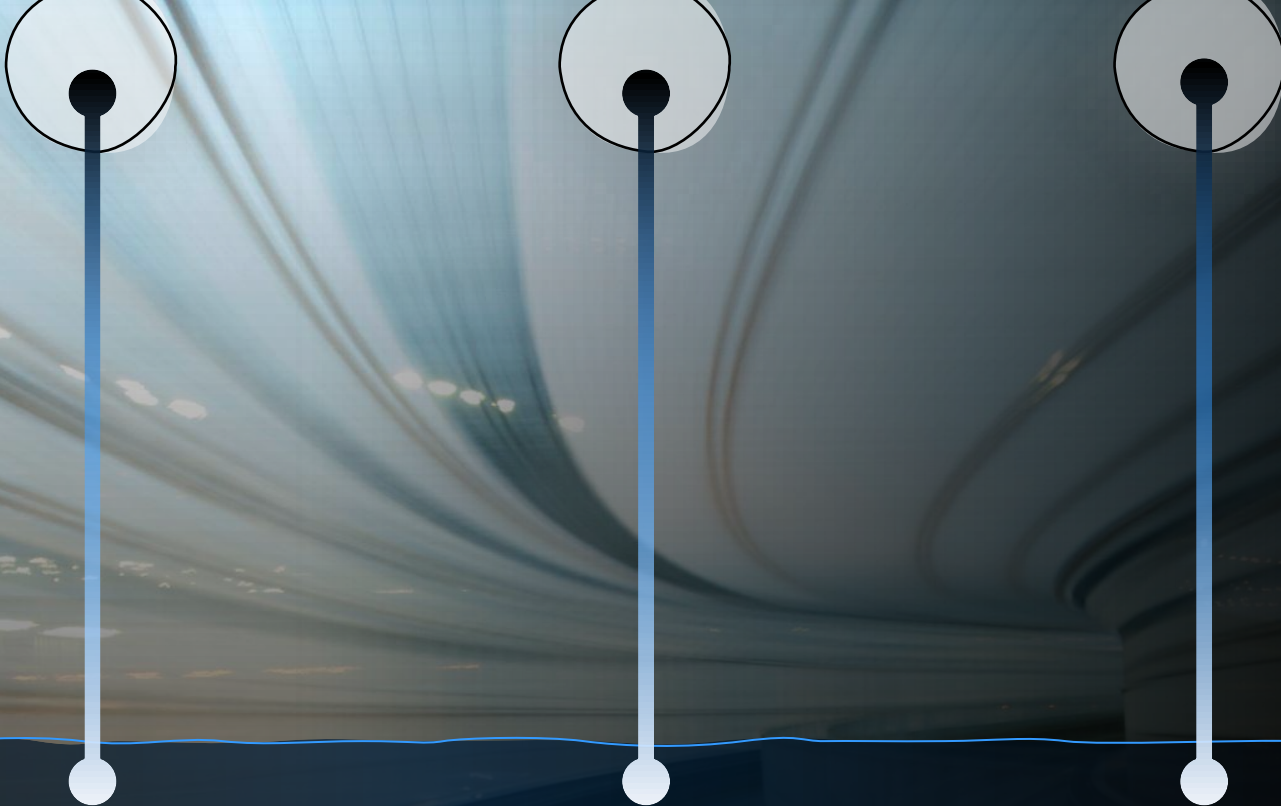




Customer Co-Creation Framework

Making IoT opportunity real with and for customers

INVI*X*IBLE

Co-Creation | Definition

Innovation led business strategy that creates **value for customers** through a **continuous process of interaction** between customers and stakeholders resulting in a **value proposition that solves an identified customer problem**

Co-Creation Models

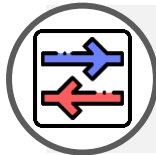
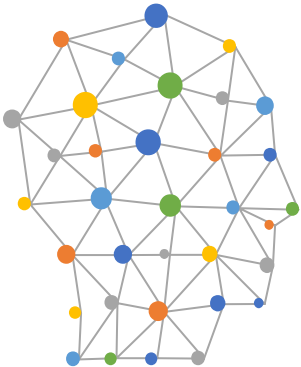


Breakthrough

Technological advancements to boost the level of a product or service

Touch screen

Apple to launch first iPhone



Disruptive

Ideas that **radically change** the market behavior

Peer-to-peer property rental

Airbnb introduced a world-wide P2P rental disrupting hotel industry



Incremental

Improvement of current products, services, processes, methods

Mobile payments

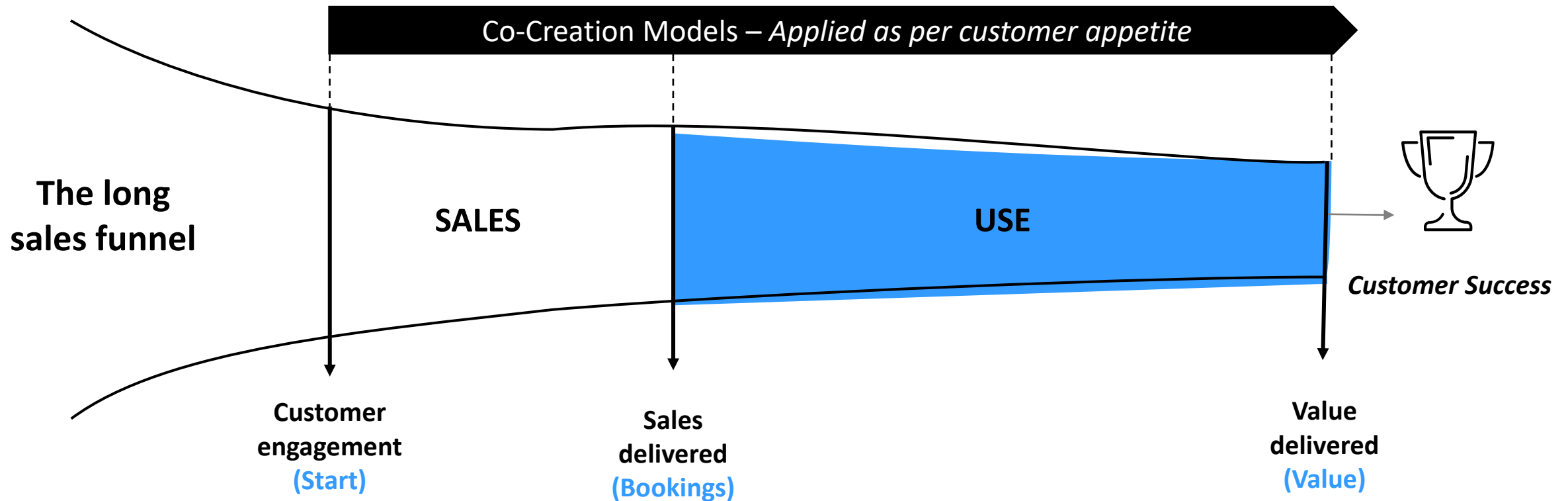
Starbucks to introduce NFC payment through 9.000 stores



Co-Creation is an innovation led approach to value-based selling. The selection of the Co-Creation Model depends upon the risk, investment and innovation appetite of the customer and your business.

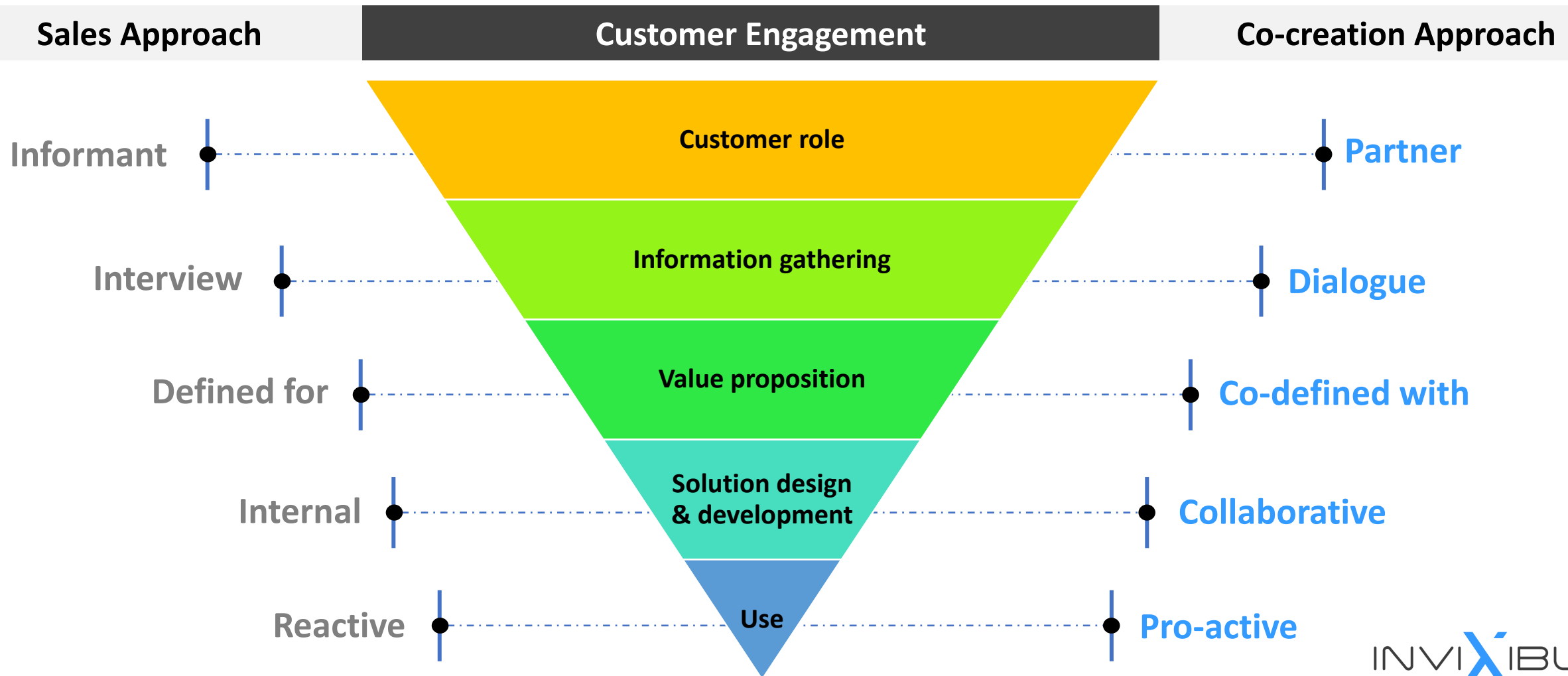
Co-Creation | How is it different from sales?

The co-creation process lasts until the customer obtains the value that the salesperson promised them.



Co-Creation | Engagement Model

Co-creation is your business initiatives to provide more value to customers through to a customer-centric interaction



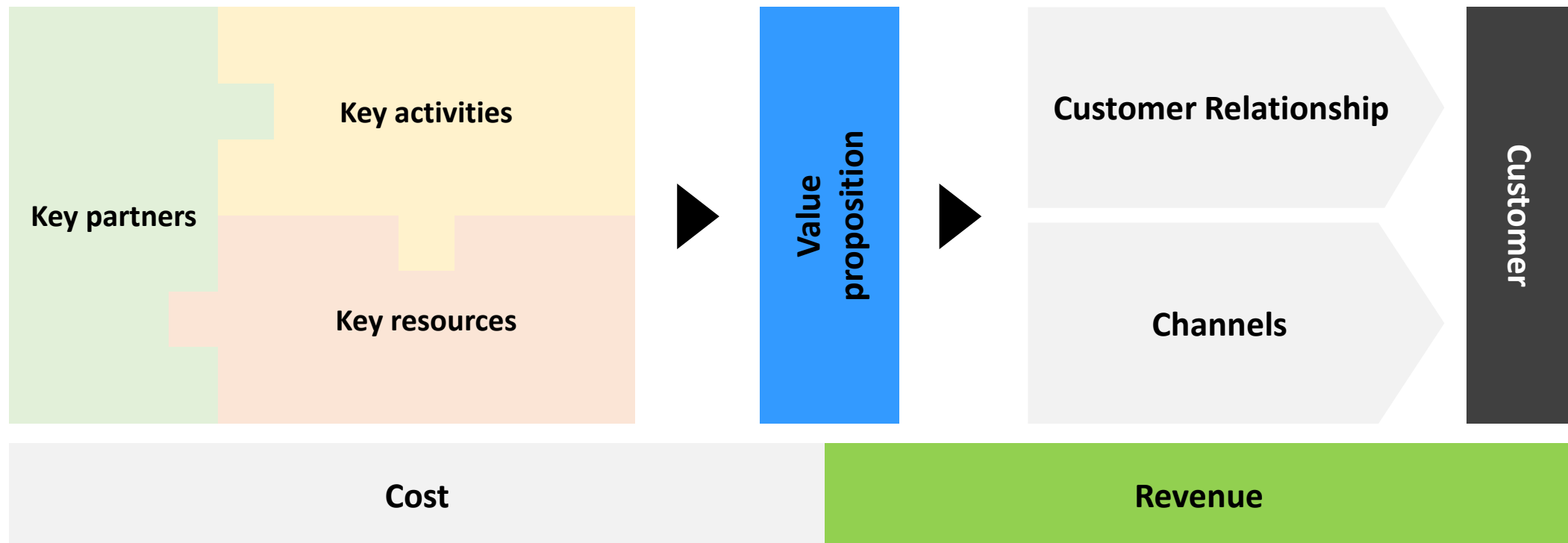
Co-Creation | Execution Model

Co-creation execution requires building the right mix of partners, activities and resources to deliver value proposition that a customer wants to buy

Value proposition starts from the merge of partners, activities, resources

Cost is the base to create a value and generate revenues from customers

The value generated is conveyed to customers through various channels



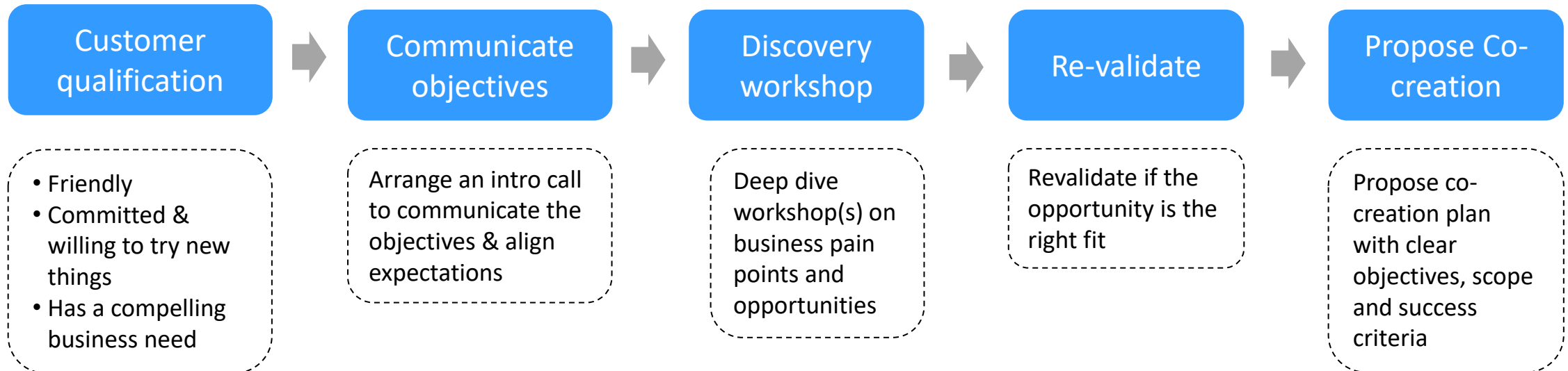
Co-Creation | Value for Customers

Rationale for Customers – Why customers should engage?

Customers will meet leading IoT experts, who will collaborate with them to discover their key pain points & opportunities. The experts will co-create solutions with them which would deliver significant improvements to their business KPIs.

The co-creation will provide them deep insights and thought leadership directly from industry experts to understand how IoT and related technologies can be applied to solve their pressing business problems.

Where to start?



Co-Creation | Value for Customers

Discovery Workshop* Indicative Agenda

Duration	Topic	Outcome
30 mins	Customer to present their business plan and key challenges	Business objectives & priorities are clearly understood
30 mins	Share latest insights into Customer business segment and market	Customer is inspired by new opportunities
120 mins	Workshop: Discover key pain points, opportunities and areas of improvement that would deliver significant improvement to the business in terms of new revenue streams, reduced costs, higher productivity and enhanced customer experience	At least 3 key customer pain points or opportunities are identified
30 mins	Defining successful outcome together	Answering “what really is a success out of the co-creation activity?”
30 mins	Wrap up & next steps	Follow up plan is agreed to qualify and pursue Co-creation approach

*Additional customer engagements may be setup on regular and on-demand basis to drive the overall co-creation activity

Key Benefits

- Better customer proven quality
- Reduced risk for both parties
- Low barrier to entry
- Unique & personalized experience
- Improved customer relationship
- Productivity and efficiency gains
- Excellent risk management
- Increased customer confidence

A complex network diagram in the background, consisting of numerous black dots (nodes) connected by thin black lines (edges), forming a dense, interconnected web that fills the right side of the slide.

INVI*X*IBLE

CO-CREATION CUSTOMER
ENGAGEMENT MODEL

*WE ENABLE
INVISIBLE
DRIVERS OF
SUCCESS FOR
BUSINESSES*

CONFIDENTIAL

E2E Customer Solution Co-Creation Experience | We will engage in a full sell, build and run cycle with your teams and help you experience the **end to end customer solution co-creation journey** that will enable you to make informed decisions about your e2e delivery process

E2E Customer Solution Co-Creation Experience

Experience hands-on the sell, build and run cycle to deliver value to customers through e2e IoT solutions based on customer co-creation

What we will need from you?

- Introduction to the key stakeholders
- Stakeholder availability
- Visibility on customers and pipeline
- Intro & engagement with customers

1

Key Customer Selection

Working with your team, we will assess and identify top 2 key existing customers that can be targeted for IoT co-creation in order to create IoT solution opportunity for you

2

Customer Solution Co-Creation Workshop

For the selected customers, we will execute customer solution co-creation workshops in collaboration with your teams to discover customer problems that IoT solutions can solve

3

Customer Solution Pilot Requirements

Based on the customer problem identified, we will develop detailed IoT solution pilot requirements working with the customer and your teams to deliver customer solution pilots

4

Customer Solution Proposition*

For the customer solutions specified, we will develop value propositions, identify devices & partners and develop business cases to help the customer and sales understand the ROI

* The delivery of the customer solution pilots will be done on-demand.

E2E Customer Solution Co-Creation Experience | Team structure, modus operandi and the execution model

A dedicated team of IoT experts will deliver the outcomes for you working in Co-creation with you and your customer

Bi-weekly E2E Customer Solution Co-Creation SteerCo

Customer

You

INVIXIBLE

Senior IoT Program Manager | *Day to day coordination, reporting and milestones*

Our Team

Customer Team

Your Team

Principle IoT Co-Creation Lead

IoT SPOC

Sales

Pre-Sales

Products & Solutions

IoT Business Consultant

IoT Solution Consultant

Execution Model

Kick-off workshop

Internal Co-Creation Workstream

Customer Assessment

Customer Prioritisation

Customer Selection

Customer Co-Creation Workshop

Customer Discovery

Problem Identification

Solution Reqs. & Scoping

E2E Program plan

*Team structure is indicative and valid for the scope mentioned in this proposal. Alterations may impact the timelines, effort and capacity requirements.

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We have readily available breadth of specialist IoT experience across verticals in the team to support the Customer Co-creation. By leveraging our partner ecosystem we bring even more deeper expertise in across IoT verticals to unlock IoT growth for your business.

Experience Profile*	Principle Co-creation Consultant	Senior Business Consultant	Senior Business Consultant	Senior Technology Consultant **
Overall Global Experience	22+ years	20+ years	15+ years	20+ years
Scope of IoT Expertise	- Co-creation - Strategy - Propositions - GTM	- Co-creation - Management - Propositions - GTM	- Data Analysis - Business cases - Competitor Analysis - Market research	- Co-Creation - Solution Development - Devices & Protocols - Delivery & Operations
IoT Business	X	X	X	
IoT / IT Technology	X	X		X
IoT Solutions	X	X	X	X
IoT Architecture				X
IoT Devices & Protocols				X
Vertical Experience	Demonstrated experience across IoT verticals in business, technology and IoT solutions			
Telecom	X	X	X	X
Retail	X	X	X	X
Logistics	X	X	X	X
Utilities	X	X	X	X
Manufacturing	X			X
Facilities	X	X	X	X
Customers Examples				

* This matrix is based on the existing experience of our experts at InviXible. It is shown as an indicative team for co-creation. The actual team may change depending upon the requirements.

** This is a top level customer facing role. There is a dedicated team of IoT engineers covering devices, platforms, applications and DevOps that will be supporting this project.

Industrial PLC experience

**Allen-Bradley**
by ROCKWELL AUTOMATION

Device OEM experience



Use case experience

Manufacturing

- Conveyer belt monitoring
- Gas compressor monitoring
- Tractor engine monitoring
- Cane crushing monitoring
- Sugar viscosity monitoring

Retail

- Connected cabinets
- Footprint analytics
- Energy monitoring

Logistics & Supply Chain

- Supply chain condition monitoring
- Cargo tracking
- Mobile asset tracking
- Fleet management