

# R&D Outsourcing

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## **EXAMPLES OF DESIGN-CENTERED MANUFACTURERS**

- In 2013, one of the world's largest manufacturers and suppliers of hardware and software, the American IBM Corporation, spent \$ 100 million more on supporting design development points (creative personnel, specialized software and hardware) than in the previous 5 years. Such large-scale investments allowed IBM to lay industrial design in the basic vision of the updated innovative company. As a result, the largest design team in the world was created, including both “traditional” industrial design specialists and web designers and interface designers. And in 2014, thanks to this approach, the innovative business areas of the corporation (cloud computing, mobile business, social programs, security) managed to generate 27% of all profits (\$ 25 billion).
- Other large American corporation - Apple - manufacturer of smartphones, personal and tablet computers, audio players, specialized software. Thanks to innovative technologies and aesthetic design, Apple has created a unique reputation, comparable only to the cult, in the field of consumer electronics. At the same time, according to experts, the company was able to achieve such success largely due to the decisions conceived and developed under the guidance of senior vice president of industrial design Jonathan Ive. Industrial Designer is the author of iMac, Aluminum and Titanium PowerBook G4, MacBook, MacBook Pro, iPod, iPad and iPhone. Currently, the company ranks first in the world in market capitalization (\$ 850 billion in September 2015).

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