



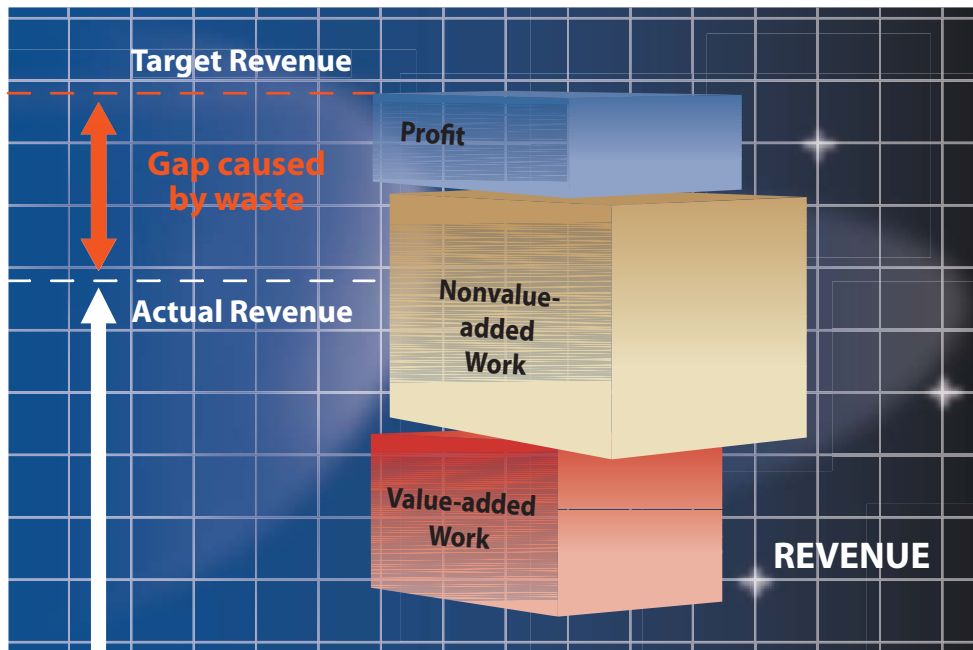
TOPLINE GROWTH: *LEAN PRODUCT DEVELOPMENT*

Lean Product Development is a suite of tools aimed at reducing the waste inherent in most product development processes. Lean Product Development eliminates the unnecessary manufacturing cost from new products as well as the wasted time getting to market. It enables your product and market development teams to be more innovative and productive.

The typical client adopts Lean Product Development because they are experiencing:

- significant market shifts
- culture change through merger or acquisition
- rapid decrease of market share
- decreasing margins and increasing costs
- decreasing product development ROI

REDUCE MANUFACTURING COSTS AND TIME-TO-MARKET



NON-VALUE ADDED WORK:

- ▶ *Wasted Time*
- ▶ *Wasted Money*
- ▶ *Wasted Resources*
- ▶ *Poorly Defined Requirements*
- ▶ *Inefficient Hand-offs*
- ▶ *Error Correction Loops*
- ▶ *Missed Value Opportunities*

Revenue may fall short of covering non-value added work AND profit.

The additional benefits of lean product development include:

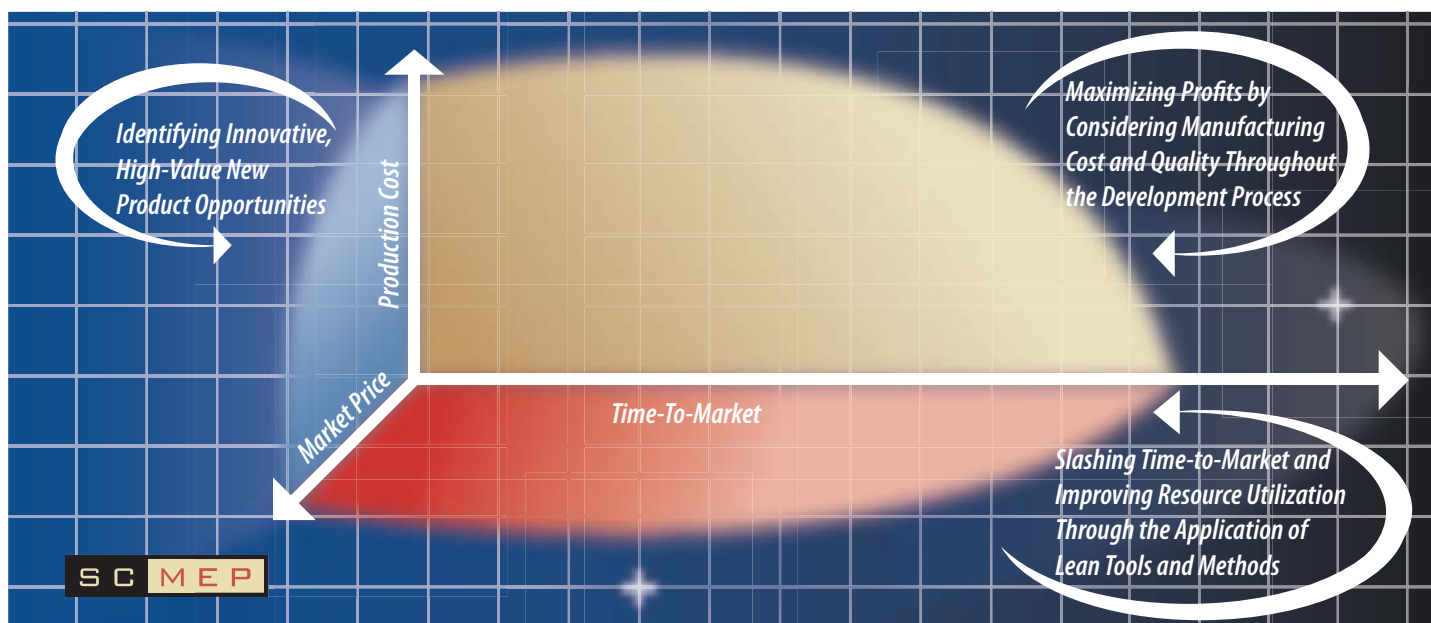
- Improved operational efficiency
- Reduced project and product risk
- Improved communication
- Increased capacity for other projects
- Improved project selection and evaluation



SCMEP Adds Value Throughout the Product Development Pipeline

Lean Product Development is NOT about eliminating jobs or making employees work harder. In nearly all companies the time employees are actually doing value-added work is only 20%. The remaining 80% is wasted effort. Employees are busier than ever with paperwork, reports, meetings, reviews and emails, but very few of the work requirements imposed on employees actually add to customer value. SCMEP delivers the tools and training to improve the process, eliminate the waste, and increase capacity with existing resources.

THREE DIMENSIONS OF CAPABILITY



LEAN PRODUCT DEVELOPMENT BENEFITS COMPANIES OF ALL SIZES

Many companies that use a well-defined process for developing new products and services, still struggle with lack of resources, lengthy development cycles, missed cost targets, and an overall inability to “get the new product out the door.” While these processes help manage risk, they often do it at the expense of cost and time. Lean Product Development fills in the gaps in an existing development process enabling a company to meet all objectives and establish a continuous flow of profitable new products.