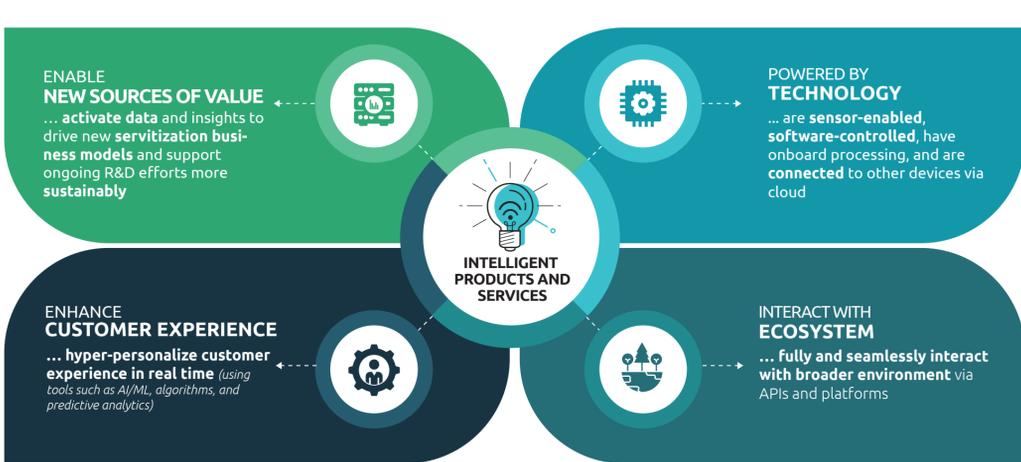


INTELLIGENT PRODUCTS AND SERVICES

UNLOCK THE OPPORTUNITY OF A CONNECTED BUSINESS

Defining intelligent products and services

Intelligent products are smart, connected, software-enabled products that can be continuously improved using real-time feedback. The data they generate and collect can enable organizations to offer intelligent services, leading to new “servitization”-based business and revenue models.



Source: Capgemini Research Institute Analysis.

Fast movers are already reaping benefits

We analyzed the benefits gained by organizations with already well-defined visions and strategies for intelligent products and services — which we refer to as 'fast movers'



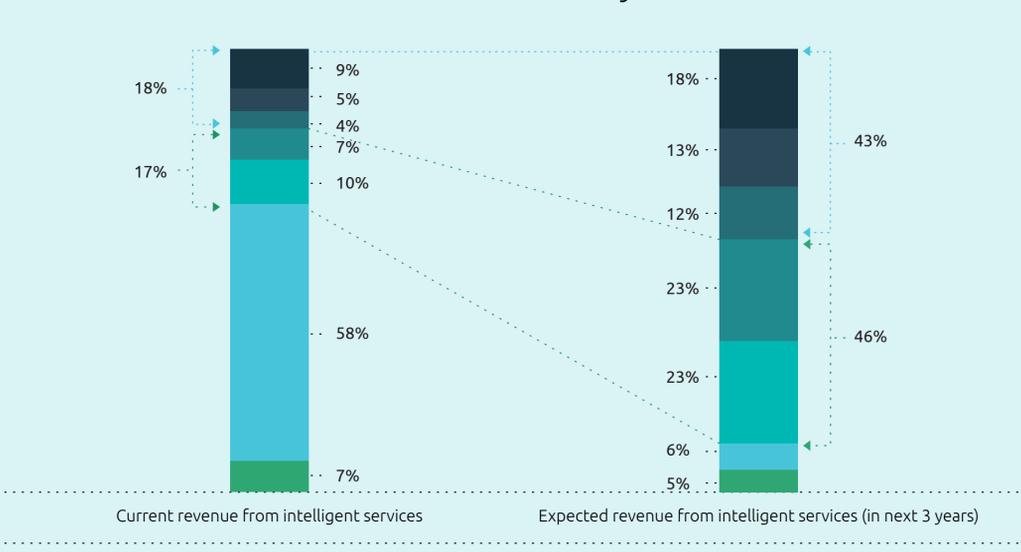
Source: Capgemini Research Institute, Intelligent products and services survey, April–May 2022; N=587 organizations that already have well-defined visions and strategies for intelligent products and services.

Intelligent services to fuel growth

Organizations to shift focus to service innovation

Only **35%** of organizations currently claim to offer **intelligent services**; however, **53%** of organizations plan to offer in the near future.

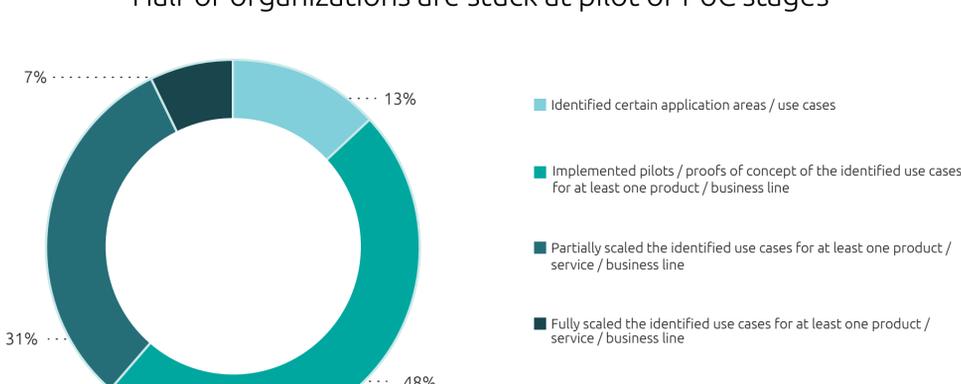
Nearly 90% of organizations expect to enjoy revenue from intelligent services in the next 3 years



Source: Capgemini Research Institute, Intelligent Products and Services survey, April–May 2022, N=1,000 respondents from unique organizations that have or are currently building visions and strategies for a move to intelligent products and services.

The struggle to scale intelligent products and services

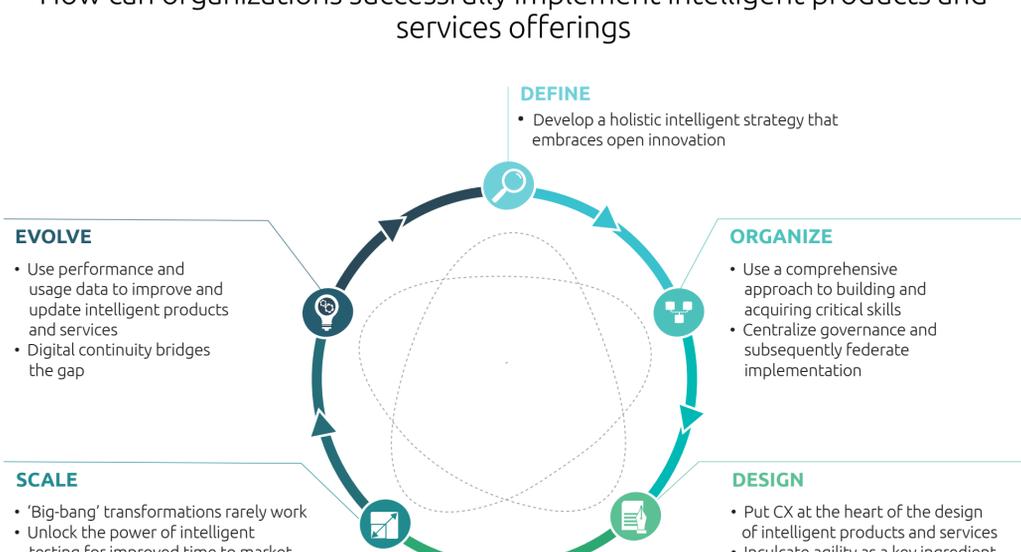
Half of organizations are stuck at pilot or PoC stages



Source: Capgemini Research Institute, Intelligent products and services survey, April–May 2022, N=1,000 respondents from unique organizations that have or are currently building visions and strategies for a move to intelligent products and services.

Collaboration, skills, data, and technology-related challenges put the brakes on progress

How can organizations successfully implement intelligent products and services offerings



Source: Capgemini Research Institute Analysis.

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