

CONCURRENT

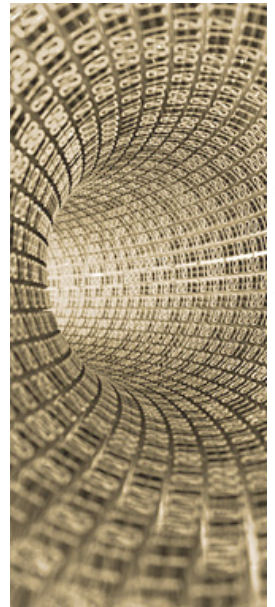
PRODUCT DEVELOPMENT

- HOME
- DEVELOPMENT
- EXECUTION
- METRICS
- ABOUT US
- RESOURCES
- E-MAIL
- PRINTABLE PAGE

Concurrent Product Development For Your Efficient Product Launch

DO THESE QUESTIONS SOUND FAMILIAR?

- "As the owner, I need to easily stay up to speed on all of our projects, especially in this economy. What are some simple, easy to use tools that we can use?"
- "How can I combine concurrent product development and lean processes to make my product development effort as efficient as possible?"
- "We service a lot of consumer categories with our brand(s). How can we be sure that we are continually feeding our Sales engine with new releases?"
- "Are there any ways we can improve our product development processes to get more done, faster, and for less money?"
- "We know about research grants like SBIRs. Where can we find some experienced help with our proposal development?"
- "Pet projects are killing us. What are some tools for making rational decisions about which products to develop, when, and where?"



They are the questions that we continually hear from innovation-focused, product-driven companies. We can help answer these questions.

WHAT IS CONCURRENT PRODUCT DEVELOPMENT?

Concurrent Product Development is about helping manufacturers bring more of the right products to market, faster, with the same or less resources. We do this by adapting and implementing proven, simple, best practices in the management of the product development process.

We are management consultants with a focus on small to mid-sized manufacturers whose business models require the development and introduction of multiple new products simultaneously. Our typical clients are innovative companies that develop and introduce dozens of new products, often for multiple markets, each year.

WHAT WE DO FOR YOU

We take an integrated approach to improving your product development effort by understanding, supplementing and enhancing your existing resources and processes. Our work is focused in three areas:

- **Development** – Technical consultation to help in-house innovators and product development staff find solutions to new and developing opportunities by applying technical insight and

understanding, garnered from other industries and applications, to your company's project(s).

- **Execution** – Process consultation to help owners and product development managers plan, implement, monitor and manage more projects, easily, with greater team coordination, and better use of internal resources.
- **Metrics** – Guidance for owners, executives and senior managers so that they can make better choices about which product development opportunities to pursue, and how to pursue them.

