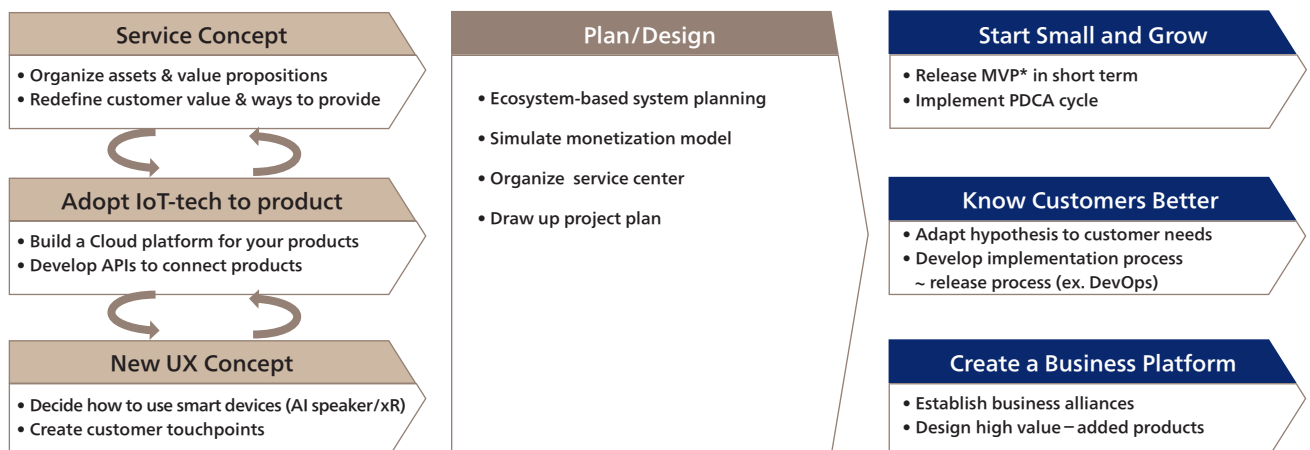
## Business scenario



Improve after-sales services	
1	Enhance After-Sales services utilizing condition data from appliances
2	Improve productivity of maintenance operations with appliance condition data
Accelerate business model transformation	
3	Create new business utilizing data from appliances
4	Transform business models based on customer needs

## Approach

ABeam Consulting supports improving project plans for after-sales services, new business models through adoption of IoT digital technology and new UX concepts. We provide support for creating new businesses quickly with our lean startup approach.



\*Minimum Viable Product: Minimum function set for new business.

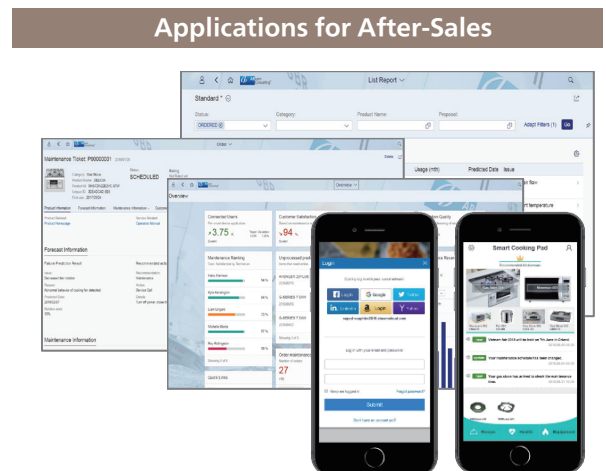
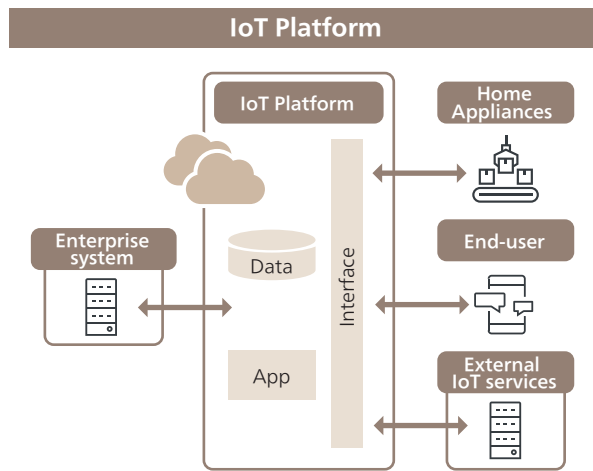
## How to create new business



<b>Customer Value</b>	Change from a product-oriented design approach to a customer-oriented approach by working closely with the sales department.
<b>Customer Satisfaction</b>	Release new products with a minimum of new functions and services, and establish a cycle using customer feedback to improve service.
<b>Competitive Advantage</b>	Put the focus on the core competency of your company and expand your capability and services with an ecosystem-based approach.
<b>Launch Cycle</b>	Draw a roadmap that integrates short-term services with product lifecycles over the long term.

## Examples of Deliverables

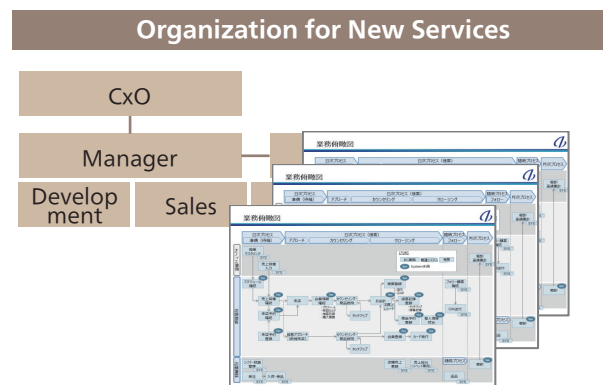
ABeam Consulting provides various assets (e.g. Applications, APIs, IoT platform) based on many case studies in order to enhance after-sales, design and businesses operations with the above assets.



IoT Platform		検討内容
Enterprise system	IoT Platform	Home Appliances
	Data	End-user
	App	External IoT services

Business Design		検討内容
市場と事業	競合	- 競合を定義する (提供価値の代替可能性、サブライマーマーケットの奪い合い) - 協業先が及ぼさないか検討する - 競合製品やサービスを分析する
市場と事業	競合概念	
市場と事業	差別化	
市場と事業	競争優位性	
市場と事業	自社の競争優位性	- コスト、提供価値、市場優位性 (コネ、規制) などから競争優位性を明確にする
市場と事業	技術や特許	- コントロール可能/不可能なリスクを明確にする
市場と事業	規制や参入障壁	
市場と事業	想定されるリスク	
市場と事業	数値計画(財務計画)	- B/S, P/L, C/Fを作成する - 5年分の予想P/Lを作成する - 現金がいくら必要になるかを計算する
市場と事業	資金調達	- 投資金額を算出する
市場と事業	経営陣	
市場と事業	概要	- ビジネスの推進体制を検討する - 役割と求められるスキルや考え方を明確にする
市場と事業	実績	- 多様性のあるメンバーを考える
市場と事業	欠けている人材と対処	



## Contact

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