

# Case Study: Product Development for Off-Highway Equipment Manufacturer

## Business Challenge

The client is a leading US-based manufacturer of Off-Highway equipment. With a large installed base, their growth strategy included re-connecting with their existing clients for after-market sales as well as entering new markets. They were seeking a partner to provide end-to-end product development services to support, maintain and retrofit existing equipment and design cutting edge new equipment.

### Approach

- Infinite implemented a unified platform approach across all products.
- Innovative design incorporated next-gen approaches such as utilizing lightweight materials, implementing core telematics, deploying fleet management technology, and data capture and analysis for preventative maintenance.



### Solution

- The solution included complete product design including
  - Strategy and benchmarking
  - Mechanical & industrial design
  - Prototyping & testing
  - Retrofit options w/ lightweighting
  - Finalizing specs & suppliers
  - Software systems & testing
  - Release



### Business Value

- Light weighting reduced the bill-of-material cost by 30%.
- Reduce time-to-market by 35%.
- Ensured compliance for driver safety and asset audits.

