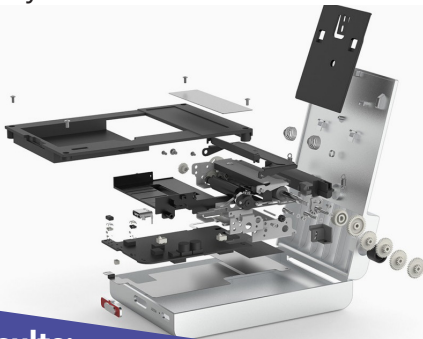![Product Realization Group® logo]

Success Story

NPI IMPACT Powers Rapid Expansion of Product Shipments

What we did:

PRG provided the company with our NPI IMPACT solution setting up a Product Life Cycle (PLC) process and a Product Lifecycle Management system that enabled the company to scale quickly.

Results:

The company established formalized Product Lifecycle processes that enabled the acceleration of product development and improved communications that laid the foundation for sustained growth.

Company: Craft Manufacturing

Headquarters: USA

What they do: This company is a rapidly growing product company in the desktop manufacturing space with a proliferation of new products and accessories.

Challenge

Challenge: Prior to 2017, the market for the company's product was relatively small. But, over the 2018-2021 time period, the company grew extremely fast with orders increasing over 400%. A lack of effective processes had resulted in slipping schedules, exceeding development budgets, breakdowns in communication and high number of post launch product changes. These issues had strained their relationships with development and manufacturing partners.

Solution

As a part of the NPI IMPACT solution, PRG provided a group of seasoned New Product Introduction process experts who delivered the following results:

- Established a Product Life Cycle (PLC) Process
- Supported the creation of documents (e.g. Product/Market Requirements, etc.)
- Negotiated a Phase Gate process with all stakeholders
- Setup a PLM system to manage parts, documentation and engineering change management.
- Wrote key process documents in conjunction with stakeholders (e.g. ECO, Quality, Deviation, etc.)
- Formalized Engineering Change Order (ECO) process
- Developed and executed company wide training programs that included design engineering, quality, manufacturing and other groups.
- Interim management of Product Lifecycle Management (PLM) functions

Building a scalable foundation

For this company, senior management recognized the current way of operating was not sufficient to support the high-growth that had taken place and was forecasted over the next couple of years.

The creation of a formal Product Life Cycle (PLC) process was essential because it provided a solid foundation to grow the business and provided the following benefits:

- Improved visibility of the product development process
- Increased inter-departmental coordination
- Streamline product development

Creating transparency for agility

The adoption a Product Lifecycle Management (PLM) process enabled the company to better manage product data and improved cross-functional communications.

- Bill of materials
- Design documents
- Engineering change orders

The company also rolled-out company wide training programs to ensure all managers and critical resources understood how to best use the new tools and applications. With a formal process in-place, the company was now setup for success and able to scale their business for years to come.

Key benefits of engagement with PRG

Using NPI IMPACT from PRG leveraged integrated support, introduced well-defined processes, and built a collaborative product development process.

- Accelerated product development schedule and reduced time-to-market
- Improved communication between all departments and external partners
- Reduced costs associated with development, manufacturing, rework and parts scrap
- Creation of key documents to ensure repeatable processes
- Established business systems that enabled company to scale quickly
- Enabled necessary controls to support regulatory compliance

> "PRG's skilled team of engineers and consultants immediately brought value to the company without the time and cost of training new employees. Since deploying our new product, the remarkable improvements in quality and reliability have been truly transformative."
> — Senior Director of Operations

The right people, processes and relationships

PRG mobilized a broad team of experts to set up critical business systems that resulted in a robust development process, improved product quality and a scalable business model.

Business Systems Expert
A Senior Product Development and Business Systems Professional led the selection, configuration and deployment of new business systems and processes.

Quality Systems Engineer
A Quality Systems Engineer provided expertise in quality programs to assess, develop and deploy quality processes.

Product Lifecycle Management Experts
New Product Introduction (NPI) experts setup a PLM system that enabled the company to more effectively manage products, parts, documentation and product changes.

The final result
By leveraging PRG's on-demand team of NPI IMPACT experts, the company was able to streamline product development, improve quality and adopt business systems to successfully manage rapid growth.