

1. Launch management (effecton Consulting GmbH)

The launch phase of a new product always represents a particular challenge in the product development processes of the automobile industry. In this realisation phase, the newly developed products are transferred in mass production. In exchange, the knowledge that is gained from mass production (e.g. the need for quality-compliant manufacturability, ergonomic usability) is reflected in the product development areas. In other words, the sequence changes of the products are short-cycled in this phase.

Difficulties in this phase can sometimes arise for the following reasons:

- The series production capacities are not yet fully available or are still occupied by the previous series production volumes which have now expired
- New series production plants are still under construction or still in programmed or optimization
- Master data of the new series production volumes have not yet been fully entered into the IT systems
- Series tools are not yet completely finished (e.g. not yet grained) or still in the optimization phase (component optimization through tool change)
- In the case of long manufacture times for series tools, help tools are deployed on a transitional basis in the launch phase, which can be manufactured within a much shorter time frame but have other tolerance measures and shorter tool life and often lower production quantities
- Tools have not yet been released and are still partly at the tool manufacturer.
- In the launch phase, component optimization processes are naturally short-cycled, which means that frequent changes of the versions of the components complicate the supply process
- The supplier structure for the new primary materials (e.g. price negotiations, contracts, supplier relations) is still under development
- Employees are not yet familiar with the new product, as the training measures can usually only run parallel with the existence and/or production of the pre-series and series parts.
- Special load carriers are not available in sufficient quantities
- Quality specifications for the individual components have not yet been finally determined or specified
- The logistics and/or transport chain (e.g. from overseas) is still in development and does not yet correspond to the series status due to the smaller delivery quantities.
- The series logistics capacities (e.g. storage and order picking areas) are not yet fully available or still occupied by the previous series production volumes which have now expired.

Pre-series processes run entirely differently to the subsequent serial processes as a rule. With increasing process maturity, the pre-series processes are transferred into the series processes.

effecton Consulting GmbH can fall back on a wide range of specialist knowledge based on many years of work in diverse areas (interior and exterior) in the automobile industry. In this way, effecton Consulting GmbH can ensure efficient launch management for its clients without lead time.