

EDITOR'S NOTE

Life knows exuberant dynamics.

Nowadays, some of the principles that are the basis of world evolution in general, but also of the technologies in particular, seem to be more and more obvious: modular-combination principles, (constructive) simplicity, resource economy including information, speed increasing etc.

Furthermore, significant changes appear from marketing researches to product recycling.

Hence, notions like: analytics, advanced analytics, web analytics, portfolio analysis, digital analytics, marketing analytics, become more and more familiar.

These instruments used in marketing research allow the discovery and communication of significant models by data using and lend themselves to be used when the volume of information is large and when, by applying statistics, computer programming and operational researches, one can achieve an efficient quantification of data.

Companies use Analytics by applying it on databases, in order to describe, predict and improve business performances. Then, by sessionization on the web, one can obtain data about the user and when used with the classic methods, it can help with a strategic decision for the company or in communication with potential clients. Through Digital analytics one can define, create, compute, verify and transform the digital data into accounts, analyses, remarks and predictions.

Another online service – Google Docs allows the elaboration of documents free, on line, allowing one to make questionnaires, to relate with other users in real time and also to collect the data, print and self-update.

After the marketing research one can decide to manufacture a new product, determining the demands that it must satisfy and select its functions. Consumption management is an aspect one needs to establish.

By applying both the PLM and the Competitive Engineering concepts, the product will be optimised from the start and it will be viable on the market.

Usage of creative methods and even of augmented reality, in the design process, in order to

identify the solutions to implementing the product's functions, the elaboration by modelling, efficiency simulation, dimension checking (for example FEM usage) and the recycling and maintenance simulations, can make the product more reliable, less pollutant and cheaper throughout its entire lifecycle.

Because of the industrial revolution the manufacturing stage is also regarded in a different way, so, as of recent, the tendency is to design personalised components, in priority rate, on fabrication product lines, but in mass conditions. Hence, the classic time line will disappear, making way for the real time optimisation and different bench manufacturing by using intelligent pieces and equipment.

Product advertising is also suffering changes through methods ranging from online commercials and micro sites, to the promotion acquisition or advertising networks usage (such as DoubleClick) and publicity platforms – Advertising Stock etc.

The distribution sector is evolving through: e-commerce (virtual showcases, virtual shopping malls, buy-sell actions on online markets, demographic data collection and usage by web and mass-media contacts, usage of electronic means to reach potential clients, etc.), share type platforms (common usage of the same resources becomes a splitting and distribution process) or client management systems for online stores.

In the future Cloud-type platforms and then the Cyber Physical System will modify the design process, but also the execution command, choosing of the manufacturing company, the manner of execution process and even the maintenance and recycling stages.

All of these will impose new world wide regulations and the design of new products, manufacturing and even the proper maintenance will be accessed only by those who are prepared.

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