

# Industrial Equipment Manufacturer x Narratize™

How a Global Industrial Equipment Manufacturer Cuts New Product Introduction Time and Unlocks Scalable Innovation with Narratize

## Background

A global industrial equipment manufacturer, recognized for complex engineering systems used across commercial, industrial, and infrastructure applications, faced a growing challenge: market expectations for faster innovation were rising while internal new product introduction (NPI) and technology & innovation (T&I) processes remained slow, manual, and fragmented.

By embedding Narratize into its NPI workflows and Agile Scrum processes, the manufacturer accelerated product introduction cycles, streamlined documentation, and enabled cross-functional teams to operate faster with greater confidence.

## Challenge

Despite strong engineering abilities and an established NPI framework, the organization was constrained by:

- **Slow, labor-intensive documentation:**
  - Critical NPI artifacts were created manually.
  - Engineers and product managers spent excessive time completing documentation instead of solving technical problems.
- **Lack of visibility across portfolio:**
  - Siloed product knowledge across systems of record created variability in decision confidence.
  - This variability slowed gate reviews and introduced risk during late-stage testing.

## Solution

The manufacturer deployed Narratize as an intelligent innovation layer directly within its existing systems.

The enterprise rollout followed a staged path:

01. **Charter & Alignment:** Configured Narratize's workflows and AI templates.
02. **Pilot in Active NPI Epics:** Selected a handful of in-flight products spanning different product families.
03. **Used Narratize** to generate high-impact documentation for a single epic.
04. **Scaled Across NPI & T&I:** Rolled Narratize out across all epics as the accelerator for gate review and portfolio decision making.

## Impact

The industrial equipment manufacturer uses Narratize to auto-generate epic charters, problem statements, requirements summaries, test plans, and launch briefs in minutes, while Product Knowledge Hubs centralize historical NPI documents and insights for every product.

This dramatically shortens cycles, accelerates early-stage NPI, and improves gate readiness. It elevates the quality and consistency of NPI artifacts, frees engineers and product managers for higher-value work, and strengthens cross-functional alignment with clearer, shared sources of truth that reduce friction in validation and launch.

## Outcomes

Building on the success in NPI, the organization is exploring additional applications of Narratize, including:

- **Deploying custom agents** to accelerate and enrich front-end discovery.
- **Supporting post-launch reviews** with auto-generated performance summaries and learning reports.
- **Extending agentic portfolio monitoring** to include more field feedback, sustainability data, and regulatory insights to further improve early-stage decision-making.

Discover the transformative power of Narratize and unlock the unencumbered innovation potential of your own teams.

**Schedule a demo today.**



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