

## Creating New Products on Demand Innovation by Design

R&D is a critical function for many companies. Do it badly and the company loses to its competitors. Some of the most expensive resources in the company are part of R&D. So doesn't it make sense for R&D to be as high quality AND efficient as possible?

*In one paper company their typical project ran 1 1/2 years to develop a new paper and coating which was qualified for production. After implementing Innovation by Design (IBD) they found that with the same staff, their projects were being completed in 1 1/2 months - a 12X increase in performance!*

IBD integrates full-featured state-of-the-art Design of Experiments with proven advanced project management techniques (Total Matrix Management, TM<sup>2</sup>) to insure that you work on the right problems and complete them in the minimum amount of time.

The Design of Experiments foundation of IBD uses sets of trials involving many control variables to create a predictive knowledge of your process. It is a statistically rigorous technique which can be shown to be the most efficient way to get superior information when compared to the one-variable-at-a-time methods.

The Total Matrix Management part of IBD gives managers the ability to develop accurate estimates of development projects. The technique has definitive end points to given R&D studies. At the end of an IBD exercise you know clearly the "best" that a given approach can achieve. No longer are projects kept running until they must be abandoned.

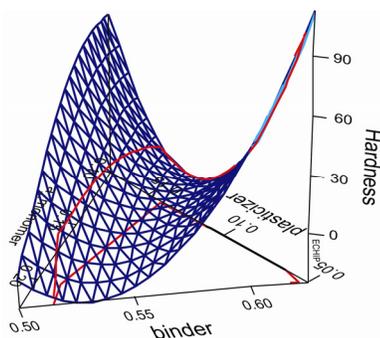
With IBD the number of experimental studies possible using the same staff and resources can double in number and complexity. When your new product releases depend upon the output of your R&D, this tool can significantly increase the rate that new viable

products can be turned into the revenue generators they should be.

### Key Features

- Research is focused on problems that support the R&D portfolio.
- By performing R&D in blocks of experiments, management can get solid estimates of the amount of resources required to address a given problem BEFORE the experiments begin. Plans become reality.
- Using state-of-the-art techniques, the maximum amount of information is gleaned from the smallest set of trials possible.
- The Design of Experiments (DOE) method allows you to find the true overall "best" optimum moving many "black-art" processes to real-world controllable manufacturing processes.
- Better products are developed faster
- The R&D staff achieve better results with less stress
- Marketing gets the new/improved products in time to be competitive if not lead the marketplace.
- Product managers can now see their strategies come to life.

Velocity Pointe supplies the training and mentoring in the use of the IBD technique. The enabling software is ECHIP at \$99 per copy. Call for a demonstration of the technique.



**Predictive, statistically robust models can be created for even the most complex processes.**

