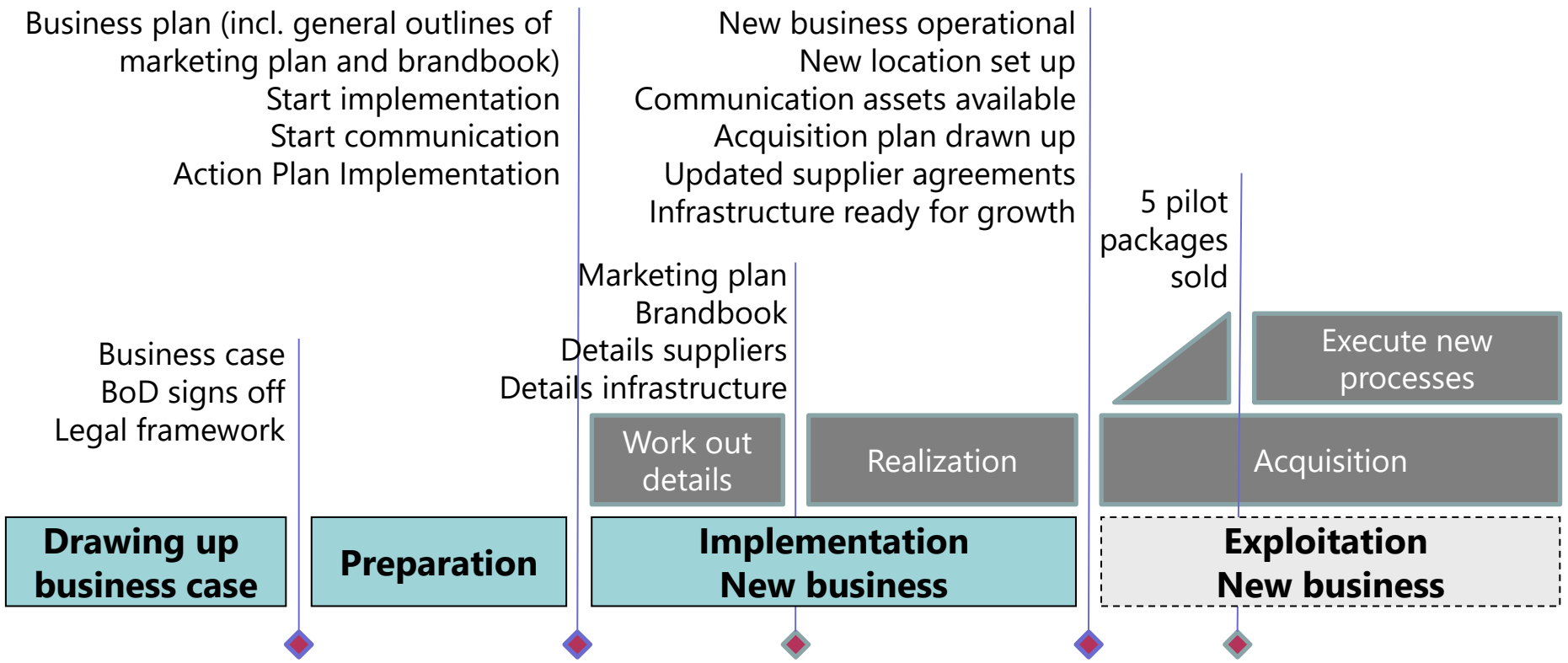
PCP examples

V1.0

PCP examples: spin-off business to introduce a new service

Spin-off business to introduce a new service on the market



Source: Ordina, 2003

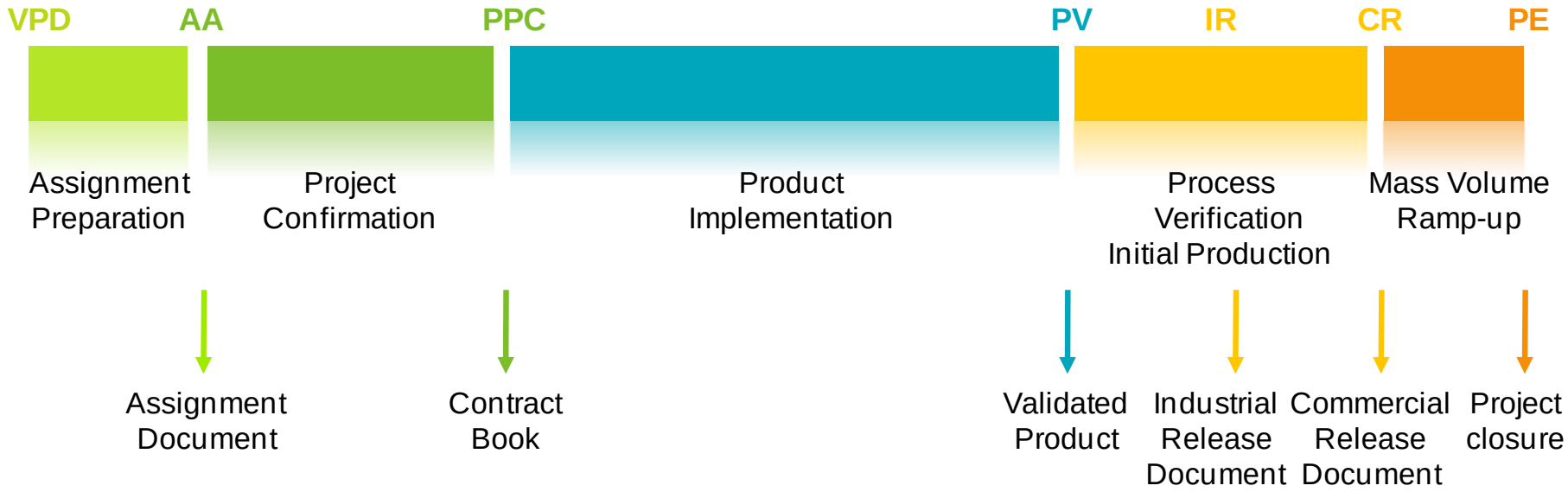
PCP examples: Philips IPD 2008 (1/7)

The IPD top-level model

(Integrated Product Development)

PHILIPS

VPD	Value Proposition Debriefing
AA	Assignment Agreed
PPC	Project Plan Committed
PV	Product Validated
IR	Industrial Release
CR	Commercial Release
PE	Project End



Source: Philips, 2008

PCP examples: Philips IPD 2008 (2/7)

Assignment Preparation phase

- Define customer requirements and CTQs
- Evaluate the possible concepts for the product
- Evaluate supplier risks
- Formulate the project assignment

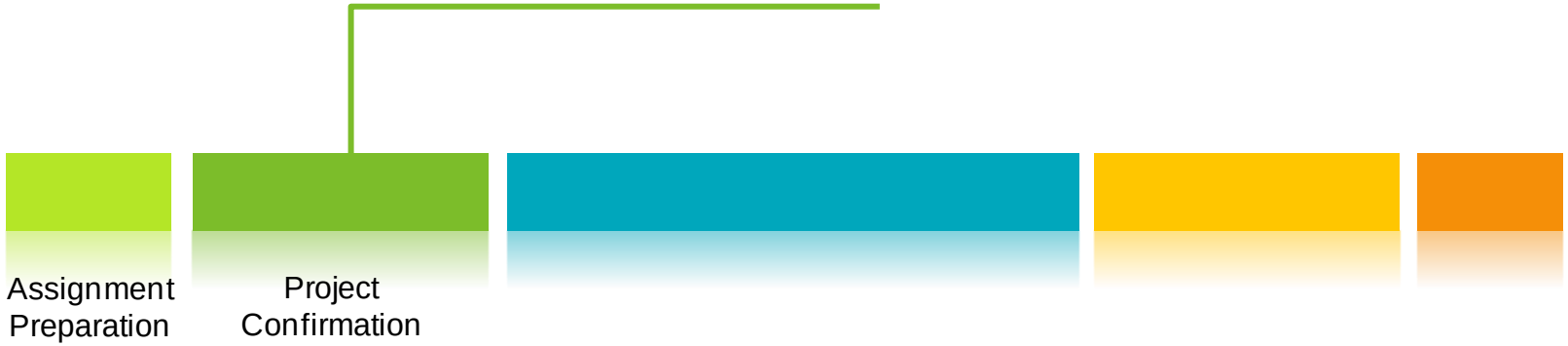
Assignment Preparation

Source: Philips, 2008

PCP examples: Philips IPD 2008 (3/7)

Project Confirmation phase

- Define the detailed product and customer care requirements for the chosen concept and functional solutions
- Make the detailed project plan
- Prepare the contract between the top-level owner and the project team

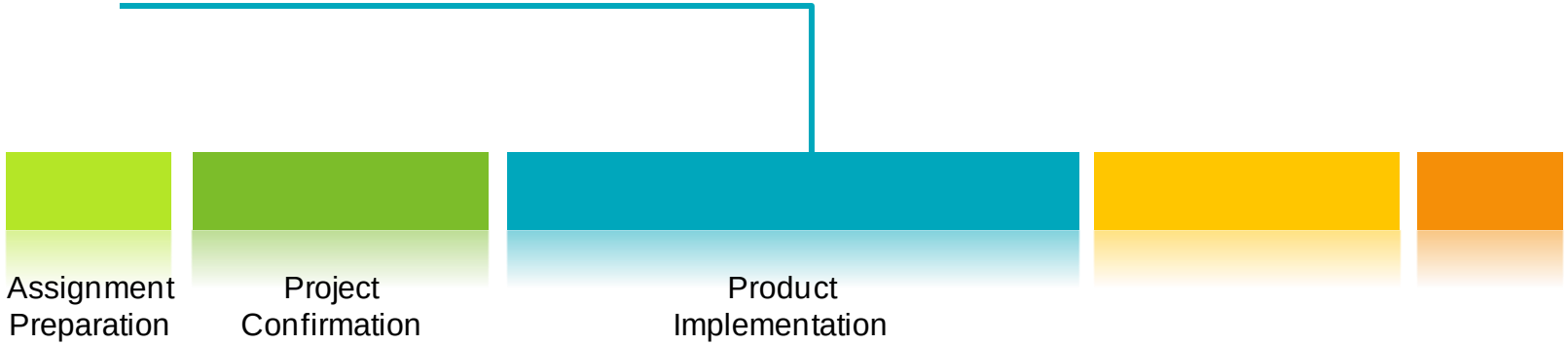


Source: Philips, 2008

PCP examples: Philips IPD 2008 (4/7)

Product Implementation

- Design and implement the product
- Build representative prototypes and prove the full functionality
- Test on system level
- Product is validated by end-user representatives



Source: Philips, 2008

PCP examples: Philips IPD 2008 (5/7)

Process Verification and Initial Production

- Prove the product's manufacturability
- Release the software
- Initial production with proven quality levels
- Validate the customer requirements with production equivalent products
- Production is able to deliver pre-launch volumes.

Source: Philips, 2008

PCP examples: Philips IPD 2008 (6/7)

Mass Volume Ramp-up

- Further improve the product and it's manufacturing process according to volume and quality targets
- Evaluate the project.

Source: Philips, 2008

PCP examples: Philips IPD 2008 (7/7)

Value Proposition Debriefing
- Strategic Marketing Plan(3yr)
- VPH approved, incl. RtB proposed
- Customer Requirement Spec proposed, incl. VOC-Tree and SET requirements
- Design domain direction

Project Plan Committed
- Committed project plan incl. budget, planning, FRS approved, all CTQs, quality plan, Consumer Care book, project risk report, IPR assessment
- SET requirements and plan approved
- Business Plan approved
- Product concept proven
- Design spec incl. final Make Up Sheet
- GPAs signed

Commercial Release
- Capabilities and Reliability proven
- Simplicity Experience Tool summary approved
- Manufacturing Process released
- Consumer Care package
- Commercially Released products
- Project learnings
- Knowledge base updated

Assignment Agreed
- Assignment Agreed
- VPH incl. RtB approved
- Customer Requirement Spec. incl. VOC approved
- Supplier Risk Assessment 2

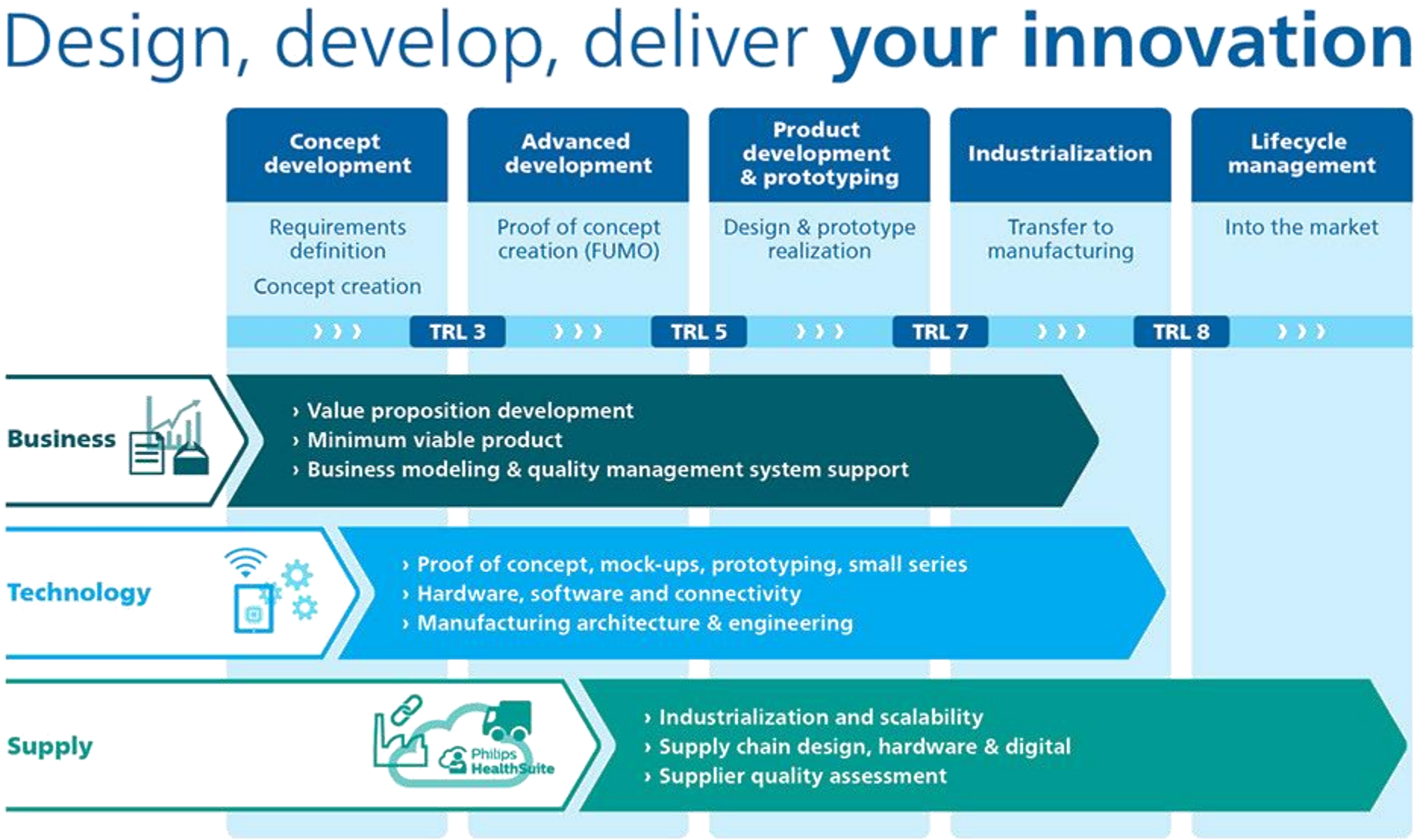
Product Validated
- Product verified and validated (Maturity grid)
- Parts list at Maturity Stage 3
- Pre-commercial samples
- Supplier contract compliance verified

Industrial Release
- Trial-run done
- Tools & components released
- Hand-over of responsibility to EMS/CMS supplier

Project End
- Open waivers solved
- Mass production released

Source: Philips, 2008

PCP examples: Philips Engineering Solutions 2023

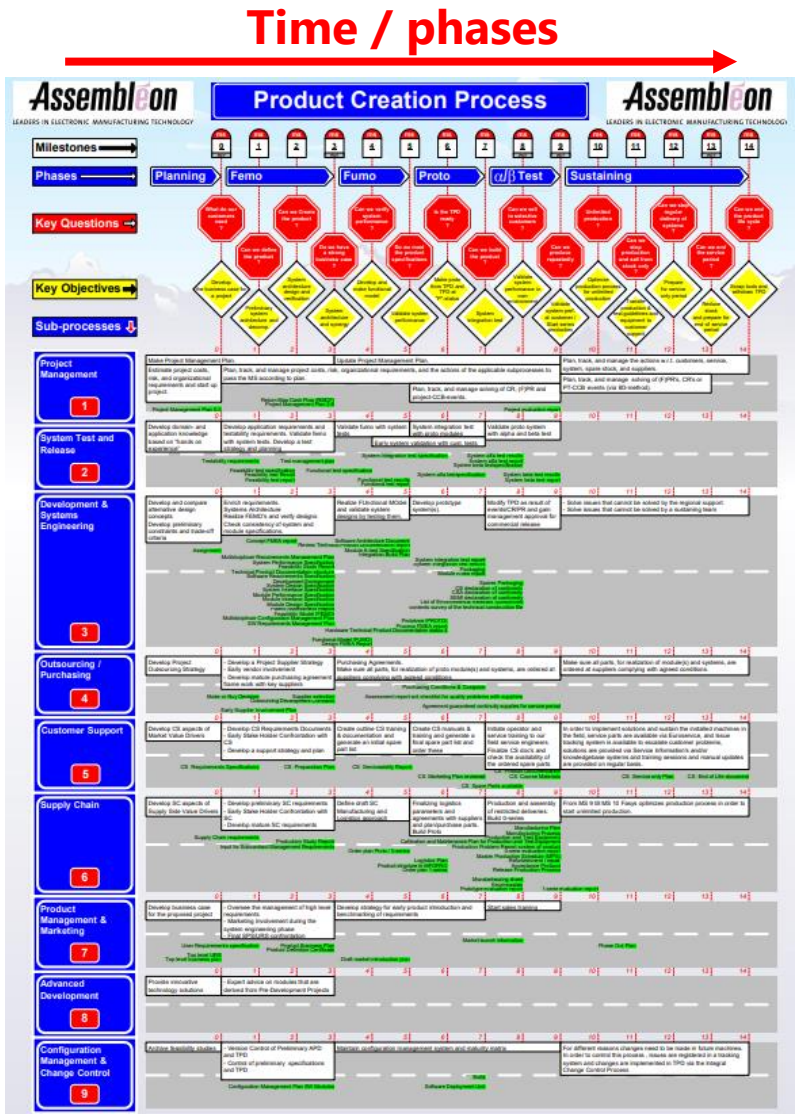


Source: Philips, 2023

PCP examples: Assembléon PCP 2008 (1/2)

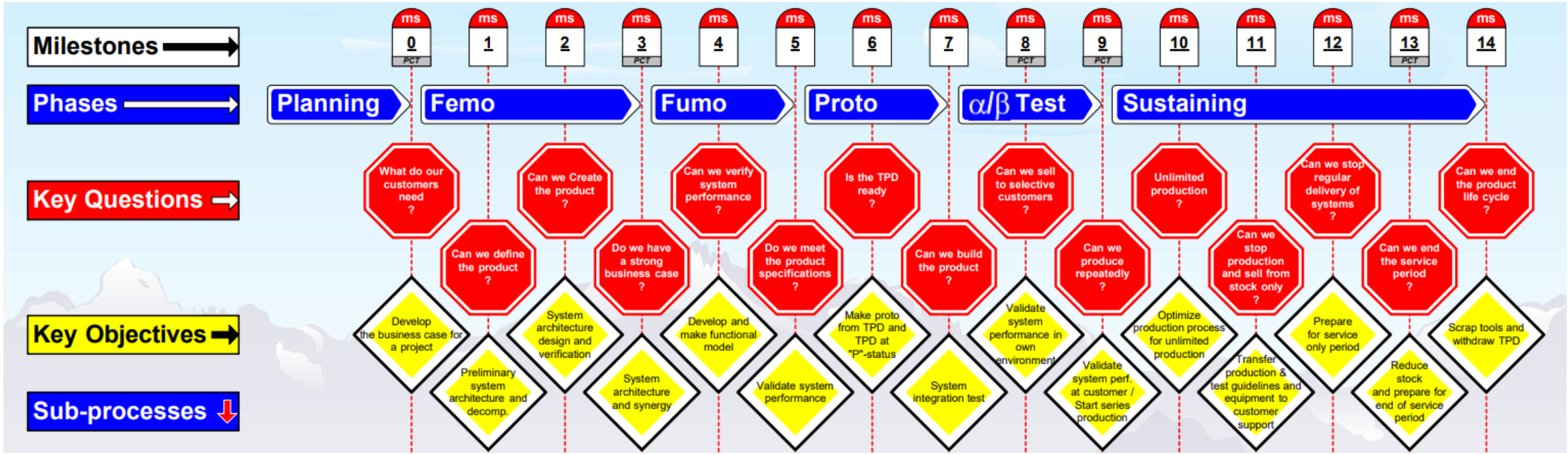
Project Management
System test and Release
Development & Systems Engineering
Outsourcing / Purchasing
Customer Support
Supply Chain
Product Management & Marketing
Advanced Development
Configuration Management & Change Control

Department within organization



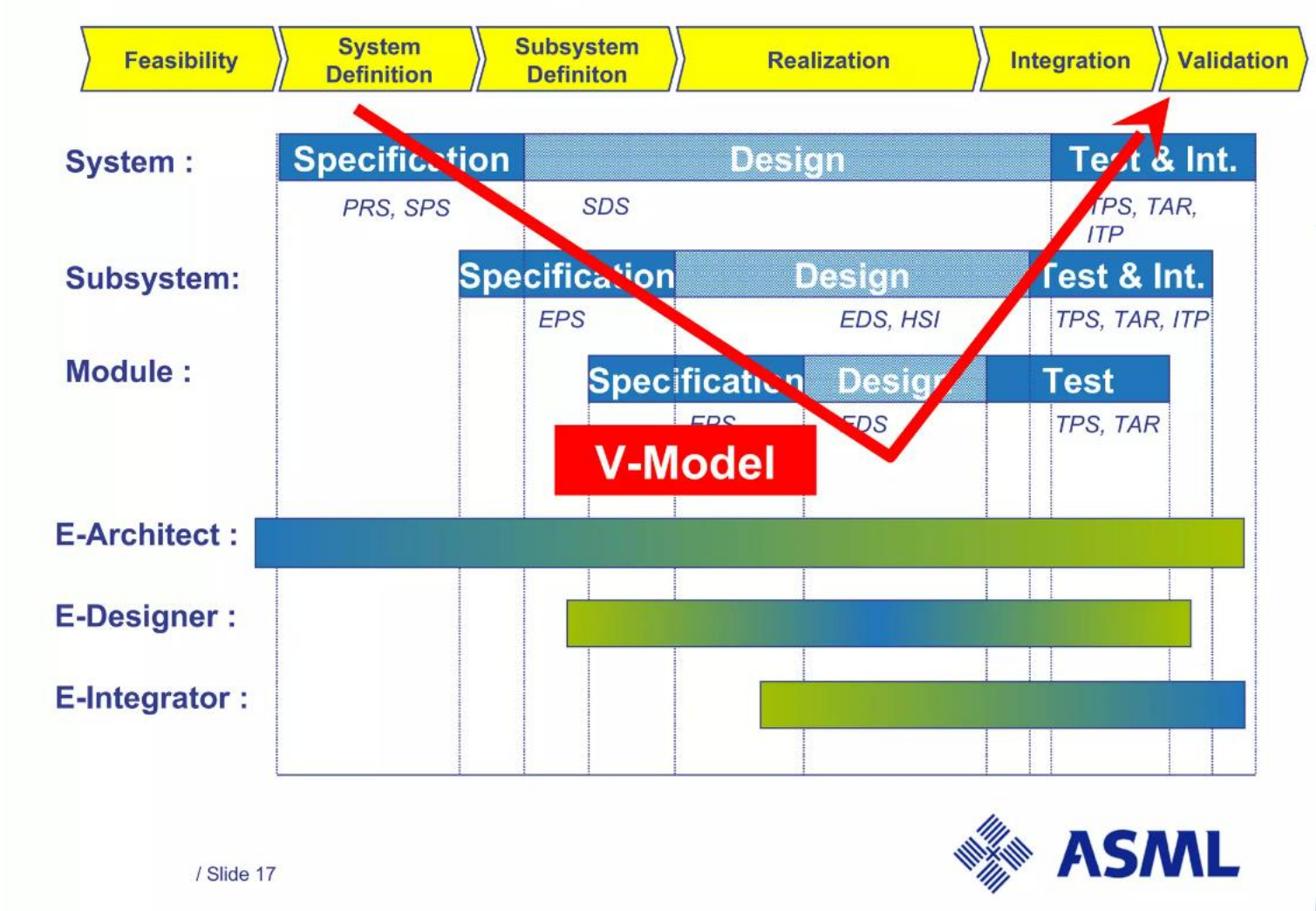
Source: Assembléon, 2008

PCP examples: Assembléon PCP 2008 (2/2)



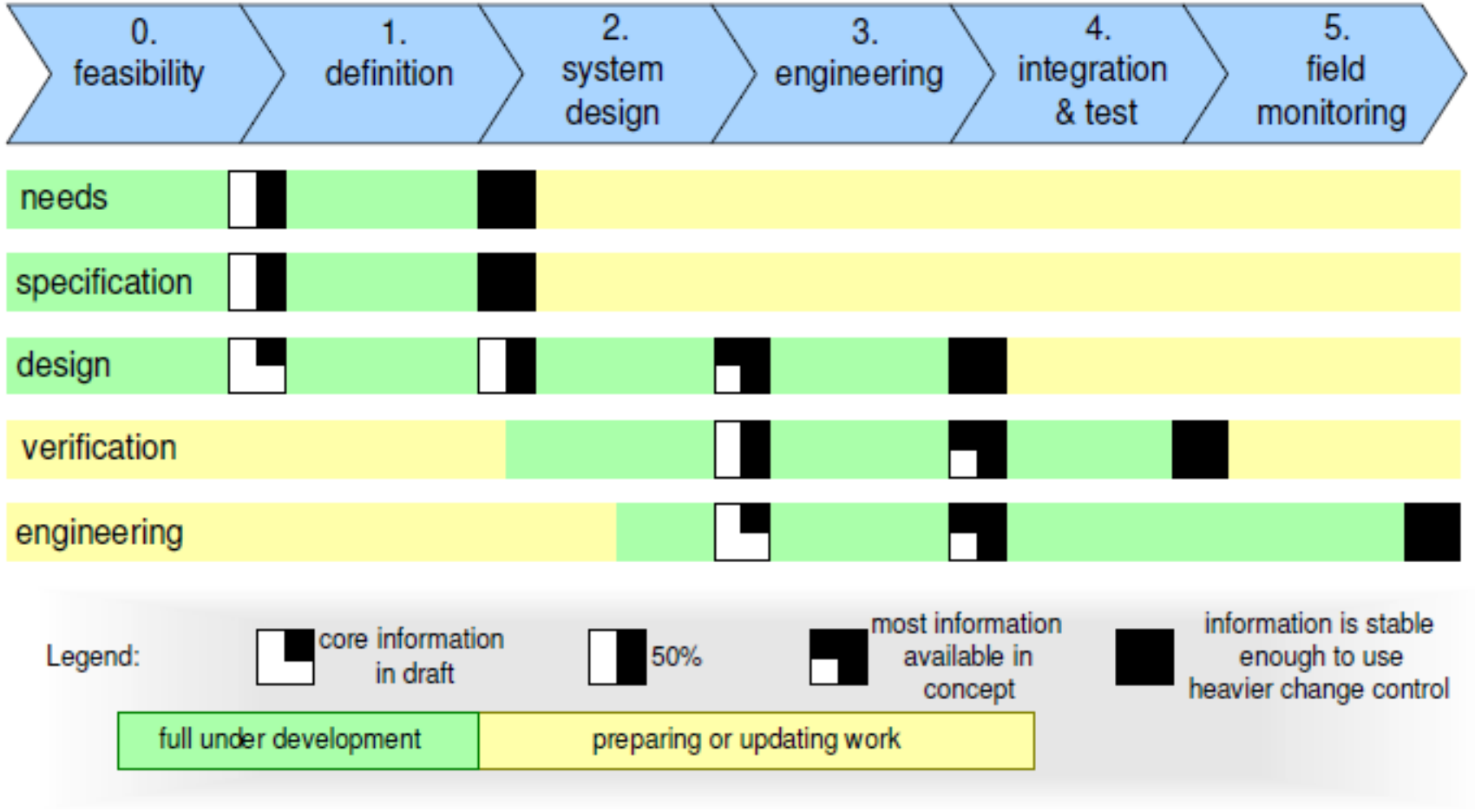
Source: Assembléon, 2008

PCP ASML: System decomposition from Electronics perspective



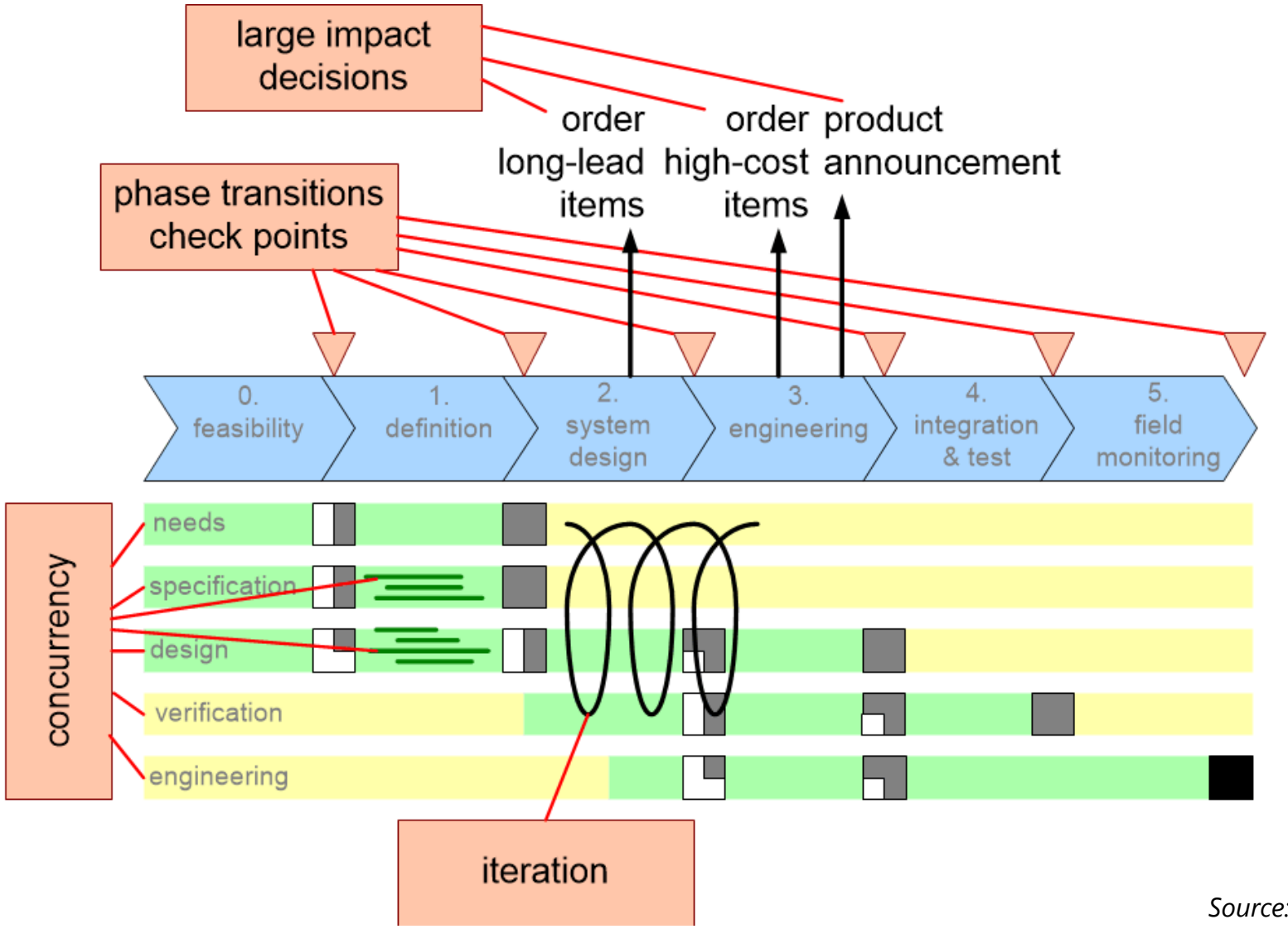
Source: ASML, 2010

PCP: concurrent engineering (1/2)



Source: Gaudí Systems Architecting, 2010

PCP: concurrent engineering (2/2)



Source: Gaudí Systems Architecting, 2010

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