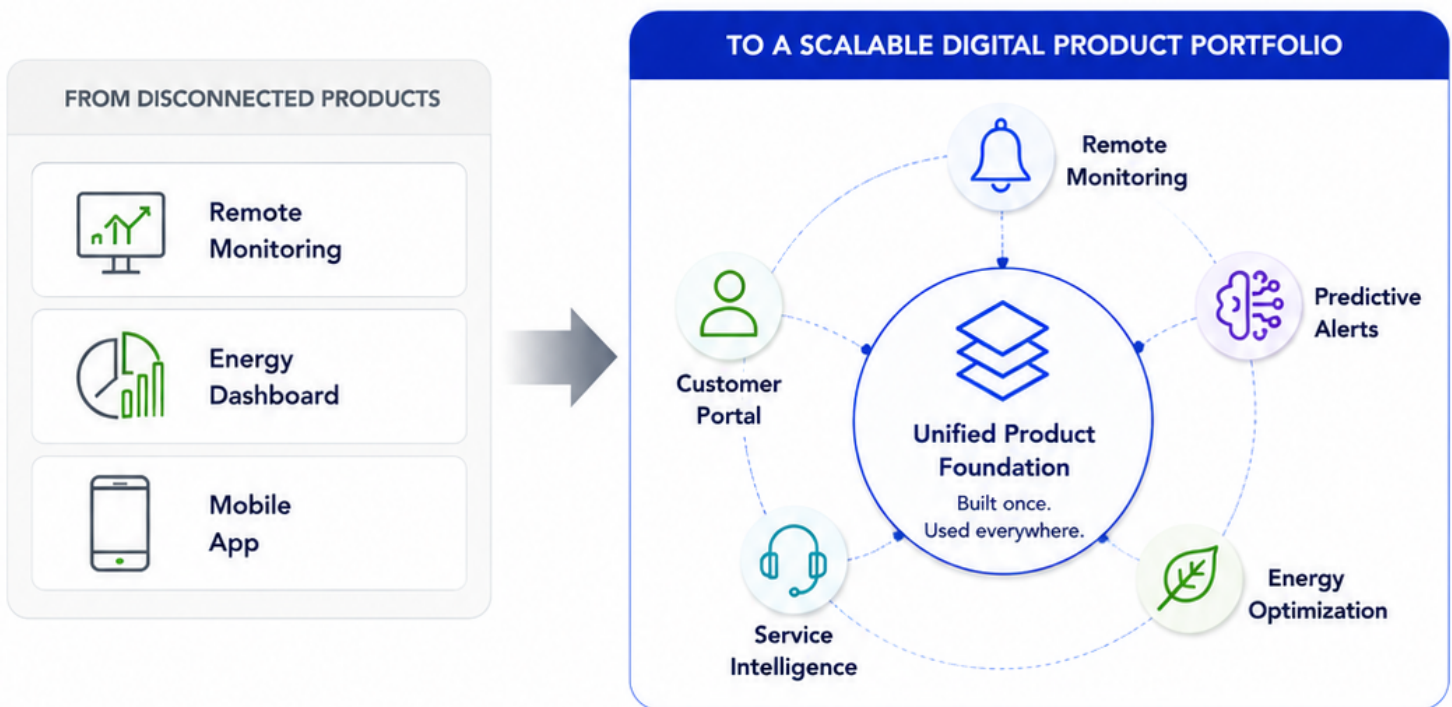


## How A Commercial Refrigeration Manufacturer Scaled Digital Product Innovation

Without rebuilding every new offering.

Building one connected product was easy.  
Scaling a portfolio of digital products was not.



“

The challenge wasn't building the first digital product. The challenge was scaling the second, third, and fourth.



**INDUSTRY**  
Commercial Refrigeration



**REVENUE**  
\$2.5B+



**INSTALLED BASE**  
300,000+ Systems





# The First Product Was Successful. The Second Was Harder.

Customer adoption was growing.  
New opportunities were emerging.  
Product leadership wanted to expand the digital portfolio.

## THE SITUATION

-  The company successfully launched its first connected product.
-  The market responded positively.
-  Customers wanted more capabilities.
-  The product roadmap continued to expand.

## EVERY NEW OFFERING REQUIRED

-  New integrations
-  New backend services
-  New user experiences
-  New development effort



## THE IMPACT

 <p><b>PRODUCT TEAM</b></p> <p>Innovation slowed.</p>	 <p><b>ENGINEERING</b></p> <p>Duplicate development effort.</p>	 <p><b>CUSTOMERS</b></p> <p>Inconsistent experience.</p>	 <p><b>LEADERSHIP</b></p> <p>Longer time-to-market.</p>
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# Product Leadership Wanted A Platform, Not Another Product.

The challenge wasn't launching the next digital offering. The challenge was creating a foundation that could support every future offering.



Not another **dashboard**.



Not another **mobile application**.



Not another **point solution**.



They wanted a **reusable product foundation**.

## WHAT LEADERSHIP WANTED

- ✓ Faster launch cycles
- ✓ Better customer adoption
- ✓ Consistent customer experience
- ✓ New recurring revenue opportunities
- ✓ Global scalability

## INSTEAD OF



Every product built independently.

VS.

## LEADERSHIP VISION



One foundation. Multiple offerings.



The goal wasn't to launch one more digital product. The goal was to create a repeatable model for innovation.



**PRIORITY:**  
Product Innovation



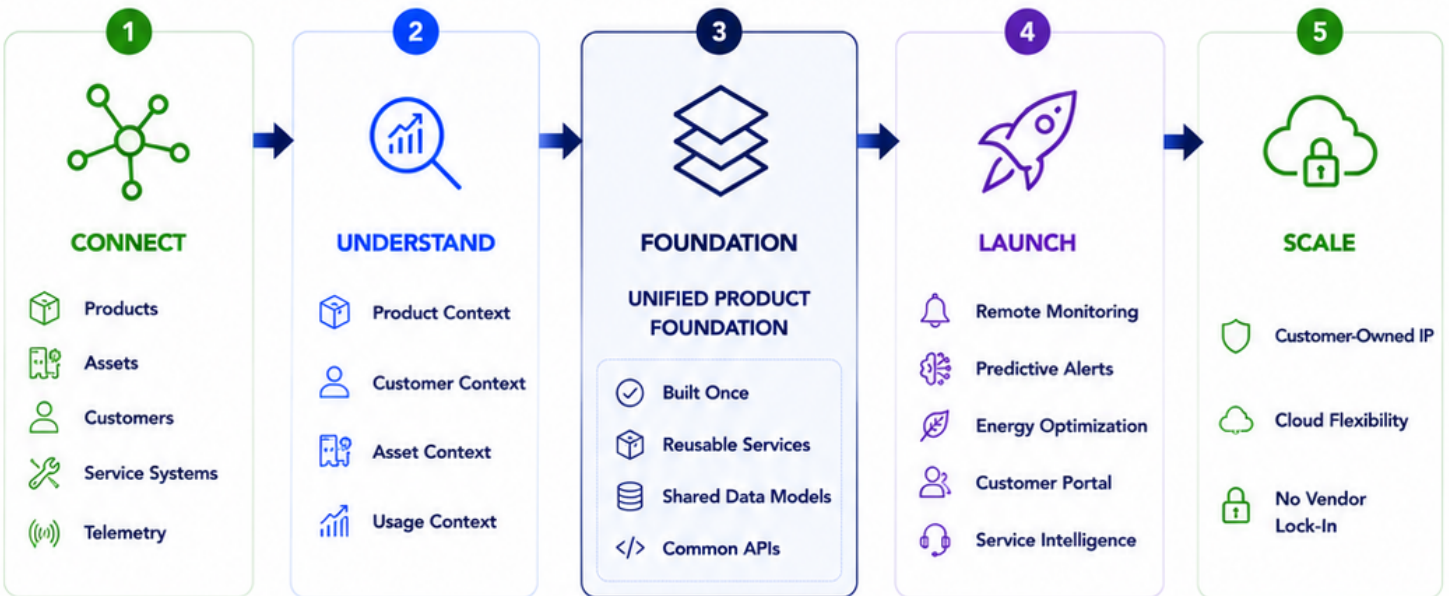
**FOCUS:**  
Reusable Foundation



**OUTCOME:**  
Faster Time-To-Market

# They Stopped Building Individual Products And Started Building A Product Foundation.

Instead of creating new integrations, services, and experiences for every offering, the organization invested in a reusable foundation that every future product could leverage.



**Build Once. Launch Many.** | Every new digital offering leveraged the same foundation instead of starting from scratch.

- ✓ Faster Launch Cycles
- ✓ Consistent User Experience
- ✓ Reusable Capabilities
- ✓ Lower Development Effort

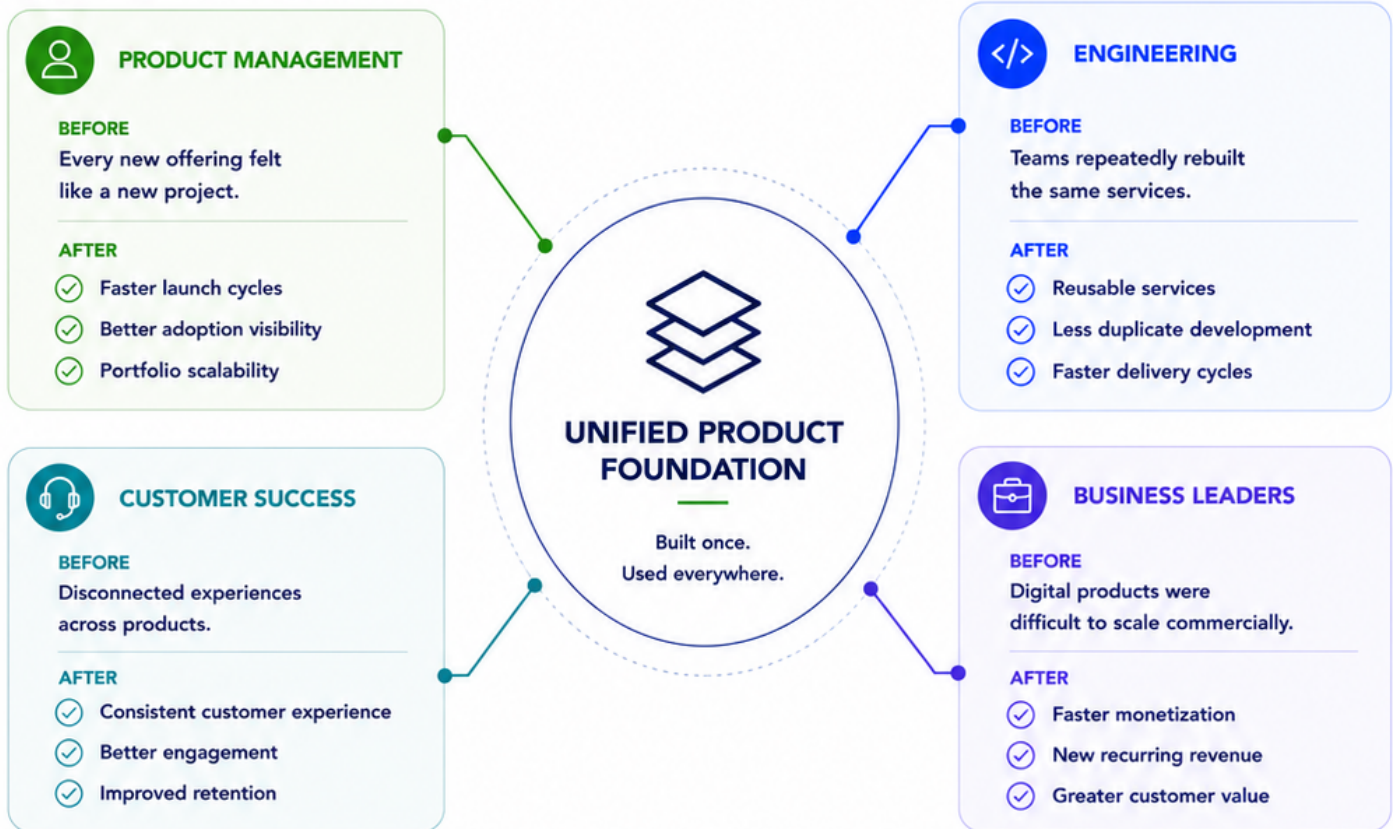
**APPROACH:** Unified Product Foundation

**ARCHITECTURE:** Build Once, Reuse Everywhere

**OUTCOME:** Accelerated Product Delivery

# The Foundation Changed More Than Technology.

The biggest impact wasn't the platform itself. It was how every team could now innovate faster using the same foundation.



The breakthrough wasn't launching one successful product. It was creating a foundation for every future product.



**Faster Product Launches**



**Consistent Customer Experience**



**Increased Product Adoption**



**Scalable Revenue Growth**



**IMPACT:**  
Organization Wide



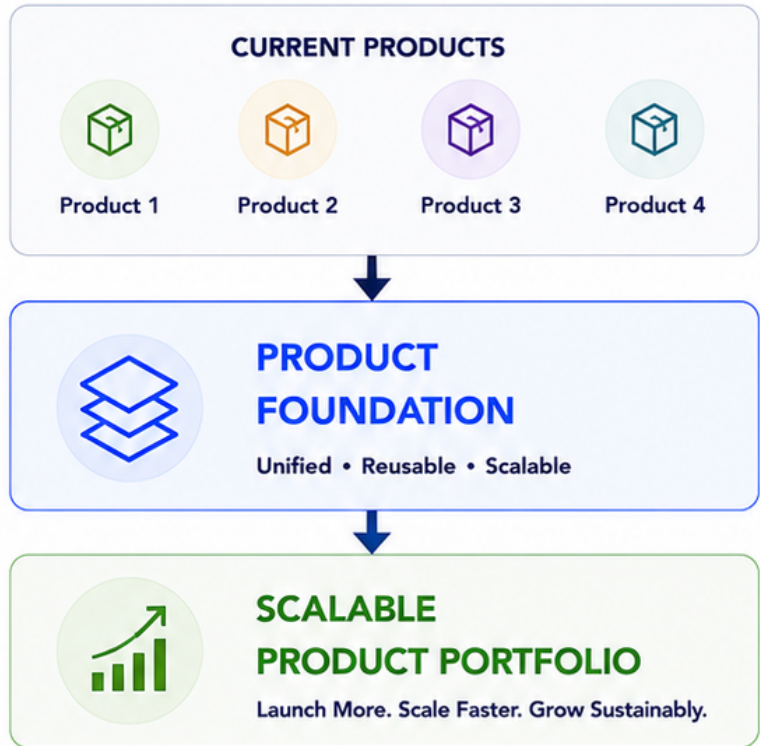
**BENEFIT:**  
Reusable Innovation



**RESULT:**  
Scalable Product Growth

# Could Your Digital Product Portfolio Scale As Fast As Your Roadmap?

Many OEMs successfully launch their first connected offering. The challenge begins when the second, third, and fourth products need to be delivered faster, with a consistent customer experience and sustainable economics.



**PROVE VALUE FIRST**  
We don't ask OEMs to commit to a platform.  
**We ask them to validate the outcome.**

**OUR PROVEN JOURNEY**

- 1 **ASSESSMENT**  
Understand your portfolio, customers, data, and business goals.
- 2 **PROOF OF CONCEPT**  
Validate the right use cases and outcomes using a reusable foundation.
- 3 **SCALE WITH CONFIDENCE**  
Expand across products and markets with a proven, repeatable model.

**ASSESSMENT AREAS**

 <b>Product Portfolio Readiness</b> Evaluate portfolio maturity and architecture for scale.	 <b>Digital Service Expansion</b> Identify high-impact services and growth opportunities.	 <b>Customer Experience Consistency</b> Assess experience maturity across products and touchpoints.	 <b>Monetization Opportunities</b> Uncover new revenue models and improve lifetime customer value.
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**COMPLIMENTARY DIGITAL PRODUCT FOUNDATION ASSESSMENT**

**NEXT STEP:**  
 Product Foundation Assessment

**FOCUS:**  
 Digital Product Maturity

**OUTCOME:**  
 Transformation Roadmap