



Implementation of a Product Development Process

IFAS Mechanical Harvesting
Symposium

April 3, 2012

Team Hierarchy

Oversight Team

Directional Mgmt of Entire Portfolio

- Approves projects
- Sets overall portfolio funding
- Outlines yearly direction for the company

Leadership Teams

Detailed Mgmt of Products

- Manages portfolios (by market)
 - Cost
 - Forecasts
 - Budgets
 - Product Schedules
 - Yearly Maintenance
 - Product Improvements
- Responsible for any ideas, improvements, or solutions for their market
- Reviews product issues, financials, and project schedules with the Oversight Team
- Leads meetings with Market team to manage their products
- Works closely with Product Development teams working on their products to discuss features, financials, customer requirements, and schedules

Project Core Teams

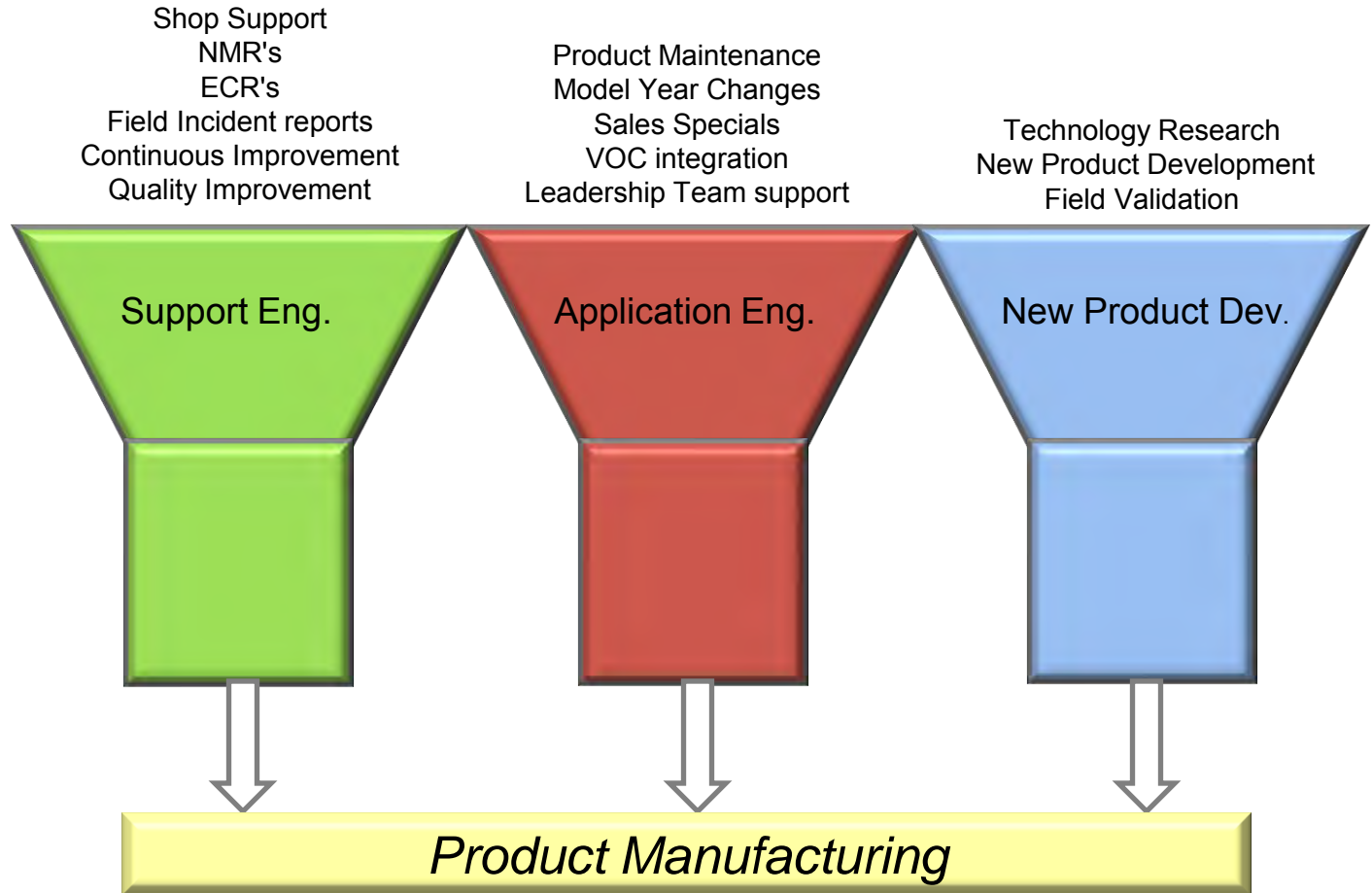
- Develops and manages product development projects
 - Budgets
 - Cost
 - Resources
 - Schedule
 - Verification and Reliability
- Cross functional teams responsible for developing approved projects from inception through production



Work Pipelines

Stakeholders

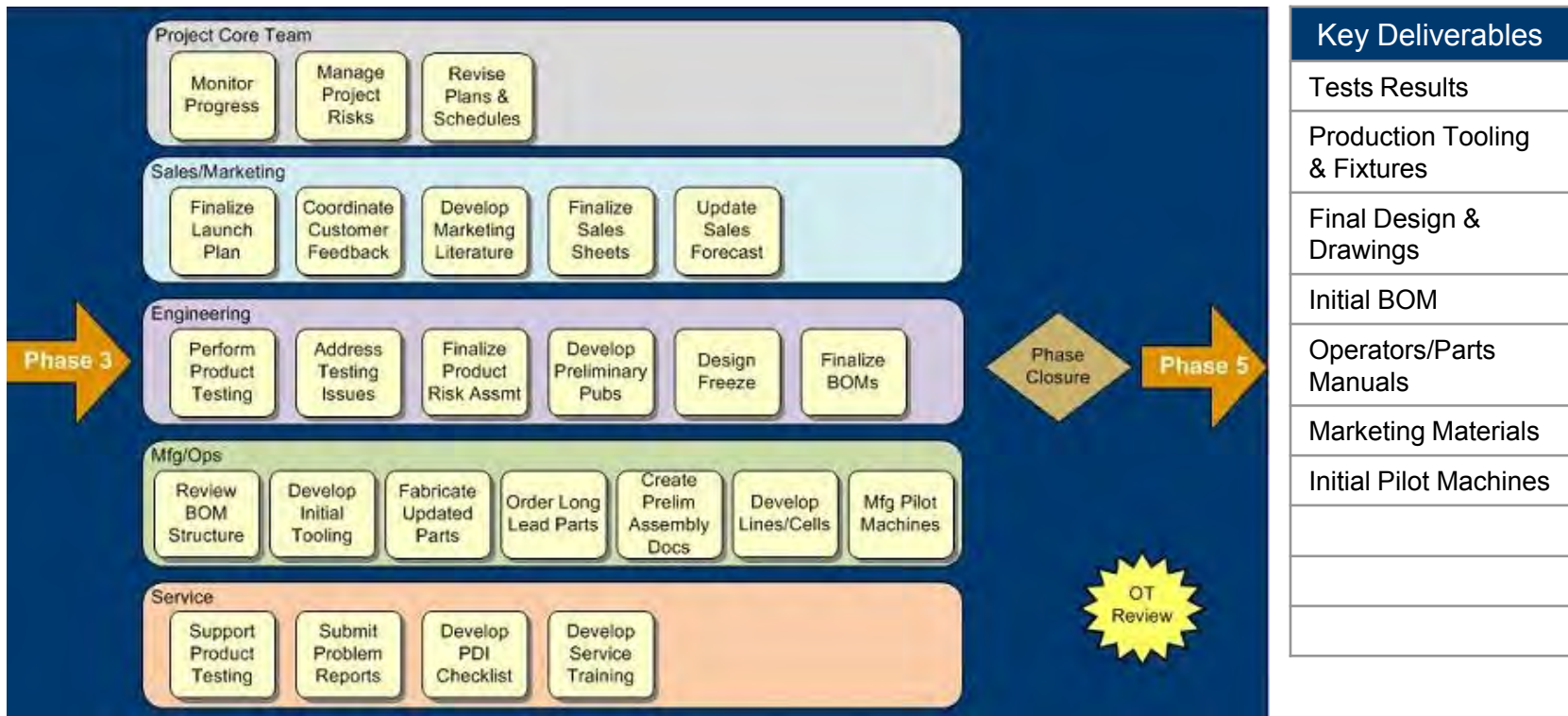
Customers
Sales
Marketing
Shipping
Service
Parts
Tech Pub
MFG
Purchasing





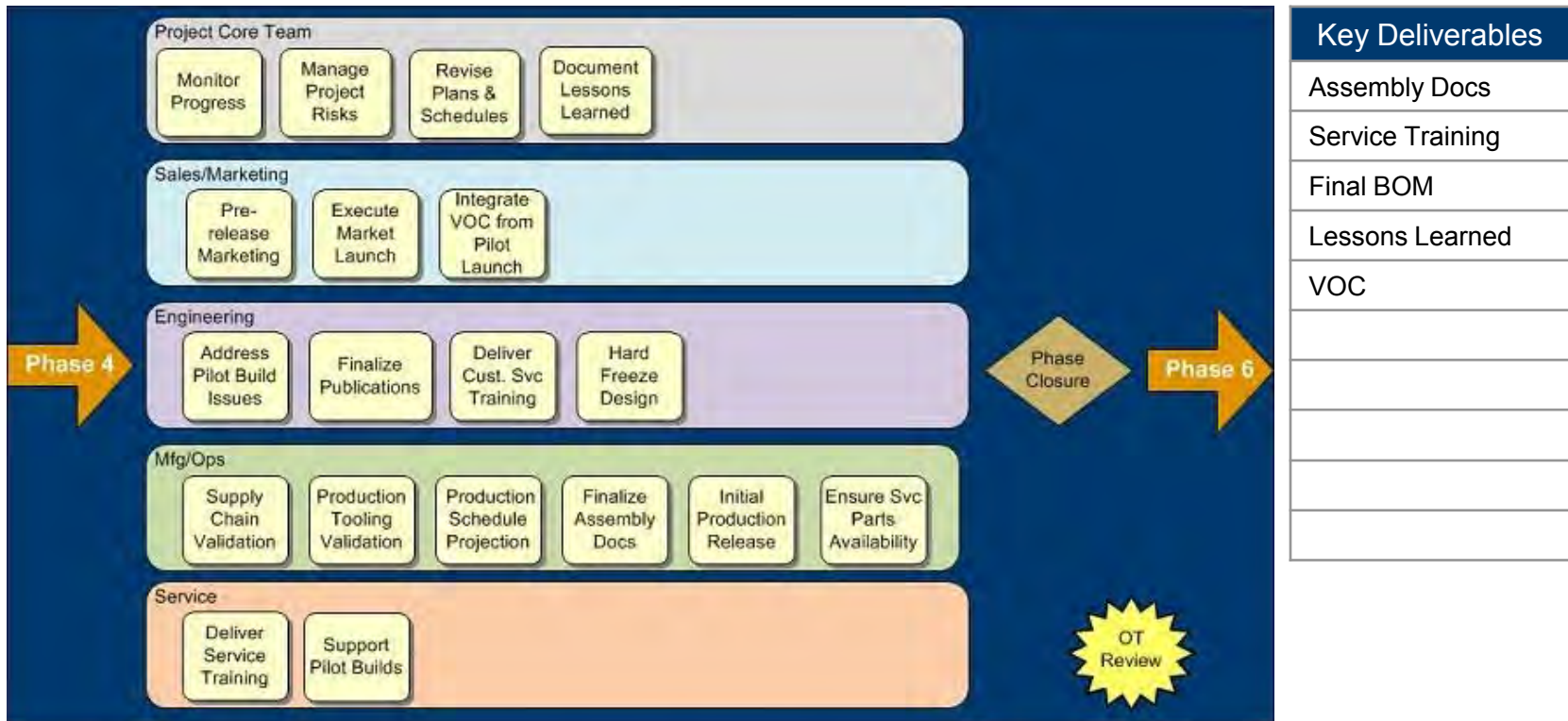
Product Validation

- Focus on iteratively testing prototypes & stabilizing design



Product Launch

- Focus on product release & field support of pilot build units



Further Information

- Product Development and Management Association, www.pdma.org
- Mascitelli, Ronald. “The Lean Product Development Guidebook.”
- Smith, Preston G. and Reinertsen, Donald G. “Developing Products in Half the Time.”