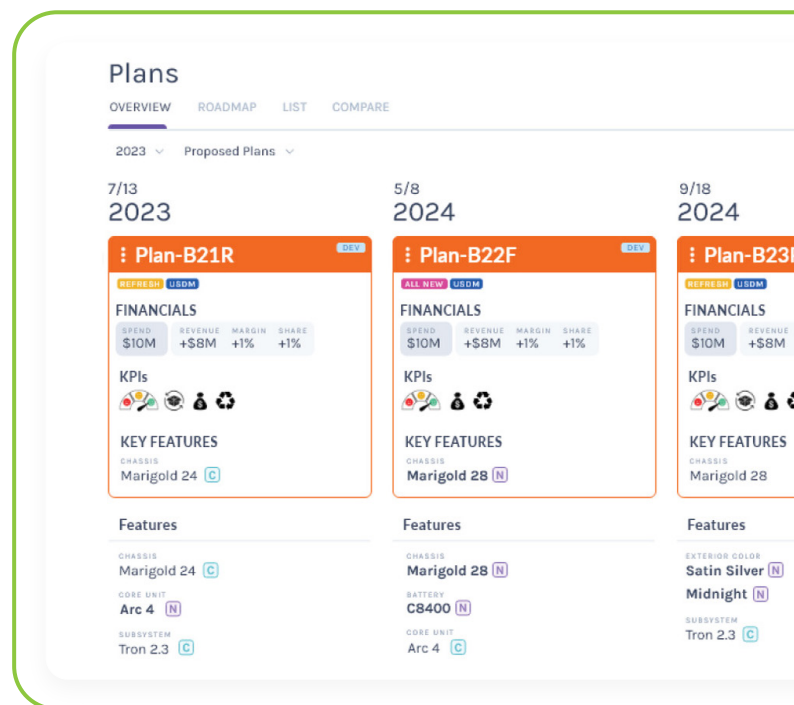# The Gocious Advantage: Accelerating Digital and Cyber-Physical Product Strategies

As industries across sectors transition from physical to digital and cyber-physical systems, the ability to quickly iterate and enhance product capabilities becomes increasingly critical.

Shifting from traditional physical features to digital ones—like software-driven functionalities—enables more agile and frequent updates, offering greater flexibility compared to conventional design cycles.

1. **Driving** Transformational Product Development

2. **Bridging the Gap** Between Physical + Digital Systems

3. **Innovating** with a Customer-Centric Approach for Cyber-Physical Systems

4. **Unlocking** the Full Potential of Cyber-Physical Product Management

1. Driving Transformational Product Development

Gocious empowers organizations to manage this transformation by addressing the unique challenges of integrating software and hardware:

01 **Visualize + Aligning Product Portfolio Roadmaps**
- **Gain a clear view** of your entire product ecosystem, including both physical features and digital features (*e.g.*, software updates).
- **Understand the dependencies** between hardware and software, ensuring your development timelines and compatibility stay aligned.

02 **Accelerate Iterative Development**
- **Centralize your product data** to enable faster, iterative updates to cyber-physical products, helping you get new software features to market in weeks.
- **Harmonize** hardware and software teams, even when operating at different cadences, by aligning workflows and dependencies in a single system.

03 **Track Digital + Physical Features Seamlessly**
- **Ensure that changes** to digital features, such as software epics, are perfectly synchronized with the physical systems they interface with, minimizing the risk of misalignment.
- **Manage the lifecycles** of diverse features—whether physical, digital, or both—within one unified framework.

04 **Adapt to Cyber-Physical System Complexity**
- **Manage frequent updates** to ensure that software, hardware, and operating systems remain cohesive, even as you adapt to rapid changes.
- **Streamline the management** of dependencies to prevent system fragility and ensure smooth operations across all components.

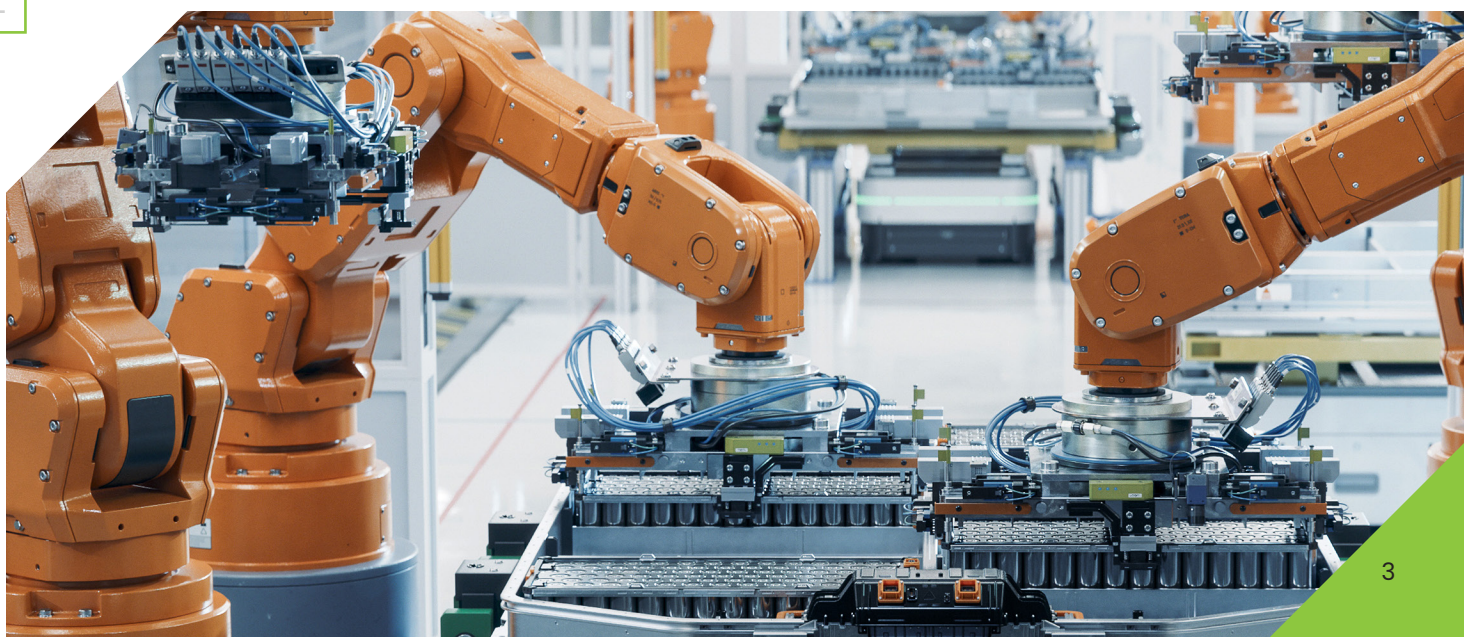# 2. Bridging the Gap Between Physical + Digital Systems

Support the evolution from physical to digital across your entire product portfolio by leveraging real-time project management tools and data tracking capabilities:

Real-Time Updates

- **Stay aligned** by receiving near real-time updates from agile project management platforms, ensuring your software releases and physical product plans are synchronized.
- **Make roadmap changes** instantly during meetings, with immediate visibility for all stakeholders, enabling dynamic decision-making.

Enhanced Collaboration Across Silos:

- **Centralize your product roadmaps** and align all key stakeholders—engineering, product management, and sales—to foster collaboration and minimize delays.
- **Detect and address misalignments**, such as incompatible software updates and hardware, earlier in the development process to reduce risk.

3. Innovating with a Customer-Centric Approach

Capture and align customer feedback (Voice of the Customer) with your cyber-physical product roadmaps, ensuring that customer needs are prioritized and addressed iteratively:

From Inception to Launch

- **Quantify customer needs** and link them directly to specific product features or updates, enabling faster delivery of benefits through iterative releases.
- **Use input from end-users** to guide both hardware enhancements (*e.g.*, improved cabins) and software innovations (*e.g.*, enhanced user interfaces).

Quantifiable Impact

- **Measure** how digital transformations impact customer satisfaction and business performance, ensuring your shift to cyber-physical systems delivers tangible value to your customers.

4. Unlocking the Full Potential of Cyber-Physical Product Management

By integrating data across hardware and software, Gocious has transformed the world's leading manufacturing teams' ability to manage cyber-physical products effectively.

01 Scalable Tracking:

- **Track** hundreds of product and feature roadmaps, covering both digital and physical elements, seamlessly across large and diverse portfolios.

- **Highlight dependencies** across software and hardware features to prevent conflicts and ensure smooth integration.
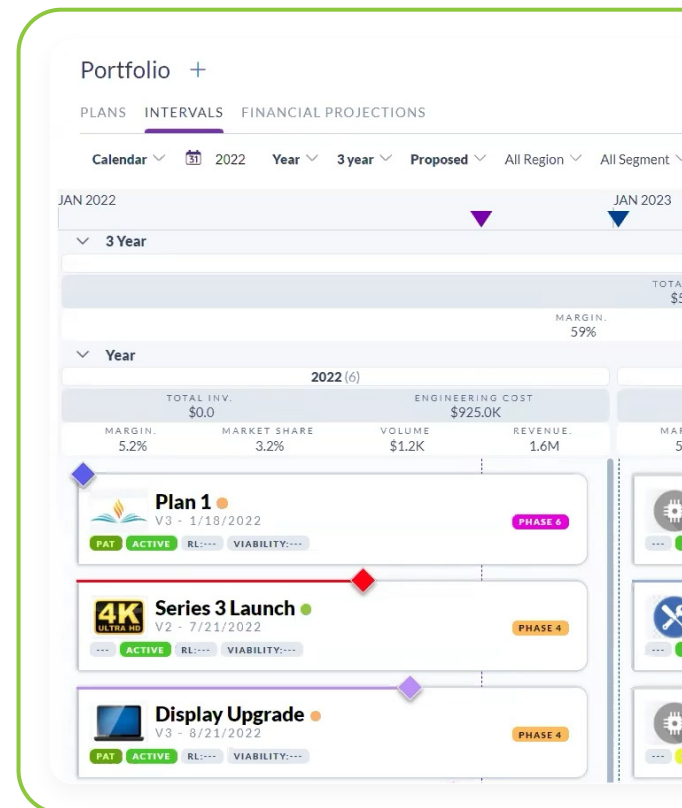
02 Improved Agility:

- **Make updates** to roadmaps faster and more accurate, with reduced manual effort. Your teams can respond quickly to changing market demands and technological advancements.

03 Roadmap Insights:

- **Incorporate financial data** and KPIs to assess the long-term impact of your digital and cyber-physical strategies, ensuring alignment with business goals.

Gocious is an essential tool for organizations navigating the shift from physical to digital and cyber-physical systems.

By offering a centralized, agile, and customer-centric platform, it seamlessly connects hardware and software, enabling teams to innovate faster, adapt to change, and stay ahead in today's fast-evolving landscape.

| PRODUCT LINE | PLAN | MY24 | START | 📅 03/18/2024 | STAGE | 03/18/2024 ⌄ |
| Alpha Line | VERSION | v3 | STATUS | ● Draft | | |

← COMPETITIVE ANALYSIS
Mid-Market Competition ✎

FEATURES **SPECIFICATIONS** SCORING VALUE MAP COVERAGE

COMPARE PRODUCTS +
Edit Product Order

		⋮ MC02	⋮ H-ST	⋮ Trail Master
SCORE Up to date	RANGE	8.1 - 8.3	3.5 - 5.2	4.8 - 6.0
	AVG	**8.2**	**4.4**	**5.3**

PRODUCT ATTRIBUTES +

Weight	kg ▼	12.8	14.1	11.9
Slackness	deg ▼	66	68	67
Frame Material	text ●	Aluminum	Steel	Aluminum
Chainstay	mm ▼	418	415	435
Gear Count	▲	12	10	10

Ready to Revolutionize Your Product Development?

Let's connect and explore how Gocious can transform your approach to managing cyber-physical products.

GOCIOUS
gocious.com