

INDUSTRIAL AUTOMATION: Technology Startup Company Product Introduction

Commercialization Readiness Assessment

Client: A technology start-up producing robust industrial automation systems.

Project: The Board of Directors of a start-up automation company were not satisfied with the time required for new products to be developed and the time required for products to be built in manufacturing. They sought an external opinion regarding the root causes for these protracted timeframes and recommendations to reduce those leadtimes in engineering and manufacturing.

Approach: Alexander & Company was engaged to perform Commercial Readiness Assessment. An on-site assessment was performed using Alexander & Company's structured assessment tool. All members of the senior management team were interviewed as well as a number of front line managers. Company financial documents, budgets, departmental procedures, designs, marketing plans, and board minutes were analyzed.

Results:

- Alexander & Company identified the principal root cause for longer than desired time for the design and manufacture of new products.
- The root cause was further explained by 4 principal thematic categories.
- The four themes were supported and explained by 34 major findings.
- A set of 12 recommendations was provided to resolve each of the 4 thematic causes, which in total directly and efficiently addressed the root cause and offered resolution of the problem.
- Twelve critical actions were identified that offered immediate direction to mitigate the current business pressures caused by new product introduction delays.