

PROCESS OVERVIEW



NEW PRODUCT DEVELOPMENT

In many of the companies that STORM, LLC has engaged, product lines continued to expand without an objective justification for the expenditures in capital and other resources employed.

We have found that even in well operating companies there can be an absence of a system to objectively measure the many R&D projects underway, planned and requested. Often these projects are of dubious value and as such siphon off valuable resources at the expense of more strategically important and rewarding projects.

At STORM we have the systems, metrics and operational experience required to quickly analyze new product development projects to determine their contribution to the bottom line. Likewise we have the ability to measure progress along the way and help keep projects on time and within budget.

Below is an example of a process we have used in many different businesses to develop complex systems. This process provides benchmarks to measure the progress of the program and defines the responsibilities of the various functions involved in developing, benchmarking and releasing a new product into the marketplace. It is one of many such tools we can employ to enhance this important part of any business.

