



LIVEWORX

A NEW ERA IN PRODUCT LIFECYCLE INNOVATION

SESSION ID: AA1779P

PLANNING FOR SUCCESS: HOW HOWDEN BUILT THEIR AR ADOPTION PROGRAM

SPEAKER(s): Graeme Russell

Global DDA Leader, Howden

Eleanor Smith

Product Manager, Augmented Reality, Howden

Liz Purdy

Journey Lead, Augmented Reality and Digital Thread, PTC

May 2023

LIVEWORX.COM | #LIVEWORX

BY THE NUMBERS

 % of innovation
projects are a success

BY THE NUMBERS

Only 10% of innovation projects are a success



Graeme Russell
Global DDA Leader, Howden



Ellie Smith
AR Product Manager, Howden

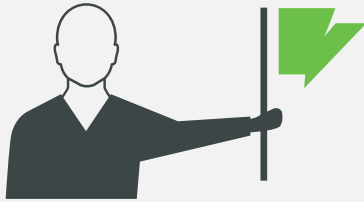


Liz Purdy
AR & DT Journey Lead, PTC



ORGANIZED FOR SUCCESS

Business Sponsor



Defines the vision, goals, timelines, and KPIs for the AR Program. On-going support for change.

Governance



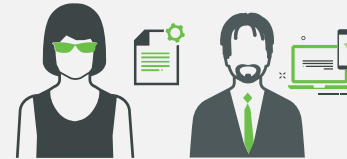
Provides structure and processes for decision making, accountability, and control.

Change Team



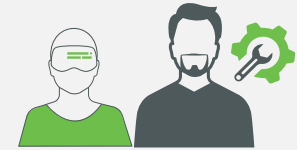
Sponsor, Change Lead, and key stakeholders identify, prepare for, implement, and sustain change needed to achieve the Business Sponsor's goals

Workstream Teams



Drives deployment by site, unit, or use case. Includes a Project Manager and an active Lead for each workstream: Technical, Adoption, and Change.

Subject Matter Experts



Share expertise, support the project, create, review, and approve content

Provide feedback for continuous improvement in operations

Frontline Workers




View and execute procedures
Provide feedback for continuous improvement in operations

Lead

Drive

Execute

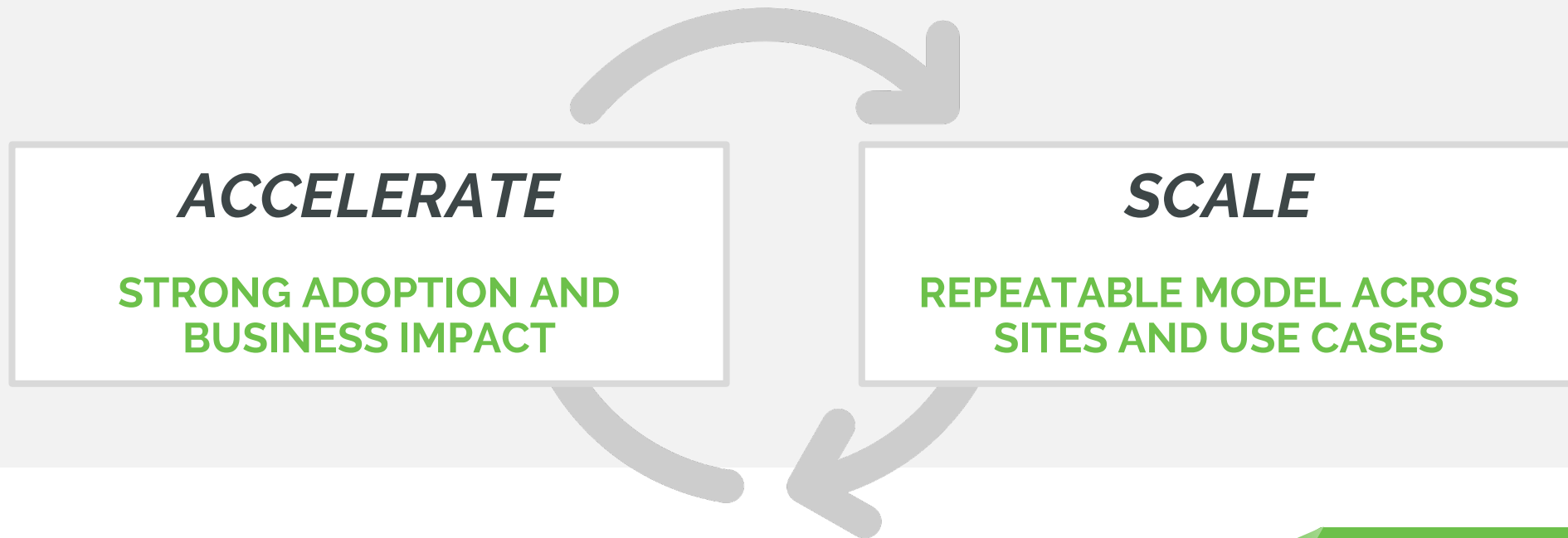


**What are key
factors of success?**

HOWDEN ADOPTION FRAMEWORK



HOWDEN ADOPTION FRAMEWORK



BECOME A TEN PERCENTER!

Join the 10%!



QUESTIONS?

Thank you! Reach out to us!



Graeme Russell

Graeme.Russell@howden.com



Ellie Smith

Eleanor.Smith@howden.com



Liz Purdy

lpurdy@ptc.com



PROVIDE SESSION FEEDBACK

Please fill out the session survey.

Take your post-session survey(s) either in the event mobile app or via email post-event.

Your feedback provides us with valuable information on how to shape future content strategy for the event!



LIVEWORX

A NEW ERA IN PRODUCT LIFECYCLE INNOVATION

THANK YOU

LIVEWORX.COM | [#LIVEWORX](https://twitter.com/LIVEWORX)

ptc.com

