Industry Use Case Series

ProductDossier ®
Project Management First

TouchBase™
New Product Development - Tires

We Build
Project Management Culture*
for your Enterprise.

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*A set of norms, values and behaviors exhibited by a project. organization, manifested in project management systems, processes, methodologies, and mindset of people. directly or indirectly involved and / or influencing the project

New Product Development
Business Challenges

Selecting
New Product Candidates

The proposed product specs, tentative PTR, forecasting of units, financials, etc. are mostly captured in Excel and approvals made via emails. This is time-consuming & creates islands of data.

Pressure to Shorten
NPD Cycle

There is constant pressure to shorten NPD cycle time drive by market demands and competition. Phone or email-based tracking of project activities adds to the delay. Rework, a reactive approach, lack of visibility & control & visibility only makes it worse.

Tracking
Molds/ Tool Development

Molds and Tools are long-lead items in any NPD and a disconnected procurement process from design to purchase order takes a long time.

Prioritizing
Projects

Multiple and dynamic business demands lead to changed priorities. It is usually challenging to communicate such changes to cross-functional teams and expect them to adapt swiftly.

Collaboration
Across Functions

Getting cross-functional teams to meaningfully collaborate and 'shake hands' is painful. Additionally, information sharing happens via emails and phone conversations. All these lead to avoidable rework and delays - overall, lost productivity!

Managing
Master Data

Lack of centralized and digital repository to capture and manage Master Data as well as 'push' them to Functions when it is needed. When such information is managed on Excel, the situation is worse with questionable data integrity.

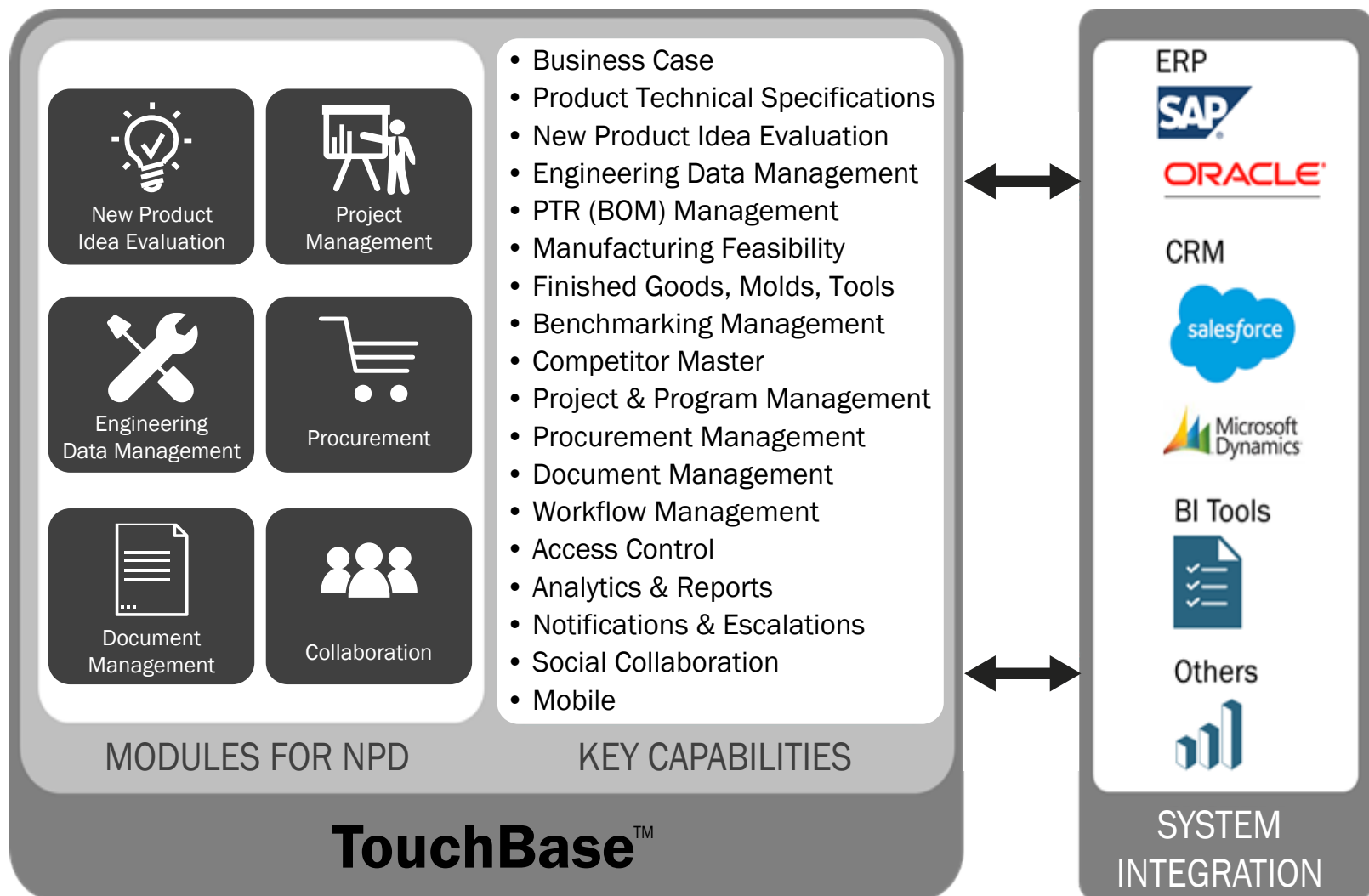**We build project management culture for your Enterprise.**

New Product Development
Process Lifecycle

Scenarios : ❶ New Product   ❷ Improve an Existing Product   ❸ Plant Transfer   ❹ Other

New Product Idea Evaluation

- **Business Case**
  - Technical Specifications
  - Competitor Analysis
  - Multi-Year Revenue Forecast
- **High Level Feasibility**
  - Per Tire Record (PTR)
  - Cost Per Kg (PTR Based)
- **Sr. Management Review**
  - Approve or
  - Reject

NPD Project Planning

- **Project Initiation**
  - New Project Created
  - Project Team Formed
- **Project Planning**
  - Project Planning (Detail)
  - PTR Review
  - Cost Review
- **Mfg. Tooling Feasibility**
  - Machines Needed
  - Tools Needed
  - Available or Procure?

NPD Project Execution

- **Procurement**
  - Purchase Request for Machines, Molds, & Tools
  - Procurement Complete
- **Prototyping**
  - Manufacture Product
  - Review Dimensions with Design
  - Record Actual Dimensions
- **Pilot**
  - Verify design
  - Record New Actual Dimensions
- **Cross-functional Review**
  - Review Pilot Performance
- **Launch Readiness**
  - Product specifications
  - Marketing readiness
  - BOM Release

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New Product Development
TouchBase™ Solution

MODULES FOR NPD

- New Product Idea Evaluation
- Project Management
- Engineering Data Management
- Procurement
- Document Management
- Collaboration

KEY CAPABILITIES

- Business Case
- Product Technical Specifications
- New Product Idea Evaluation
- Engineering Data Management
- PTR (BOM) Management
- Manufacturing Feasibility
- Finished Goods, Molds, Tools
- Benchmarking Management
- Competitor Master
- Project & Program Management
- Procurement Management
- Document Management
- Workflow Management
- Access Control
- Analytics & Reports
- Notifications & Escalations
- Social Collaboration
- Mobile

TouchBase™

SYSTEM INTEGRATION

- ERP
  - SAP
  - ORACLE
- CRM
  - salesforce
  - Microsoft Dynamics
- BI Tools
- Others

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TouchBase™ Solution
Analytics - A Sneak Peek

NPIE Funnel

Idea Initiation (13)

Preliminary Evaluation (6)

Business Case Preparation (3)

Final Evalution (1)

NPD Project Initiation (9)

% Completion

25

85

9.52%
Plan 21.00
Actual 2.00
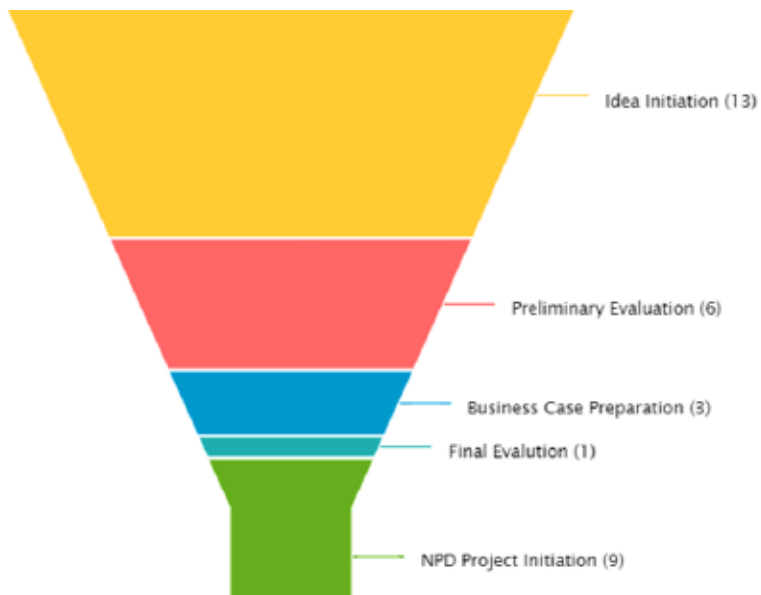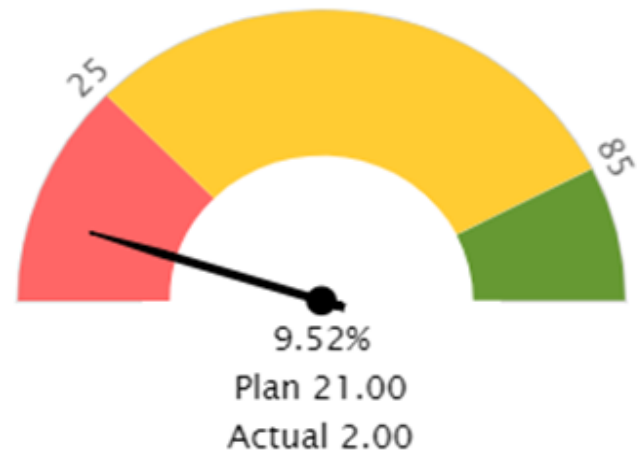
Project Under Development

Bread & Butter

Pearls

R&D Complexity

Very Easy
Easy
Difficult
Very Difficult

White Elephants

Oysters

Very Poor   Poor   Good   Very Good

Market Gap Opportunity
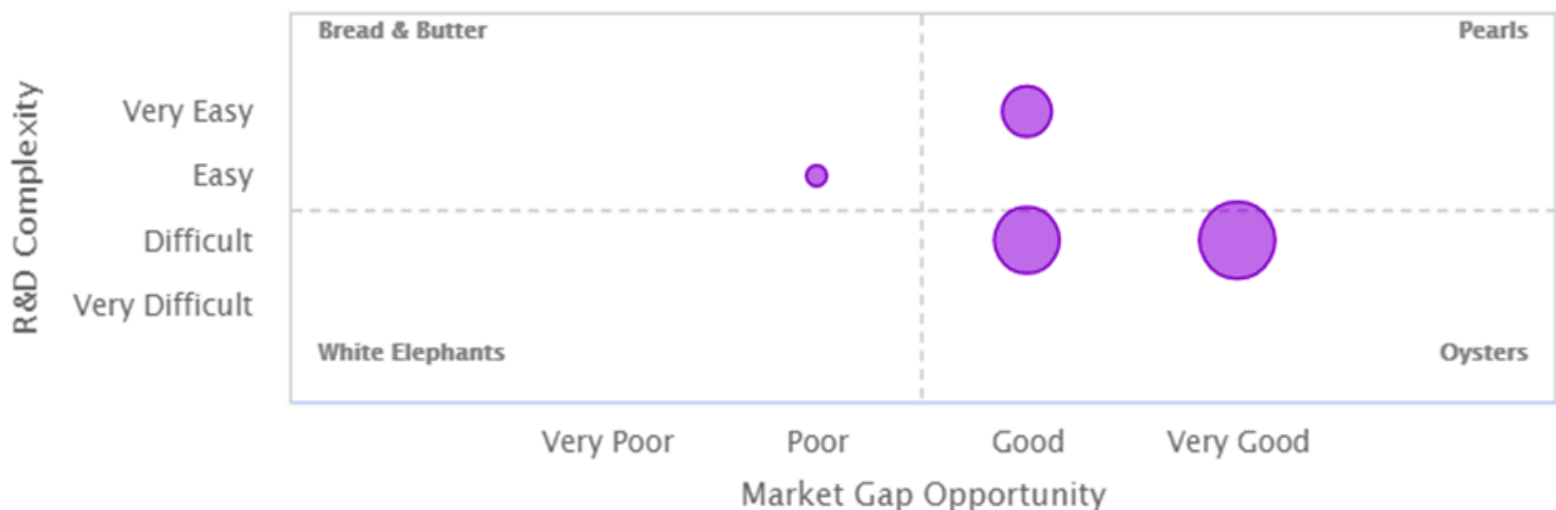
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TouchBase™ Solution
Differentiatiors

End-to-End Solution

Unique capabilities from **New Product Idea Evaluation** to their Project Management powered by Master Data Management, Workflow Management, Benchmarking, etc. delivers visible customer value at every stage of the business.

Assured Successful Implementation

Our numerous **past successes empowers our confidence** to engage and drive optimum processes, relevant integration touch points as well as the people change management dimension

Solution Specific to Tire Industry

TouchBase is designed incorporate **end-to-end and unique processes for the Tire** industry. This product design strategy significantly eliminates the need for customization.

State-of-the-Art Technology

Our continual **investment in state-of-the-art technology stack** ensures security, performance, and scalability yet optimizing on your hardware costs.

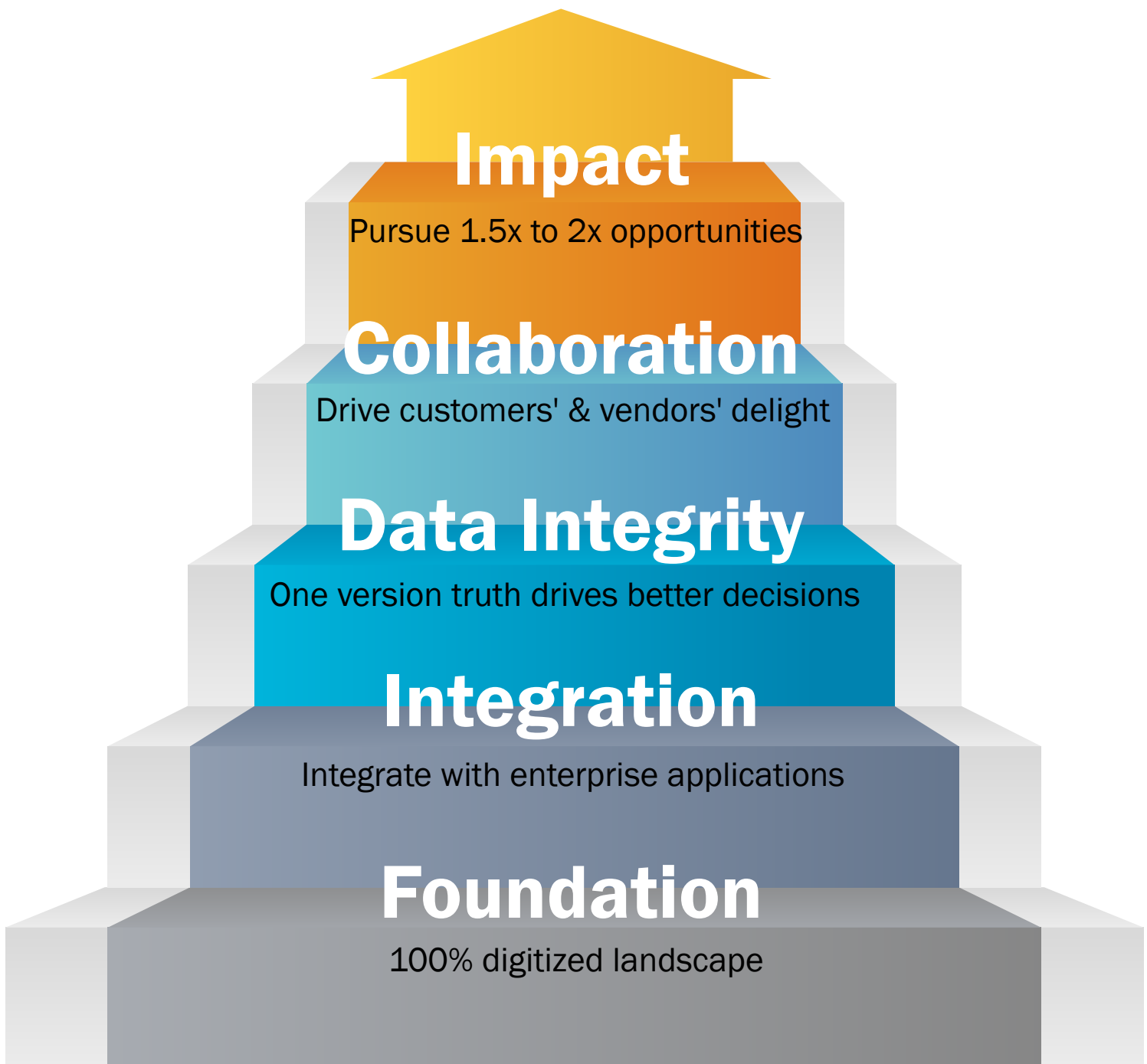### Ease of Use Powered by Advanced UI/UX

Touchbase design strategy is centered around its users. Product configuration to it's use are all **driven by superior UI and a great UX** - fosters product adoption by users, thereby accelerating customer value.

Best Value-to-Cost Ratio

Our solutions are designed to deliver 'business value' at every stage. Coupled with this, the TouchBase Cost Model is designed to optimize your investments and deliver a **Superior Value-to-Cost Ratio**!
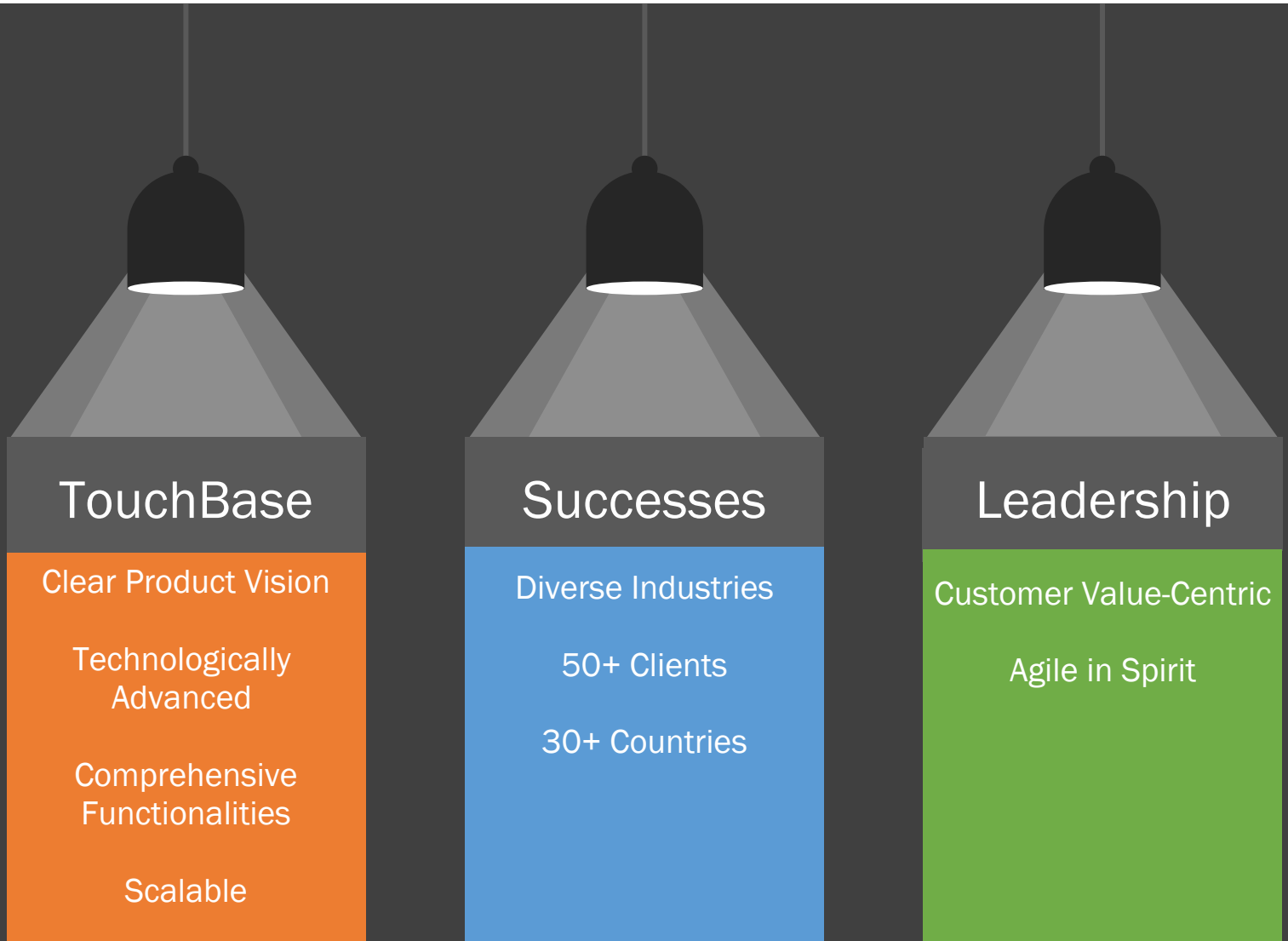
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Business Impact where it Matters

Impact
Pursue 1.5x to 2x opportunities

Collaboration
Drive customers' & vendors' delight

Data Integrity
One version truth drives better decisions

Integration
Integrate with enterprise applications

Foundation
100% digitized landscape

We build project management culture for your Enterprise.

ProductDossier™
Your Trusted Partner

TouchBase

Clear Product Vision

Technologically Advanced

Comprehensive Functionalities

Scalable

Successes

Diverse Industries

50+ Clients

30+ Countries

Leadership

Customer Value-Centric

Agile in Spirit

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We are ready to build project management culture for your enterprise.

Are You?

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