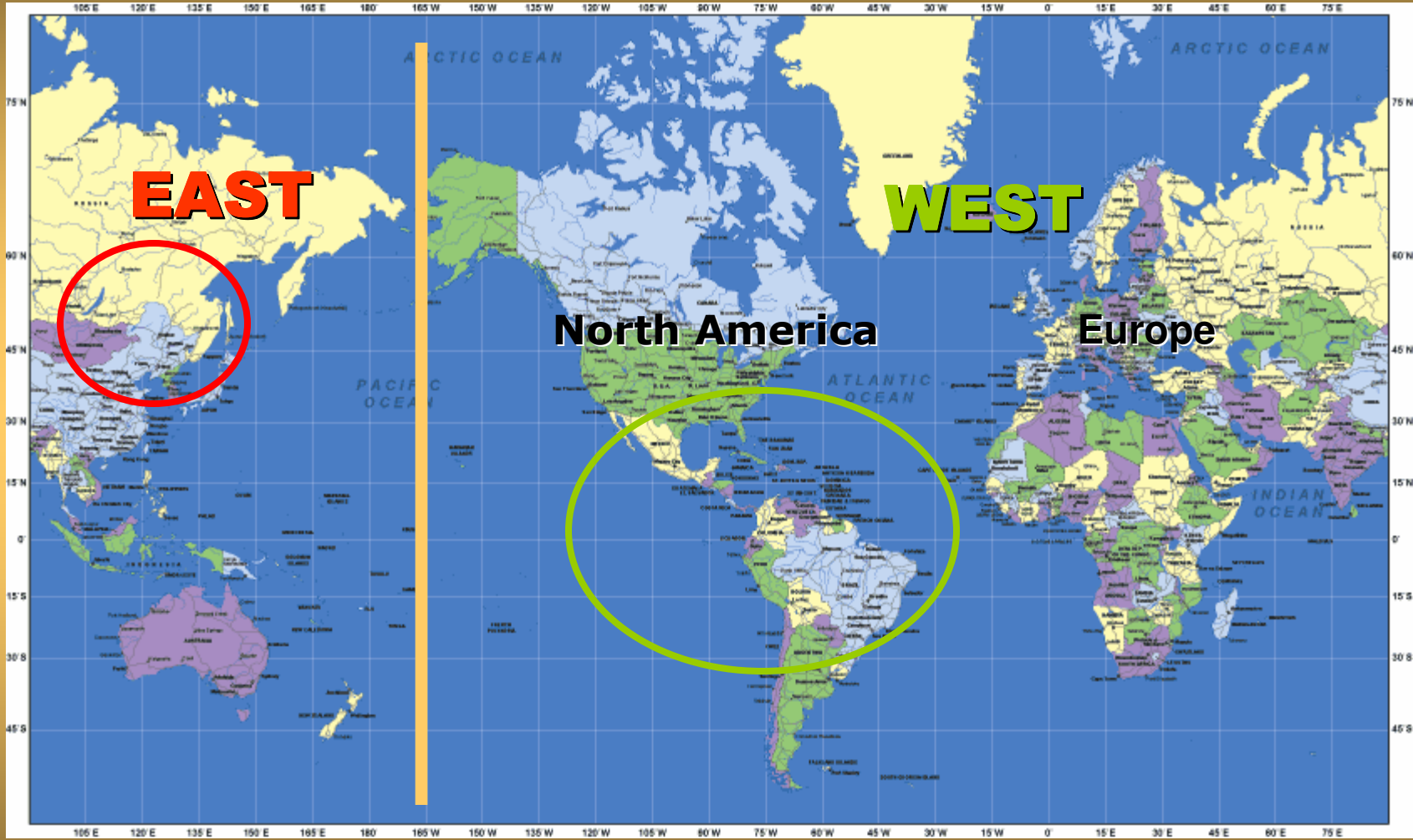


# **Competing with China's Auto Boom By Leveraging Product Realization**

**James W. Snyder  
Vice President – Finance  
Vertare LLC**

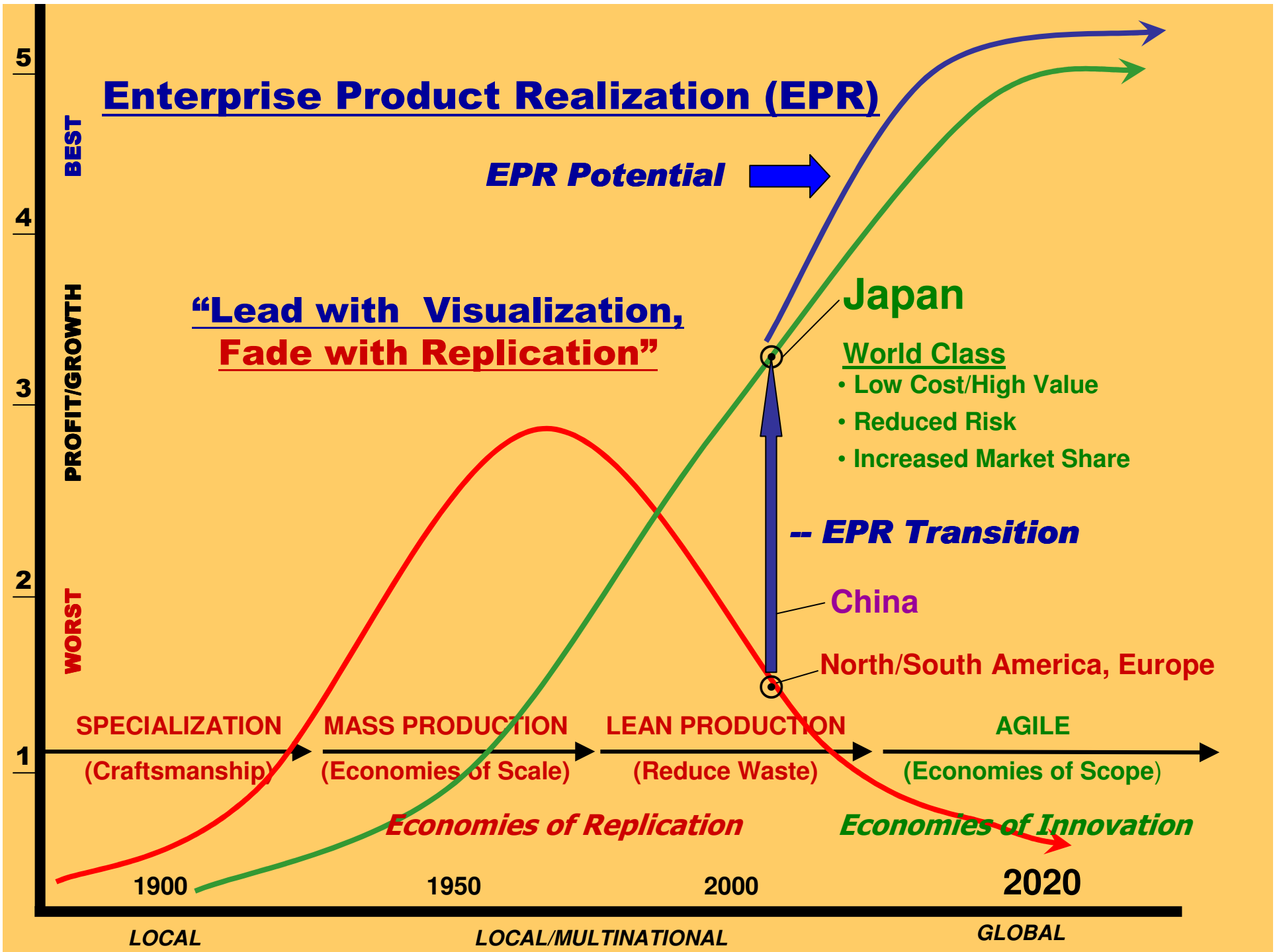


**EAST**

**WEST**

**North America**

**Europe**



# Mexico/Brazil vs China

## **Mexico/Brazil Advantages**

- NAFTA - 1994
- Economies of Scale
- Free-Trade Area of America

## **Mexico/Brazil Disadvantages**

- Environmental Regulation
- Currency Risk
- Protectionism, Non-Tariff Barriers

## **China Advantages**

- Low Cost Labor
- WTO - MFN
- Growth and Market-Oriented Economy

## **China Disadvantages**

- Private Property
- Environmental Regulation
- Country Risk Analysis

# The Challenge Ahead

## Strengths

- EPR – Visual Transformation
- Innovation - Creativity
- Value Based – Responding to Market Opportunities

## Weaknesses

- East V West
- Financial Considerations
- Mergers and Acquisitions
- Downsizing

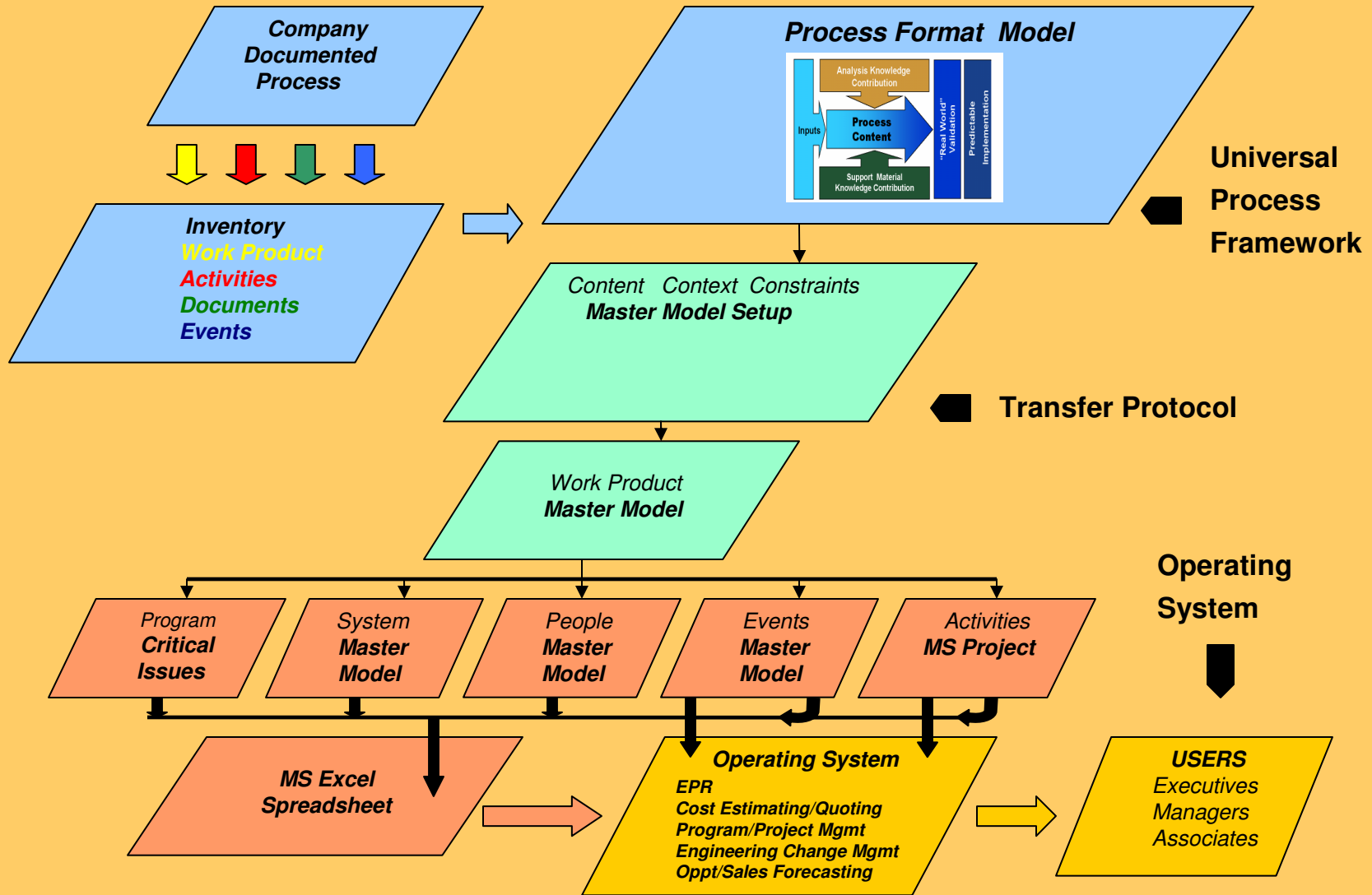
## Opportunities

- Employment
- Technology Transfer
- Demand Factors – Cost Factors

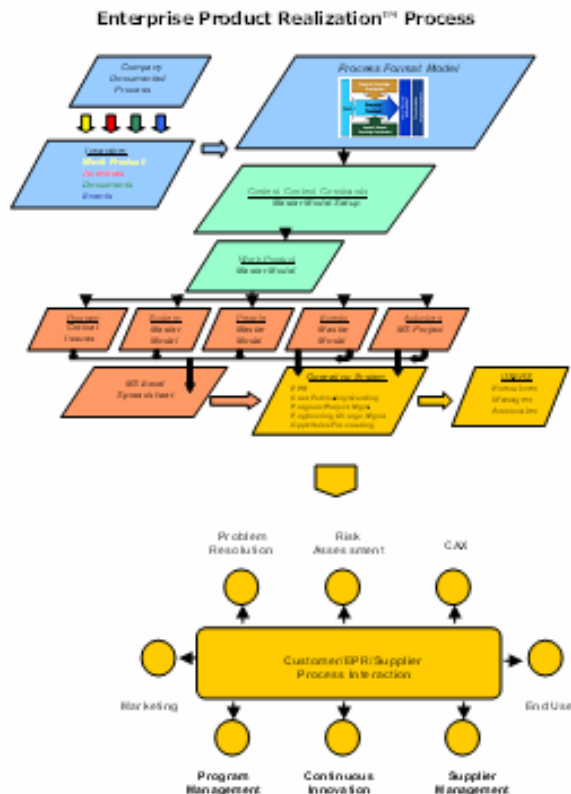
## Threats

- Immigration
- National Sovereignty
- Transition Economies

# Guiding Performance Gains



## The Next Level of Enterprise Product Realization



### Framework

- Universal Process Translator clarifies product development processes for easy understanding
- Positions non-manufacturing processes for continuous lean improvement
- Unlocks supply chain potential through selective process linking while protecting intellectual property
- Provides executives, managers and associates with common framework for sharing accurate information for faster decision-making
- Institutionalizes the "Voice of End User"

### Transfer Protocol

- Reduces software needs
  - Uses current legacy systems
  - Can be tailored to specific projects
  - Optimizes individual programs
- Identifies essential skills
- Standardizes business/enterprise operations
- Provides continuous process improvements
- Harnesses and exploits enterprise resources
- Broadcasts critical issues

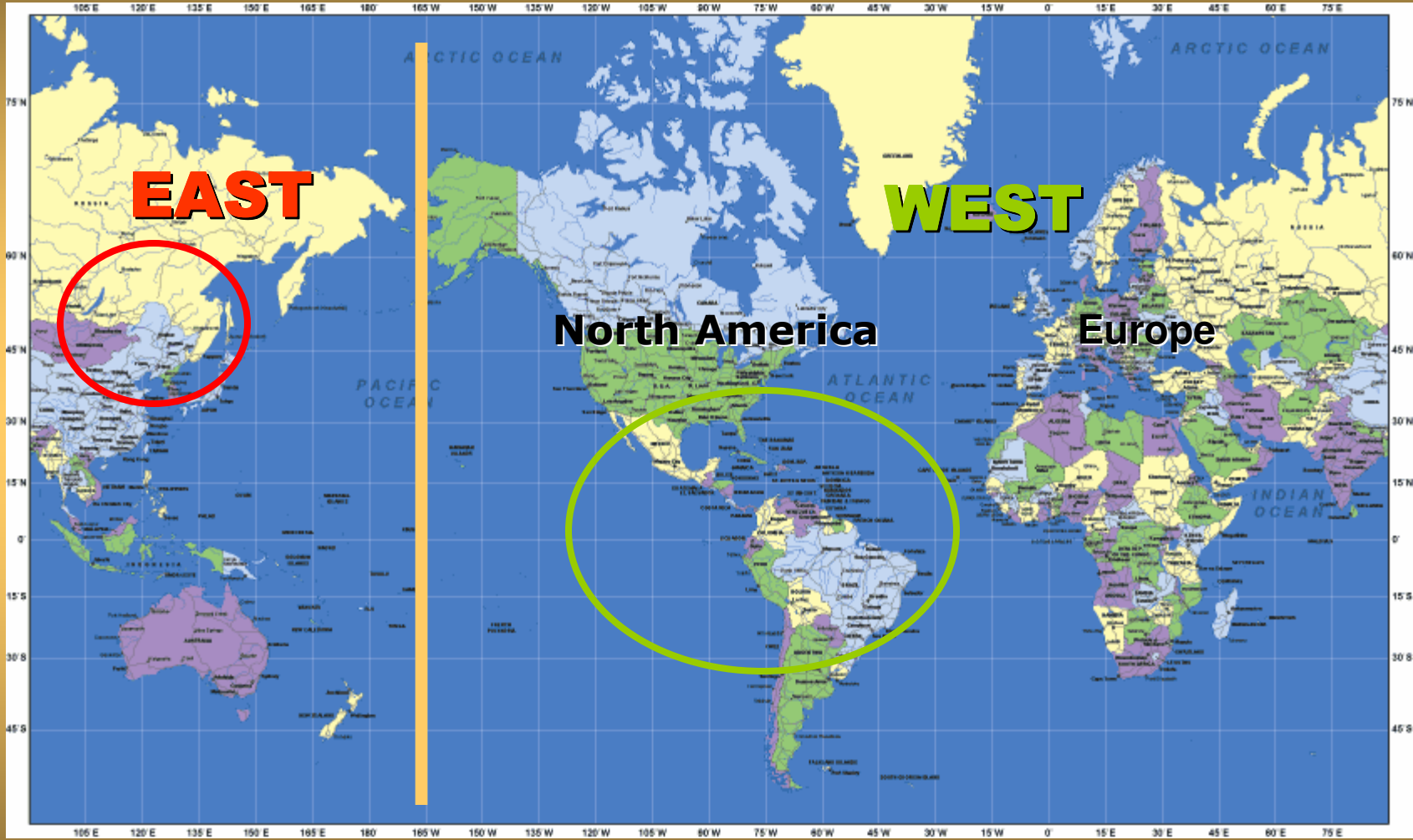
### Operating System

- Real-time window to the business through a dashboard for instant status reporting
- Promotes stronger enterprise collaboration
- Can be created and implemented in segments:
  - Enterprise Product Realization
  - Cost estimating/quoting
  - Risk assessment
  - Program management
  - Change management
  - Continuous innovation
- Promotes self-sustaining effectiveness

# Opportunities

- Understand Product Development, Program Management and Launch Plans
- Determine Challenges and Issues Related to Life-Cycle Management
- Understand the Challenges on Business Profitability
- Achieve the Ultimate Vision





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