

Individually adapted platform and module strategies offer a way out of the dilemma between trend and requirement. With Zühlke as a partner you benefit from our experience.

Consulting Development Integration

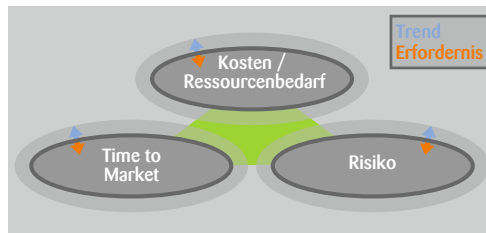
# Individual Platform Strategies

## Product Platforms as a Way to Success

There has been a veritable explosion in the model diversity and the complexity of product ranges. This, in turn, has triggered a steady rise in the costs, times and risks involved in development. In this environment, the multi-use of platform elements over different products and product generations is a feasible way to develop new products and models quickly, cost-effectively and in a manner that can be planned. Time-to-market, costs and risk can be significantly reduced in the process.

## Platform Definition Requires Cooperation

Product differentiation and product commonalities have to be carefully weighed against each other. This requires close cooperation between Sales, Product Management and Development. Each platform has to cover as broad a range of requirements as possible and allow room for a large number of products. Versions are created by combining platform(s) and modules or by making specific adjustments. Technology, platform and product roadmaps with integrated resource planning are the tools used in coordinating the various development projects. Special attention must be paid at this juncture to interface specifications. The latter require interdisciplinary planning and design skills and often outlive the platforms by many years.



## Reorganisation

Platform and module strategies expand the focus of innovative projects from individual products to entire product ranges and demand that greater attention is paid to future-oriented developments. This often changes the pattern of cooperation in companies and necessitates adaptation of the organisational structure. Uncertainty resulting from an increased focus on the future plays a key role in decision-making processes.

## Modularization Enables a Division of Labour

Breaking down a product into functional entities opens the way to an international division of labour. This makes it possible that

- a company's own development department can concentrate on core skills,
- development work can be shifted to the supplier, increasing the latter's share and using global sourcing and
- development collaborations can complement a company's own innovative powers.

A company uses its own resources more efficient.

## Business & Product Engineering from Zühlke

Zühlke is the partner you need for support in the launching of platform and module strategies at your company. Drawing on our experience in product development projects, we can provide you with suggestions for the future structuring of products. We bring our management consulting expertise to bear in order to optimize your business processes and organisational structures and to implement a product platform strategy that will yield you long-term benefits.

Contact us if you think about platforms for your products. You can profit from our know-how and the experience in many sectors.



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