

## PRODUCT INTRODUCTION – MODELING ANALYSIS

CGN helped our client review and analyze a product introduction process to understand areas of improvement and to streamline the process to help achieve cost and cycle time targets.

### Business Problem

A large Earthmoving engine manufacturing client struggled with implementing a strategic initiative to meet growth objectives at 3.5% of sales while supporting more product introduction programs and to reduce cycle time by 1/3 to 1/2 while increasing the product quality and reliability.

### CGN Solution

CGN developed an 'analytical modeling engine' using a 'development atom' at its core to simplify the modeling of the complex product introduction process. This modeling engine could estimate product introduction effort, costs, and cycle time for various systems within and across programs. The model helped the client analyze various program scenarios and system interactions. The model also could predict increased rework due to system interactions and delays in the detection of quality defects.

### Customer Benefit

The CGN analytical model provided the client with 'critical thinking' capability to analyze various program scenarios and interactions based on key drivers. The model also demonstrated the effect of program costs, cycle times, and resource loading across multiple product programs. This improved client's ability to understand the implications of their available options and make informed decisions to achieve cost and time reduction targets of up to 33% to 50%.

### SCOPE

*Review and analyze a product introduction process. Develop an analytical engine to model the product introduction process that can provide estimated value analysis of program efforts, costs, and cycle times for various program scenarios and options.*

### BUSINESS DRIVERS

*Streamline product introduction process; meet the reduction targets for product introduction program costs and cycle times; increase the product quality and reliability.*



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