

PSC Case Study



Lowering New Product Development Risk

The Problem – *Improving time-to-market for new products*

We all know the story about too many cooks spoiling the broth. Well, for this manufacturer of consumer health products, too much information and too many decision points was resulting in the inevitable slippage in new product development. They were not sure which work was in what stage. Deadlines were not being met, processes were being skipped, unauthorized projects were being worked on, and poorly conceived projects were being canceled late in the game. Costly mistakes were being made – all adding increased time to market.

With a 20% annual growth in the number of new products, the situation was only getting worse. They were drowning in their own information and were looking for a document management system to correct the situation.

The Analysis

A closer look by PSC revealed that the problem was not one of document management, but more of process. They had the information they needed. What they did not have was the visibility they needed to measure progress, follow-up on problems, and make timely decisions. With so many projects in the pipeline, conflicting priorities, and uncertainty about what needed to be done, project managers were spending most of their time on administrative tasks and breaking up log jams.

The client had a sound and sophisticated process in place. Execution, however, was inconsistent and often out of context. Both the client and PSC acknowledged that it was virtually impossible to manage without better visibility into the entire operation across all projects and all stages of the process.

The Solution – *Workflow*

Having identified the real problem, PSC proposed simplifying the current product development process and integrating an electronic document management system with process-based workflow. By taking this approach, there was...

- A consistent process
- New visibility across all projects
- Improved communications, vertically and horizontally
- Better resource planning/loading
- Superior task management and tracking
- An ability to measure all new product development processes.
- Lower overall risk

A unique feature of the solution was the use of a Bounding Box for management-by-exception decision making. Because no process is or can be perfect, there must be some allowance for flexibility or “fuzziness”. This allows for the new system to be accepted by users who know that the world is not ruled by absolutes.

The solution was made possible by combining electronic document management with business process workflow. The information is in one, manageable location for use by all projects. The workflow provides the context that is necessary to minimize confusion and facilitate easier decision making. Working together, they reduce risk and speed time to market.

The Benefits

- Faster speed to market
- Reduced staffing
- Better project metrics
- Tighter control

The Technology

- Electronic Document Management
- enTouch.workflow



It's all in the way we listen.®

PSC Group, LLC is an information-technology and professional services consulting firm that specializes in business process architecture and back-end integration. We have extensive experience and expertise in the melding of collaboration products with a variety of applications, processes and systems including ERP, CRM, PLM, and Workflow.

When it comes to information management and control of business processes, PSC can provide you with a competitive advantage through the smart application of technology.

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