

## Product Launch Process

Organizations are realizing that their profitability and ultimately their long term survival rests squarely with their ability to manage and implement an effective product development process. Customers expect high quality, low cost and on time delivery of products. Many companies may experience:

- Ineffective processes
- Parts that do not meet customer requirements
- Late delivery
- Costs that are higher than the quoted rate
- Poorly designed measurement systems

How can this be resolved? There is need to focus on how the organization adds value. This requires a holistic approach to designing and developing new products. An effective Product launch Process requires:

- *Integrating the product development process, program management with the tools of Advanced Product Quality Planning*
- *A Systems Approach to Advanced Product Quality Planning, which ensures the understanding, relationship and value of each tool*
- *Establishing a system of leading performance metrics for the product launch that enables the organization to make corrections to the new product prior to launch*

Simons-White & Associates is able to work with your team to:

- Assess your the current performance of your product development process
- Develop a customized solution to improve your process
- Provide training and coaching to enhance the process
- Ensure the development and use of proper metrics to evaluate ongoing performance

The result is a design of a product delivered on time, on budget and at quality level that meets and exceeds customer expectations

A Systems Approach to Advanced Product Quality Planning

