



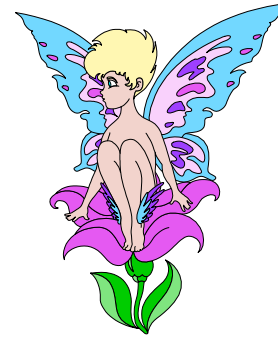
Maurizio Ammannato
(project leader)



Fabrizio Gariboldi
(RTS sub-team leader)



Aldo Caiani
(RTD sub-teamleader)



Paola Madrisotti



Edilio Rossi



Giorgio Divincenzo

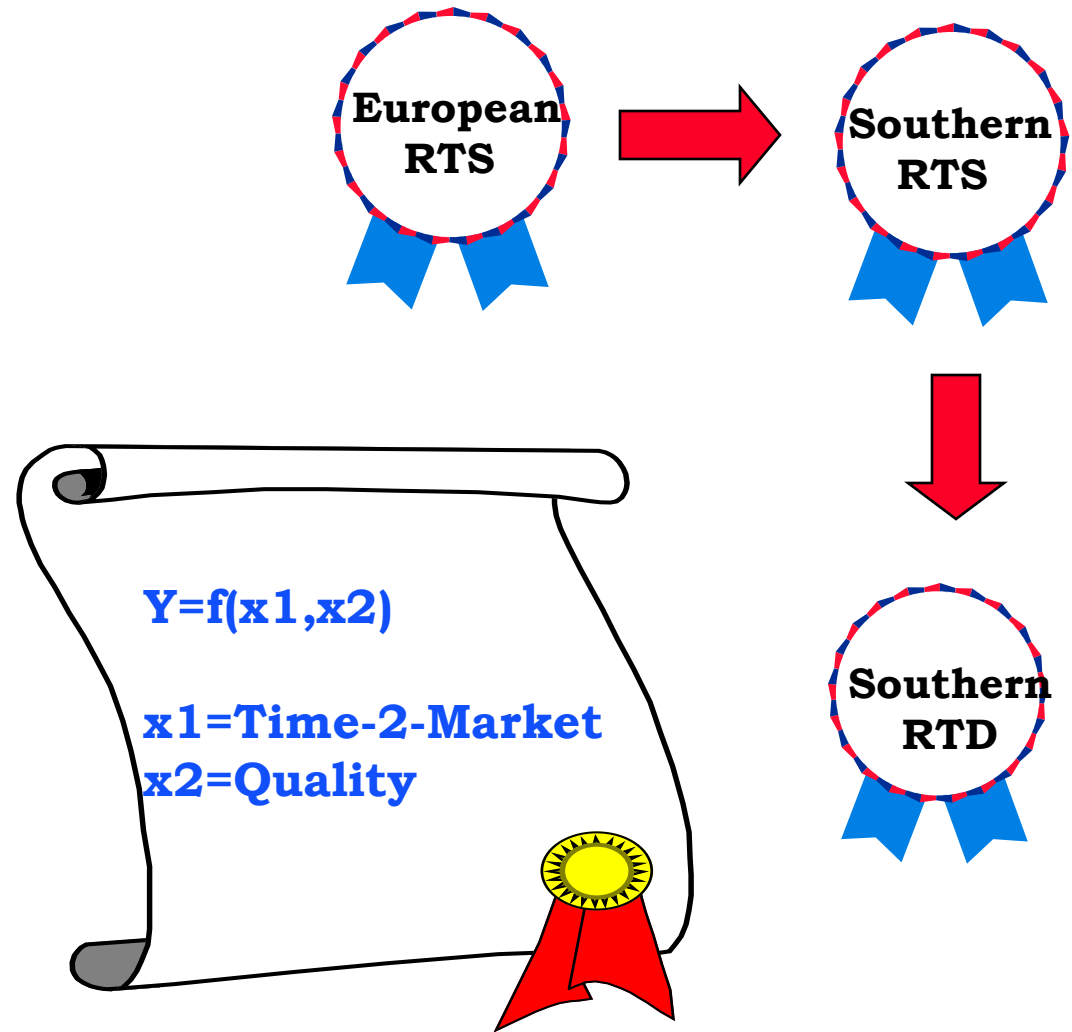


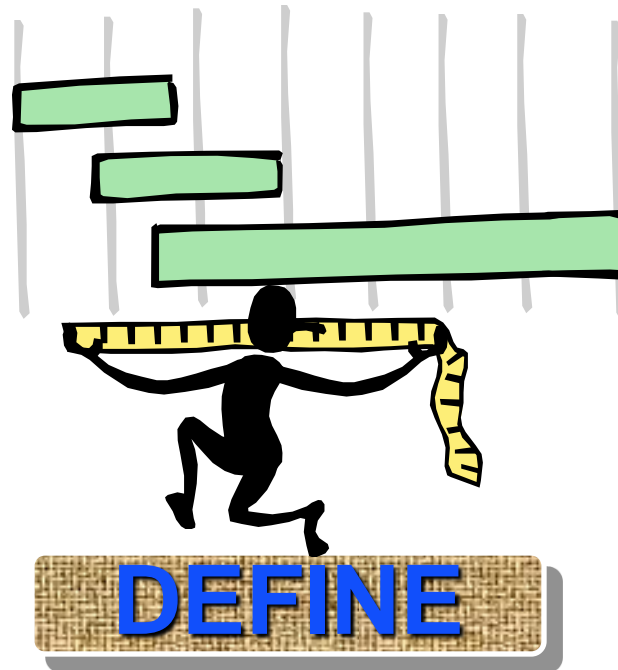
Gaetano Ricignolo



Luca Sartorelli







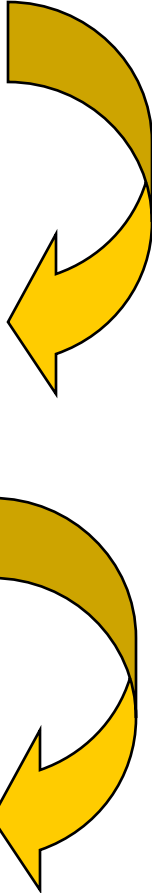


Southern Six Sigma NPI team ask EMEA & Rville Marketing to anticipate RTS date to allow sales to start selling new product/service to satisfy CTQ need for time-to-market, being sure to have the RTD date for the delivery. If RTD date is too close to RTS date, it doesn't make any sense to have two dates.

Ideally RTS should anticipate RTD date the number of months equal to the new product / service selling cycle

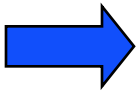
Practically it doesn't make any sense to have two distinct processes when RTS date is less than 3 months the RTD date

In this last case the RTS and RTD processes will be merged in one single process RTS+RTD starting on RTD date



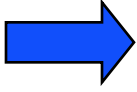


DF1



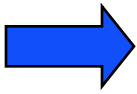
GEIS Southern Area Sales Organization

DF2



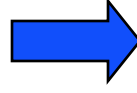
Southern Area NPI

DF3



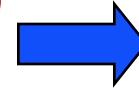
Time-2-Market and Quality

DF4



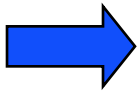
Yes

DF7



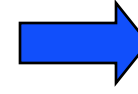
All proposals
via Commercial Mgr

DF5



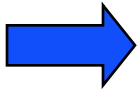
20% of time

DF9



New Process

DF6



Stakeholders aware

DF10



Database Updated



DEFINE Tollgate





DESIGN





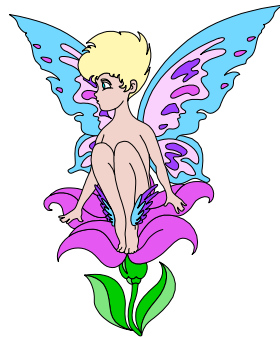
RTS Sub Process



Fabrizio Gariboldi
(RTS sub-team leader)



Edilio Rossi



Paola Madrisotti



Giorgio Divincenzo





Southern RTS team evaluates new product / service in EMEA RTS phase and verify it against local CTQs.

If the new product is compliant with local CTQ, it is accepted as a RTS product in Southern, otherwise marketing come back to EMEA marketing explaining what it should be necessary for the product to satisfy local NPI CTQs

To decide if EMEA RTS Product / Service can be RTS also for Southern Area

Back to EMEA RTS



Product / Service officially RTS for Southern

Recommendation!

Usually the evaluation phase by Southern Area RTS, should start some time before the EMEA RTS process is completed especially with reference to SalesSupp. Training which is the starting point for the local RTS activities





1)- RTS product compliant with EMEA marketing plan

- . Brief marketing Overview
- . Segmentation / Targeting / Positioning (including pricing assessment vs. market)
- . Internal (sales) and external (client) messages
- . Sales Roadmap
- . Basic Competitive Analysis

2)- RTS Sales/Technical Training(done by sales support)

- . Qualification criteria
- . Selected mktg
- . Selected Sales
- . Selected Technical Support

3)- Marketing collateral and Sales Tools

- . Business Value Proposition
- . Product Overview and Presentation
- . Solution Profile (product focus)
- . Solution Profile (vertical industry focus)
- . Technical Overview
- . Suggested Retail Price
- . Price Model

4)- Local Market Compliance

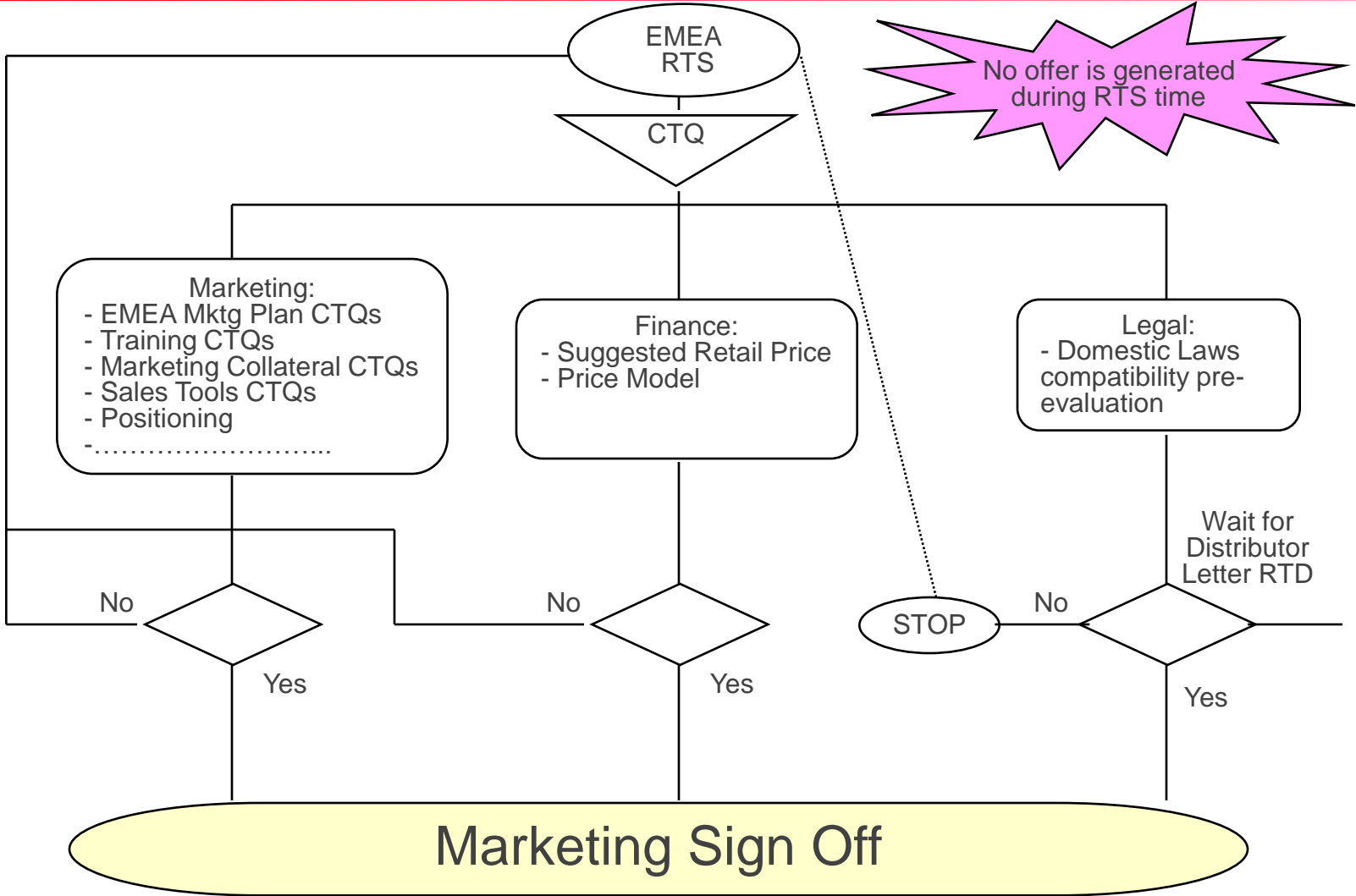
- . Legal Rules
- . Market Requirements





This sub process says that if Marketing provides basic sales/mktg.... materials, with a suggested Retail Price in place and Legal department verifies the compatibility with local laws, thus all three lines are YES, then marketing can officially notify the RTS date to field.

If some check-points are negative, the process has to re-start from EMEA mktg..... except for the legal check-point which is blocking if negative.



RTS Sub Process Roadmap





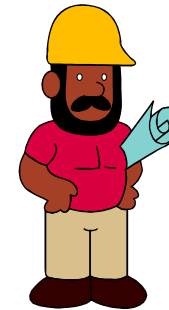
RTD Sub Process



Aldo Caiani
(RTD sub-teamleader)



Gaetano Ricignolo



Luca Sartorelli





Southern RTD team evaluates new product / service in EMEA RTD phase and verify it against local CTQs.

If the new product is compliant with local CTQ, it is accepted as a RTD product in Southern, otherwise marketing comes back to EMEA marketing explaining what it should be necessary for the product/services to satisfy local NPI CTQs

To decide if EMEA RTD Product / Service can be RTD also for Southern Area

Back to EMEA RTD



Product / Service officially RTD for Southern





- 1)- RTD product fully compliant with EMEA business plan**
- . Marketing Overview
 - . Segmentation and Positioning
 - . External Communication (press releases)
 - . Depth Competitive Analysis

- 2)- RTD SalesSupp/Sales/Technical/CS Training**
- . Client Needs/Solution Benefits
 - . Product Functions & Features
 - . Technical details (for PS)
 - . Troubleshooting tools (for CS)

- 3)- Sales/Mktg. collateralSupport**
- . Proposal Boilerplate
 - . Sales Package
 - . Final Pricing and Contract
 - . Sales Roadmap
 - . Support Structure in place

Recommendation!

Training contents, scheduling and assimilation are key elements for the success. We recommend specific training for each function with focussed arguments and subjects.

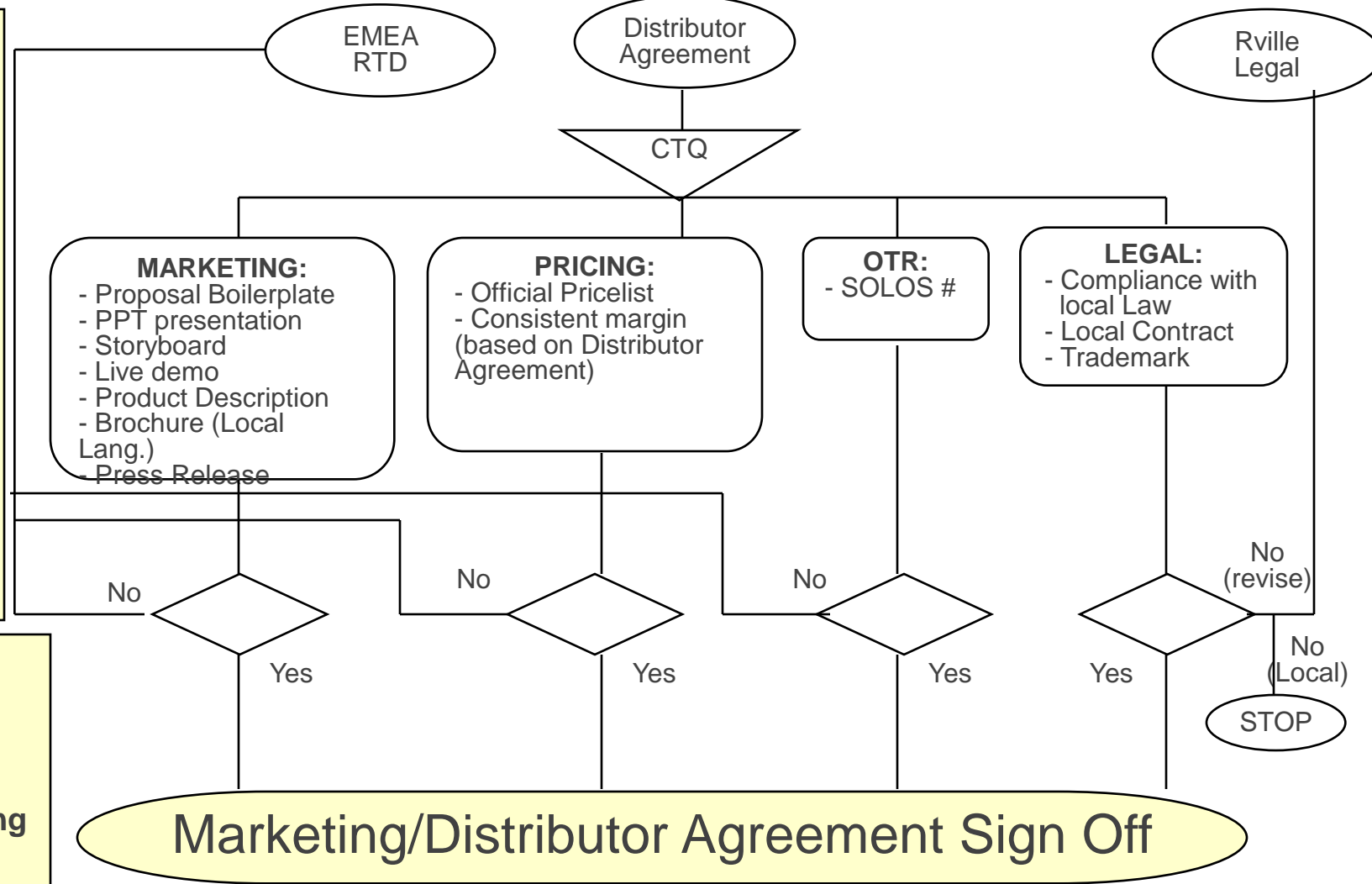




This sub process says that if all four lines are OK, the local company representative can sign the Distributor Letter, the local Marketing representative notify the new product/services is RTD.

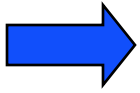
If 'NO', marketing returns to EMEA marketing with issues. Only legal 'NO' is blocking the process.

Recommendation!
This process assumes the Product Quality Assurance has been positively passed during WW NPI



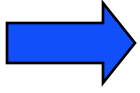


DS1



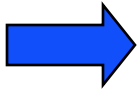
X1 = Time-To-Market (measurement = days)
x2 = Quality (sales evaluation)

DS2



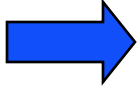
X1 = no more than 15 days from EMEA RTS
no more than 45 days from Distribution Agreement (for RTD)
x2 = UNSATISFACTORY, POOR , GOOD , EXCELLENT

DS3



YES: RTS and RTD sub-processes

DS5



Internal Mktg and Sales past experience

DS7



Work-Out best practice

DS8



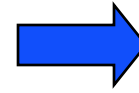
Stakeholders reviewed

DS9



Risk are to commercialize products not on time or to commercialize on time but with poor quality

DS10



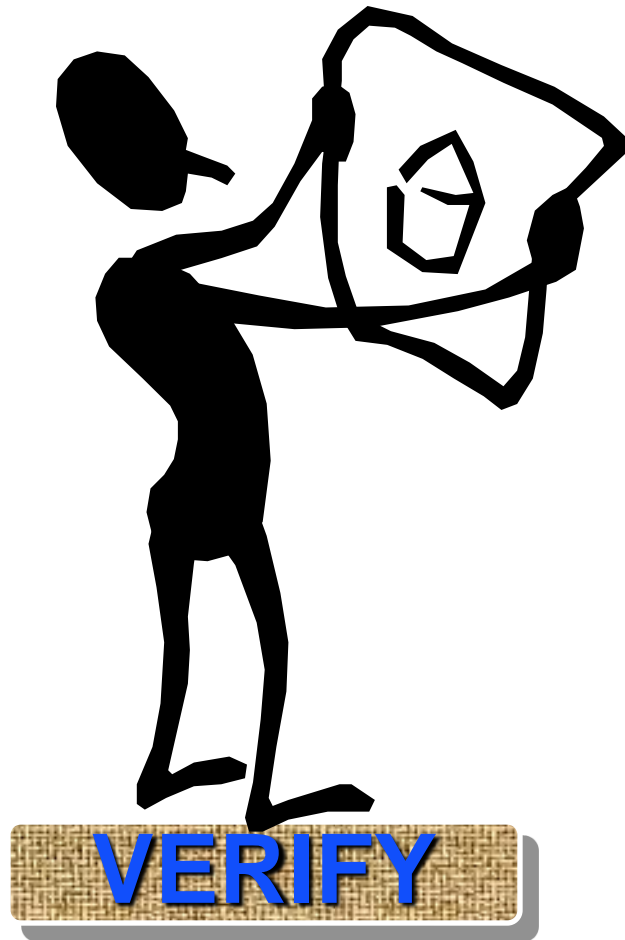
YES

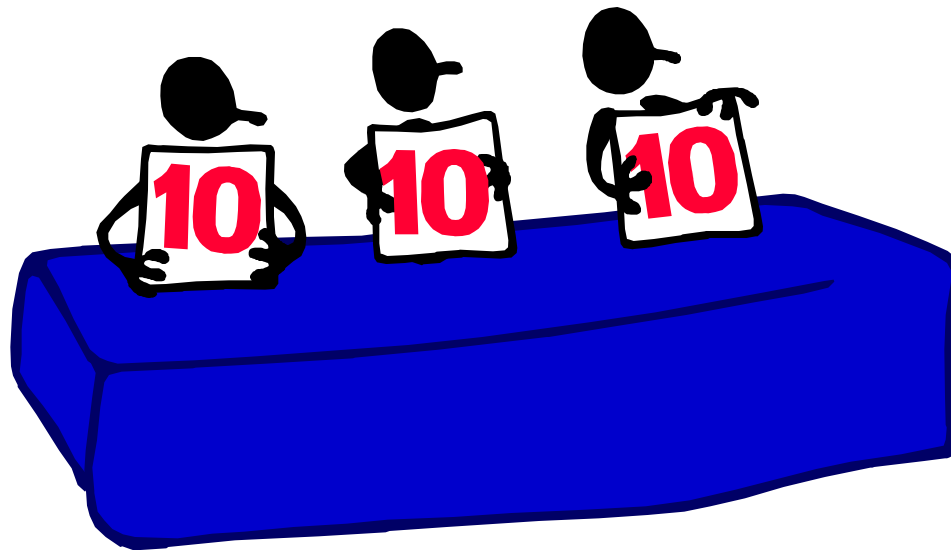
DS20



Database Updated







CONTROL





GE Information Services

six
6 sigma

Thank you!

