

CONCEPT Re-invent or re-engineer is the process of reverse engineering with the intent of studying the product with the idea of overhauling it or improving parts of it. If you like the basic design of something but would like to add to it a different functionality, you may want to re-invent it.



BACKGROUND

Re-inventing devices is the least expensive way to go when you want to make updates, especially when making an early prototype of the new device. You may just want to add a button and change the faceplate. Companies can reinvent themselves by changing with the times.

REAL WORLD CONNECTIONS

Netflix™ took on an amazing turn when they reinvented their business during the COVID-19 pandemic by changing their program offerings. IBM™ used to only sell computer equipment and mainframes, but they had a staggering drop in business due to stiff competition in the 1990s, and they decided to reinvent their company. They dropped their hardware side and simply focused on the software.