

# New Product Development



Whether you are putting your customer's new product into production, or developing your own product, delays and mis-steps can be costly.

Proven techniques can be applied to insure that new products:

- Are completed on time
- Are on budget
- Meet customer needs
- Meet sales and cost goals

Develop and ship new products on time and on budget using proven management techniques

## Expertise in Addressing Your Unique Issues

Does your company encounter any of these product development issues?

- Engineering design not completed on time
- Design changes disrupting manufacturing
- New products not as successful as expected
- New product cost higher than expected
- Not enough good product ideas
- Uncertainty on how to prioritize product ideas

Insyte Consulting can assist you in putting the right products into production on time, on budget and to sales expectations. We start a project by working with your key personnel to assess your current issues, goals and practices. Using a structured approach, we then work with you to apply best-practices and methodologies for your unique products and customers. Depending on your situation we can address issues in each of the three phases of the product development process.

- **Concept:** New product identification, prioritization and planning
- **Design:** Management of the product development phases for on-time, on-budget completion
- **Rollout:**
  - Steps for a smooth engineering to manufacturing transition
  - Steps for successful market introduction of new products

## The Insyte Consulting Advantage

Our team approach and multi-functional expertise in the development of technical, industrial and commercial products provide an objective perspective and hands-on experience to assist in new product development. Our consultants' experience in product development includes engineering management, marketing management, production management and cross functional project management.

"Building on the product innovation methodology that Insyte Consulting helped us implement, we were able to win significant new customer business through more responsive new product development."

Chris Palmerton, President, Buffalo Filter

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Our experience improves your business