

Case Example | R&D Performance - Achieving 'More for Less'

Humatica helped restructure R&D including strategy, processes and organization to achieve 30% higher output while reducing cost by 30%.

BACKGROUND & CONTEXT

- European public company with 1500 employees in US, D, NL, UK
- Market shift from mechanical products to software-driven solutions
- Poor communication and collaboration between sales, product management and R&D
- Cost and time overrun issues with major new product developments, despite high investments
- Expensive customer / country adaptation

MEASURES

- Selective reduction of internal and external resources in identified areas
- Reorganization of R&D unit into base components and customer-specific variations
- Re-prioritization and alignment of R&D roadmaps, and project priorities
- Numerous process and bottom-up changes to optimize the innovation and product development processes

RESULTS

- -30% R&D cost reduction, with new R&D leadership and structure
- 20% increase output (e.g. number of product variations)
- -20% reduction in throughput time for product variations
- Development of future modular platform based on requirements jointly developed with market-facing units

HUMATICA APPROACH

- Joint development of future technology and product requirements and roadmap with cross-functional team
- Re-evaluation and prioritization of all development projects, based on agreed roadmap – rigorous prioritization, project stops
- Smart Rightsizing Sales & Service (modus)
 - Deep drill activity analysis, Productivity-Benchmarking
- Redesign innovation process
- New organizational structure and roles based on future requirements

