

# ProSEco- Collaborative Environment for Eco-Design of Product-Services and Production Processes Integrating Highly Personalised Innovative Functions



## Market Simulation Tool contact person

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## Market Simulation Tool



[www.proseco-project.eu](http://www.proseco-project.eu)



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This solution is developed within scope of ProSEco project, and is one of the key solutions to support design and development of new Product Extension Services (PES)

### What's the Market Simulation Tool solution

This solution is an engineering tool to be used during the PES design phase. It supports PES designers in addressing the broad range of market factors that can determine success. These include functional criteria, brand criteria, financial criteria, and promotional criteria. The Market Simulation Tool enables analysis of potential sales against competition.

### Match PES design to Customer criteria

The Simulation Tool enables PES designers to quickly and easily compare how well their PES designs match Customer criteria compared to the PES designs of competitors. Automated calculation of entries for eighteen criteria enables immediate comparisons of PES strengths and weakness. The criteria are derived from decades of scientific research concerned with behaviour of consumers and markets. Automated calculations carried out reveal what aspects of PES designs need to be improved to enable competitiveness.

### Simulation Complexity

The Simulation Tool enables rapid analysis of potential PES sales against competition. The effects of marketing and of word-of-mouth are simulated simultaneously alongside other co-determining factors, such as the duration that customers are locked-in to a PES and the duration of time that customers can remain undecided. Simulation results are shown in a novel graphic display, which address the limitations of line diagrams.

### Market

### CHARACTERISTICS OF THE SOLUTION

#### Engineering Tool:

- Web-enabled
- Easy to use
- Comprehensive
- Multi-variable

*The Market Simulation Tool enables rapid analyses of multiple complex variables that determine PES sales against competitors*

