

A Method to Explore Synergy between Products

by *Gerrit Muller* Buskerud University College

e-mail: gaudisite@gmail.com

www.gaudisite.nl

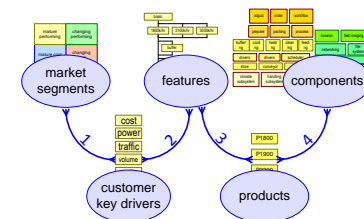
Abstract

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.

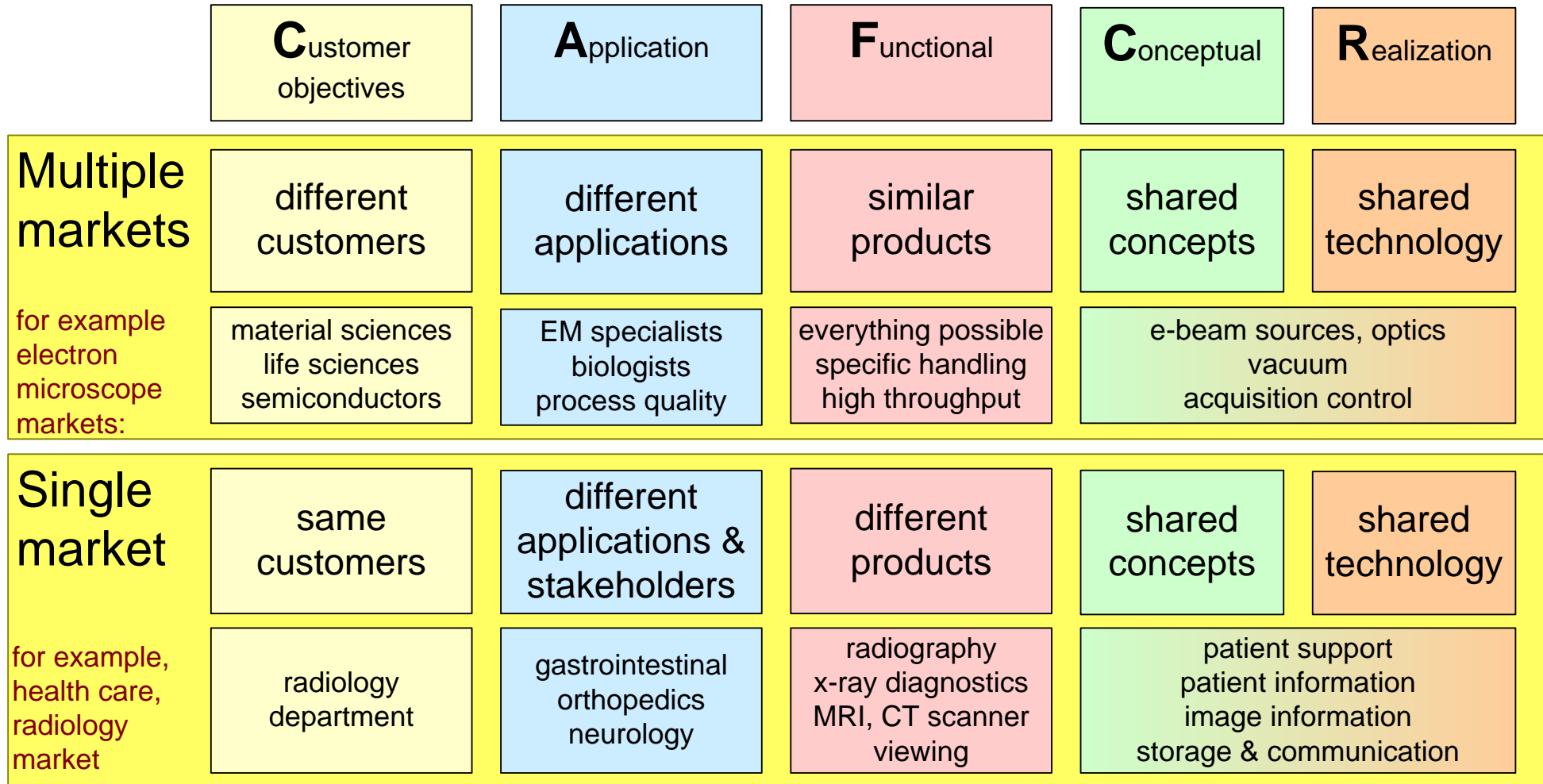
Distribution

This article or presentation is written as part of the Gaudí project. The Gaudí project philosophy is to improve by obtaining frequent feedback. Frequent feedback is pursued by an open creation process. This document is published as intermediate or nearly mature version to get feedback. Further distribution is allowed as long as the document remains complete and unchanged.

October 20, 2017
status: draft
version: 0



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

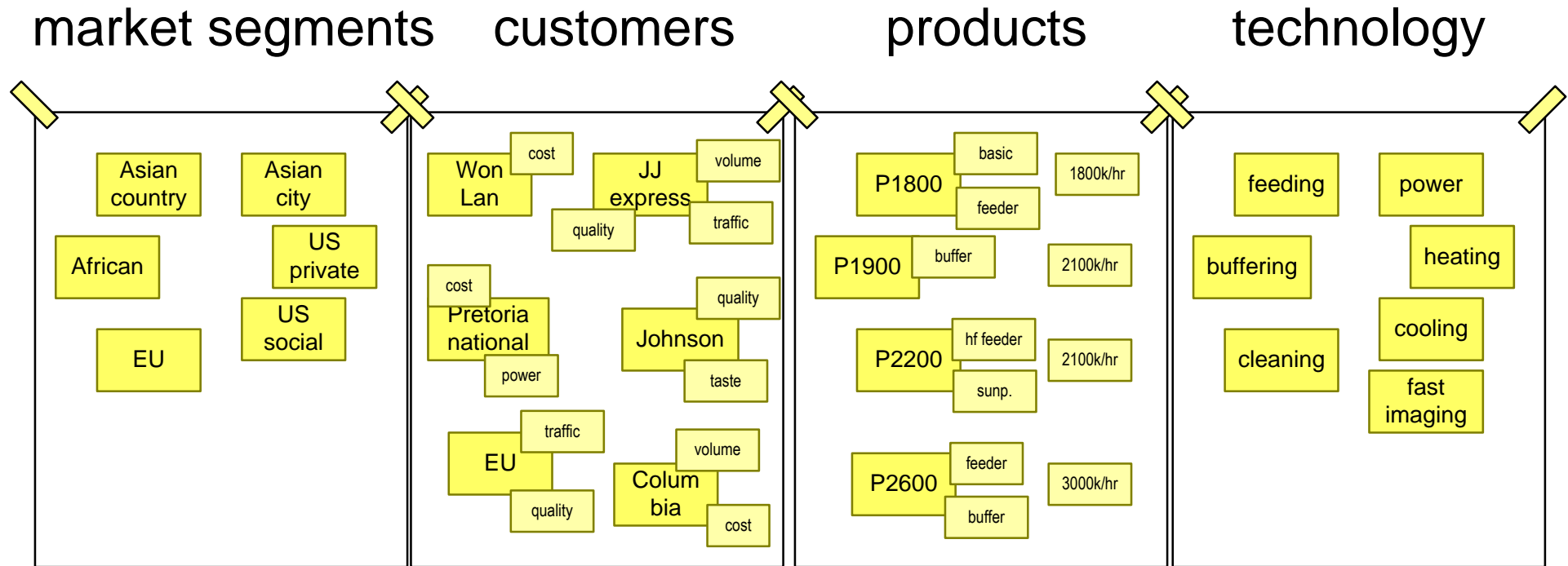
make maps:

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

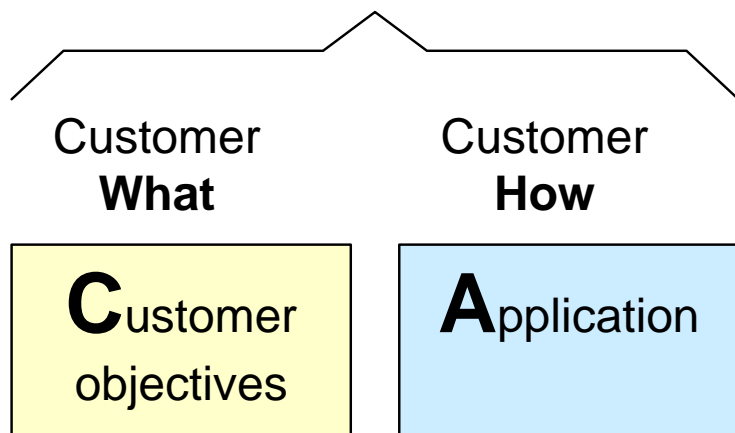
Explore Markets, Customers, Products and Technologies



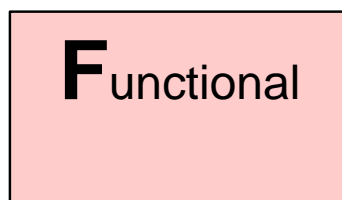
brain storm and discuss time-boxed

Study one Customer and Product

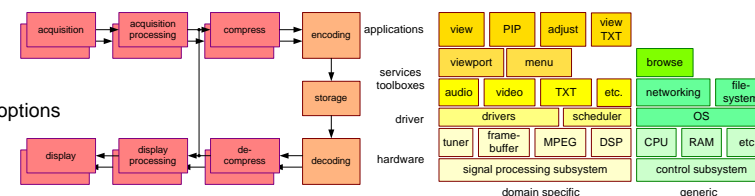
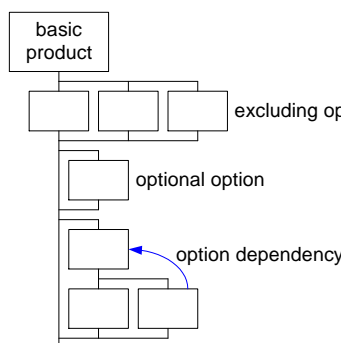
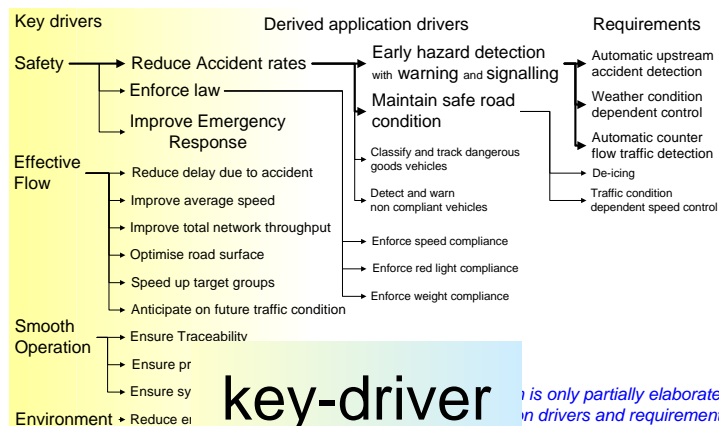
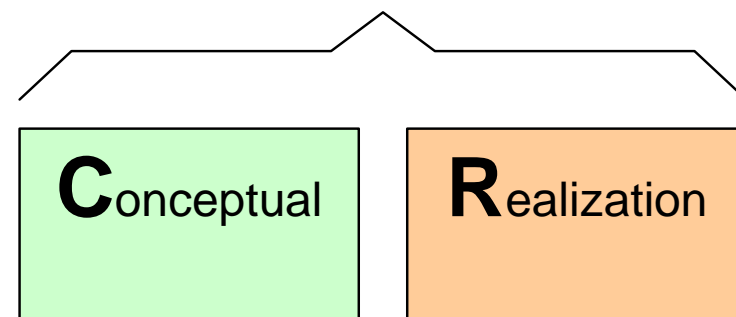
What does Customer need in Product and **Why?**



Product What



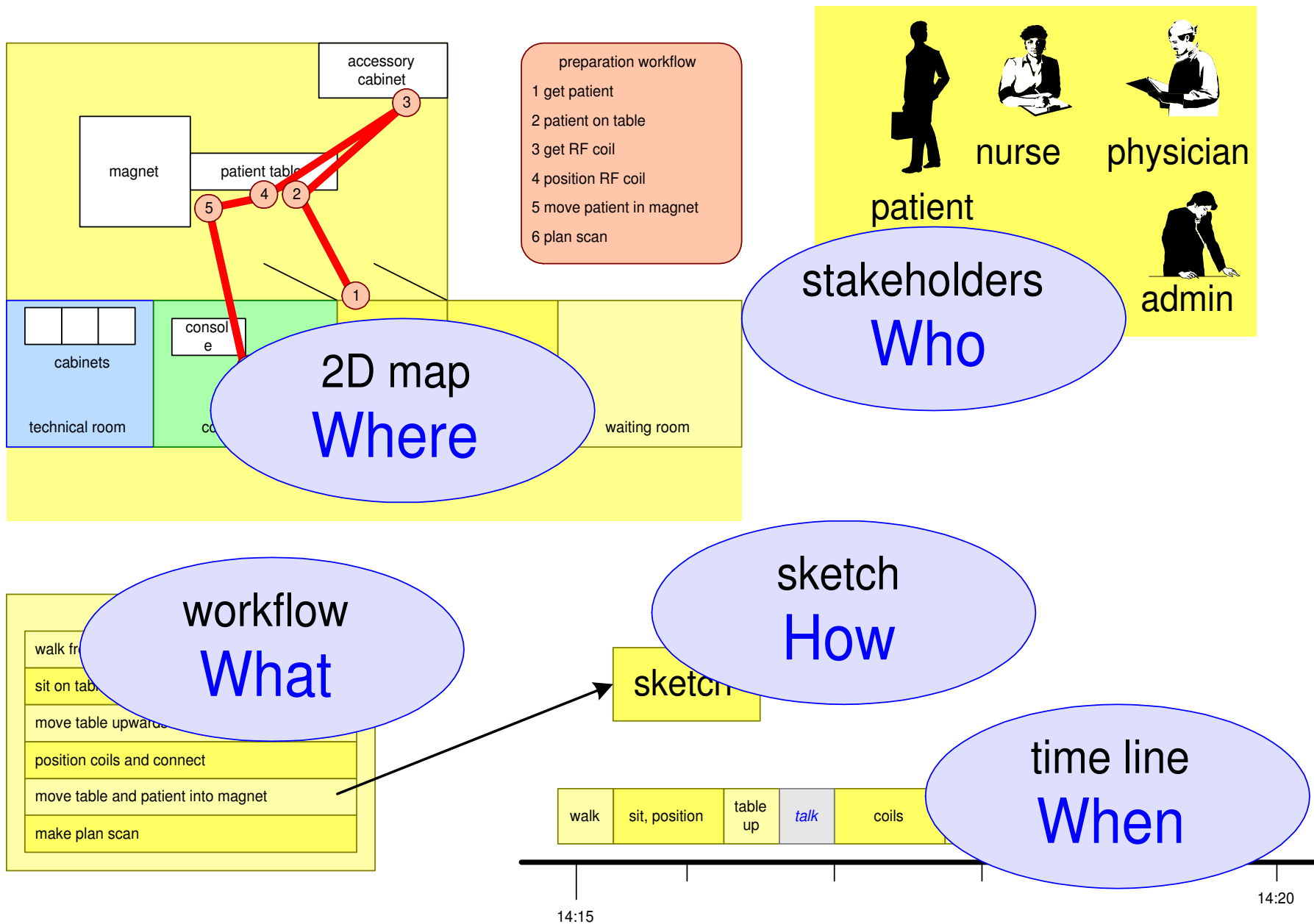
Product How



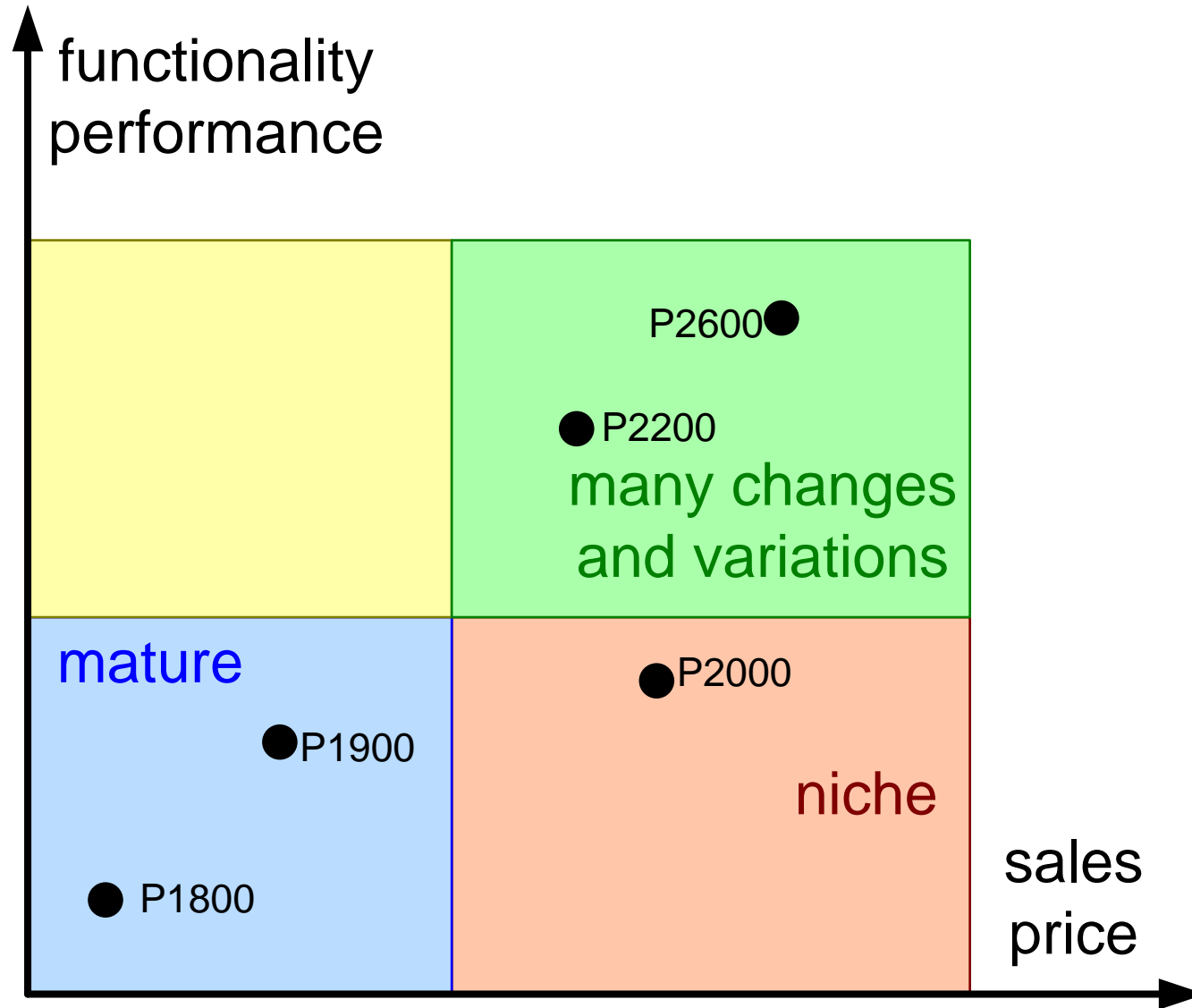
functional model

physical model

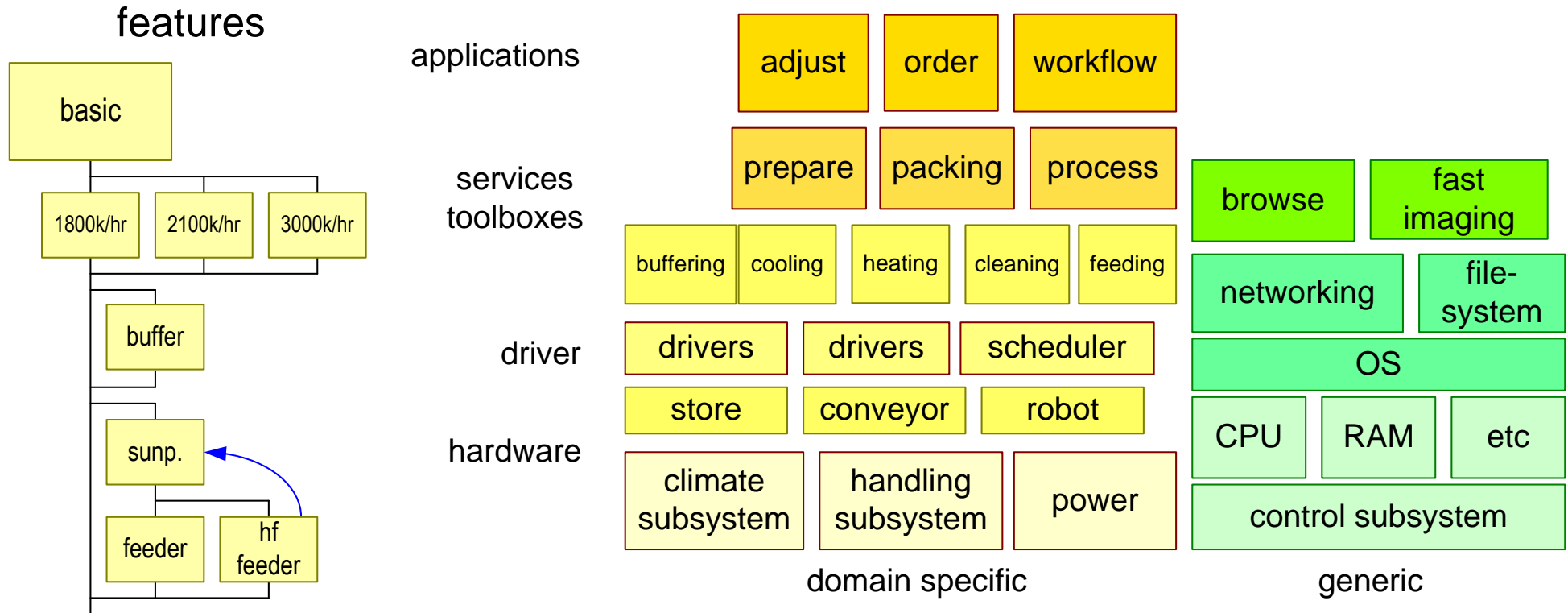
Work Flow Analysis for Different Customers/Applications



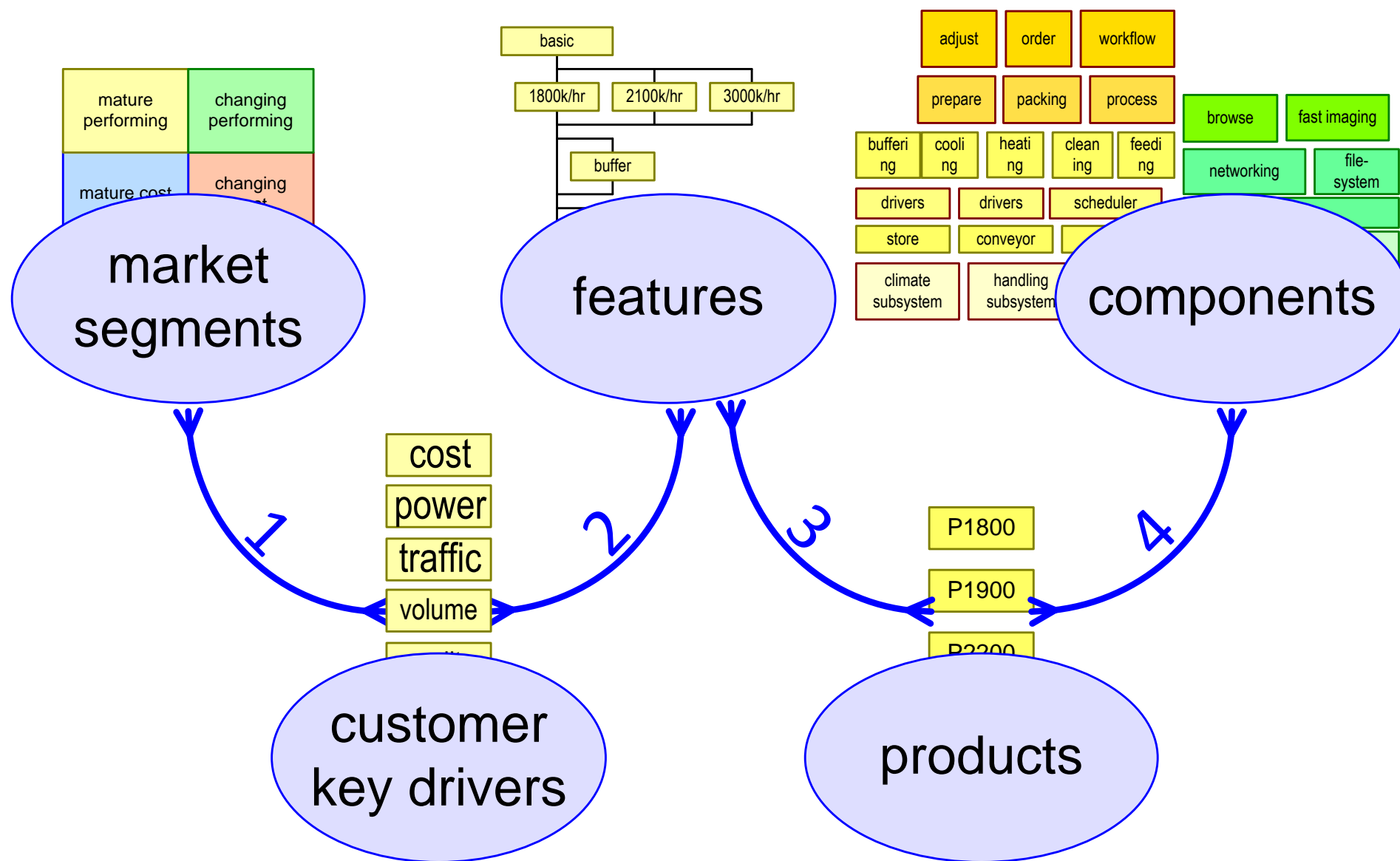
Make Map of Customers and Market Segments



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

