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UNLEASHING LEAN'S FULL POTENTIAL OF THROUGH VISUALIZATION

BLOOMFIELD HILLS, MI – The Society of Manufacturing Engineers Chapter 69 in Auburn Hills will host a second seminar April 9th on new visualization technologies developed by Vertare LLC that have produced a breakthrough Product Development Process based on lean principles that can be applied immediately to engineering processes to save time and cost and increase quality.

Vertare CEO Mike Juras will briefly review the fundamentals presented in the first seminar and explore questions regarding methodology before introducing the company's Process Framework Model, which is used to apply lean thinking principles to non-manufacturing business processes through a unique business process transfer protocol. Campfire Interactive, an Ann Arbor-based software solution provider will present the adaptation of the transfer protocol to a powerful business process operating system (BPOS).

The BPOS organizes and delivers high-value content to the right people at the right time throughout the enterprise. The delivery of this value-add content significantly increases global comprehension of the project, promotes communication of ideas across technical disciplines and work groups, and accelerates better executive decision-making. The enhanced flexibility and nimbleness that results reduces product development cost and provides detailed revenue analysis upfront, which enhances quoting accuracy, reduces risk, and maximizes return on investment.

Measurable benefits of the Vertare – Campfire business process operating system include:

- Flexibility to customize the system to individual projects and customers
- Design of lean, flexible manufacturing systems with a lean, flexible design process
- Self-funded manufacturing innovations
- Increased throughput to increase revenue
- Reduced launch costs up to 50%
- Decreased quote/contract risk
- Connection to new manufacturing technologies
- Protection of proprietary processes and technologies

To register for the April 9th seminar held at the Advanced Technology Center on the OCC Campus in Auburn Hills at 6 pm, please call John Agapiou at (586) 986-0467 or email him at john.agapiou@gm.com. Attendance is free. A light meal will be provided at 7 pm following the meeting. The SME chapter website is <http://chapters.sme.org/069/homepage.htm>.