



CONFINDUSTRIA
Veneto SIAV S.P.A.

open innovation

Modular product architecture

Product Variety as a key success factor

Uberto Cortese - SIAV

Maurizio Scabbia – Open Innovation

Ford Model T: mass production



<http://www.boldride.com/ride/1926/ford-model-t>

To make the car popular, Henry Ford introduced mass production: standardized assembly lines building many cars of one single type.

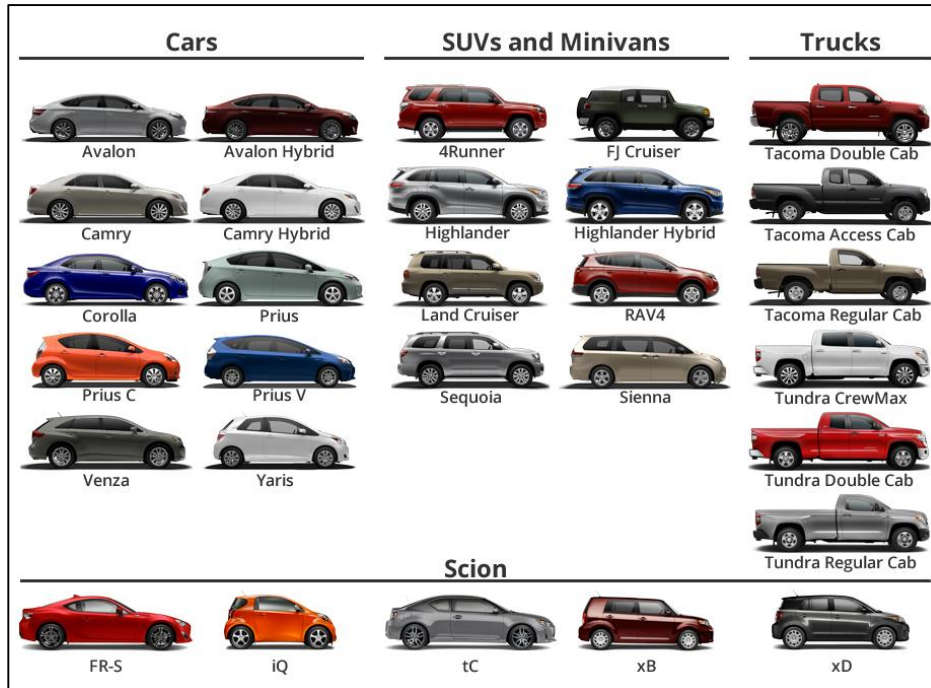
Ford Model T: some figures



<http://carsadel-ds.com/ford-t.php>

- In production from 1908 to 1928
- 15.007.033 cars produced
- Production time: 93'
- Only one color available
- Price 1/8 of other cars
- 50% of global market share (1920)

Toyota today



- 86 different models
- Many variants for each model
- Different colors available 😊

In every market sector customers want variety...



Polanna

www.delcampe.net



CONFINDUSTRIA
Veneto SIAV S.p.A.

open innovation

... and customization

Create your own personal apparel!
It's easy: Pick a product, design it, order it.

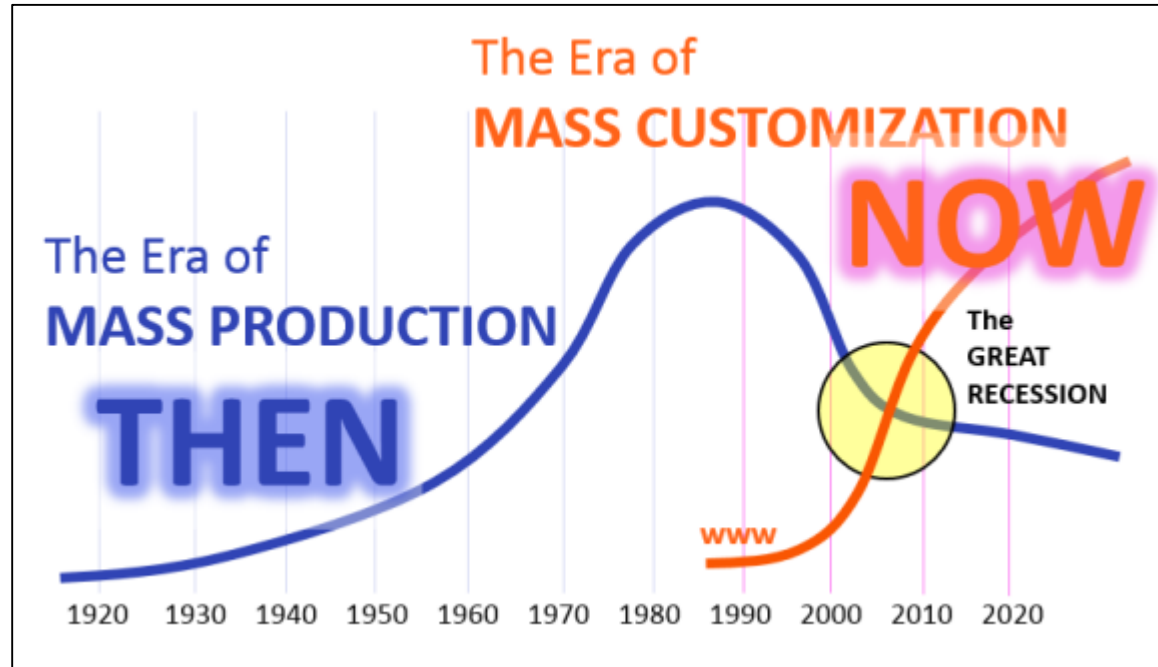
1 2 3

I ♥ SHIRTS

Customized products are cool!

The screenshot shows the Nike iD customization interface for the Air Zoom RS+ iD sneaker. The interface is in German and features a dark theme. At the top, there are navigation links for "NIKE.COM", "myLOCKER", "teamLOCKER", "BESTELLUNG VERFOLGEN", and "WARENKORB (0)". Below this, the Nike iD logo is displayed, followed by navigation tabs for "MÄNNER", "FRAUEN", "FAVORITEN", and "ALLE ANSEHEN". The main content area shows the product name "AIR ZOOM RS+ iD" and the price "EUR 125.00". A large image of the blue sneaker is displayed. To the right of the sneaker image, there are four customization steps: "1. START", "2. DESIGN", "3. PERSONALISIEREN", and "4. ANSCHAUEN". Each step has a "FERTIG" (Done) button. The "2. DESIGN" step is currently active, showing color selection options for "Farbe Ferse", "Swoosh Colour", "Swoosh-Rand", and "Farbe Schnürsenkel". Below the sneaker image, there are "VIEW OPTIONS" including a thumbnail view, a 3D view, and a zoom-in button. At the bottom of the interface, there are links for "HÄNDLERSUCHE", "NEWSLETTER", "LAND WÄHLEN", "HILFE", and "DATENSCHUTZ". The copyright notice "© 2007 NIKE. ALLE RECHTE VORBEHALTEN." is also visible.

Mass customization is a keyword



<http://www.massingenuity.com/mass-customization-the-new-way-of-doing-business/>

What does it mean mass customization?

Mass customization is:

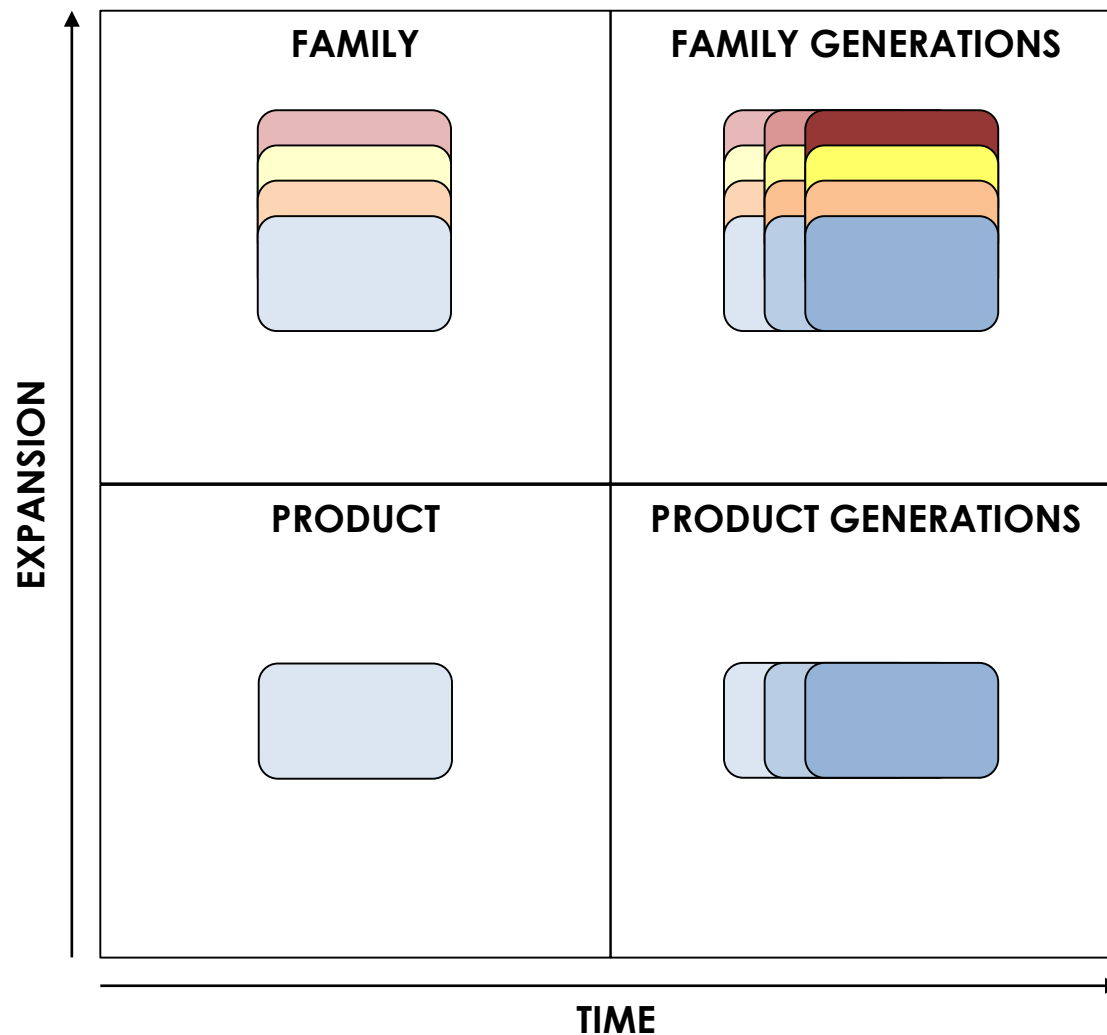
- High industrial quality
- Low costs
- Short delivery time

for single batch production



The concept of product family

Single products are rare



Product hierarchy

