

SUNDBERG**FERAR**

Born in Detroit. Since 1934.

# Why Outsource Design & Innovation?

Why leveraging an external design & innovation partner increases your revenue,  
maximizes ROI, and strengthens your brand

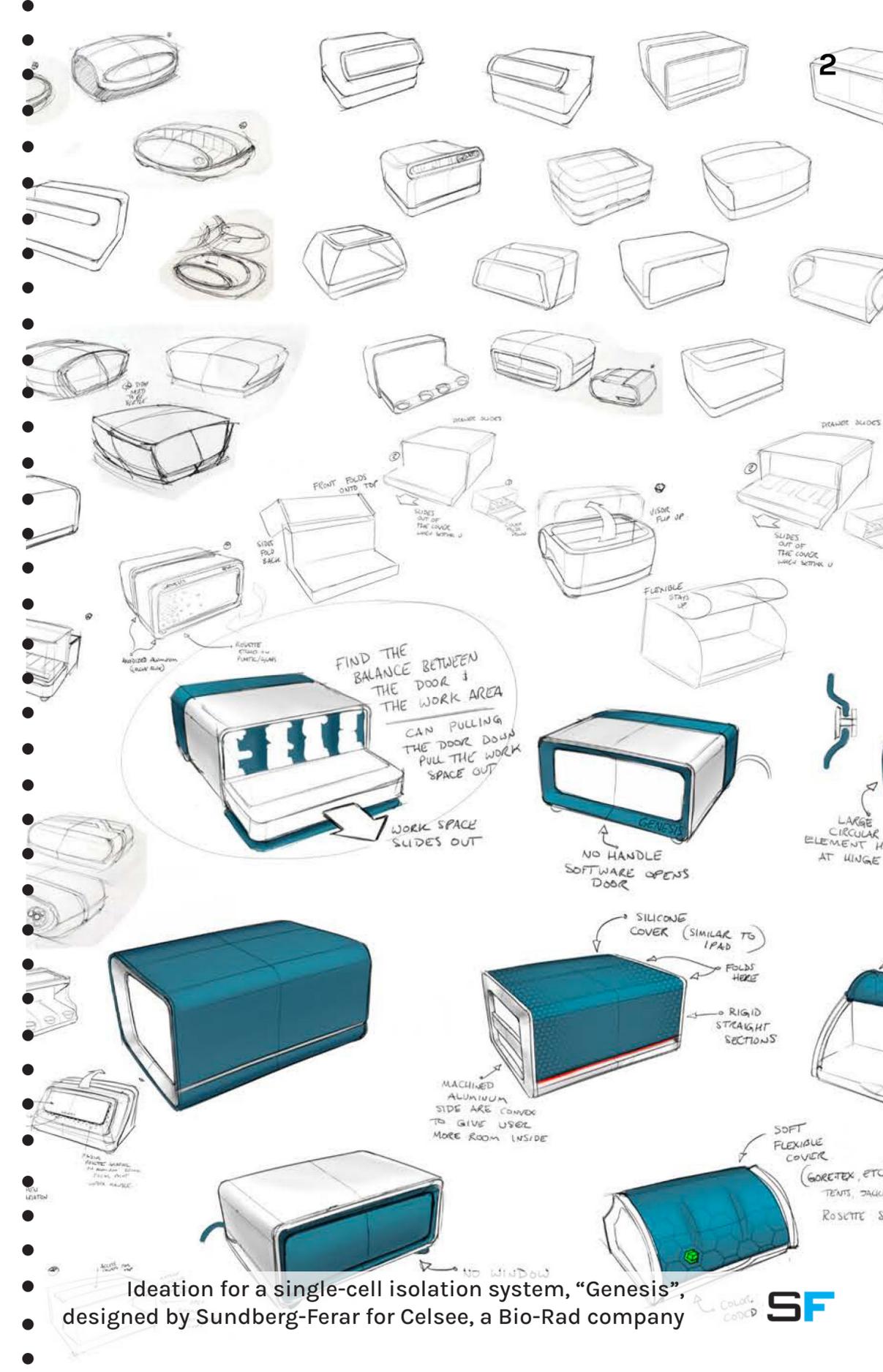


# Considering outsourcing design & innovation?

It's no longer disputed that investing in design and innovation, when done correctly, increases your business performance beyond that of competitors who don't invest, and it **indirectly and directly improves your bottom line in several ways**. But what about the value of allocating budget to outsourcing design and innovation to an external partner?

For nearly 90 years, Sundberg-Ferar has been helping Fortune 500 companies, small businesses, and everyone in between gain new market share through innovation strategy and produce quantifiable ROI on their new product development & design initiatives...

Here's our shortlist for why outsourcing design & innovation increases your revenue, maximizes ROI, and strengthens your brand.



Ideation for a single-cell isolation system, "Genesis", designed by Sundberg-Ferar for Celsee, a Bio-Rad company



## Addressing a common objection

You may be asking, “Why wouldn’t I keep design and innovation efforts internal to save money? How would working with an external partner on design & innovation projects be more efficient or produce more value than keeping the work internal with those who know the company and its challenges best?”.

To address these concerns:

- 1.** We’ll share concrete examples of how our clients have **achieved new revenue** and exceptional ROI from outsourcing design & innovation projects to us.
- 2.** We’ll share **how we create this value** and what we bring to the table that enables these results.

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and innovation  
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# 1. Achieving new revenue by outsourcing design & innovation

Here are just a few examples of how our team at Sundberg-Ferar has created demonstrable ROI and new revenue for our clients through our design and innovation services.

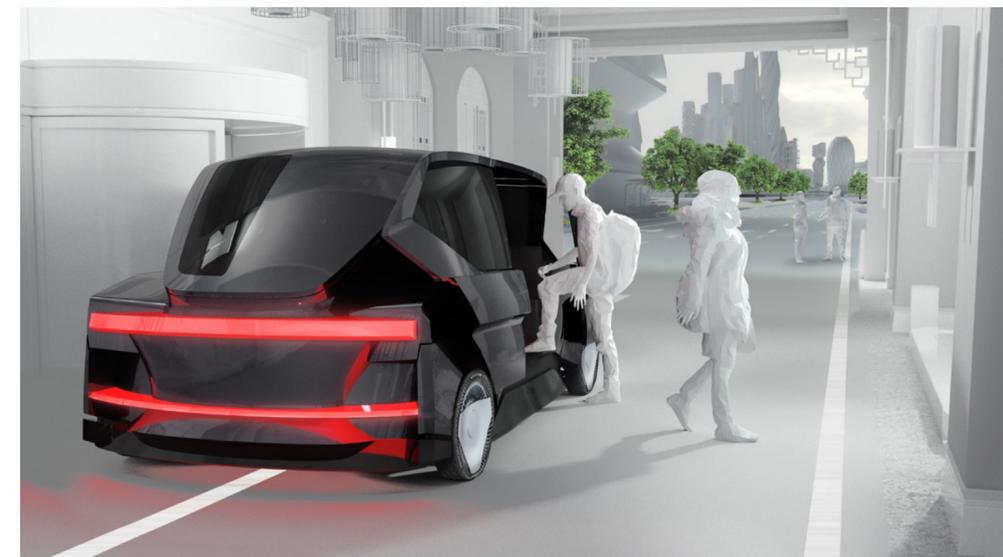
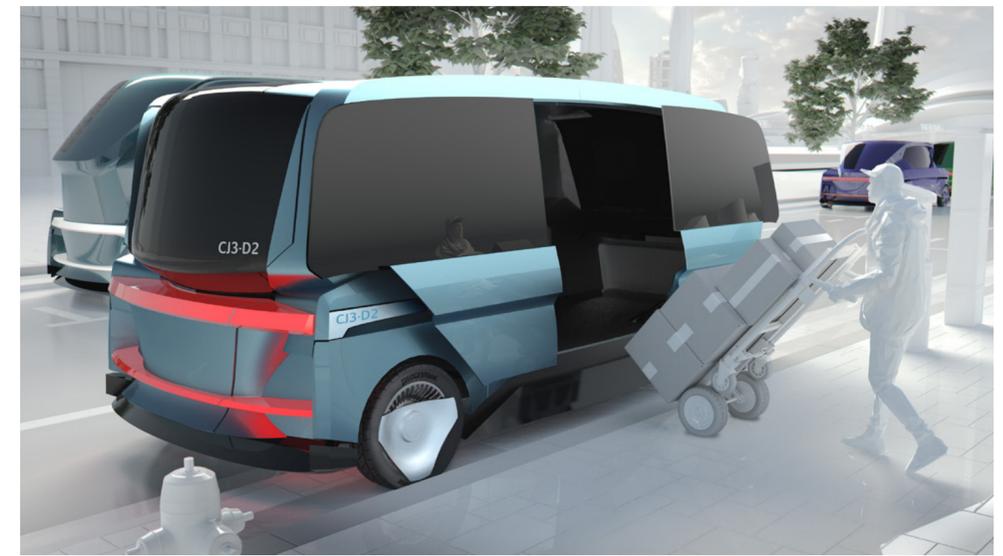
## Case Studies:

### Tactical Product Development

- Outperforming Product Sales Targets: Affinity Tool Works
- Setting a new industry standard: ClubCar

### Innovation Strategy

- Recapturing revenue potential through reframing the opportunity
- Identifying Opportunities in New Markets: Corning



Future Transportation concepts designed by Sundberg-Ferar for Bridgestone



## Outperforming Product Sales Targets: Affinity Tool Works

Affinity Tool Works leveraged Sundberg-Ferar's full suite of product development & design services to create innovative concepts for job site equipment products that would set the brand apart in the market. As a result of this project Sundberg-Ferar helped develop the Bora Portamate "Speedhorse". With a 1.6-second set up time, Speedhorse is the fastest-deploying sawhorse in the industry. Speedhorse helps contractors save precious time and energy in setting up, tearing down, and moving equipment from one location to another so they can focus on getting their jobs done.

### Project ROI

- PTIA 2019 Tool Innovation Award Winner,
- Outperformed expected sales within the first months of launch
- Product stock was consistently sold-out during its first year on the market, and consumers were joining a wait list.



## Setting a new industry standard: ClubCar

Sundberg-Ferar assisted Ingersoll Rand's Club Car division with the design of an entirely new flagship golf car: the Precedent™. The challenge was to reinvigorate golf car sales by enhancing the vehicle's aesthetic design and functional features. Sundberg-Ferar conducted robust observational research to fuel the product design process and ultimately developed a golf car design that set the standard for golf car style and comfort: visually distinctive, great to operate, and worthy of Club Car's premium price point. Patented innovations include the Monsoon™ canopy, which collects rainwater and funnels it down the upright supports and out the underside of the car, helping golfers stay dry.

### Project ROI

- Increased company sales by 23% in the following two years
- Lead the market in sales from 2004-2016
- Company claimed 50% market share with this product for over 13 years
- First major shift in vehicle design and engineering in more than 20 years
- Generated multiple concepts that became patented IP for the company

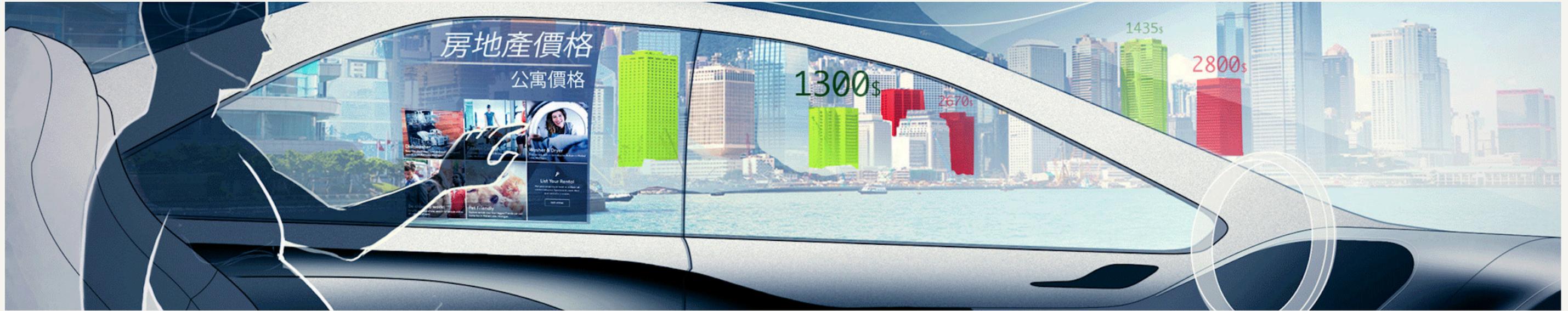


## Recapturing revenue potential through reframing the opportunity

One of the world’s largest B2B producers of aluminum for industrial markets had already spend \$4M on a solution that missed the mark of their customer needs in an Asian market. Consequently, the solution was not well received. They leveraged Sundberg-Ferar’s Innovation Strategy services to help them re-frame the opportunity, discover pathways for innovation that better responded to real market and stakeholder needs, and set them on a better development path going forward.

### Project ROI

Through primary research including interviews, focus groups, and live observation in areas of Asia, Sundberg-Ferar identified a key market shift that was unexpectedly impacting the desirability of the client’s product as well as cultural differences in their target users’ ideas of product durability. Sundberg-Ferar used these insights to re-cast the problem statement to respond directly to the client’s stakeholder needs and shifting market so they could maximize their investment.



## Identifying Opportunities in New Markets: Corning

With a cutting-edge product portfolio in glass, including an exclusive and groundbreaking material Gorilla® glass, Corning came to Sundberg-Ferar for help in defining new business opportunities in the Chinese Consumer Automotive sector. Sundberg-Ferar executed customized primary and secondary research activities to identify macro trends in this market and answer key knowledge gaps to create ideal attribute models, and personas to guide future product development. Finally, our team identified 11 new innovation pathways for Corning to penetrate the Asian consumer automotive market, 150+ product concepts supporting these innovation pathways, and 40+ refined product concepts.

### Project ROI

Corning used these innovation pathways to guide their research and development activities for their Chinese engineering teams and the concepts from Sundberg-Ferar gave them product targets to fill their pipeline. Since the project, Corning has launched multiple glass solution unique to the Chinese market, including the curved display, similar to one of the project concepts, on the GAC Aion LX-1.

## 2. How we create this value

We are a boutique multi-disciplinary consultancy that creates unparalleled value through our cross-functional & cross-industry experience. Since 1934, we've guided clients to overcome innovation challenges and realize the value of design for increasing business growth. We deliver all this expertise with the flexibility, speed, and nimbleness of a start-up. Over the course of thousands of projects, we've helped our clients mitigate risks while developing solutions that set them apart from the competition.

### How do we create this value, and why is this different from your internal efforts?

Here are just some of the strengths and efficiencies you can realize when you leverage our studio as your external design & innovation partner:

- **Accelerated Timeline**
- **Proven Process**
- **Deep and Varied Experience**



Visual brand language design for Lufkin product portfolio development

## Accelerated Timeline

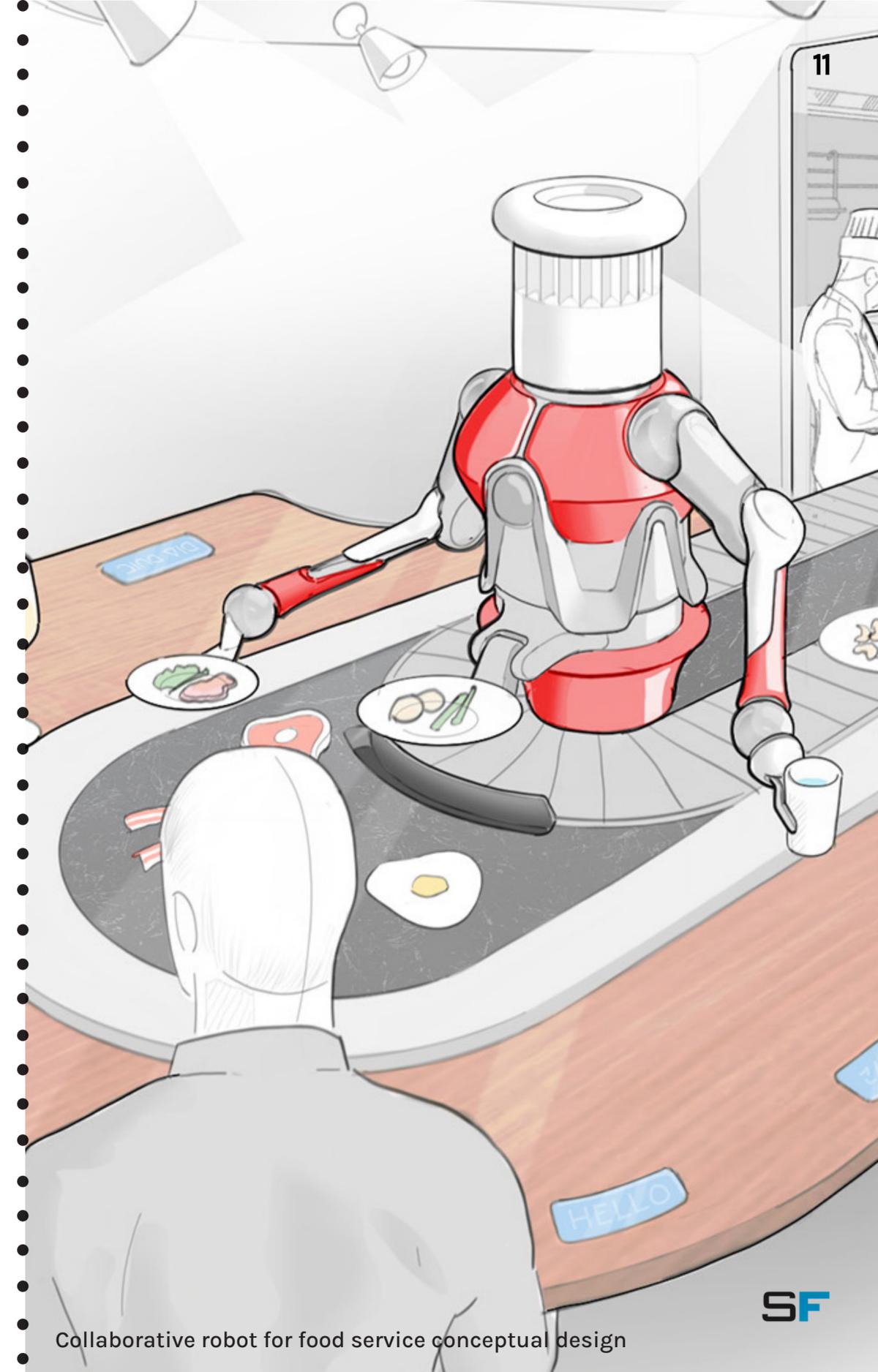
We hear this all the time. Our clients want to create a plan for long-term innovation, but they get bogged down by internal scheduling, distractions, politics, other priorities, and it gets moved to the back burner; never given the level of attention this undertaking needs.

OR our clients want to develop multiple new products in parallel to expand their portfolio, but the inevitable pressures of product development - executive buy-in, manufacturing timelines, establishing target users, VOC research, budget cuts - all slow this process into what seems like an ever-lengthening development cycle.

The difference with us is that we can project manage for you and move product development and innovation efforts along quickly. We will help facilitate and move the project forward, keep you and your team on a focused and finite timeline, and provide clear checkpoints, deliverables, and we even hold many of our innovation strategy and concept ideation workshops with your team at our studio to maximize your team's commitment and immersion in the project and cut down on outside

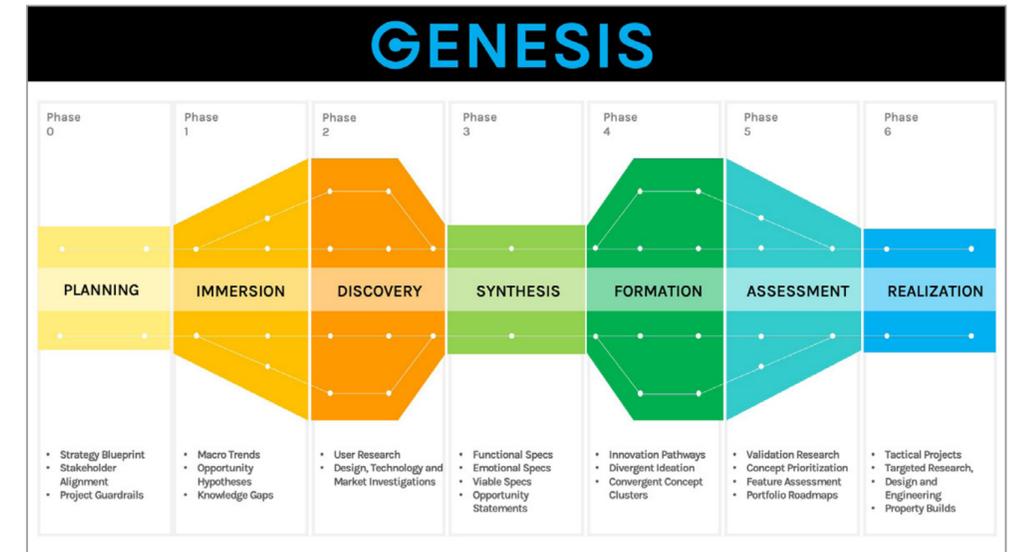
Leveraging an external partner expands the experience, knowledge and skill of your own team to develop innovation roadmaps and new products.

distractions. While we'll be straight with you if your timeline is unrealistic for the product and deliverables involved, we pride ourselves on helping you create a plan that gives you the best bang for your buck within your timing constraints. In any case, our speed and diligence is able to keep up with even the most aggressive product development timelines.

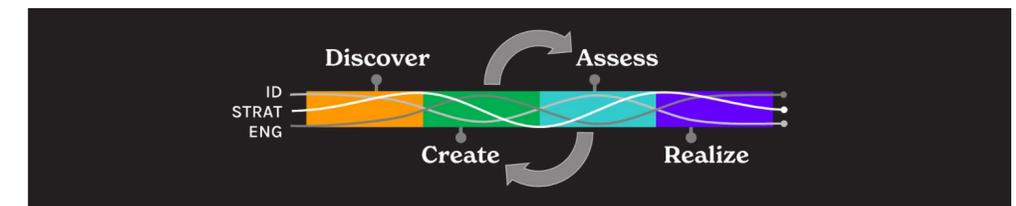


# Proven Process

Design & Innovation processes can become extremely complex with many moving pieces and important decisions to consider. In navigating the process, companies must evaluate multiple layers that are often harder to quantify from the get-go, like speed to market, IP creation, manufacturability, final cost and quality of products, desirability by consumers, sustainability and more. Our process guides clients through this quagmire of factors and decisions to ensure the best chances of long-term product success and business growth while including the needs and desires of all stakeholders - from your executive leadership, to your end-users to your factory floor workers. Our work has proven repeatedly that we create a long-term value and success for our clients.



Innovation strategy process map



New product development process

# Deep and Varied Experience

We've done this a lot. Through our decades of experience across multiple markets, we've seen a lot of the product innovation and design challenges that plague most businesses at some point in their evolution. We've helped our clients tackle market disruptions head-on, researched hundreds of macro trends, done months-worth of national and global stakeholder research, gone through millions of iterations of products, and experienced all the common and also uncommon pitfalls. We've helped our clients generate the concepts that have led to over 500 patents, and we can connect the dots and cross-pollinate ideal experience from diverse industries to bring the best outside-the-box thinking to your design challenge. Leveraging us means bringing on all our experience and expertise to increase the knowledge and skill of your team in developing an innovation roadmap or new product for your company.



## What next?

If you're thinking about outsourcing design & innovation to reach your goals, we'd love to talk! We can help answer any questions you might have about the pros and cons, and we can provide insight into how we would approach your specific goals, what tools you'll need, and what deliverables you could expect to see as you search for and vet the right design partner for you.

Remember, outsourcing design and innovation is a valuable way to grow your expertise while staying lean, discover new innovation perspectives, achieve revenue goals, and grow your business.

[Reach out to us](#)



**Sundberg-Ferar designs innovative, beautiful products that make people's lives better. Our work propels companies in new mobility, consumer, and commercial product markets. We consider everything, from the needs of our clients to the ideal user experience, and after nearly 90 years of design, we know what it takes to elevate solutions from purely functional to *exceptional*.**

**SUNDBERGFERAR**  
PRODUCT INNOVATION STUDIO

# Meaningful Solutions Through Exceptional Design



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