

Transforming Irish Industry

KNOWLEDGE EVENTS 2007

IDEAS

INTEGRATED DESIGN EXPERTISE APPLIED TO SMEs



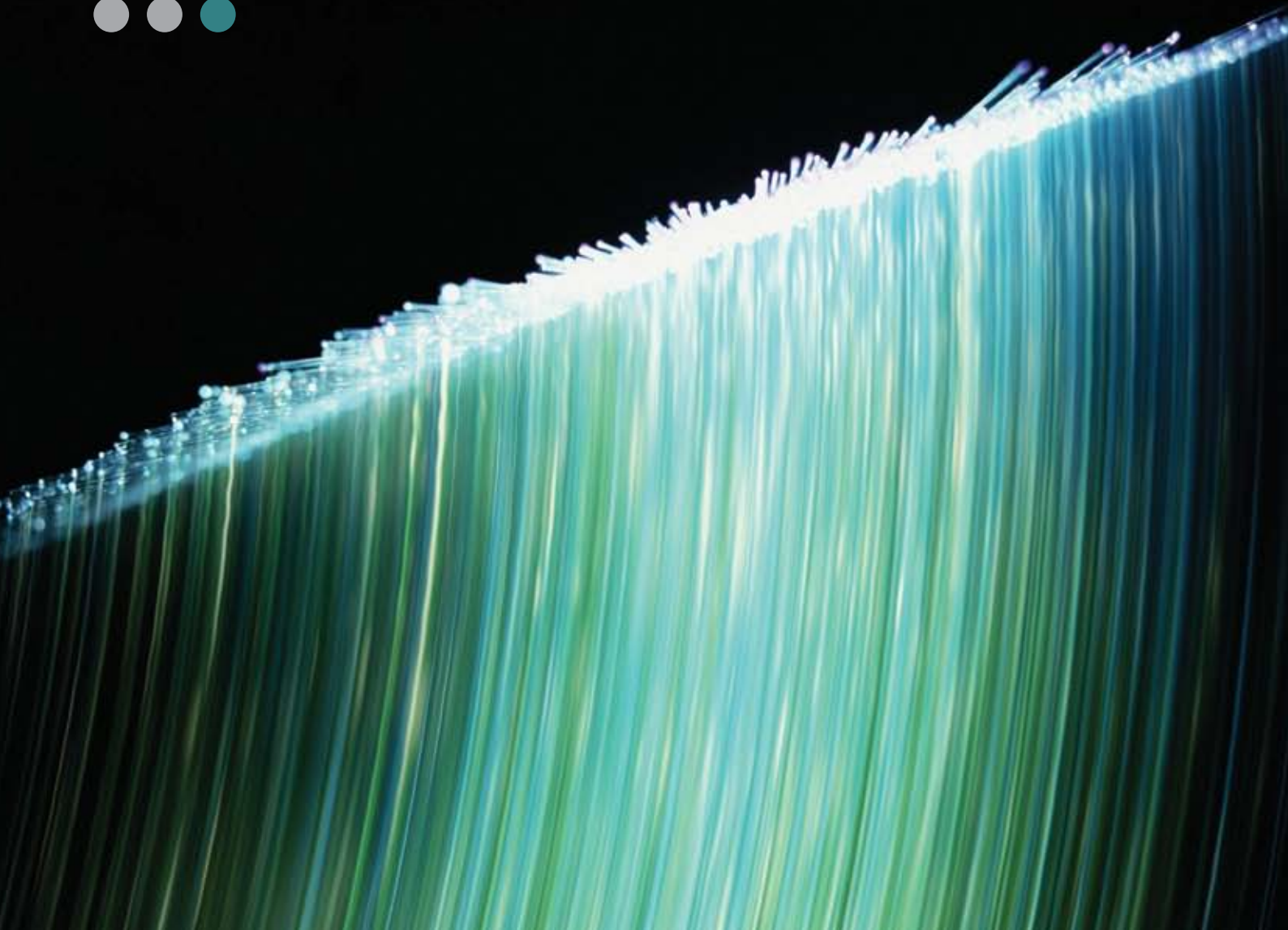
MODULE 3

Design for Value
Design for Reliability

2 Day Course

Galway, 23rd and 24th May, 2007

Dublin, 21st and 22nd November, 2007



MODULE 3 2 Day Course**Design for Value
Design for Reliability**

Galway – Corrib Great Southern Hotel – 23rd and 24th May, 2007

Dublin – Crowne Plaza Hotel, Santry – 21st and 22nd November, 2007

Part 1**Design for Value**

Irish industry need to design and develop new or existing products by **eliminating poor value and unnecessary costs** and where possible to **add value** through a structured approach. For many years European companies striving for better productivity concentrated mostly on increasing productivity, which involved examining each cost factor individually and reducing it to a strict minimum. It was not usual to start questioning the design of the product itself, except to resolve sheer production problems. Since then, it has gradually been realised that to improve results further, it is, in fact necessary to rethink the product, considering as **untouchable** only its final purpose, namely the users' real needs, in one word functions. A method has been developed to do precisely that, it is called Value Analysis. Initially directed towards improving existing products, value analysis has moved on to seek readjustments of functions to true market needs. This often leads to **innovation** in the nature of the products and the technical solutions. Value Analysis is recognised as being one of the most powerful design and development tools for reducing costs. Companies practicing Value Analysis are reporting **savings year on year in the region of 15%**.

Part 1 will introduce the toolkit of Value Analysis and provide guidance and coaching in real project based learning leading to leaner design, manufacture, administration and investment costs.

The objectives of this module are to explain:

- How to identify and describe occurrence of "poor value"
- How to use an established methodology to analyse a product for value
- How to generate design improvement opportunities
- How to facilitate improvement implementation
- How to manage value
- How to produce considerable improvements in profitability in various areas in the value chain
- How to provide good product benefits and competitiveness
- How to improve new product design, processes, services, and system development, as well as management decision making and problem solving.

Part 2**Design for Reliability**

Reliability and safety are two serious concerns facing any manufacturing company. Both of these factors contribute substantially to **securing competitive advantage** in the marketplace. Irish industry need to design and develop new or existing products which provide the **highest level of performance**, fit for purpose in all respects. This Design Module will focus on Potential Problem Analytical design and development tools (manual and computer based) which will help companies to manage risk and technical uncertainty, improve quality, reliability, safety, performance, reduce warranty claims and wasted effort.

Part 2 will introduce the toolkits of Failure Modes Effects Analysis and provide guidance and coaching in real project based learning leading to better and more reliability in performance, quality and safety. The objectives of this module are to explain.

The objectives of this module are to explain:

- How to scope a reliability programme
- Understanding the importance of quality data
- Introducing a practical reliability theory and techniques
- Understanding how other methodologies can support reliability work
- Maintaining competitive advantage through improved performance in quality, reliability, safety and less warranty claims
- Managing technical uncertainty by identifying potential problems at the earliest possible stage in development of products and processes
- How to improve a company's problem solving capabilities
- Achieving supremacy in design excellence and win competitive advantage
- Understanding relevant standards and regulatory issues.

Cost: €700**Contact:** Dermot Murphy, Tel: 353 1 808 2732 Email: Dermot.Murphy@enterprise-ireland.com