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Storyboards



Proposed Solutions to the CE Mega Case



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CE Mega Case: Storyboard
Strategy Camp 01



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Briefing by Meccanica Avanzata's management to define a new value proposition and a new business model.



Executive Director of Meccanica Avanzata explains the new model to the staff and collects their feedback.



Meccanica Avanzata meets Bavarian Powertrain to introduce its new value proposition and to organize their collaboration.



Meccanica Avanzata implements solutions of Flexible Manufacturing System advising also Bavarian Powertrain and tests Industry 4.0 solutions within its factory.



Meccanica Avanzata strengthens its additive manufacturing capacities by installing new 3D printers and design software.



Meccanica Avanzata chooses digital marketing to expand its business worldwide and to find new companies interested in the new value proposition.



Meccanica Avanzata and Bavarian Powertrain share in production data using digital interconnection tools.



Meccanica Avanzata improves organization and shares positive results with the staff in the company.

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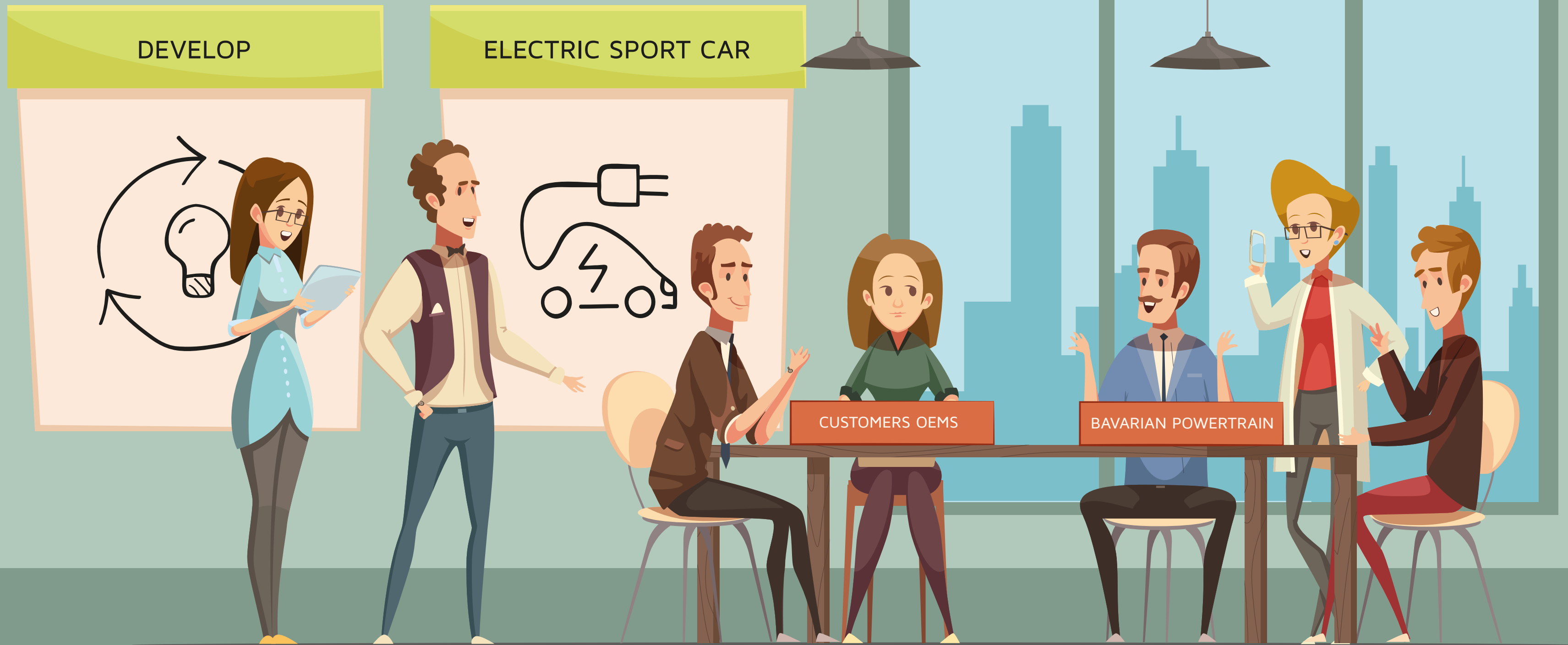
Bavaria



CE Mega Case: Storyboard
Strategy Camp 02



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Customers signal growing interest in powertrain solutions for electric and hybrid vehicles.



Incremental development into the e-mobility market following the lead of OEMs.

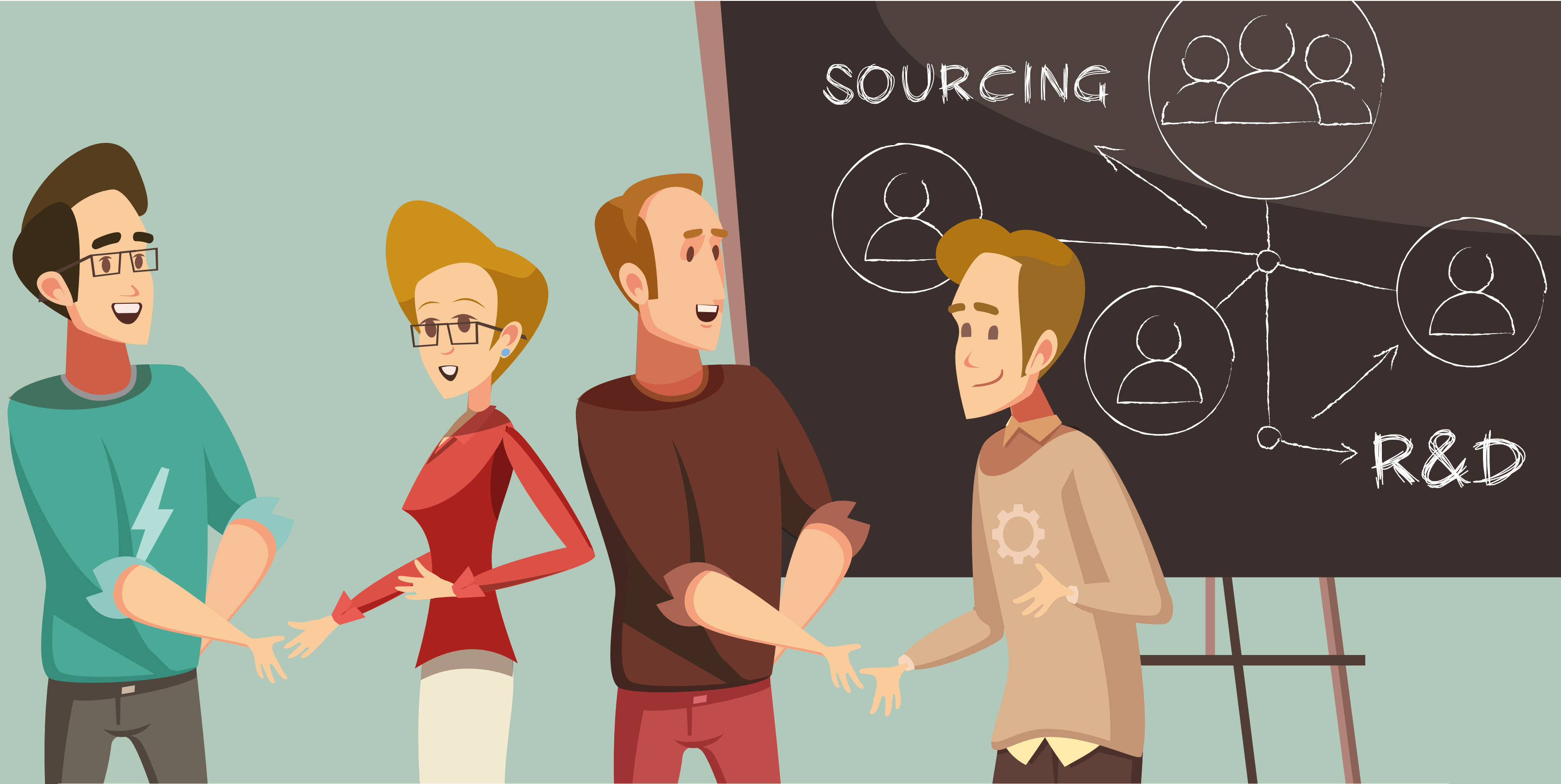


BPT TEAM

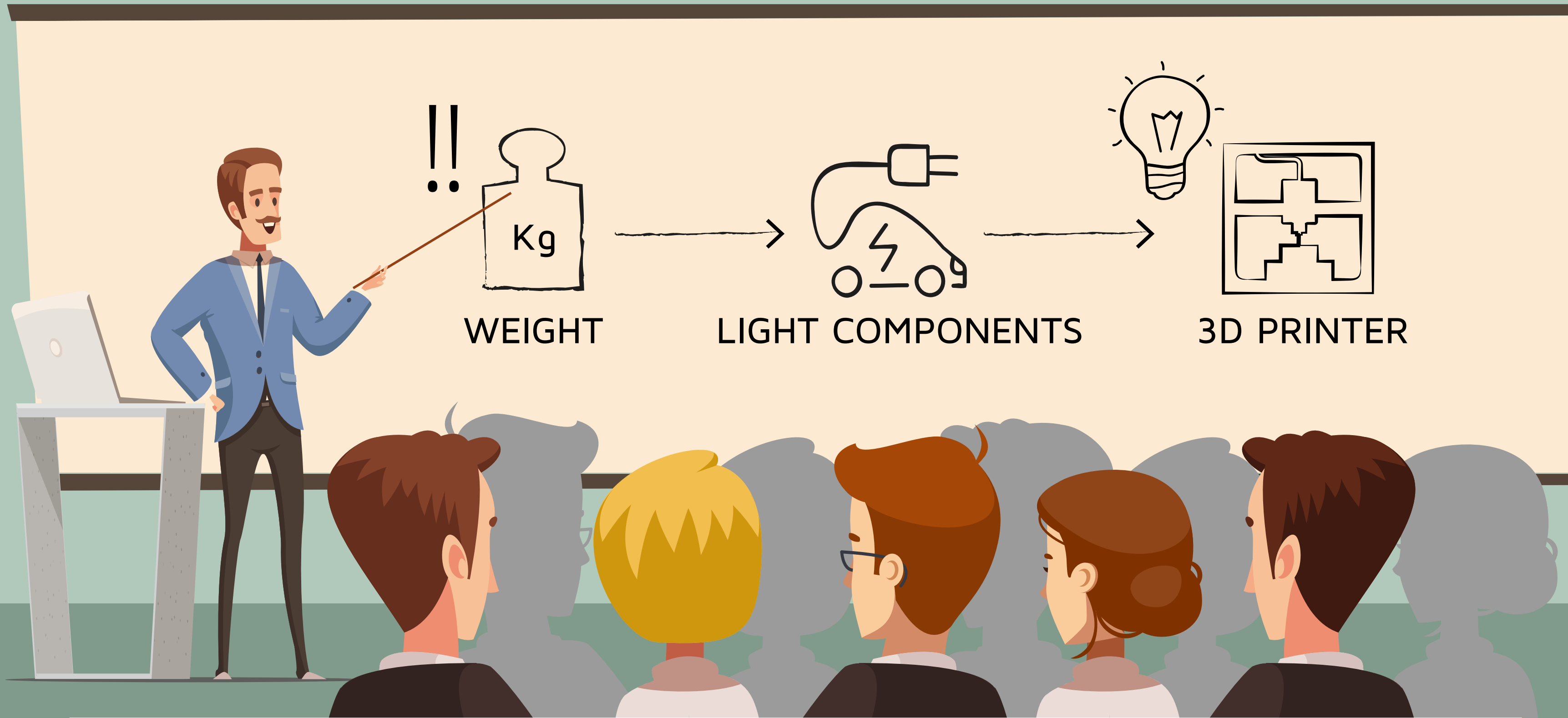
Deployment of a task force consisting of the companies "best" and external professionals.



Development of processes and investment into new production facilities.



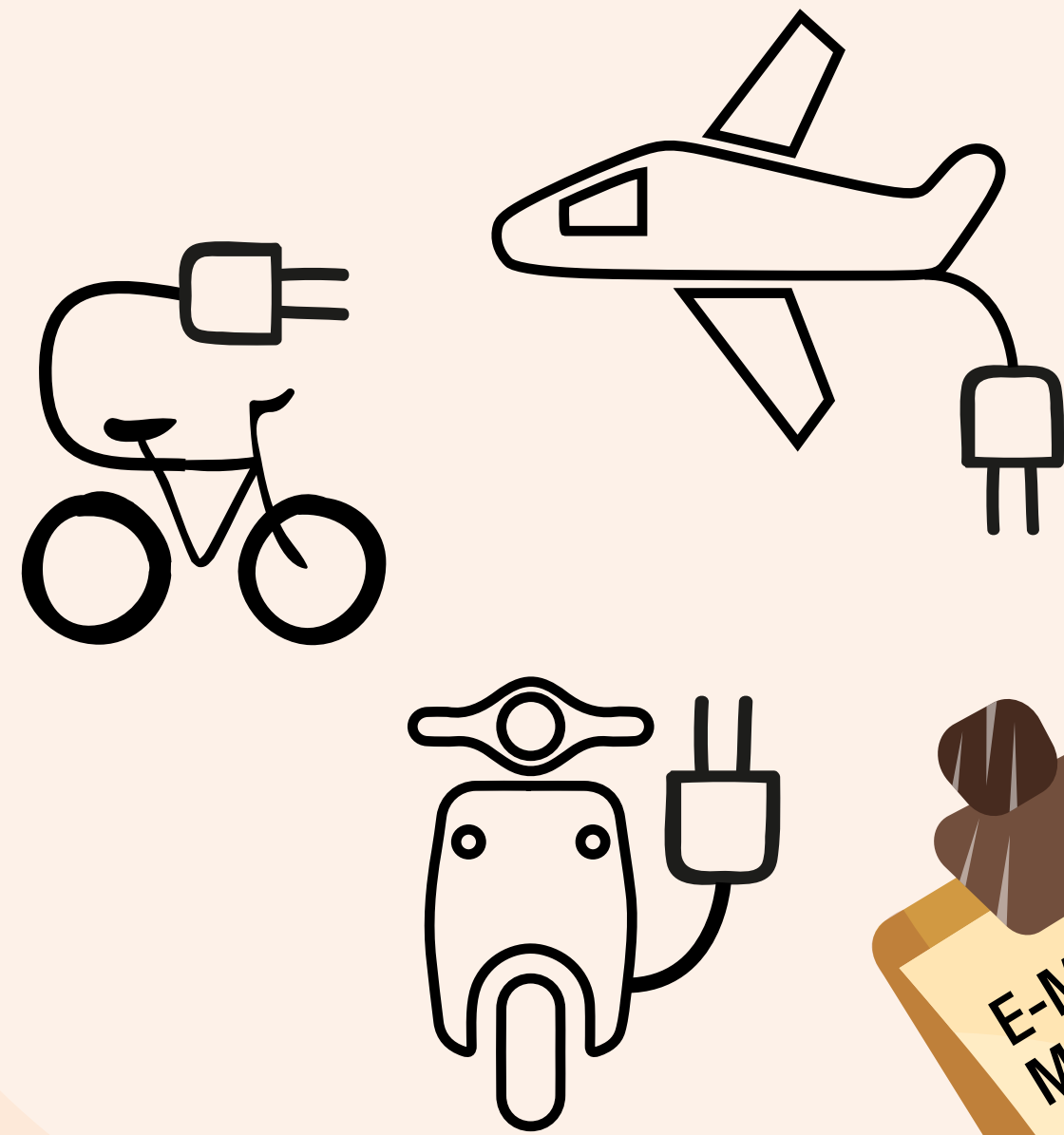
Development of suppliers to partners.



Developing of know-how for additive manufacturing.



Using additive manufacturing technologies for rapid prototyping and parts production.



Exploration of alternative market segments related to e-mobility.

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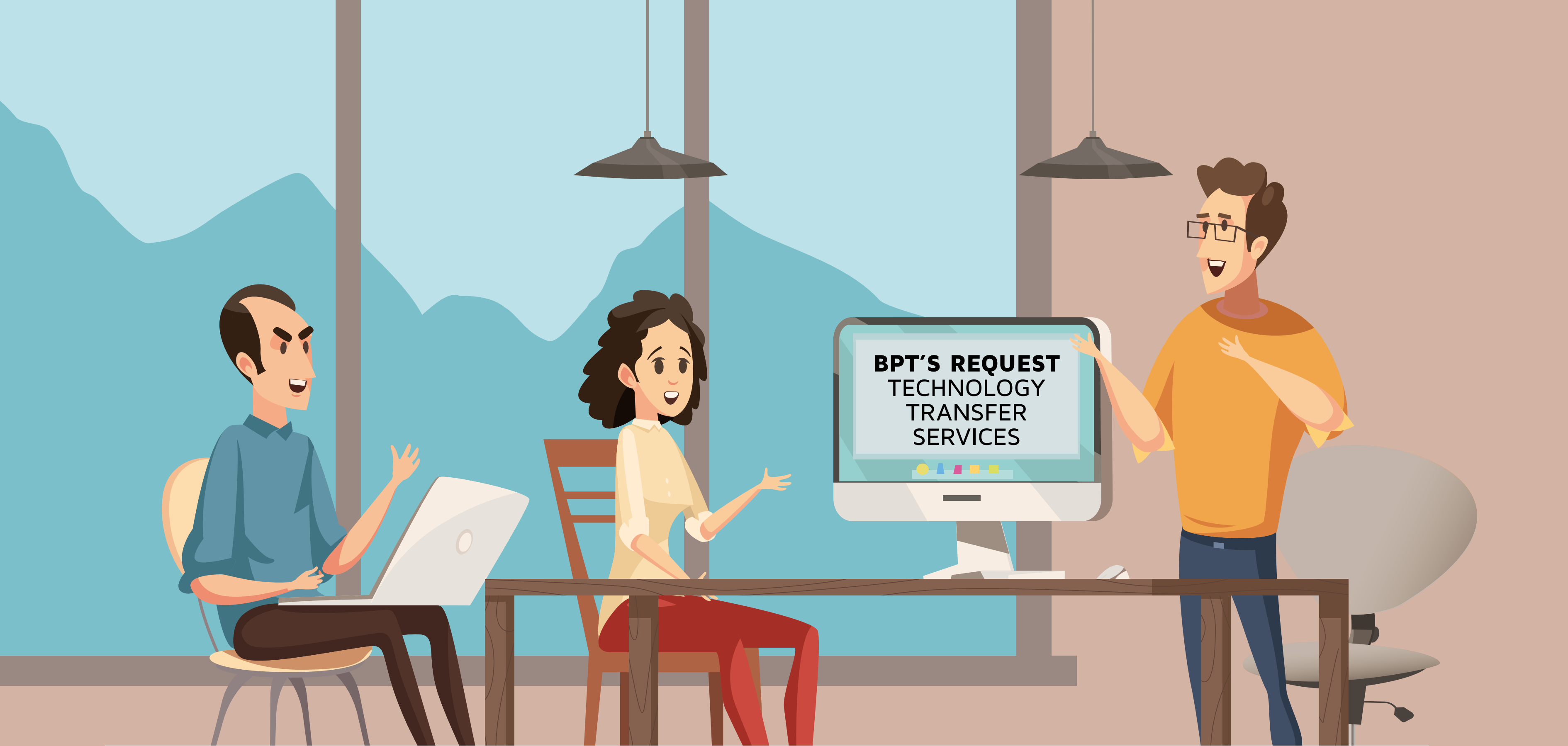
Lower Silesia



CE Mega Case: Storyboard
Strategy Camp 03



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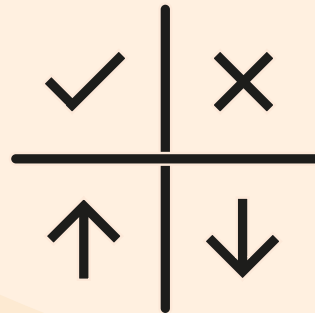
The RapidPro's Team meeting. Discussion over the proposition of BPT firm. Start of a service of technology transfer about Additive Manufacturing.

BUSINESS ANALYSIS

MARKET



SWOT



COMPETENCES

✓	□	□	□	×	□	□	✓	□	□	□	□	□	□	□
□	□	✓	□	□	□	□	□	□	□	□	□	□	□	□
□	□	□	✓	□	✓	□	□	□	□	×	□	□	□	□



Detailed verification of RapidPro situation and Additive Manufacturing market trends.



LEADER

Preparation and optimization of Business Model Roadmap for RapidPro: total change of business model from production of 3D printed parts into technology transfer and maintenance service.



Changes in RapidPro people: current technical and production employees will be transformed into future trainers.



Changes in RapidPro production: from product to service.



Changes in RapidPro technology: Machine Park and 3D Printing Academy.



Changes in RapidPro financials: the financial model more suitable for new business model.



RAPIDPRO

COLLABORATION WITH
Bavarian Powertrain GmbH

Seize the change!

RapidPro
Technology Transfer
of Additive Manufacturing



BAVARIAN POWERTRAIN



RapidPro implements the whole Business Model Roadmap with success and promotes its new services using BPT case as model project.

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Western Transdanubia



CE Mega Case: Storyboard
Strategy Camp 04

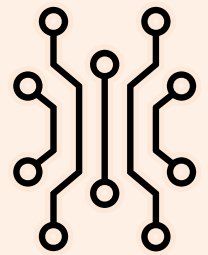


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FIREBALL SOLUTION



ERP
system



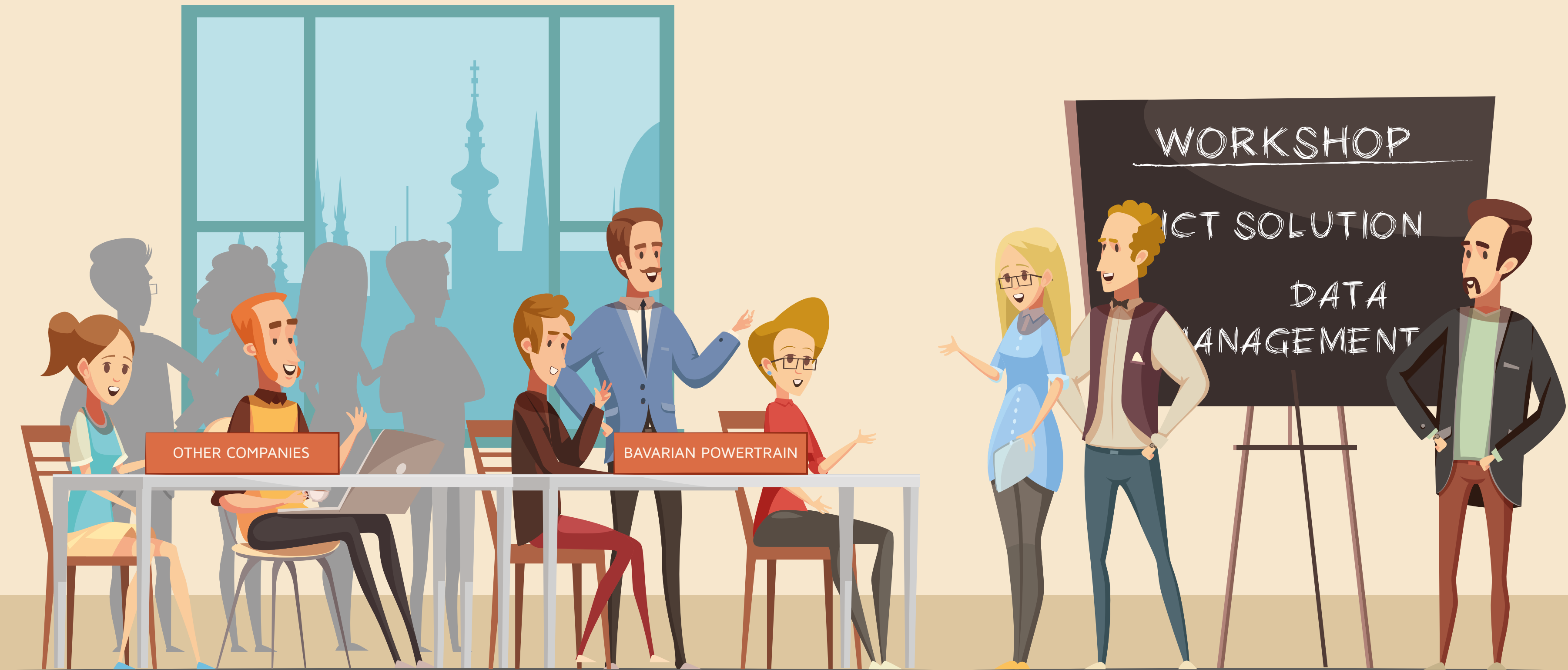
IoT
technolog



Fireball Solution examines the concerns of their client Bavarian Powertrain about adopting an IoT-supported ERP system running in the Fireball Solution's cloud.



Fireball Solution proposes Bavarian Powertrain to hold a joint workshop to co-develop a viable ICT and data management solution.



The workshop is opened also to other companies with necessities and concerns similar to those of Bavarian Powertrain to strengthen the creativity potential and the knowledge of the final users' needs.



The workshop runs through co-creation sections during which different teams explore the problem and possible solutions.

WORKSHOP RESULTS

ERP SYSTEM

idea 1

proposal 1

idea 2

proposal 2

idea 3

proposal 3

idea 4

proposal 4

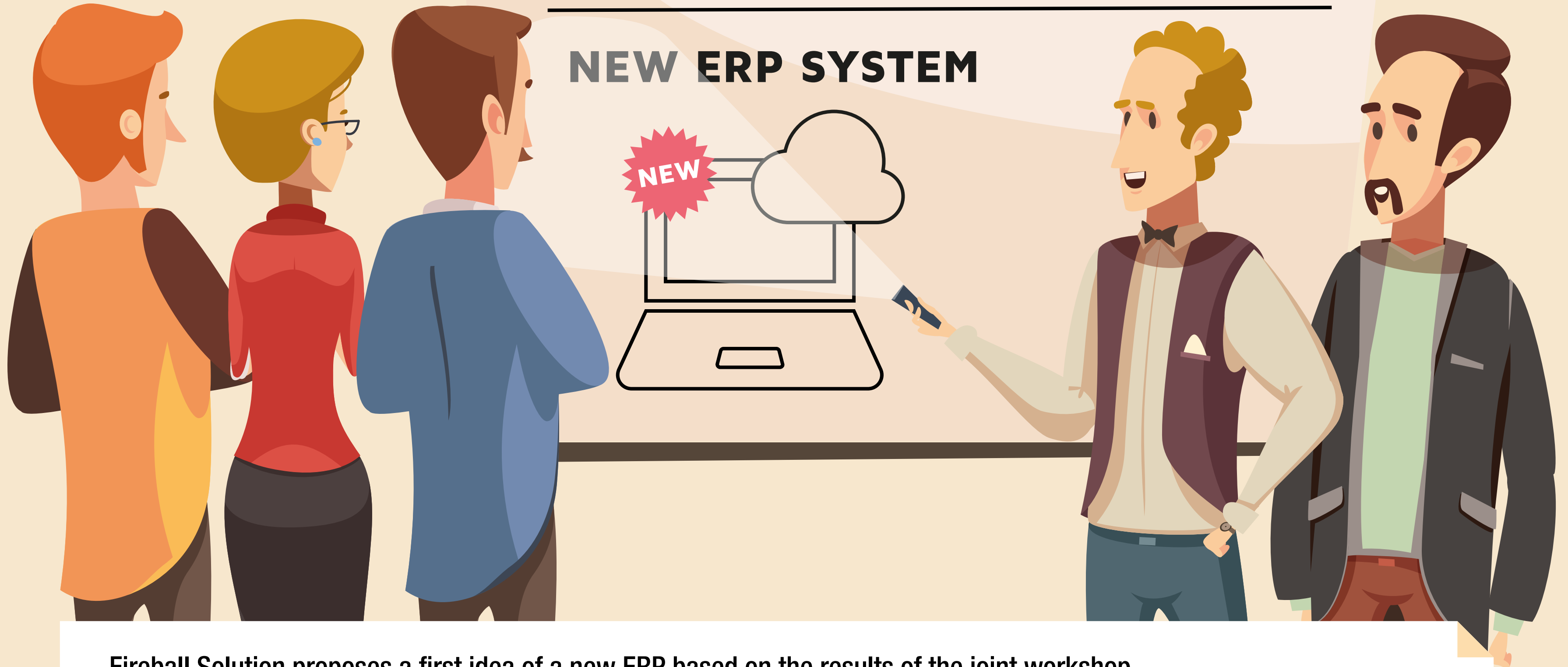
idea 5



The inter-corporate teams present their findings to Fireball Solution.

FIREBALL SOLUTION PROPOSAL

NEW ERP SYSTEM



Fireball Solution proposes a first idea of a new ERP based on the results of the joint workshop.

ERP system

IoT technology



Fireball Solution and Bavarian Powertrain agree on a possible solution for a new IoT-supported ERP.



Fireball Solution prepares a marketing plan to engage all the internal stakeholders of Bavarian Powertrain in developing and implementing a new ERP system equipped an IoT-based real-time monitoring of their 3D printers.

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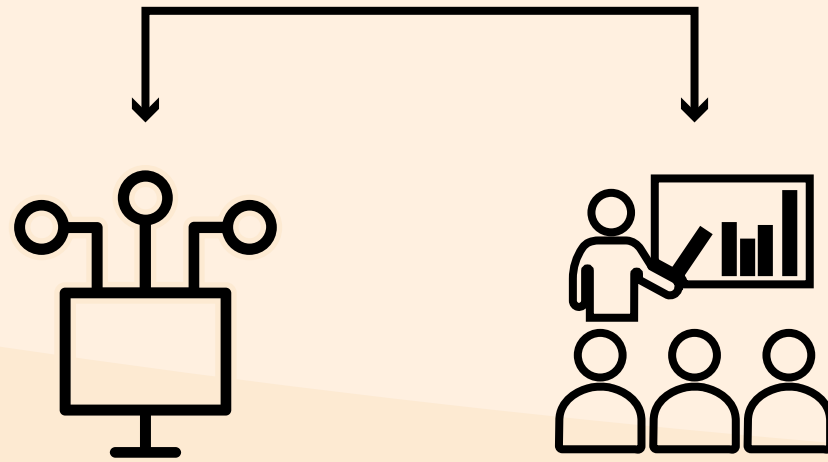


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Bavarian Powertrain, Meccanica Avanzata, RapidPro and Fireball Solution agree on building a transnational value chain to enter the electric car business.

Integration our processes and corporate data



Digital platform

Training our
employees

The four companies decide to integrate their work processes and corporate data by developing a digital platform and training their employees to work differently.

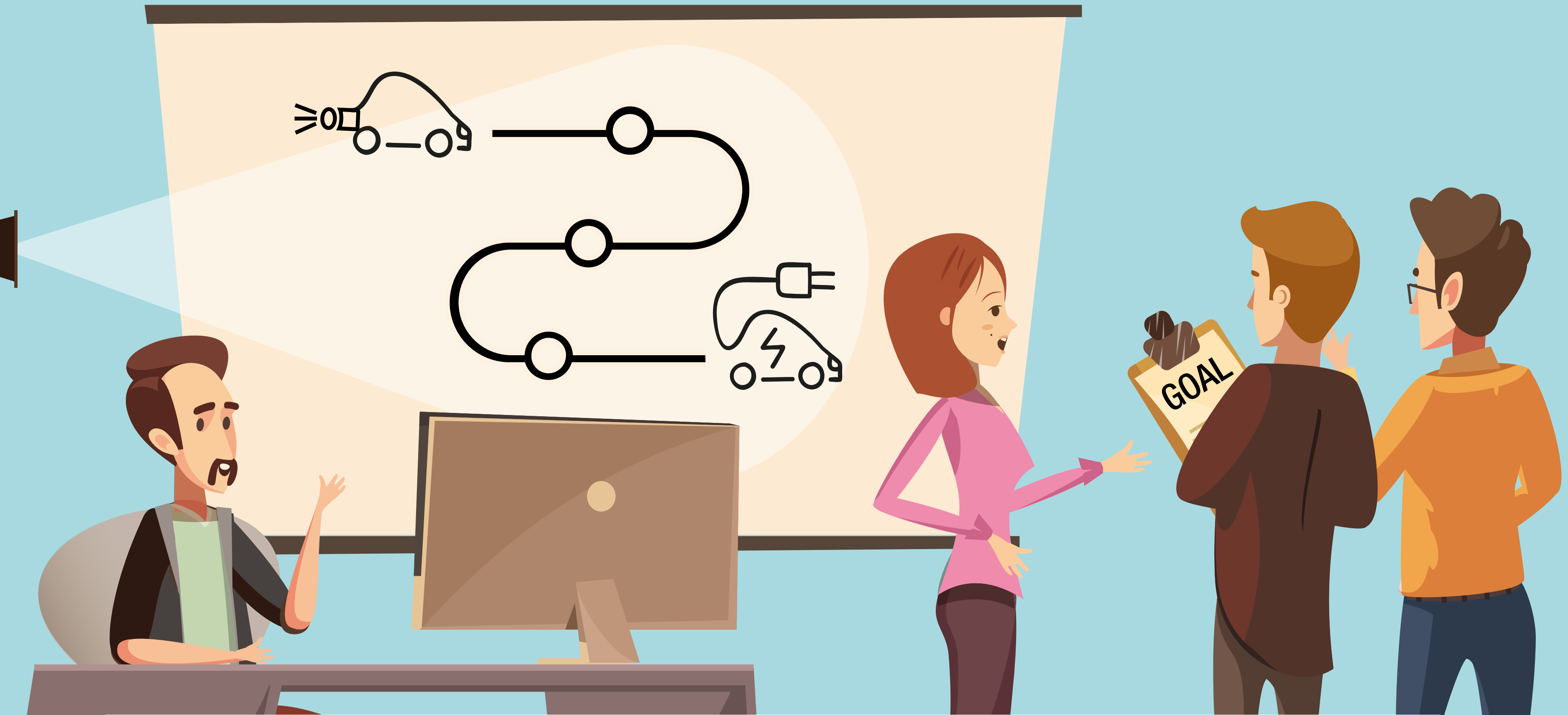
Shared standards



The companies define shared standards for collaborative work processes and for exchanging information and data.



The R&D Divisions of the four companies start to coordinate their innovation activities exploiting also digital platforms.



A joint R&D&I Roadmap is defined to reach the goal to produce powertrain systems and engines for electric cars.



A joint Scientific Committee is established to define and coordinate the training of the employees in terms of processes, products and innovation approaches.



SCIENTIFIC COMMITTEE

Transnational training activities are implemented by the Scientific Committee to circulate know-how and competences within the companies of the value chain.

JOINT MARKETING AND COMMERCIAL COMMITTEE



The companies established a Joint Marketing and Commercial Committee to coordinate the commercial policies and activities of the value chain.

VALUE CHAIN



The Sales Offices of the four companies start to implement internally the joint commercial activities of the value chain.