PLET - Product Lifecycle End-to-end management for Toys

Digital Industry

Smartifying physical toys

PLET is a software platform acting as a central hub for collecting and analysing all user experience data related to product usage, with specific functionalities for the post-production lifecycle for traditional & innovative toy manufacturing companies.

PLET is a post-production lifecycle management tool for e-toys manufacturers, which collects kids' e-toys playing experience and performs analytics to identify the correlation of toys features and usage context. It's a secure gateway between the system embedded in e-toys and the analytic services for the manufacturers.

It also provides a customer support platform, with highly configurable and optimised data acquisition and tools for the activation/configuration/update of these services.

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Competitive Advantages

- Supporting the eToy product lifecycle after product launch
- Customer support in new product introduction, activation, configuration, updates
- Security and Privacy Management
- Analytics
- Data collection

Target Markets

- Traditional toys and games industries
- Connected and interactive toys producers
- Caregivers
- Main market in Europe: Italy

Status and Traction

- Potential customers already engaged: We are focusing on the traditional and smart toys production company
- With partners Reply, Politecnico di Milano and BrightCape

Road Map

2018

- PLM integration platform
- Gateway and Data acquisition from e-toys
- Data interpretation and analytics services

2019

- Data collection and analytics
- PLM integration into customer system

Connect

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PLET
THE eTOYS PLM SOLUTION

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