

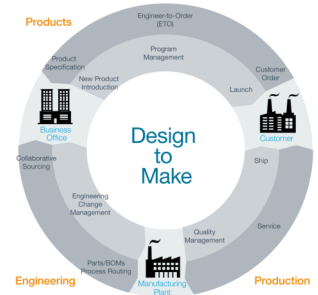


Integrating your New Product Introduction Processes into PLM

Companies and their desire to drive new innovative product to market faster, goes hand in hand with the value of incorporating Product Lifecycle Management (PLM) into your new product introduction (NPI) process.

When you think about what PLM brings to your organization, you are creating a holistic configured product development environment that can be utilized throughout your company and its extended supply chain to make critical decisions with configured real-time data to deliver quality product to market faster.

The concepts of why merging the NPI process and implementing PLM technology into transforming your organization's new product introduction process is centered around three main benefits:



1. Cross-functional Approach to New Product Introduction (NPI)

When we think about a “cross-functional” approach to NPI, we need to integrate all your internal and external constituents into defining and delivering innovate product. This starts by involving your customers, product management and marketing departments by utilizing the Voice of the Customer (VOC) process to define the product functionality and requirements. This information is the start of the product definition and needs to be incorporated into your PLM journey. This allows for the creation of the essence of “what” you will be designing in your product and also allows for efficient decision making on real-time configured product data. This can be utilized to drive portfolio decisions, investment decisions and holistically give you a sound understanding of your product portfolio and product roadmap.



2. Optimizing the Product Development Process to Maximize Delivery of New Products

The product development process in any organization is truly made successful by creating a harmonized and integrated approach that includes all internal departments and an organization's extended supply chain. PLM provides the main pillars to make this a reality. It provides the capability to instill and manage the product development processes and provides the company with the configure product bill of materials needed for execution. It manages “what-if” scenarios, “decisions” and “modifications” as they occur. One key aspect that is needed to optimize the utilization of an organization's precious resources is the view into “what's happening in the project” in real time. PLM provides this much needed “view” or “portal” of product information for what, when and how it changes and can trigger the needed action and notification of “when things are changing”, “what's in process”, “what's been completed” and “what's next”. This allows for the needed visibility for the internal organization, as well as the extended supply chain, to improve an organization's ability to deliver product to market faster, and to minimize errant work on old configurations of the design and development.

3. Ensuring Manufacturing Efficiency by integration of DFM / DFA

One of the key attributes of a well run NPI process is the integration of the “Build” and “Service” aspect of the product and process which incorporates the use of DFM and DFA best practices. The concept is really quite simple: make design decisions that not only optimize the design of the product but also the build and service of the product. This is key to delivering products that are economically viable for both the Original Equipment Manufacturer (OEM), and the end customer. Integrating these concepts and extending your PLM journey to include product and process validation, as well as, simulation can take your organization to a whole other level of overall success in delivering new product to market that are cost effective, that have built in quality and are easily serviced.

Let DRIVEN-4 help you realize these benefits!

We at DRIVEN-4, believe that integrating PLM into your NPI process, can truly elevate your game as an OEM.

We have the expertise and experience to help your company achieve these results!

Give us a call at 269-281-7567 or email us at info@driven-4.com to discuss!

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