



CONSULTING GROUP

design2value

Product cost reductions
of up to 50%

Structured approach
with consecutive
modules

The Added Value In
Design Event (AVID
Event) as a central
success factor

Creating breakthrough
innovations

Production costs
savings not attained
until now become
achievable

Inspiring solutions.
Implemented.



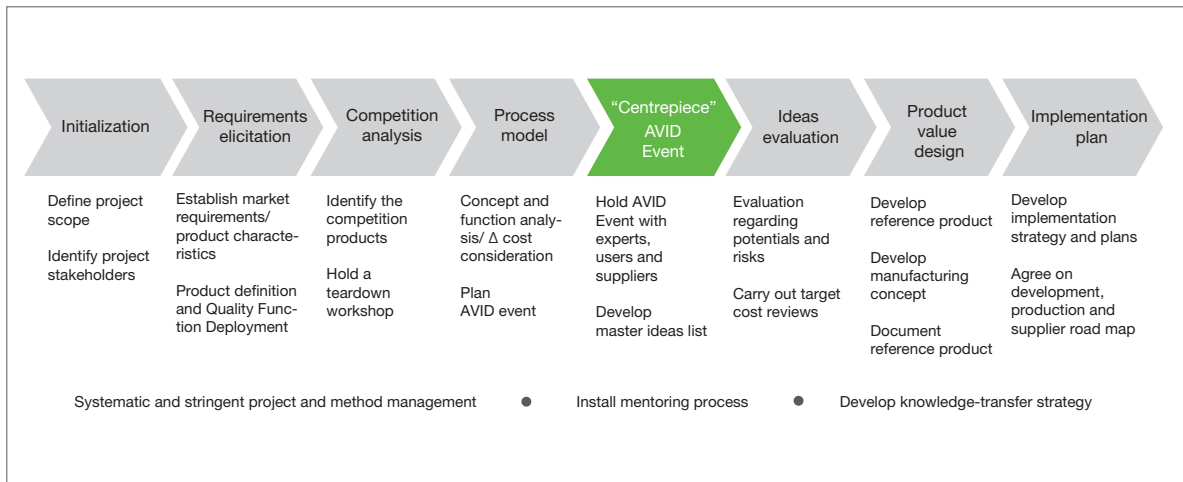
ConMoto design2value – Only results count

Since 1990, ConMoto has been supporting customers implement their innovation and investment strategies with tried, tested and methodologically advanced consulting products. ConMoto has developed and refined the design2value approach to deliver significant reductions in product costs within a short period of time. It combines value-analysis, creativity techniques and agile project management methods. Integrated product value design, complexity reduction, modula-

rization, target-cost modelling as well as procurement, and production optimization substantially reduce total costs. Purchasing – as an integrator – often plays a central role in this regard. As part of the projects, it has also been possible to develop new concepts for various areas of application, which greatly improve the functionality, design, efficiency and sustainability of products. This is demonstrated by selected reference projects in various sectors listed below:

	<p>Customer: Medium-sized company operating internationally in the field of innovative heating systems with a turnover of around €100 million</p> <p>Project duration: 3 months</p> <p>Result: Product costs of an air conditioning system reduced by around 55 per cent</p>	<p>System costs</p> <p>-55%</p>
	<p>Customer: Machine manufacturer operating internationally with a turnover of more than €1 billion and more than 5,000 employees</p> <p>Project duration: 4 months</p> <p>Result: Manufacturing costs of processing machines reduced by 30 per cent</p>	<p>Manufacturing costs</p> <p>-30%</p>
	<p>Customer: System provider of technical industrial products for rail, road, aviation, automotive, medical technology and machine manufacturing with a turnover of around €300 million</p> <p>Project duration: 3 months</p> <p>Result: Process stabilization and a 33 per cent reduction in the manufacturing costs of swing doors</p>	<p>Manufacturing costs</p> <p>-33%</p>
	<p>Customer: Leading manufacturer of heating, ventilation and air conditioning with a turnover of more than €2 billion</p> <p>Project duration: 3 months</p> <p>Result: Around 30 per cent reduction in product costs and sales-boosting innovations in wall-mounted heaters</p>	<p>System costs</p> <p>-30%</p>
	<p>Customer: World's leading provider of products for payment transactions with turnover of more than €2.5 billion and around 10,000 employees worldwide</p> <p>Project duration: 4 months</p> <p>Result: Approx. 25 per cent reduction in the product costs of a security system for ATMs</p>	<p>Product costs</p> <p>-25%</p>

Approach overview



ConMoto design2value – Structured "Action and Learning Programme"

With the ConMoto design2value approach, you will reduce product costs significantly within a short period of time. Thanks to the consecutive modules that build on each other, the approach has a clear structure and can be adapted to sector and company-specific particularities as required. ConMoto design2value quickly identifies the major cost drivers and value-generating functions for the selected product.

In just a few weeks, this approach helps mobilize the company's inter-divisional performance and creativity potential for the development of new products. The inclusion of purchasing plays an important role in that. ConMoto also relies on a network of external technology experts, universities and lateral thinkers, and creates a foundation for disruptive ideas.

In the design2value projects, all the product requirements are subjected to a step-by-step analysis – from the perspective of the customer, the market and the competition. The core element of the approach, and the greatest factor in its success, is the "Added Value In Design Event" (AVID Event), which leads to innovative solutions.

Exemplary approach:

- Selection of a reference product (e. g. facility/ machine)
- Focus on short-term cost reduction – but without losing sight of future opportunities with reference technology
- Optimized value design and clear cost targets for all variants
- Critical analysis of existing suppliers/supply chain costs
- Prepare the organization for the next steps, e. g. establish manufacturing and assembly networks, actively design efficient value-added chains and fully exploit the suppliers' innovation potential

The improvement process is clear and transparent for everyone involved at all times thanks to the lively communication initiated between project employees by the ConMoto consultants and the well-documented project status reports.

The result are innovative and realizable basic concepts that are evaluated with regard to the time horizon for implementation and overall potential. Selected concepts are planned in detail and executed. Stringent project management procedures guide the implementation. ConMoto's projects in various sectors achieve cost savings of up to 50 per cent.

The design2value approach goes beyond common methods such as design2cost, target costing, cost-value analysis, product cost analysis, etc. design2value takes the traditional approach of product value optimization, including competition analysis, but with AVID ("Added Value In Design") brings a greater focus on creative ideas management.

AVID is different to conventional approaches. Elements from open innovation and reverse engineering are combined with practical experience and methodological expertise. At the AVID workshop, the interdisciplinary development team, which can be made up of members from product management, construction, purchasing, controlling, production, etc., are joined by other important users and by both new and existing suppliers.

Depending on the nature of the object, additional open innovation and/or design thinking approaches are integrated into the concept. This results in added value that surpasses that of traditional approaches.



CONSULTING GROUP

ConMoto Consulting Group GmbH
Boschetsrieder Str. 69
81379 Munich

business@conmoto.de
+49 89 78066-119
www.conmoto-consulting.com

Established in 1990, we are the management consultancy with clout when it comes to implementation.

In musical terms, "con moto" means "moved" or "with movement". We named ourselves ConMoto, because we are convinced that consulting is only successful, if it moves people to take action and results in verifiable improvements.

Our consultants have a wealth of managerial experience and adopt an entrepreneurial approach to create sustainable value enhancement for our customers. Using innovative methods and acting in a spirit of partnership, we systematically develop and implement solutions, efficiently change structures and processes and successfully motivate people.

Munich • Stuttgart • Bratislava • Campinas • Charlotte • Shanghai • St. Gallen • Vienna

Inspiring solutions. **Implemented.**