

PRODUCT CARD

THE LINK BETWEEN MARKETING, R&D AND MANUFACTURING

PRAGMATA

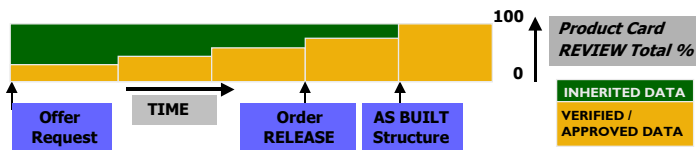
Insightful Consulting

Managing the Product structure implies to create deep inter-department synergies allowing our organization to fully satisfy the client's requirements increasing at the same time our internal process efficiency.

Product Card's real value consists on coding and standardizing product informations over many dimensions strictly linked to each - other:

- Feasibility Study
- Benchmarking
- Business Plan
- Technical Data
- Development Plan

Through the Product Card, the design and development of a new product can be fully managed supplying to different departments the best-related knowledge already available.



On his hand, every new produced product enriches the company's database by setting new configurations or design baselines.

Product Card's design and implementation is strongly improving performances in *MAKE TO ORDER* or *ENGINEERING TO ORDER* manufacturing environments.

Further Informations and downloads available on:

www.pragmata.com

Key-Concepts:

- PROCESS INTEGRATION (PRICING AND OFFERING → PRODUCT DEVELOPMENT → MANUFACTURING)
- PROCESS MANAGEMENT AND CONTROL
- KNOWLEDGE STANDARDIZATION AND SHARING
- ORGANIZATIONAL LEARNING AND IMPROVEMENT