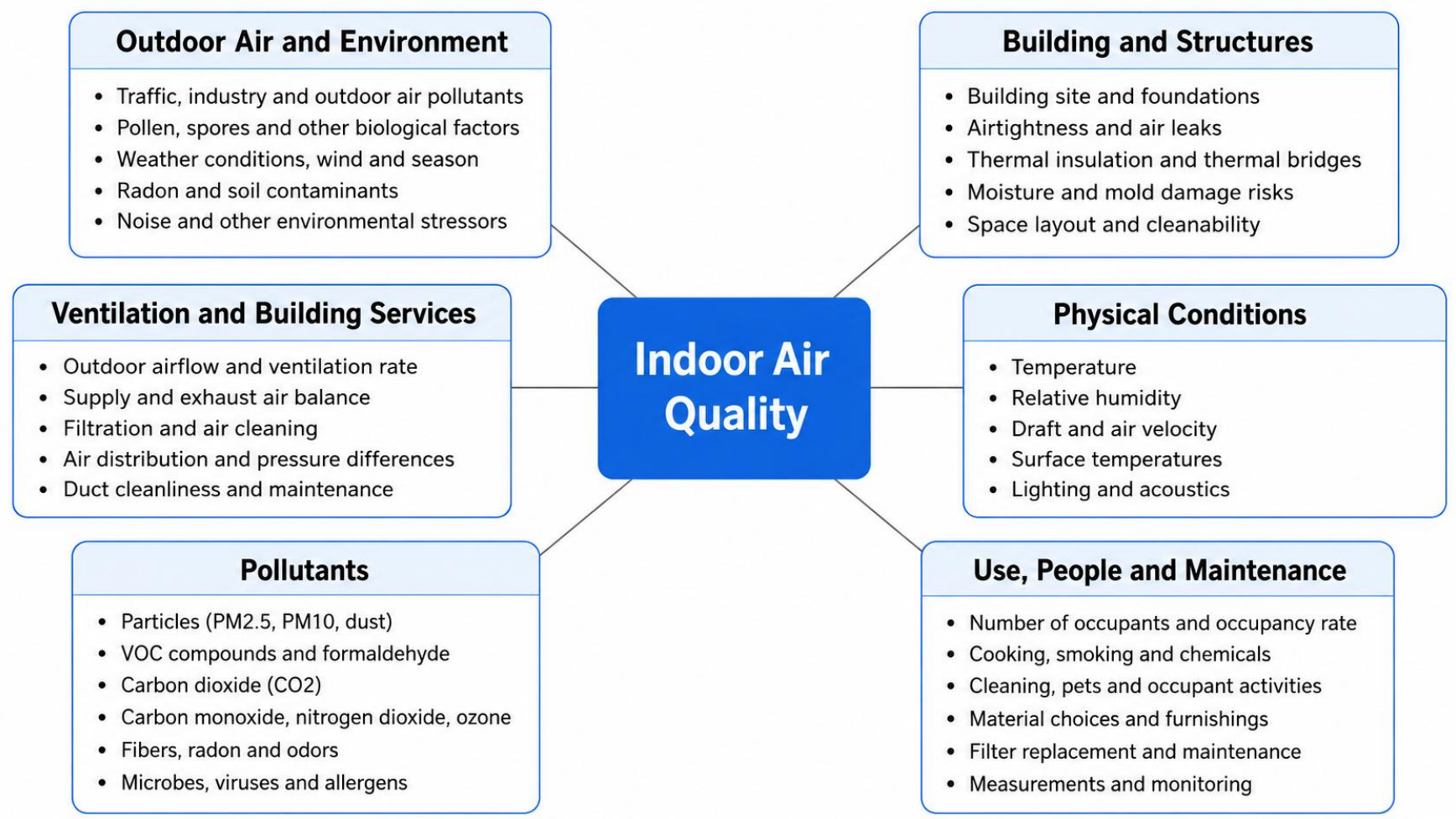
Productization and Lifecycle Management of Indoor Air Quality Solutions in Construction

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Why is indoor air quality difficult to manage in construction?

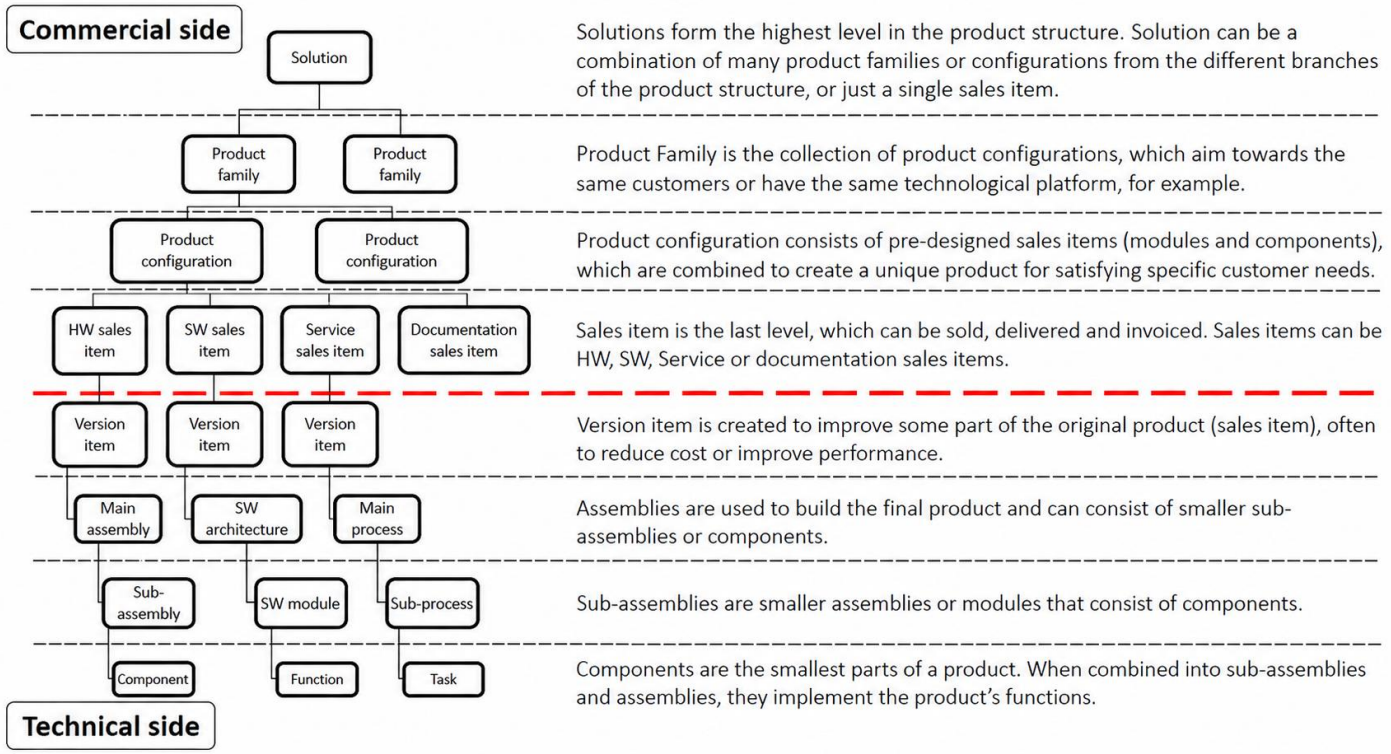


What does productization mean?

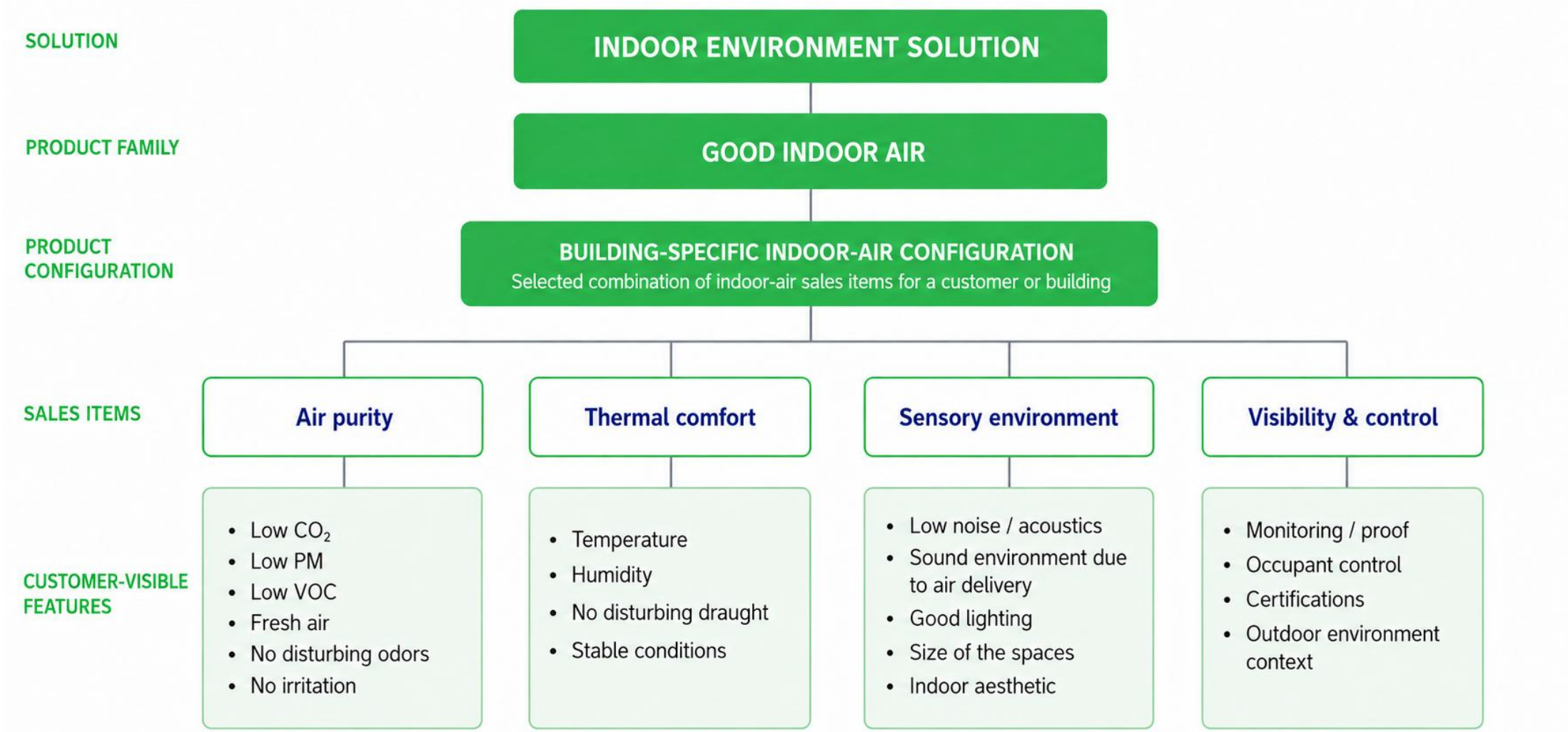
- Productization transforms customer needs into clearly defined products.
- It determines:

- What the customer buys
- What the product technically consists of
- How the product can be sold, produced, delivered and used
- How to understand the company's product offering in a uniform way

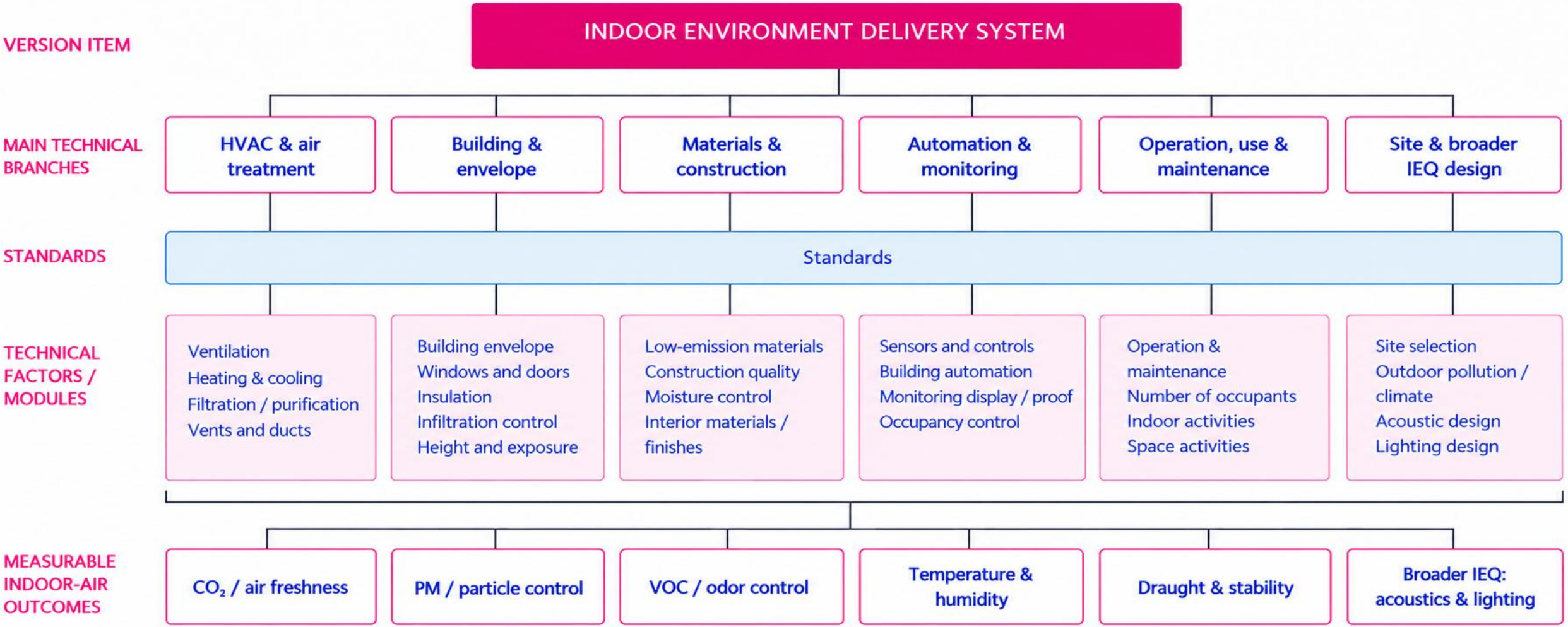
- The goal of productization is to form a common understanding of what the company's products are and what the product offering consists of.



Commercial side of the indoor-environment product structure

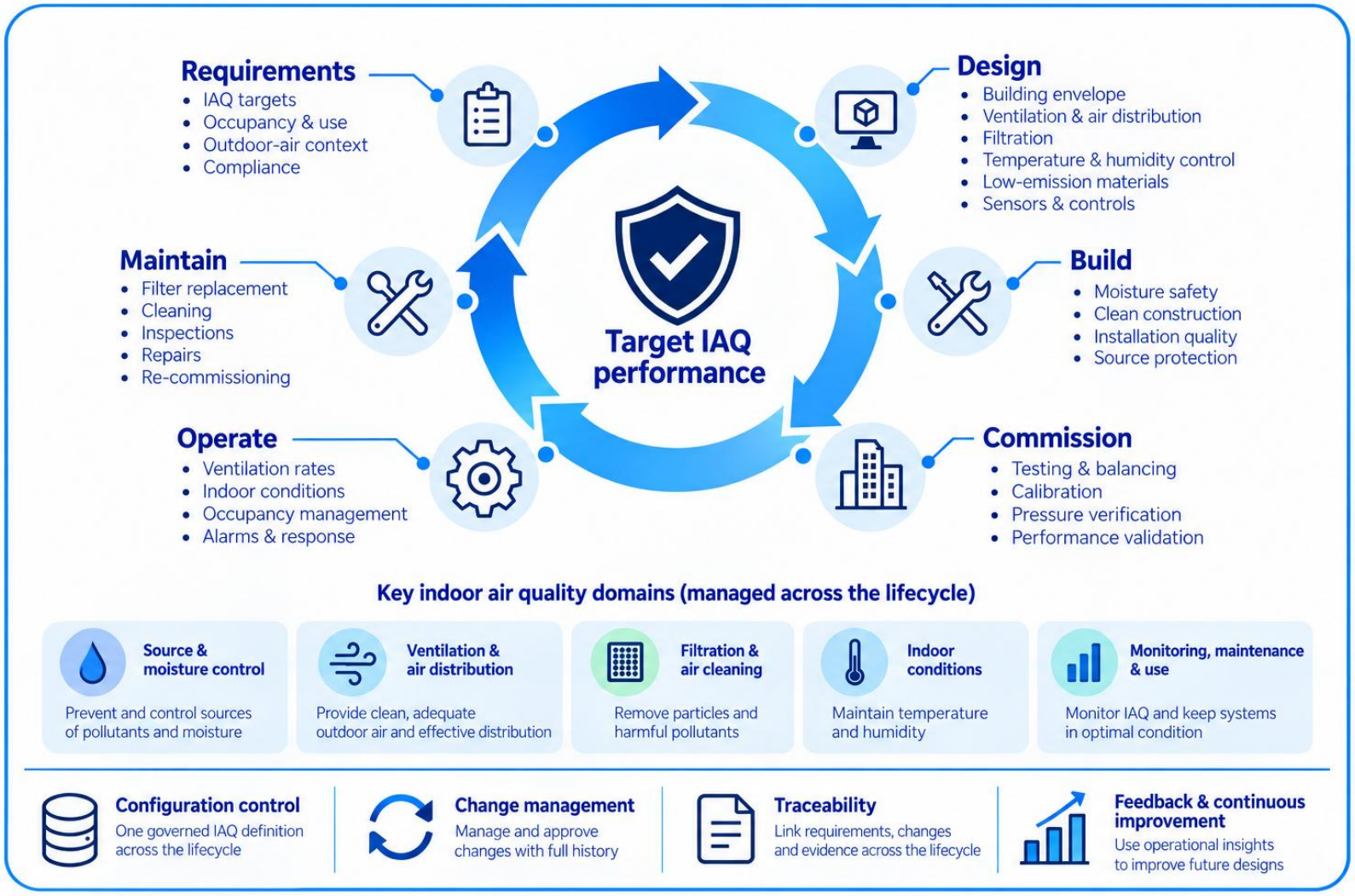


Technical side of the indoor-environment product structure

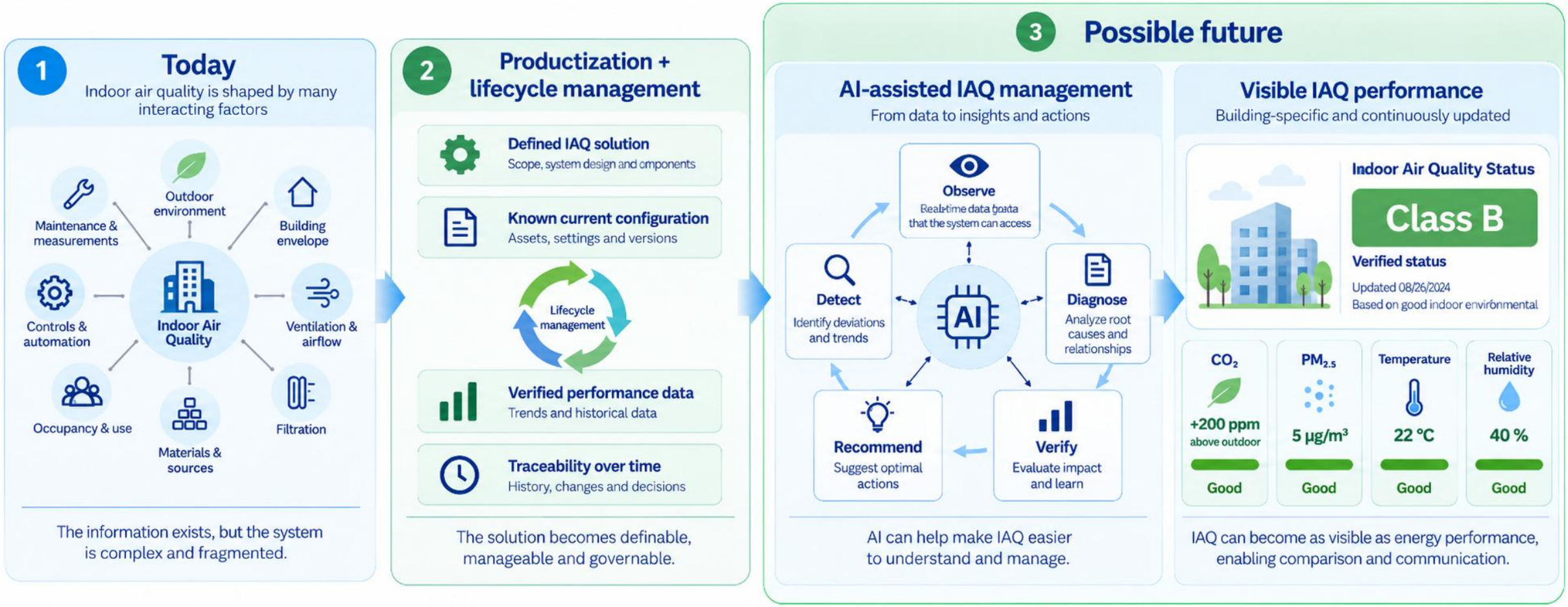


Several technical factors jointly determine the measurable indoor-air outcomes.

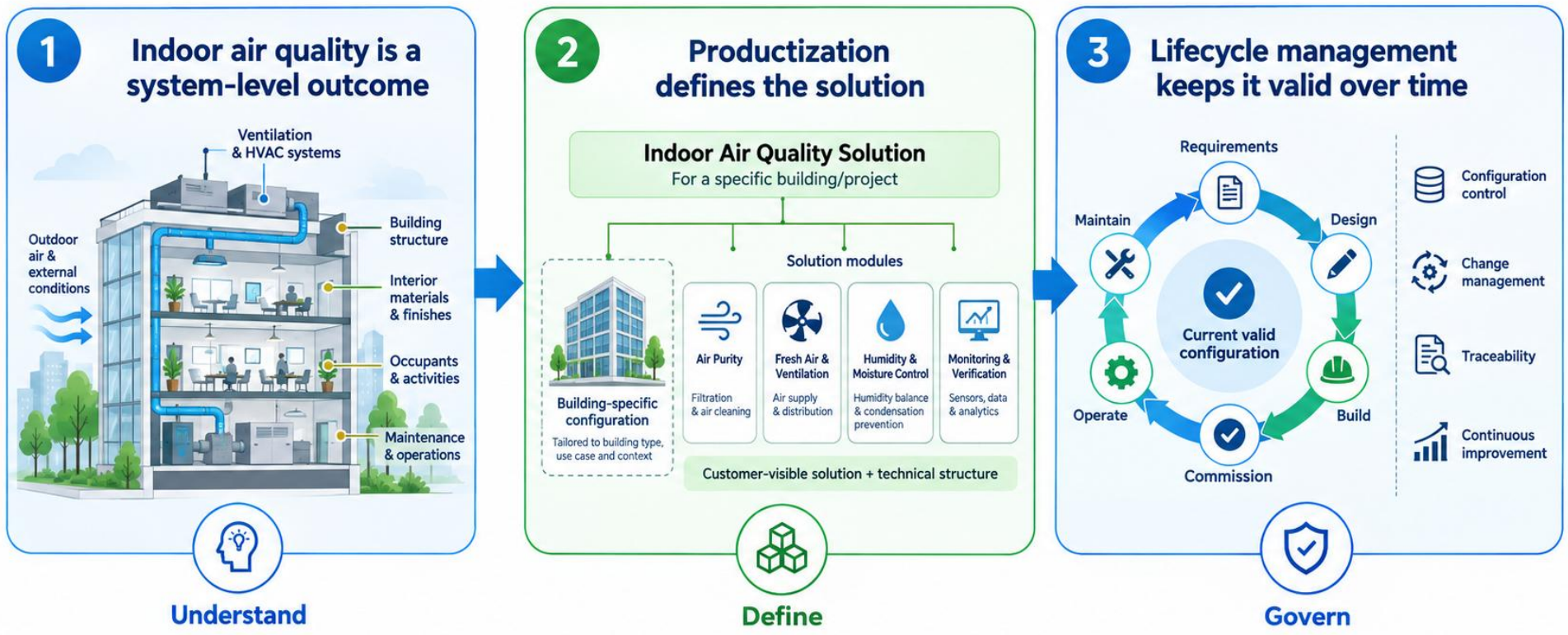
Managing IAQ across the building lifecycle



Future possibilities for IAQ management



Takeaway



Thank you for your attention.

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