Act 1 - Scene 3
Design to market

Forum 2, The Hague, 24th - 26th October 2006

VIVACE

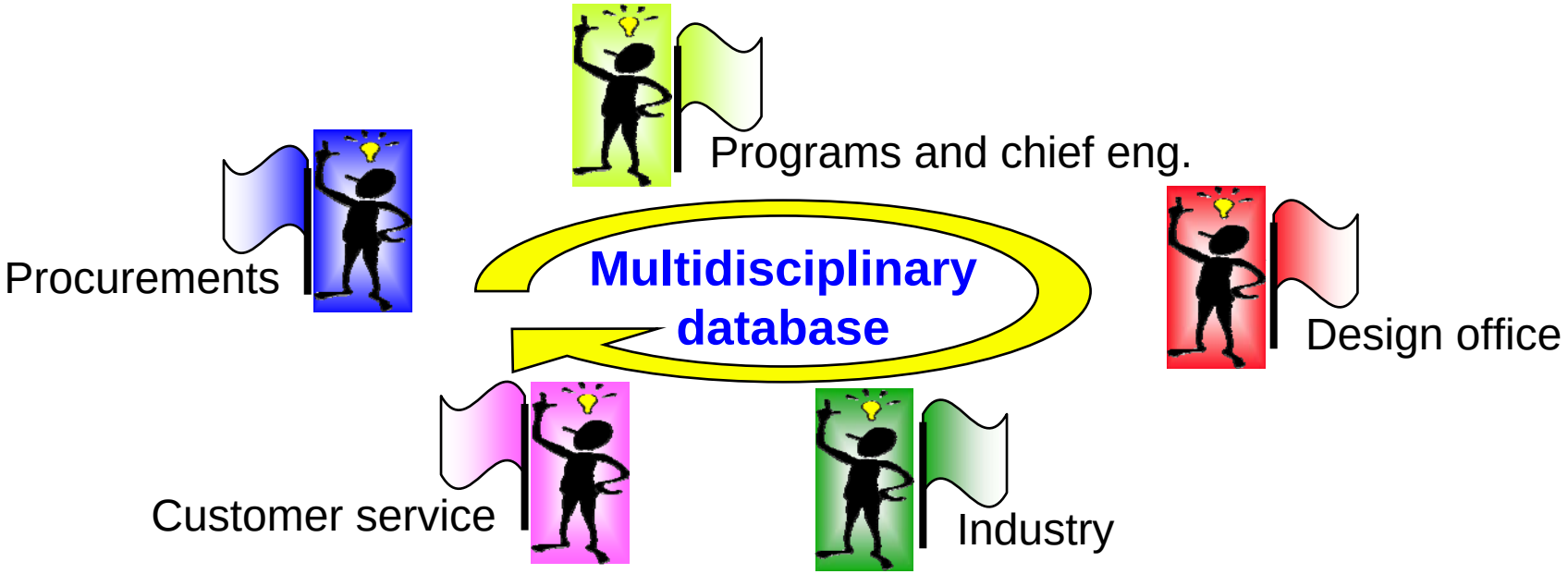
Joris Cezard, Eurocopter

Act 1 - Scene 3 - Design to market

Scope

Scope : **to deploy Design to Market methodology in terms of data management, traceability and project steering and reporting**

Means : **1/ Define Design to Market methods and organisation**
2/ Build a design to market tool



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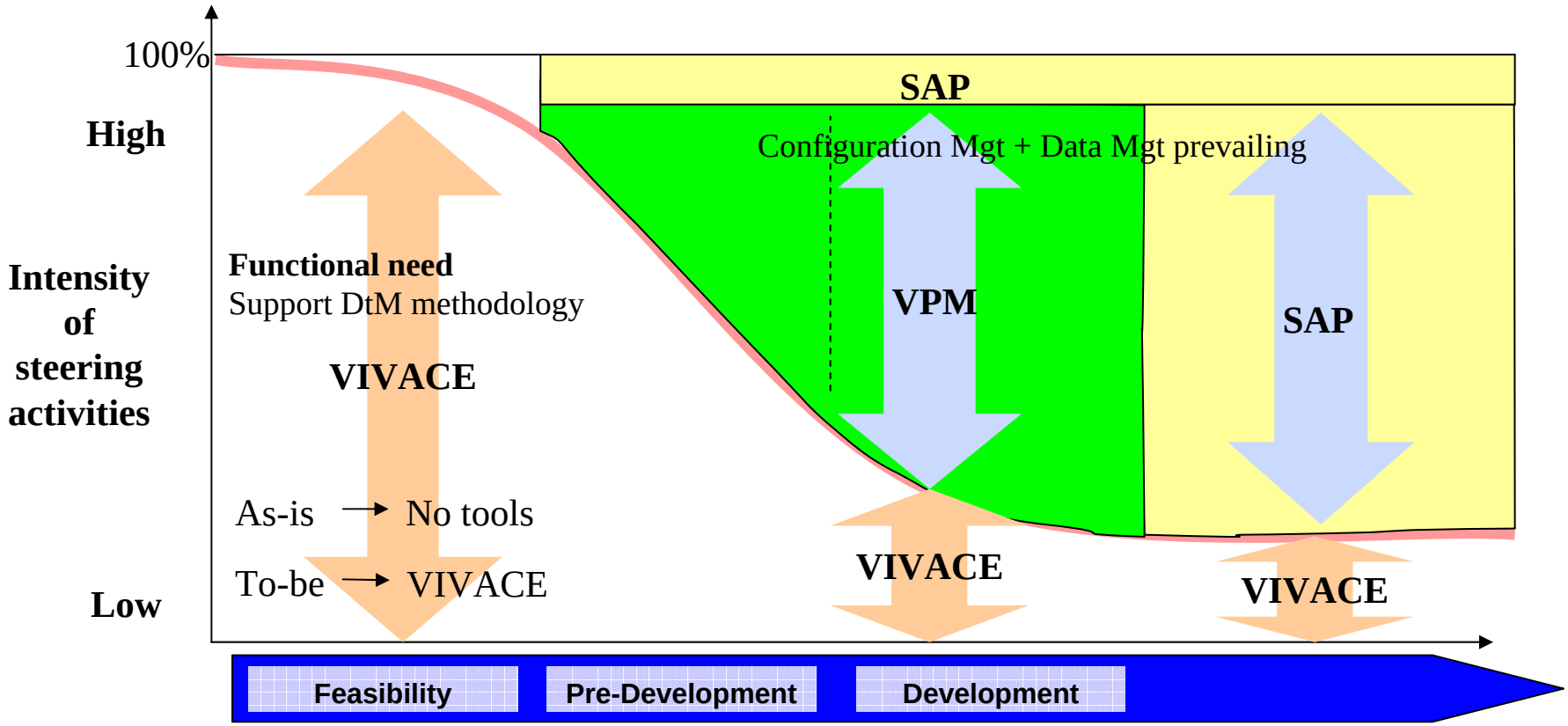
Scope TO BE IS



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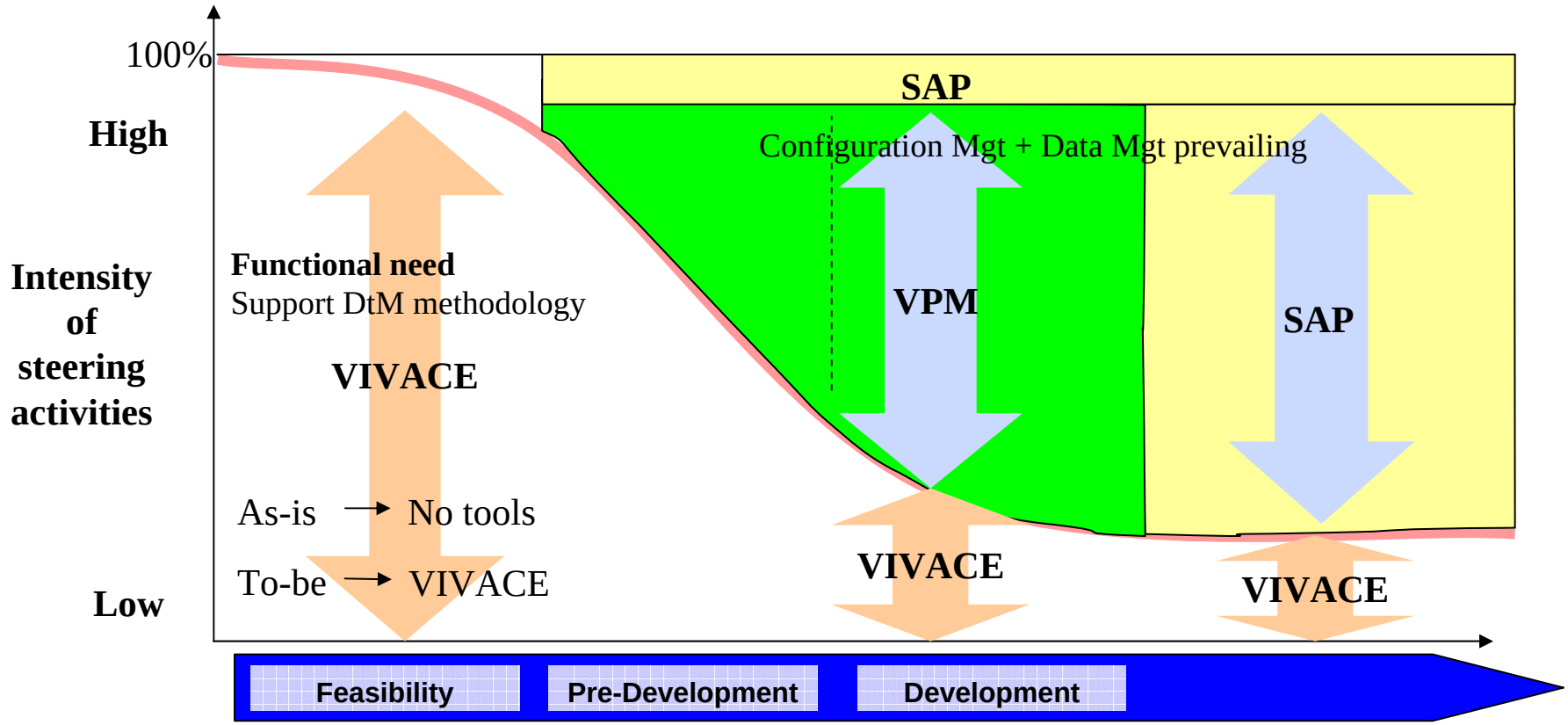
Scope TO BE IS



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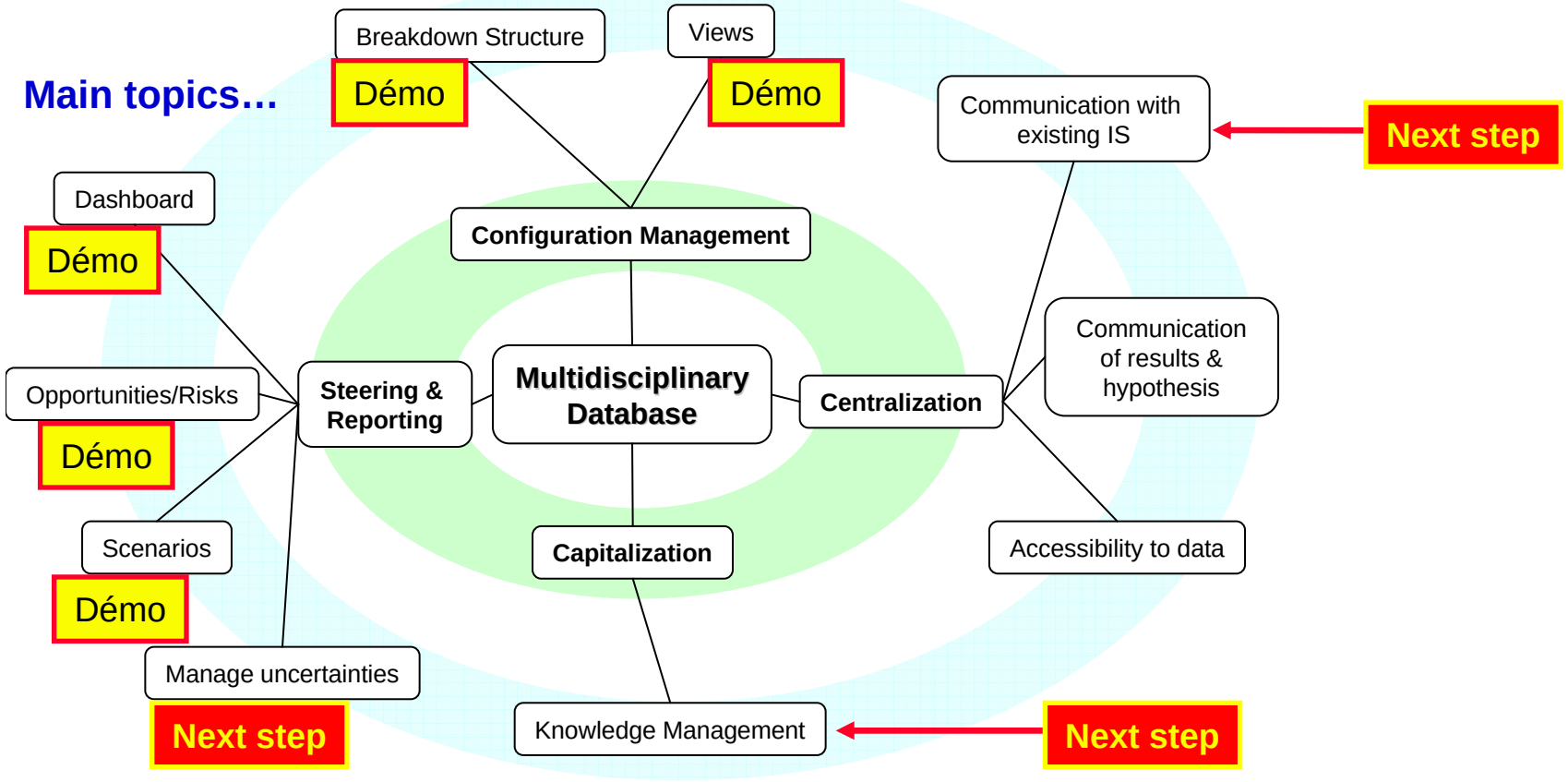
TO BE

Design to market is applied from the beginning of the project (feasibility phase) with the help of the Multidisciplinary Database

Main topics…



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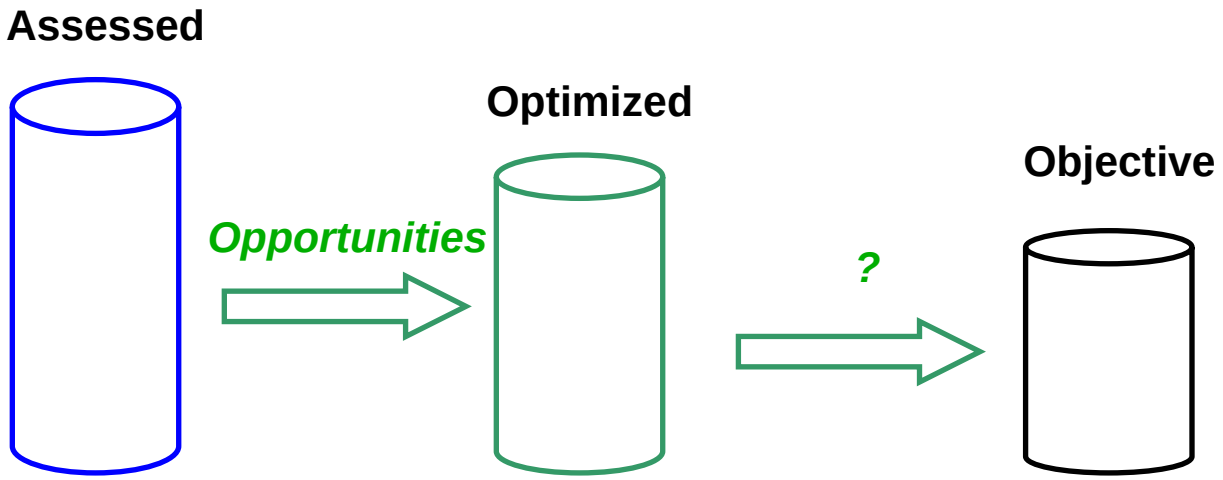
Introduction

The aim of the Design to Market is to influence design to reach objectives defined by the market

This objectives are in our application the Recurring cost (RC), the Direct Maintenance Cost (DMC) and the weight.

The multidisciplinary database help us to :

- **manage assessed data = Bases**
- **manage the way to reach objectives with the Opportunities application = Optimisation**
- **report the difference between Base/Optimisation and Objectives**



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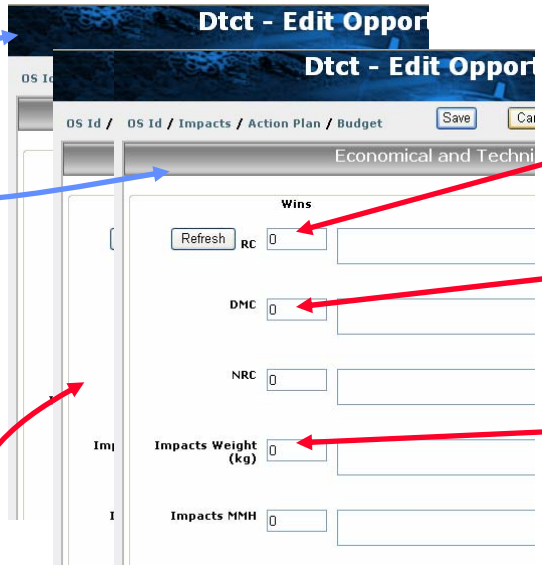
Overview of "Opportunity sheet" and "Scenario"

Opportunity sheets



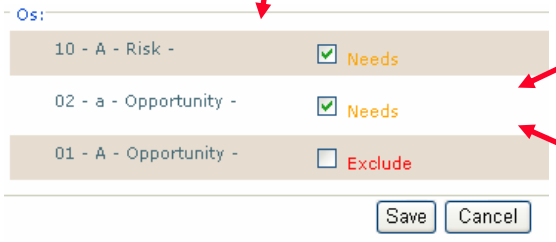
Incompatibilities and dependencies

Data RC

Data DMC

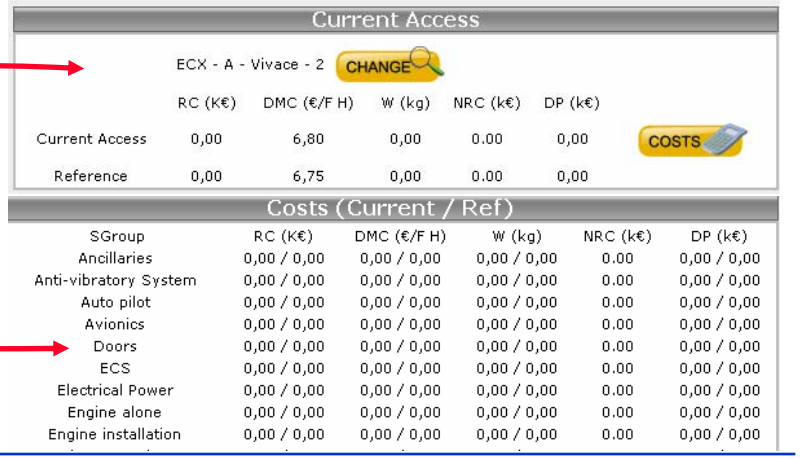
Data Weight

Scenario*



*: list of OS to apply

Dashboard



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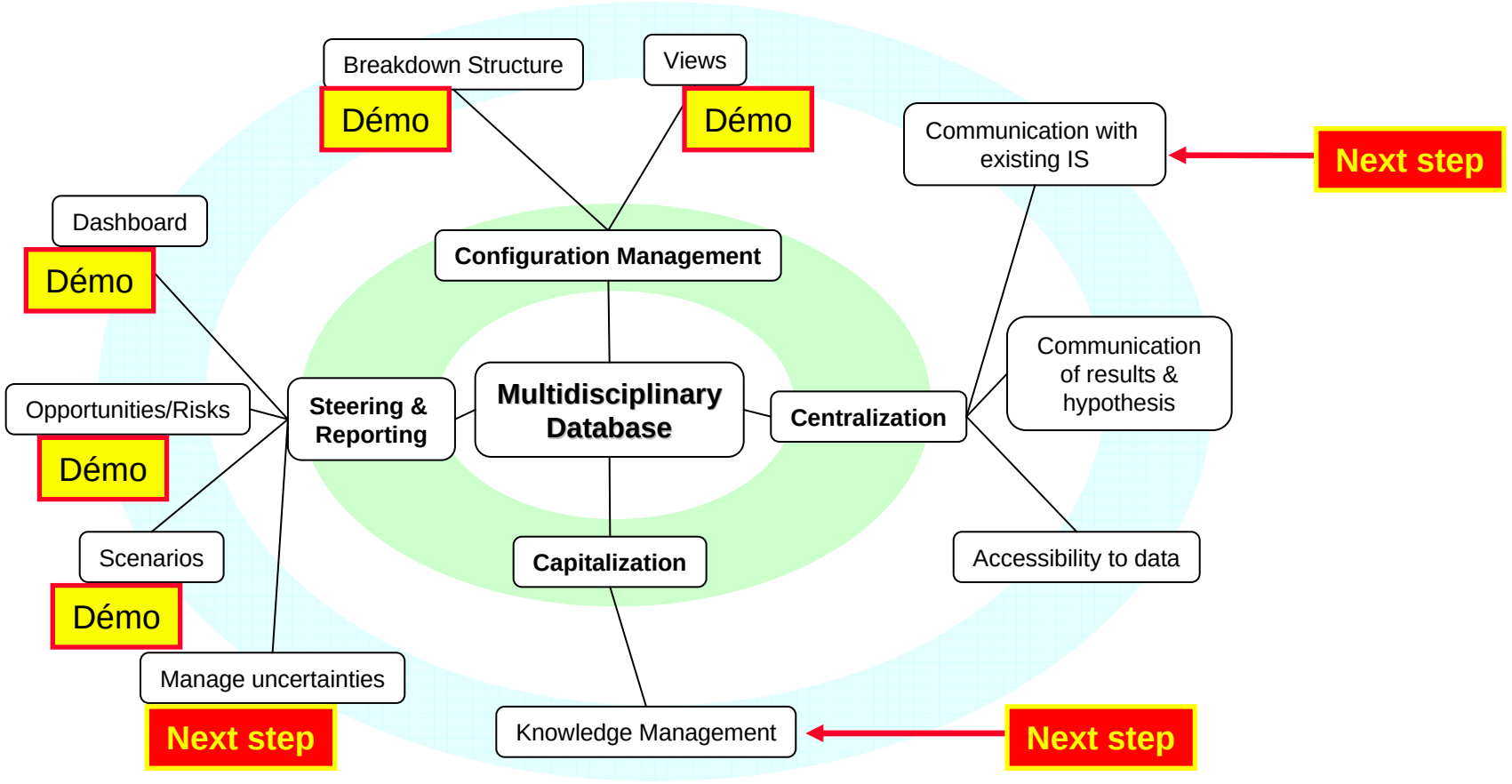
STATUS



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Innovation

A COMPLETE TOOL FOR DESIGN TO MARKET

3 VIEWS breakdown with Mapping between each view
=> each specialist work in his own environment and can communicate with others

Opportunities and risks management included in the tool

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Other applications

Multidisciplinary database is a generic tool witch can be use on every Design to Cost application in all engineering activities.

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QUESTIONS