



Mapping of Mass Customization Activities in Central and Southeast Europe

**Mass Customization
& Open Innovation
in CE**

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What is Mass Customization?

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- Mass

- Customization

- to deliver goods & services that meet individual customers' needs.

- with near Mass Production Efficiency.

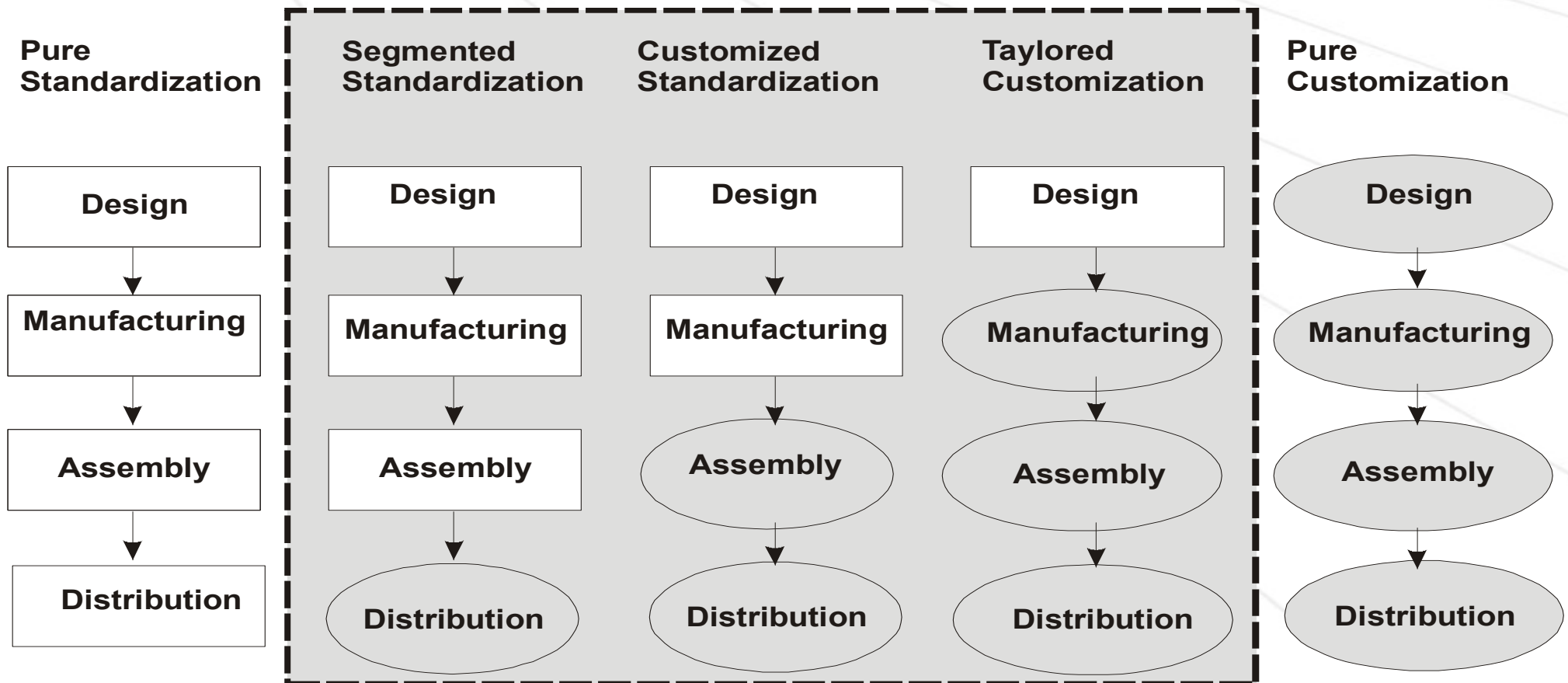
Two “recent” developments

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- Dell Computers and other high-tech companies,
build products to order.
- The emergence of the Internet,
giving the manufactures a platform for taking orders
from mass audience for customized products.

Level and depth of involving customers

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Results of Mapping MCP Activities until 2008

Mass Customization & Open Innovation in Central Europe and Southeast Europe	Universities/ Researchers Blue colour	Companies Green colour	Conferences Yellow colour	National Websites Red colour
Austria	5 / 17	4	-	-
Albania	-	-	-	-
Bosnia & Herzegovina	-	-	-	-
Bulgaria	1 / 8	-	-	-
Czech Republic	-	-	-	-
Croatia	1 / 1	-	-	-
FYROM	1 / 3	1	-	-
Hellenic Republic	6 / 10	1	-	-
Hungary	1 / 1	-	-	-
Lithuania	-	1	-	-
Moldova	-	-	-	-
Poland	15 / 30	3	2	1
Romania,	2 / 2	3	-	-
Serbia	6 / 17	1	1	-
Slovenia	2 / 4	-	-	-
Slovakia	-	-	-	-
Ukraine	2 / 3	-	-	-
Total	42 / 87	14	3	1

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Polish Official Site:

[http://www.mass-
customization.pl](http://www.mass-customization.pl)

Greek Official Site

(**new**):

[http://mass-
customization.pme.
duth.gr](http://mass-customization.pme.duth.gr)

The Network

Mass Customization & Open Innovation in CE

- The Map of the Mass Customization and Open Innovation activities in Central & Southeast EU.

• <http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=115394000225018160781.00045faaf54d785f4ec64&ll=47.872144,23.203125&spn=28.231113,79.101563&t=h&z=4>



Customization of Products

Web – based product configurators

3D cars demonstrators to display cars of different models and colors

(example get from <http://www.mercedes-benz.de>)

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The screenshot shows the Mercedes-Benz website's product configurator for the CL model. The interface includes a top navigation bar with links like 'Personenwagen', 'Mercedes-Benz Deutschland', 'Anmelden', and 'Kontakt'. Below this is a secondary navigation bar with 'Neufahrzeuge', 'Gebrauchtfahrzeuge', 'Service & Zubehör', 'Finanzdienste', 'Großkunden', 'Mercedes Welt', and 'Mein Mercedes'. The main content area features a 3D rendering of a dark-colored CL car. To the left of the car is a configuration panel with the following sections:

- CL**
- Startseite**
- Produktinformationen**
- Ihre Konfiguration**
- Motor ändern**
CL65AMG 224.315,00 (Euro)
- Farben und Felgen ändern**
Obsidianschwarz metallic, AMG Leichtmetallräder im Doppelspeichen-Design, geschmiedet, 20" 0,00
- Polster ändern**
Leder PASSION Exklusiv schwarz/schwarz 0,00
- Ausstattungen wählen**

Below the configuration panel is a 'Motor wählen' section. To the right of the car is a 'Preis / Rate' section with a 'Preis' input field and a 'Weiter >' button. The footer contains links for 'Sitemap', '© 2009 Daimler AG. Alle Rechte vorbehalten (Anbieter)', 'Cookies', 'Datenschutz', and 'Rechtliche Hinweise'.

Customization of Products

Web – based product configurators

Configurator focused on furniture products

(<http://www.fwc3d.com>)

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Customization of Products

Web – based product configurators

Configurator for clothes, gifts and etc.

(<http://www.earlyimpact.com>)

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The screenshot displays a web-based product configurator interface. On the left, a sidebar menu is divided into two sections: 'SUITS' and 'SHIRTS'. Under 'SUITS', options include 'Design your suit', 'Design your jacket', 'Design your trousers', 'Design your vest', 'Fabrics & shapes', 'Measurements', and 'Wedding & formal'. Under 'SHIRTS', the option is 'Design your shirt'. Below this, a list of customization options for a shirt is shown, each with a red circular icon: Fabric, Collar, Cuff, Pocket, Back, Bottom, Placket, Buttons, Cut, and Embroidery. The main content area is titled 'My selection' in a cursive font, with a red line extending from it. Below this, the section 'YOUR FABRIC' is visible. To the right of this section, a list of customization options is shown with corresponding status indicators (X for unavailable, checkmark for available): Fabric (X), Collar (X), Cuff (X), Pocket (no pocket, X), Back (X), Bottom (X), Placket (X), Buttons (X), Cut (X), and Embroidery (X). To the right of this list, a button labeled '2. SELECT YOUR COLLAR' is shown. Below the button, an image of a striped shirt collar is displayed. At the bottom of the interface, a grid of 12 buttons is shown, numbered 1 through 12, representing the steps in the customization process: 1. FABRIC, 2. COLLAR, 3. CUFFS, 4. POCKETS, 5. BACK, 6. BOTTOM, 7. PLACKET, 8. BUTTONS, 9. CUT, 10. EMBROIDERY, 11. OPTIONS, and 12. VALIDATION. The '2. COLLAR' button is highlighted in red.

SUITS

- Design your suit
- Design your jacket
- Design your trousers
- Design your vest
- Fabrics & shapes
- Measurements
- Wedding & formal

SHIRTS

- Design your shirt

- Fabric
- Collar
- Cuff
- Pocket
- Back
- Bottom
- Placket

My selection

YOUR FABRIC

- Fabric : X
- Collar : X
- Cuff : X
- Pocket : no pocket X
- Back : X
- Bottom : X
- Placket : X
- Buttons : X
- Cut : X
- Embroidery : X

2. SELECT YOUR COLLAR

1. FABRIC **2. COLLAR** **3. CUFFS** **4. POCKETS**
5. BACK **6. BOTTOM** **7. PLACKET** **8. BUTTONS**
9. CUT **10. EMBROIDERY** **11. OPTIONS** **12. VALIDATION**

Customization of Products

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- Providing appropriate queries and generating of order-ready quotes, including by accessing the latest product and pricing information.
- Flagging incompatible options and highlighting prior options that are incompatible with the current option.
- Supporting the import of external and legacy configuration data and rules into Custom Commerce configuration models.
- Supporting complex pricing models that allow multiple price lists to be associated with any product option.
- Providing context-appropriate help messages and selling suggestions.
- Providing graphics and animations to aid in the configuration process, including 2D drawings and 3D models.
- Supporting the use of spatial relationships and rules for configurations, allowing layout and assembly of multiple products to arrive at integrated solutions.

Customization of Services

Web – based service configurators

The screenshot shows the homepage of **adriatica.net**. The header includes navigation links: "O nama", "Izaberi jezik" (with a Croatian flag), "Login za goste", "Affiliate login", "B2B login", and "Kontakt". Below the header, there are links for "POSLOVNICE", "KORISNIČKI SERVIS", and a phone number "0800-99-98".

The main content area features a search form titled "PRONADI" with three radio buttons: "Skijanje" (selected), "Hoteli u svijetu", and "Plovila". The search criteria include:

- Država: Ukluči sve (dropdown)
- Skijalište: Ukluči sve (dropdown)
- Tip smještaja: Nije važno (dropdown)
- Dolazak: (text input)
- Noćenja: 7 (dropdown)
- Odlazak: (text input)
- Odrasle osobe: 2 (dropdown)
- Djeca: 0 (dropdown)

A "Traži" button is at the bottom of the search form. To the right of the search form is a Google search bar and a promotional banner for "Rezervirajte preko Najbolji izbor letova 30 000 hotela u svijetu" featuring an airplane.

On the left side, there is a sidebar menu with categories: "PONUDA" (with sub-items "SMJEŠTAJ", "Hoteli na Jadranu", "Hoteli u svijetu", "Privatni smještaj", "Vile", "Svjetionici"), "SKIJANJE", "PUTOVANJA" (with sub-items "Europa", "Daleka", "Mediteran / Egipat", "Krstarenja", "Vikendi", "Izleti", "Zeleni odmor"), "PRIJEVOZ" (with sub-item "Avionske karte"), and "Galerija".

Below the search form, there is a section titled "IZABRANO IZ NAŠE PONUDE" showing four images: a sailboat, a beach scene with a "FIRST MINUTE -10%" discount, and a person diving. To the right, there is a section titled "Top destinacije" showing a group of people on a ski lift.

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Possibilities of customization:

- Transportation services (tickets),
- Financial services (assurance, leasing),
- Tourism (accommodation, restaurants, etc.)
- Other (arranging celebrations)

Thank you for your valuable time



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