

Hussmann – IoT for Manufacturing

Redefining a commodity product to drive innovation in the marketplace

OVERVIEW

Hussman Corporation is a world leader in food retail merchandising and refrigeration. They proudly serve grocery stores and supermarkets with solutions that attract shoppers, reduce shrink and enhance food safety.

CHALLENGE

This \$2B manufacturing company is in the process of transitioning from a commodity player to a leader in the innovation space. They have been granted an opportunity to reshape the way they view their products, their marketplace, & the needs of their customers. However, to capitalize on these needs cost effective, technical business innovation is a requirement.

The following are some of the issues faced by this client:

- Redefine a commodity product to drive innovation in the market place
- Drive new product sales revenue
- Discover and advance new opportunities to service customers
- Identify ways of improving efficiency within the new & existing product service division of the company
- Normalize cost and revenue flows by incorporating on-going managed service opportunities
- Introduce new customers via new product and service extensions. Create an ecosystem of customers through extensible solutions
- Leverage data and applications to help customers learn more about their environment and impact their revenue
- Develop a set of solutions for embedding each of these

SUMMARY

Business Challenge:

Introduce new customers via new product and service extensions.

Solution:

Apply proven consulting approaches to identify a number of ways the client could improve System Management, Communication, Collaboration, Data Management, & additional new business models through the course of this engagement.

Benefits:

Less than 3 months later, a first round prototype was presented at a national convention. Less than 6 months later a pilot was launched across 100 retail chains.

business changes into new products as well as retrofitting products in the field

SOLUTION

We applied our Discover3D approach to business consulting, our Lean Startup & MVP models of product development, and streamlined IoT technologies to help this customer rapidly execute on a business, product, & technical strategies.

Oakwood has also identified a number of ways the client could improve System Management, Communication, Collaboration, Data Management, & additional new business models through the course of this engagement.

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FINAL THOUGHTS

By selecting the right partner the first time, one with a convergent base in business, products, and a broad understanding of applicable technology you can maximize innovation, minimize issues, maintain credibility, and realize a more successful Internet of Things maturity.