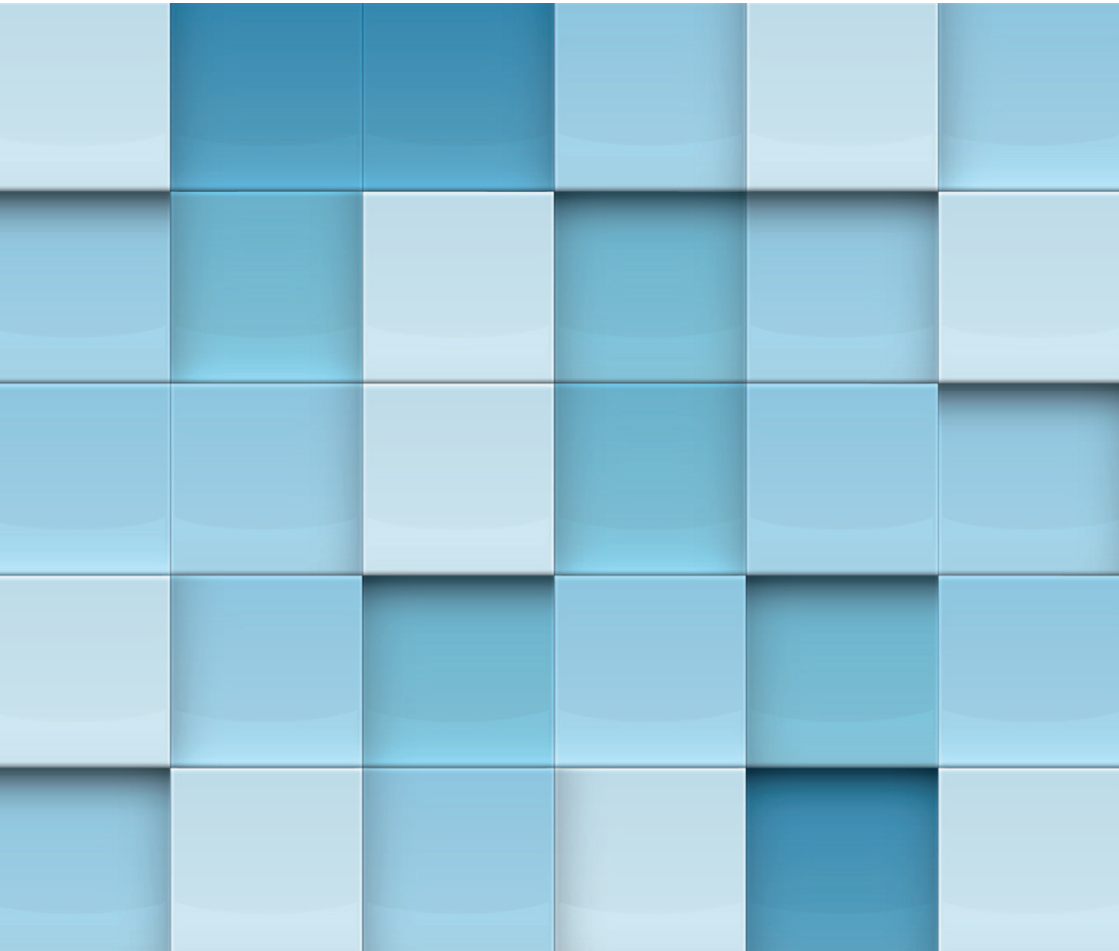


Implementing Variant Management

Designing a sustainable product architecture



Schuh & Company
Complexity Management

“Knowing about market needs as well as your own strengths and weaknesses are mandatory requirements for successful variant management.”

Norbert Große Entrup

“In the course of our projects we have noticed that a holistic approach is often missing and necessary steps and decisions are omitted.”

Prof. Dr. Günther Schuh

“Procedural and organizational implementation guarantees sustainability.”

Management Automotive Supplier

Which variants are standard products and which are specifically configured products?

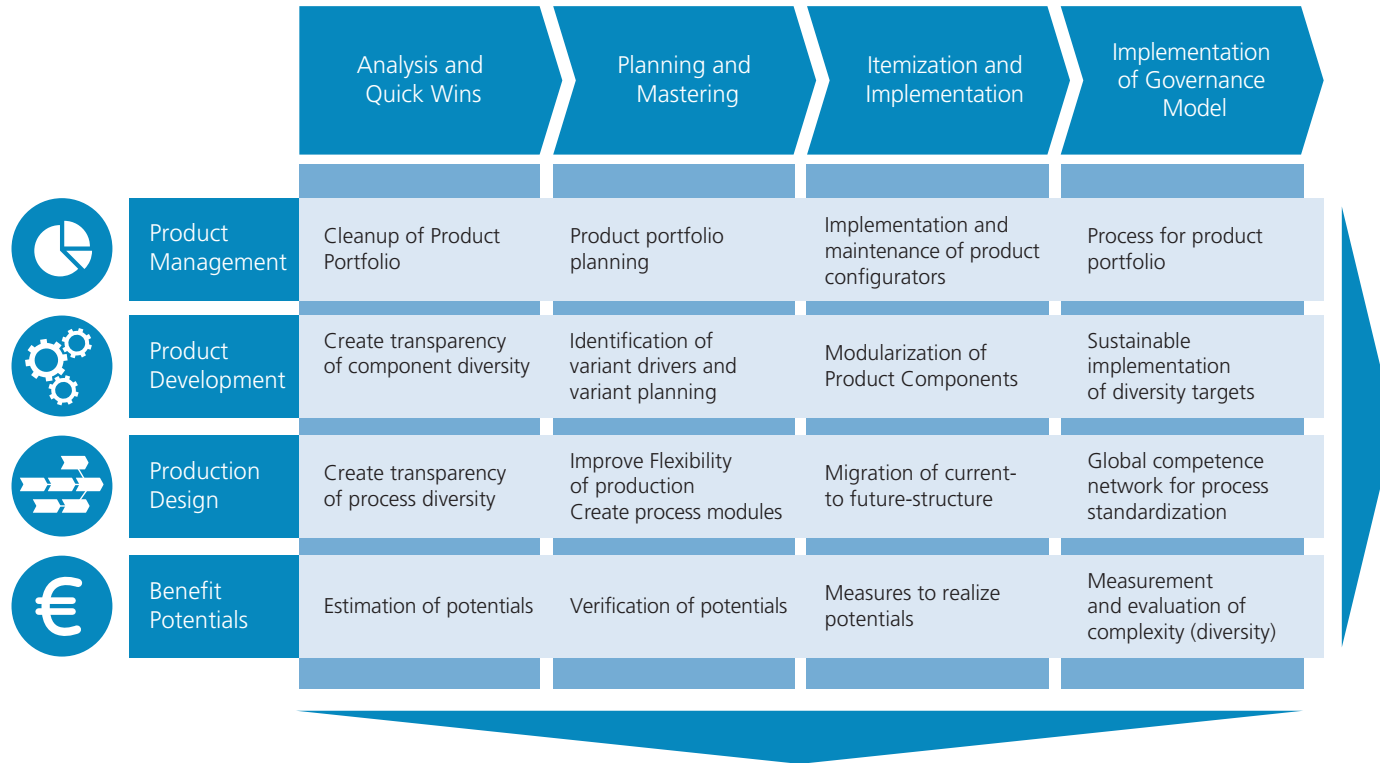
Which product variants are profitable?

How is the number of variants further optimized and controlled?

Which external and internal diversity is ideal?

In the daily work routine a holistic approach to the subject of sustainable variant management is often missing. We show you what needs to be considered with such an approach.

Schuh & Co. Variant Management Approach



4 Perspectives must be adopted

- Understanding marketing arenas and customer requirements to focus the product portfolio.
- Decoupling external product diversity and internal component diversity.
- Standardizing and improving flexibility of the processes for a variant independent production.
- Variant management must lead to realistic benefit potentials.

4 Staged Approach

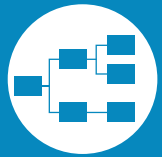
- Quick and focused analysis brings transparency to the variant diversity at product, component and process level and uncovers quick wins.
- The systematic planning of the product portfolio, combined with the proper design of the product and process structure, will realize economies of scale and master internal complexity, while allowing for the optimal product variance in the market (ext. complexity).
- During itemization and implementation, further design opportunities to isolate modules are identified and measures for realizing the developed concepts are specified.
- A sustainable approach requires maintenance as well as organizational implementation of the developed concepts.

Objective and Benefit

Significantly increasing

- your competitiveness as well as
- your profit

is the target of our approach. By establishing consistent complexity and variant management you will not only become quicker in handling your clients' projects but your deliveries will also become more cost-efficient. In product management, development and production you may expect the following potentials:



Product diversity:

Removing unprofitable variants $> 20\%$



Component diversity:

Reducing the number of parts up to 20%

Reducing the development time up to 15%



Process diversity:

Reducing the planning costs up to 30%

A Holistic Approach with Software Support

Our software, the Complexity Manager, is based on the obvious and fundamental idea that the considered product variants can mainly be defined by market requirements and can be precisely implemented in form of BOMs. Three models represent the variant diversity and make it easy to manage:

- Feature tree
- Variant tree
- Process variant tree

For ease of use, data can either be directly imported from the ERP system or modeled manually. The Complexity Manager helps to translate the level of diversity required by the clients into the language of the development and production teams.



**Complexity
Manager** 

As a holistic software tool, the Complexity Manager is a great help in implementing variant management sustainably.

Company

Schuh & Company focuses on providing solutions and methods for managing the ever increasing complexity of today's enterprises, products, and processes. With this approach, the company was established as an implementation-oriented problem solver in the industry. Today the company consists of about 50 people committed to ensure your company's success through their work as strategy and organizational consultants, as well as management coaches.

Schuh & Company is headquartered in Aachen, Germany, with subsidiaries in St. Gallen, Switzerland (since 1991), and Atlanta, GA, USA (since 1997).

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