

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

## BACKGROUND

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



## REAL WORLD CONNECTIONS

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