

Product Realization Profile:

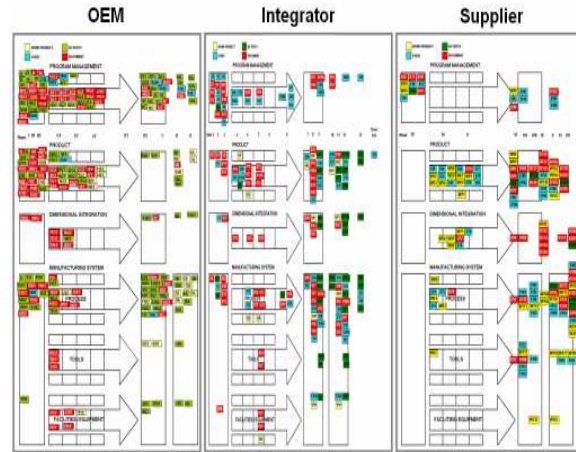
Understand Your Product Realization Process and Become a New Generation Company Using Collaboration and Innovation

The Need for Collaboration and Innovation

Significant changes in supply chain dynamics demand a comprehensive understanding of the knowledge flows required for product realization processes and manufacturing systems development in order to compete at a world-class level.

Although supply chain dynamics have become more complex, management is now much simpler through the combined application of visualization technology and Complex Adaptive Systems (CAS) theory.

Enterprise Product Realization Combines Visualization Technology with CAS theory
Vertare's Enterprise Product Realization™ (EPR) System combines process visualization with CAS theory in a highly visual, easily understandable way that is similar to Toyota's philosophy of "Go and See," yet is more sophisticated and powerful.



Product Development Process descriptions differ widely within the supply chain. Vertare has developed an innovative, framework for processes that translates differences into a common language that allows all participants to share and understand the same information. Misalignment of colors in the chart identifies misalignment of work in a typical enterprise. The collaboration, innovation and partnerships needed for success today will only work when the colors are aligned.

EPR enables companies to combine and integrate performance-improved processes using technology, methodology, and learning with a highly visual and communicative process-operating system for creating enterprise-wide 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.

Understanding Processes More Easily

The convergence of Digital Visualization technology and Complex Adaptive System theory has uncovered significant relationships among enterprise business systems and human systems. The most remarkable discovery has been the relationship between business processes and human DNA, which contains the instructions used for the development and functioning of living organisms. The common framework of a person's DNA profile is the double helix, which determines individual characteristics such as fingerprints. Similar to the double helix of a human DNA profile, Vertare has developed a common, proprietary framework for business processes called the Process Profile – an infinitely flexible, highly connective development model used to position process elements and simplify extremely complex corporate or enterprise processes and systems that become clearly understandable to all and much easier to manage. The significance of this breakthrough in process thinking compared to traditional product development process thinking is enormous:

- Complex processes such as a product development program can be viewed as easily as a doctor views an x-ray
- Process trends can be identified and managed to add increasing value during development
- Widely varying process definitions across different companies and divisions can be commonized into a universal operating language
- Critically timed process connections can be made that bring research, development, manufacturing and marketing together at the right moment

- Research can be coordinated among universities, businesses, and government agencies to increase the brainpower used for creating knowledge-based products
- Each development project will have its own fingerprint and methodology for successful completion that eliminate costly process administration problems due to miscommunication, misunderstanding, and lack of knowledge.

Optimize Creativity and Efficiency

Complex Adaptive Systems (CAS) theory sets the basic ground rules for dealing with knowledge content, the context in which it is used, and the constraints upon it due to availability, accuracy, format, etc. Enterprise Product Realization™ (EPR) operates within these rules, which encourages growth of interactions and relationships that enable creativity and efficiency to emerge naturally and permeate throughout organizations.

Using a holistic approach, Vertare combines three elements – methodology, theory, and the EPR system – to create a robust, breakthrough process profiling technology. The resultant Product Realization Profile provides the ideal framework for optimizing the creativity and efficiency of every contract, either quoted or awarded to our client companies.

Vertare Deliverables

The Product Realization Profile provides an in-depth, comprehensive analysis of your product development process. All elements of the process are evaluated for their value-add contribution, ease of assimilation, and flow paths. Recommended process improvements – and their impact on productivity, efficiency, and cost-effectiveness – are provided.

Deliverables include:

- Your Process Profile – an easy-to-read picture of all process dynamics.
- A 4-hour workshop that reviews Profile details and opportunities for significant process improvements with key members of your team.
- An inventory table that catalogues your process by work product, document, event, activity and flow to determine content, context, and constraints.
- A confidential, 12-point survey based on the Profile that evaluates your self-sustaining process effectiveness compared to companies in your industry, including those ranked best-in-class.
- A suggested improved Process Profile path.
- Recommendations for immediate short-term and long-term direction.

Guidance and Support

The Product Realization Profile is one of the steps in Vertare's Enterprise Product Realization™ system. Vertare can provide additional ongoing guidance and support that enables you to rapidly achieve your process improvement goals. These efforts include:

- A customized Product Realization Process for each product program that enable managers and workers to implement dedicated continuous improvement plans.
- A universal product development system for customers and suppliers that optimizes all of your enterprise operations with theirs.
- Partnership alignment assistance for enhanced, global product realization.
- Executive support for necessary relationship-building activities at all corporate levels.
- A common view of processes and terminology for executives, managers, and associates to promote communication and understanding.
- Real-time resource utilization recommendations and an easy-to-access knowledge flow dashboard.

Contact Information

For more information or to arrange an onsite meeting with Vertare, please contact Mike Juras, Vertare CEO at 248-379-4378 or mikejuras@vertare.com.