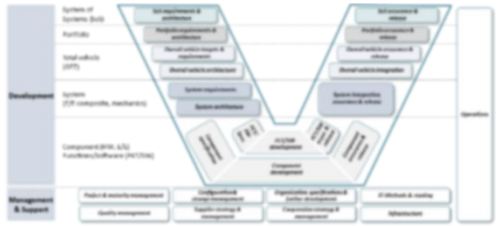
3DSE Management Consultants

Value Stream Analysis & Optimization to improve R&D efficiency

Work product structure for value stream analysis



Effort per work product

Strategic Challenge

- **Customer functions** / experience becoming increasingly complex, **new technologies** establishing at high speed, **data use** becoming strategic lever, significant shift in core **competencies**
- Perceived across multiple dimensions (e.g. roles, processes, lead time)
- **Lack of transparency** on "real" workflow **increase organizational complexity** and need to **accelerate** the **product development** by **reducing waste** and **inefficiency**
- Missing clarity on **key levers to reduce organizational complexity** and **improve value flow efficiency**

Results & Impact

- Identify **core value creation** within the R&D organization, **reduction waste** by 5%-40% R&D effort
- Pushing **time to market** by 20% by eliminating low impact and time-consuming work products as well as eliminating bottlenecks
- **Reducing process complexity** by 15% focusing R&D as well as work split along PDP phases

Levers & Building Blocks

- Creation of **common work product structure** upfront as analysis reference
- **Interview based analysis** across all R&D departments in a standardized approach
- Identification of **top anomalies and related root causes,** deriving top levers for **value stream improvement** and **efficiency gains**
- Definition of **action plan** to address and implement top levers eliminating root causes