

Project Note

Quick market launch with external project manager

The customer designed a new product line and had set an ambitious time-to-market goal. Zühlke took on primary tasks in product management and helped the customer to launch the product successfully on the market.

Task

Continental – Public Transit Solutions offers innovative solutions in operating control and guidance equipment for public transport. SmartInfo is a system that gives passengers at stops and stations dynamic transit information. As part of a new product strategy, the manufacturer of SmartInfo was adapting the product technically and aesthetically to passenger requirements and the requirements in transport operations. Designing a new product line it wanted to launch on the market quickly: SmartInfo Next Generation.

Zühlke provided an interim product manager for SmartInfo Next Generation who had experience in module-based product development.

Implementation

Zühlke handled the following main tasks:

- Compiling facts and information as a basis for decision-making by product management and company management.
- Drawing up requirements specifications and planning documents and obtaining cost estimates for development.
- Clarifying potential ways to cut production costs.
- Soliciting and evaluating bids from possible suppliers.
- Coordinating contacts between Continental – Public Transit Solutions and external suppliers such as display manufacturers, designers and design engineers.
- Coordinating project tasks among the teams at the customer’s, particularly at the interfaces between Product Management and Development, Sales, Purchasing and Production.
- Providing methodological support and integrating best practices into Product Management.
- Meeting the tight deadlines for the product launch.



Customer benefits

- With support from Zühlke, the customer was able to focus on product definition and move forward with this task on schedule. The company met its ambitious time-to-market objective.
- The integration of best practices opened up new ways of viewing things to the customer and contributed to the further development of product management.

Zühlke Management Consultants AG
Wiesenstrasse 10a
8952 Schlieren (Zurich)
Switzerland

Phone +41 44 733 6611
Fax +41 44 733 6612
zuerich@zuehlke.com
www.zuehlke.com