

A Method to Explore Synergy between Products

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Abstract

Many companies struggle to benefit from similarities between products they sell. The challenge is to find these commonalities that can be shared between products, while the product value for different customers is not (too much) compromised. A method is provided to understand the playing field both in marketing and technology. Better understanding of the playing field facilitates choices about synergy.

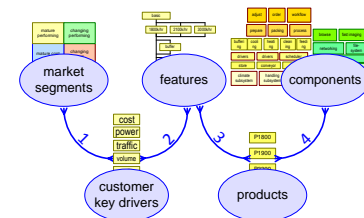
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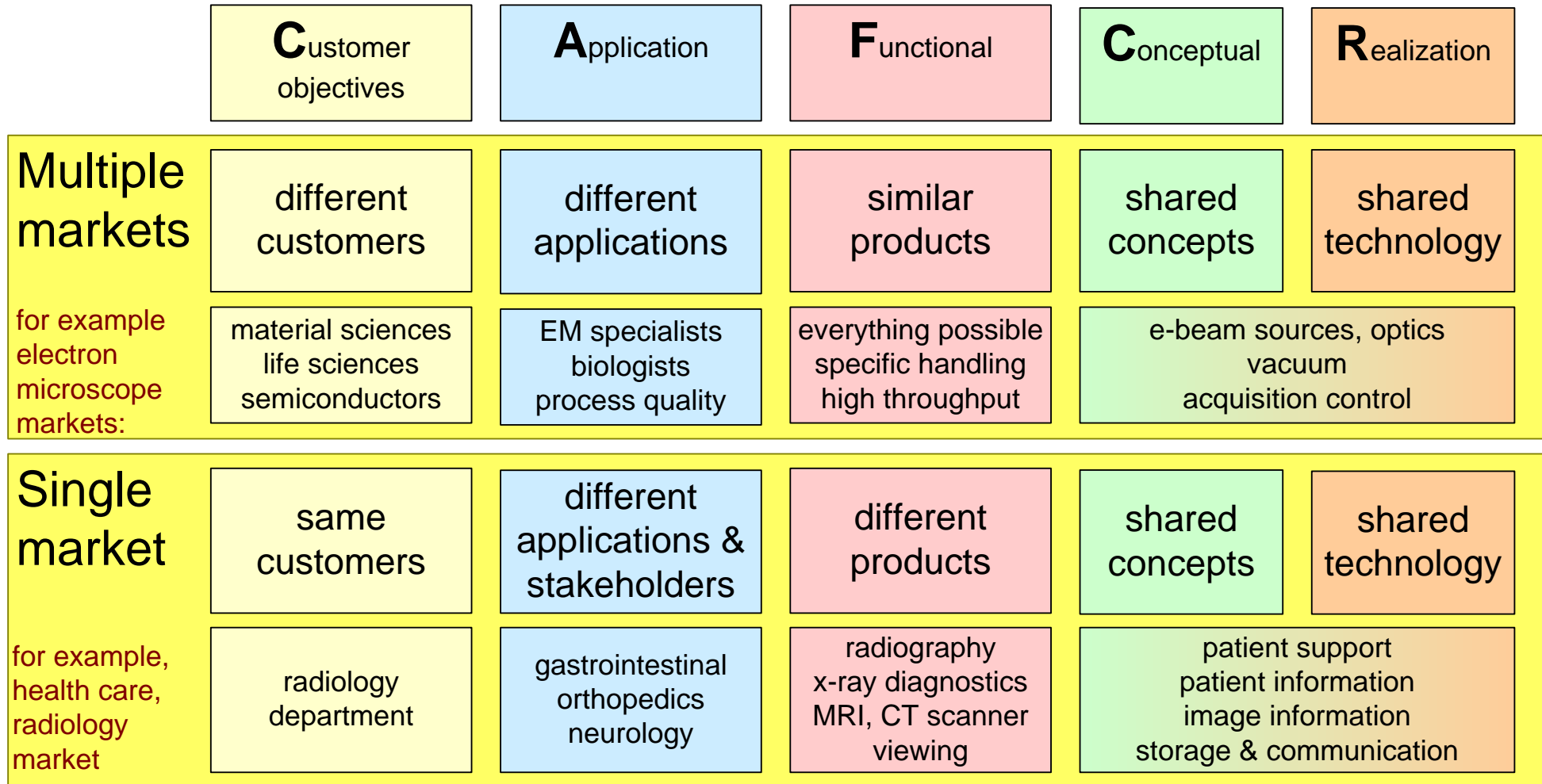
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Types of synergy



Approach to Platform Business Analysis

explore markets, customers, products and technologies

share market and customer insights

identify product features and technology components

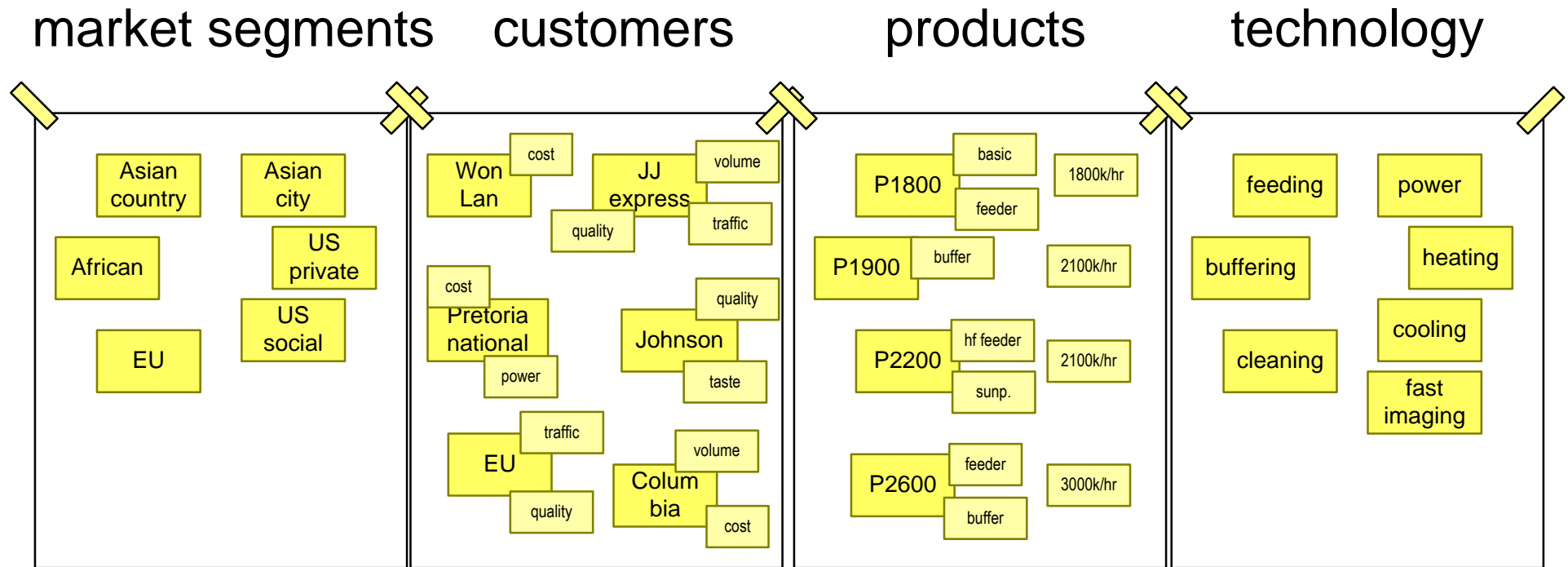
make maps:

market segments - customer key drivers
customer key drivers - features
features - products
products - components

discuss value, synergy, and (potential) conflicts

create long-term and short-term plan

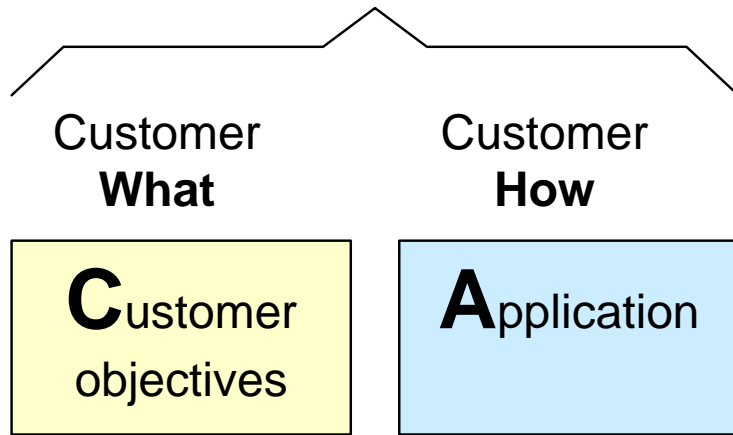
Explore Markets, Customers, Products and Technologies



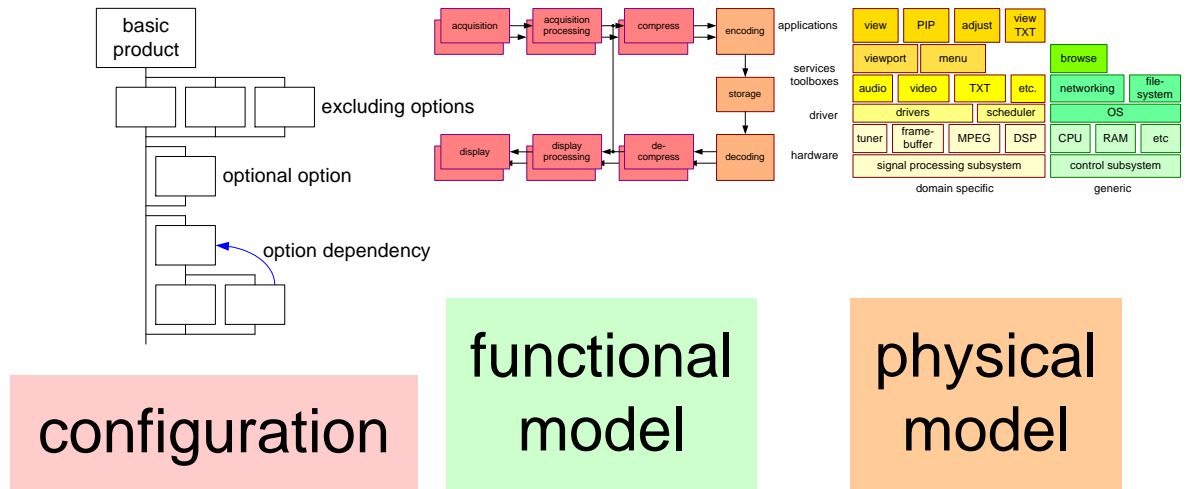
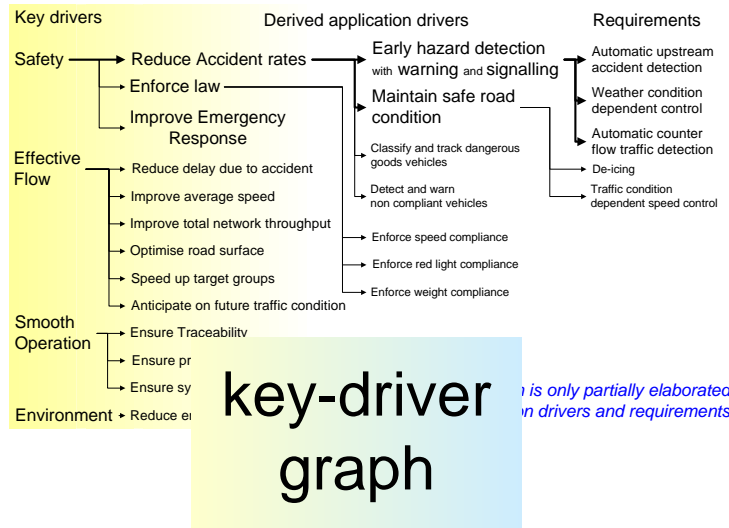
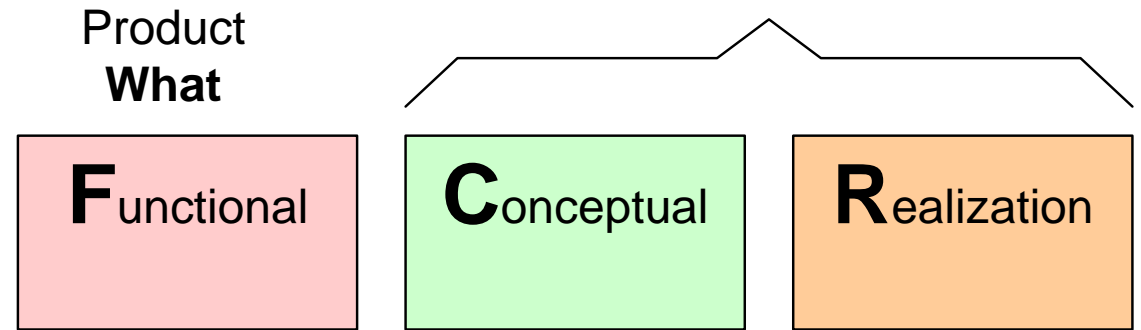
brain storm and discuss time-boxed

Study one Customer and Product

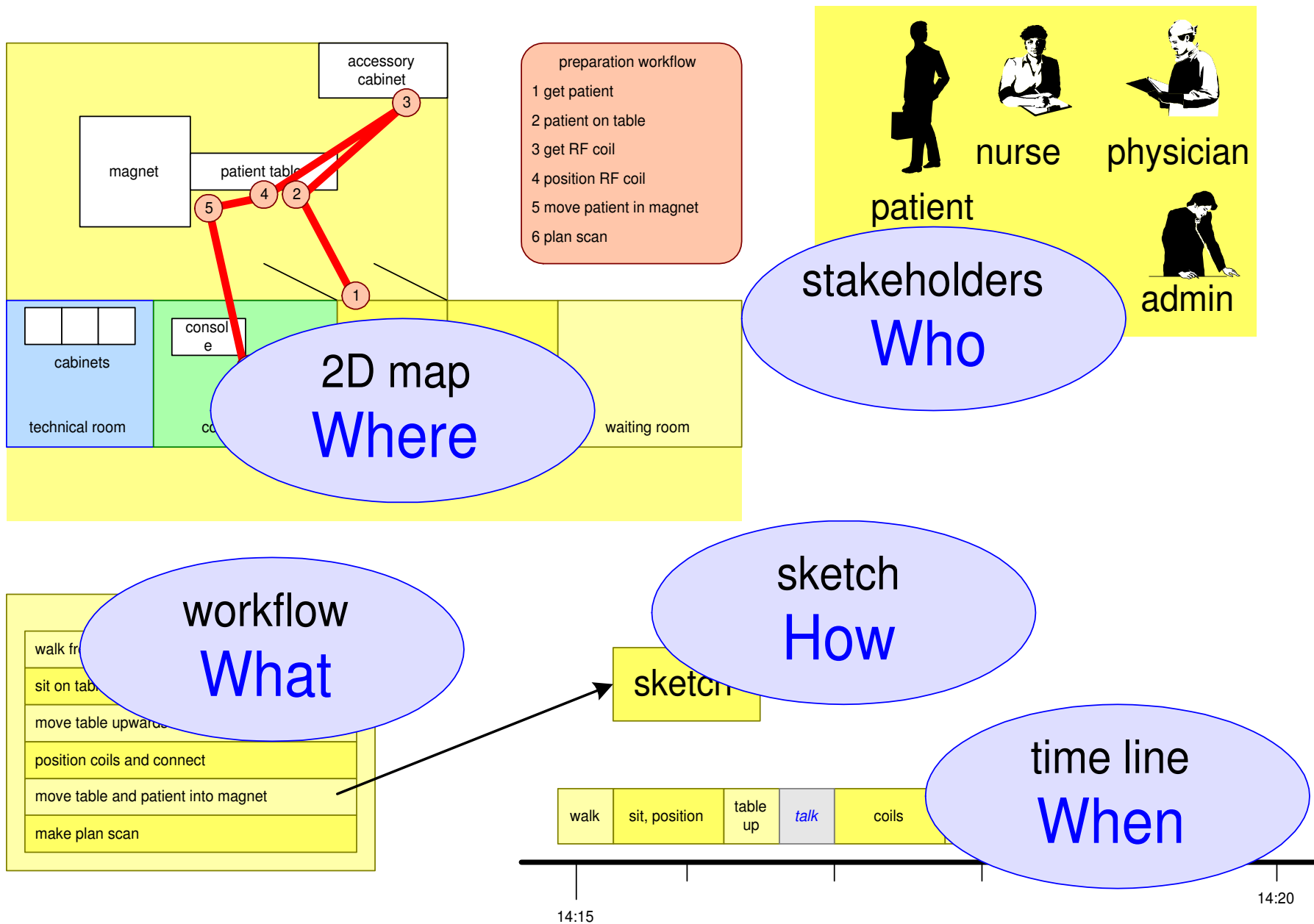
What does Customer need in Product and **Why**?



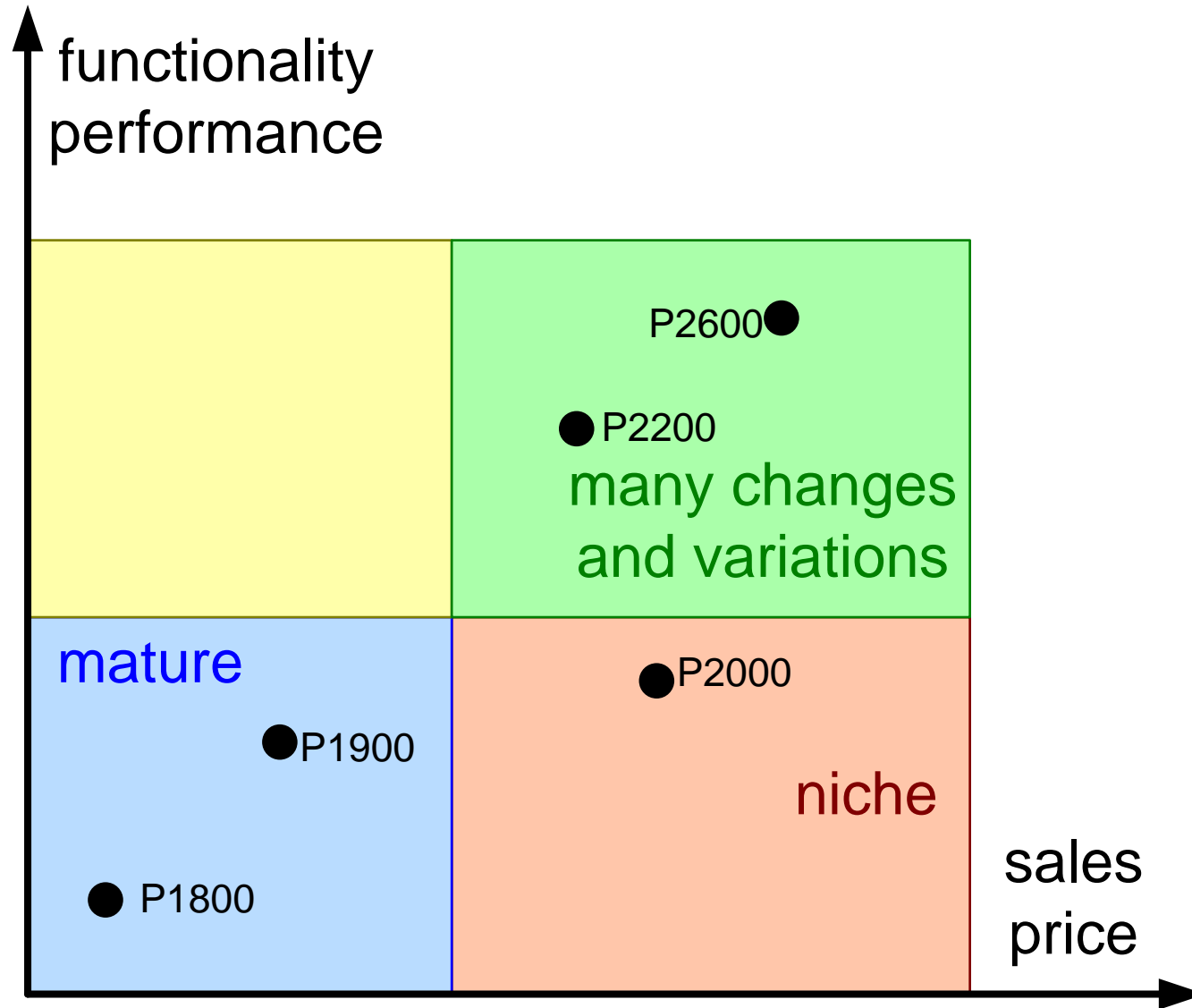
Product **How**



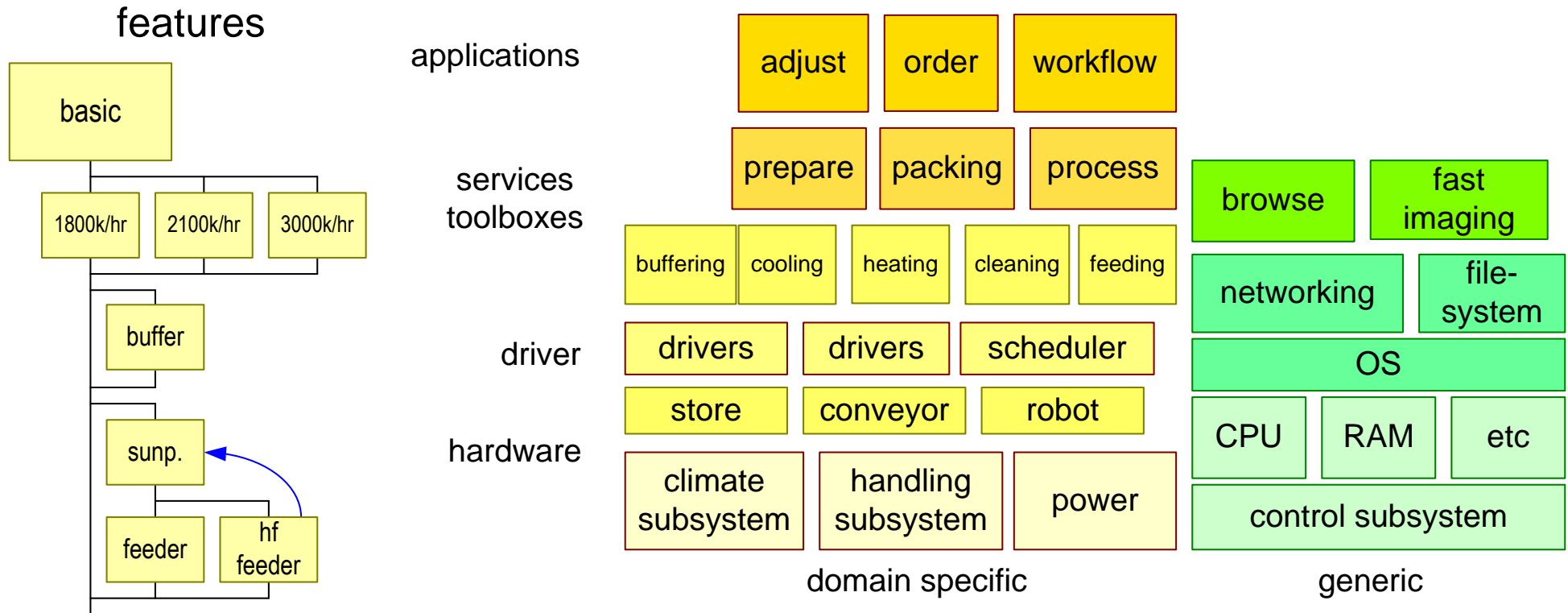
Work Flow Analysis for Different Customers/Applications



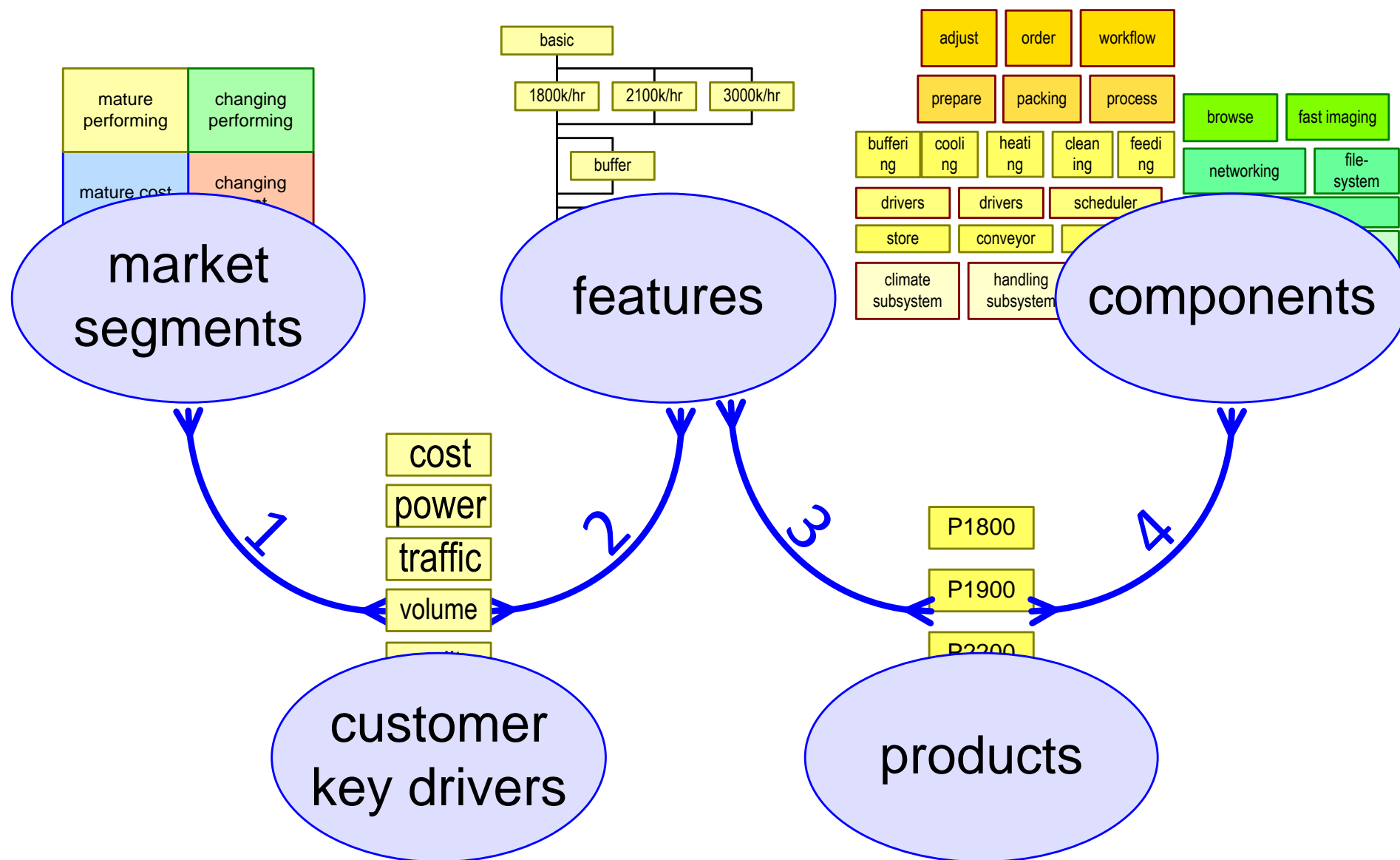
Make Map of Customers and Market Segments



Identify Product Features and Technology Components



Mapping From Markets to Components



Example Criteria for Determining Value

- Value for the customer
- (dis)satisfaction level for the customer
- Selling value (How much is the customer willing to pay?)
- Level of differentiation w.r.t. the competition
- Impact on the market share
- Impact on the profit margin

Use relative scale, e.g. 1..5 1=low value, 5 -high value

Ask several knowledgeable people to score

Discussion provides insight (don't fall in spreadsheet trap)

Determine Value of Features

— products →

↓ features —

		P1800			P1900			P2200		
		satisfaction customer	sales price	market share	satisfaction customer	sales price	market share	satisfaction customer	sales price	market share
feeder		1	5	4	3	4	4	4	5	5
hf feeder										
buffer		4	3	4	5	3	4	4	3	4
sunpower		2	2	1	2	2	1	2	2	4

Example Platform Scoping

