

Lead with Visualization, Fade with Replication

How to Compete with the Japanese and Prosper

To become fully competitive with Japanese auto manufacturers, domestic OEMs must go beyond reducing legacy costs, workforces, and outdated work rules and focus directly and immediately on reducing waste, time and risk in the product development process. This virtually untapped area of business operations holds the key not only to success but also to survival.

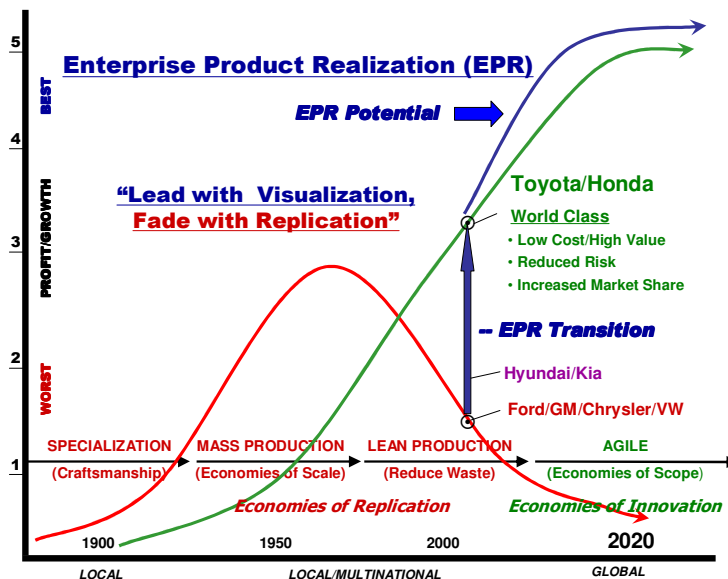
The time left to make this transition from popular mass-production methods to agile methods now being developed by the Japanese is short. But new tools are available to help make this leap into the future of automotive manufacturing quickly and relatively painless.

The Power of Enterprise Product Realization

A company now can assess and measure the effectiveness of its product development process and initiate a plan of action for change, as required, using a unique enterprise process-performance system called Enterprise Product Realization™ (EPR). Developed by Vertare, LLC and software-developer Campfire Interactive, EPR is considered to be more powerful than the Toyota Production System.

Lead developer Mike Juras is a former senior GM executive who pioneered the implementation of lean engineering and knowledge transfers between GM and several Japanese manufacturers over a 30-year career. Juras, who later became Executive Vice President of a Tier One automotive supplier, developed a global business operating system and initiated integration of a major European acquisition into the company.

Encouraged by emerging technologies and non-traditional applications of both physical and natural sciences to corporations, a team of approximately 20 experienced practitioners used these to develop EPR, a unique manufacturing process-performance system that creatively combines the best of Western and Japanese production systems.



The competitive world today demands a movement from “Economies of Replication” lean production to the “Economies of Innovation” agile production techniques being developed by the Japanese. Enterprise Product Realization, an innovative browser-based process performance system, provides the opportunity to not only achieve parity with Japanese competition but to exceed them in total customer value, employee involvement, partner integration, shareholder prosperity and community relationships.

EPR enables companies to combine performance-improved processes using technology, methodology, and learning with a highly visual and communicative process-operating system for creating consciousness, resourcefulness, creativity and responsiveness. A universal process translator and instant access to information and communication more effectively guides product teams and suppliers through the development process.

What EPR Does

Enterprise Product Realization enables companies to:

- Thoroughly understand product development, program management and launch plans within a holistic, coordinated, panoramic view
- Determine challenges and issues related to product life-cycle management
- Understand the impact of these challenges on business profitability
- Determine the financial impact of resolving challenges
- Achieve their ultimate vision

What Vertare Offers

With a fresh, innovative perspective, Vertare applies EPR methods to develop enterprise-based system solutions that enable company leaders to:

- Set benchmark performance standards that fully exploit their company's strengths
- Consolidate the company workforce and expand the customer base
- Communicate between multiple product development processes – both internally and externally – and instantly assess overall enterprise performance
- Create a dynamic product realization system that capitalizes on innovation and collective knowledge sharing that substantially reduces risk exposure
- Build a top-performing workforce by establishing a framework for creativity and empowering workers to fulfill their potential

How Vertare Does It

Vertare's innovative EPR approach to self-sustaining business effectiveness combines scientific methods of process analysis with advanced technology and the proven management philosophies of such renowned industry leaders as Deming, Drucker, Senge and Ohno.

Enterprise Product Realization empowers companies to:

Plan: Define the performance enablers, business, technical and cultural considerations required for leadership

Do: Visualize the EPR process in pictures that clarify work value, context and flow. Its built-in business operating model helps align the roles of executives, managers and associates with a new vision and accompanying guidelines for all individuals to achieve their potential

Study: Perform a process-effectiveness evaluation that identifies best-in-class initiatives and a menu of solutions for attaining higher levels of enterprise creativity, productivity, and profitability

Act: Create the path to self-sustaining enterprise effectiveness through continuous improvement and growth with a unique operating system and then follow that path to greater prosperity

The Next Step

Asian auto manufacturers will continue to pose significant threats to domestic OEMs and suppliers with their *Keiretsu* business operations. The willingness to streamline the product development process through Enterprise Product Realization offers American and European vehicle manufacturers a window of opportunity to adopt powerful *Virtual Keiretsu* processes that can harness and fully exploit their resources in today's global automotive economy.

Michael F. Juras has led numerous large-scale transformation initiatives as a senior executive at multi-billion dollar manufacturers. Mike founded Vertare LLC to create new opportunities for unprecedented enterprise performance and business effectiveness for manufacturers through the combined use of innovative technologies and unique systems-based process solutions. For more information or to arrange a meeting, contact him at 248-379-4378 or mikejuras@vertare.com.