

Case Study

New product development for a leading consumer goods manufacturer

How a leading consumer goods manufacturer designed and developed a new product that is cost-efficient with feature up-gradation in record time



Business Situation

The customer is a leading consumer goods manufacturer based in North America. The customer's products are known for their cost competitiveness, superior performance, feature innovation, energy efficiency and reliability. The customer wanted to design and develop a new product that should be self-selling, cost-efficient and a feature upgrade following DFSS & DFR processes with a 24-month launch schedule.

Mahindra Satyam's Role

Mahindra Satyam developed the product in about 24 months, starting from marketing to production requirement by working with various cross-functional teams to achieve:

- A communication plan to facilitate weekly cross-functional meetings involving design and digital drawing reviews across global team
- Responsibility Assignment Matrix to allocate responsibilities across the global Team, and
- New processes that emerged as an action items from a risk assessment session etc.

Benefits

- Increased the market share of product by 20%
- Reduced product failure rates by over 30%