Transforming smart manufacturing

This is the story of how we tackled it.

It all started in September 2021 with week-long intensive workshops at the UK headquarters in Cobham, Surrey, where we met with a group of key business leaders to better understand the vision behind the project.

Those initial conversations were crucial for our discovery processes - enabling us to combine user research with existing insights to inform the design process and technical delivery. Making sure it was a collaborative process from the very beginning was essential to us, and we were able to work alongside Manufacturing Intelligence product teams across the globe to shape this overall direction.

Internally, we built a high-performing team led by a principal consultant around the client and scaled quickly to meet demand. This meant we could implement a user-first, fast-paced approach to hit critical milestones.

We implemented a new digital strategy for Nexus to deliver an MVP quickly and get it in front of real customers to validate and test. This helped shape the requirements and excited customers before any code was written.

Nexus was born. Both in terms of identity and product.

The name 'Nexus' came from an exhaustive, collaborative branding process with multiple stakeholders across the organisation. With its definition rooted in connectivity and meaning a "central focal point", it reflected both the scale and ambition of the portal and how it aims to transform the smart manufacturing industry.

Once this identity was created, this then led to:

- Creation of a full design system, ready to roll out across multiple software types from web-based apps to complex engineering software.

- Revamp of software brand identity guides, ready to implement across the 800+ products in Hexagon's global software portfolio.

- Working with product, technology and marketing teams to coordinate output and ensure the Nexus brand is consistently applied.

- Content creation and implementation of robust governance processes to manage complex subject matters and approvals.

- The design and build of the customer portal, making it easy for customers to access products, solutions and support.

- Implementing advanced functionality such as personalisation and recommendations, problem-solving solution finders, e-learning and software downloads. Essentially combining content and functionality from a dozen disparate legacy systems behind a single sign-on for all customers.
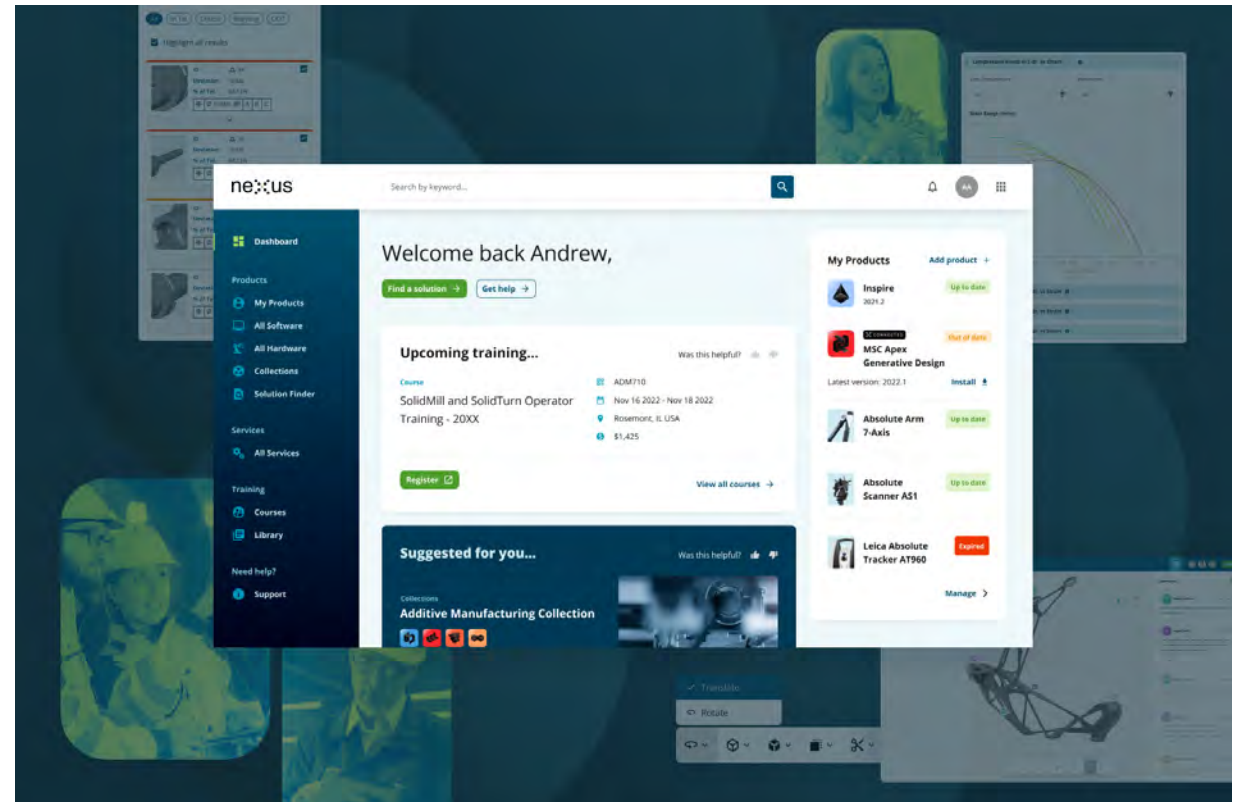
And we're already well on the way with planning the future - including more personalisation, connected workflows and richer content and collaboration.

Launching through digital experiences & videos

Nexus is much more than the customer portal - it's a transformational project. Many other teams are hard at work developing advanced collaboration and workflow technologies too. We were tasked to launch the amazing collective efforts to audiences and bring them on the journey with us.

We sought to introduce and build excitement in the industry through immersive interactive experiences to tell the Nexus story and provide key value and insight to early users. This required solutions over and above a regular landing page to truly reflect the scale.

Our solutions included:

- An interactive launch page utilising video and animation to showcase the functionality and benefits of the portal.

- An interactive, 3D showroom to launch and bring Nexus to live at the annual HxGN Live conference in Las Vegas. This allowed conference attendees to walk through a virtual showroom and see how software and hardware products can link seamlessly to better manufacturing processes.

- A video to showcase how Nexus will integrate with Microsoft Teams to collaborate virtually. This was presented by the Chief Executive of Microsoft, Satya Nadella, during his opening keynote at the MS Build conference.

- A video to show how Nexus will be at the heart of the future of smart manufacturing.