# Press Release

Industry Trends 2015

Stuttgart, GERMANY, 2015-02-17 – Which topics, technologies and trends matter in 2015? Where is development of innovative products and solutions heading for? Vector Consulting Services has spoken with clients in technology companies and identified three major trends. The evolution from the preceding survey in 2014 is specifically interesting. Our study is freely available as of now.
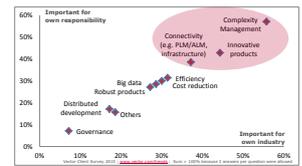
Vector Consulting Services interviewed managers from various sectors on the industry trends for 2015 in a worldwide client survey. Three themes dominate the results which are validated with a five percent return-rate: complexity management, innovative products and connectivity. Especially the evolution from the preceding survey in 2014 is interesting. While last year the focus was on cost reduction and efficiency, this year with full order books and positive outlook, the focus is on managing homegrown complexity.

But how do you find appropriate starting points in order to manage complexity? How to bring innovations faster to the market and how to improve connectivity? Which techniques have already been proven in practice of successful companies? Vector Consulting Services has included to its client survey report concrete experiences and advice from its own consulting practice in order to deliver tangible value beyond mere statistics. A concrete example for complexity management: We often face clients who are not really aware how to effectively control complexity. They trap themselves with slogans, such as "we are too expensive", rather than nailing it down to concrete levers which they can directly address. Around half of all requirements do not create marginal value but contribute to cost. Variants and specific features for individual customers further add to complexity. Our

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Vector RACE (Reduce Accidents, Control Essence) method provides the tools to effectively manage complexity.

Food for thought was also provided by the 7th EfficiencyDay 2015 organized by Vector Consulting Services with Hanser Publishing Group on 10 February. Industry experts from companies such as Airbus, Bosch, Kuka and Volkswagen presented first-hand their experiences. Conclusion of the well-attended event: Technical products must not only be good, but also be developed in less time and with high efficiency. For development managers it is pivotal today to evaluate complexity and productivity, and to implement objective-driven improvements.

The complete analysis of customer survey with specific action hints can be read here: www.vector.com/trends
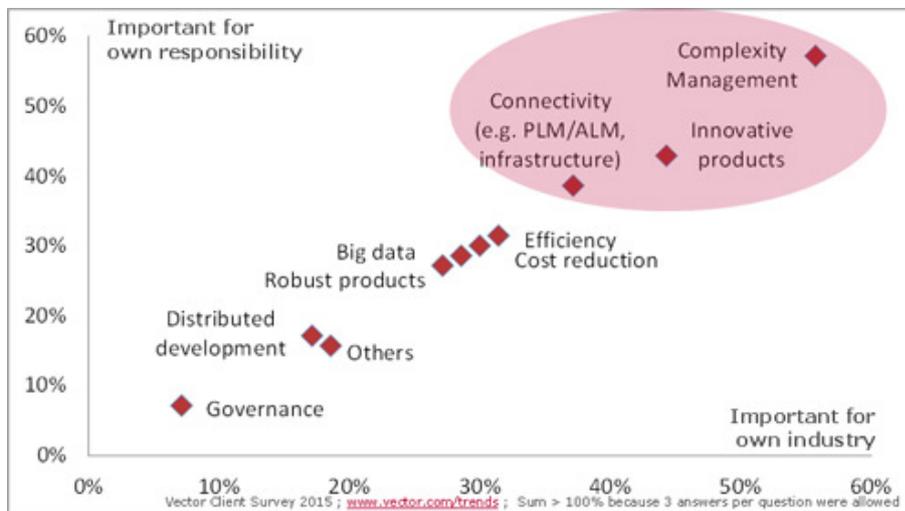
[Picture: Three clear trends from the Vector client survey 2015.]

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About Vector Consulting Services (Basis 01.02.2015):

Vector Consulting Services is a globally active consulting firm with focus on optimizing technical product development. Renowned companies from automotive, information technology, healthcare, transport and aerospace are demanding the professional solutions for improving product development, product strategy, and organizational change management. A subsidary of the globally active Vector Group with 1,350 employees, Vector Consulting Services supports its clients worldwide with sustainable consulting solutions covering the entire product life cycle and the related processes and tools. The firm is managed by partners. This assures independent and customer-oriented consulting.