

Portfolio Management: Future-proofing Product Success

Portfolio Management with METUS

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1

How can product success be made future-proof?

2

Systematic and agile towards a sustainable portfolio management

3

Implementation strategies for product lines and the overall portfolio

What is the objective?

Enable product decision makers to make the right decisions early and confidently, based on high visibility and transparency on the market and product side. Consequence: The company's portfolio is optimally aligned for the future



What needs to be done?

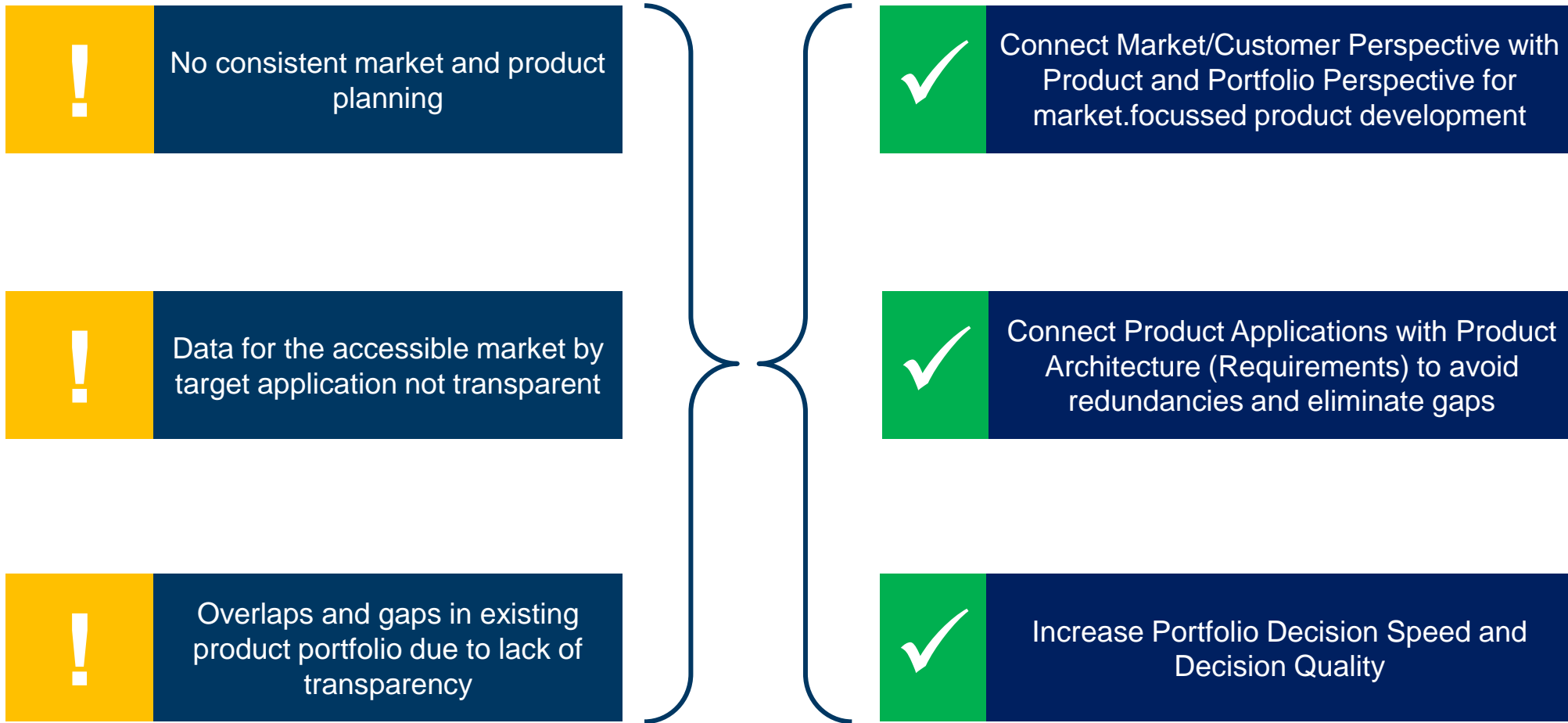
Introduction of a company-wide portfolio management with a methodical foundation and anchoring in organization, processes and systems



How to implement it?

Identification of the To-Be portfolio by mapping market demands and own product differentiators; implement in the product architectures of the individual product lines and on portfolio level, methodical anchoring for long-term use in the company processes

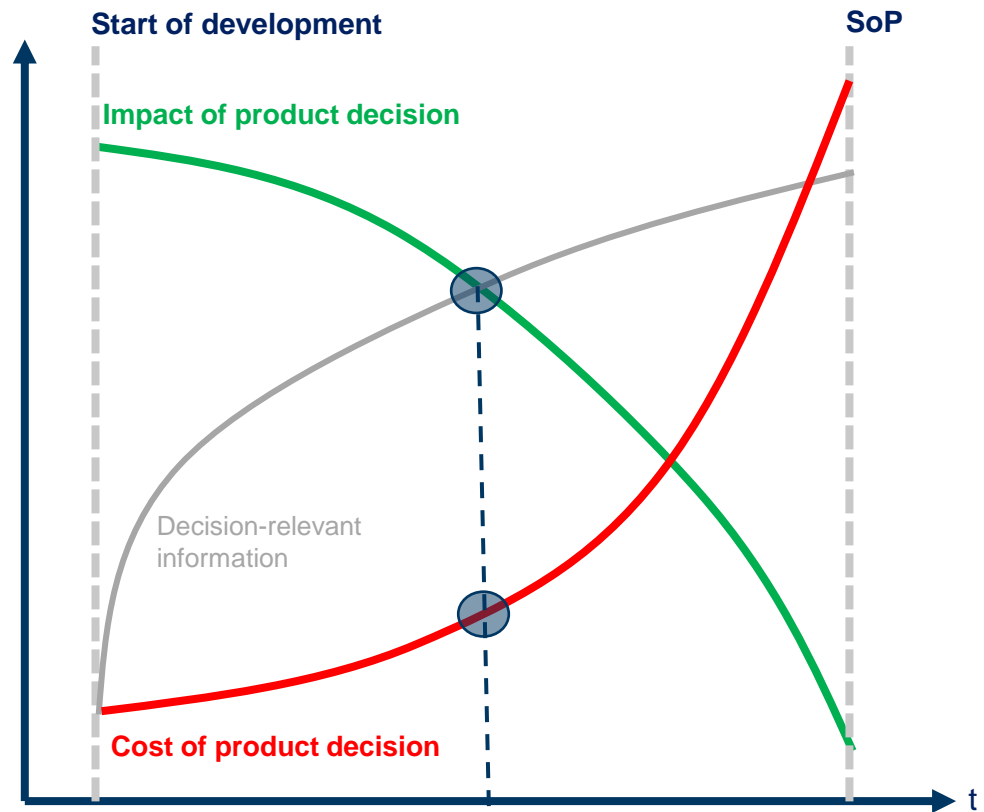
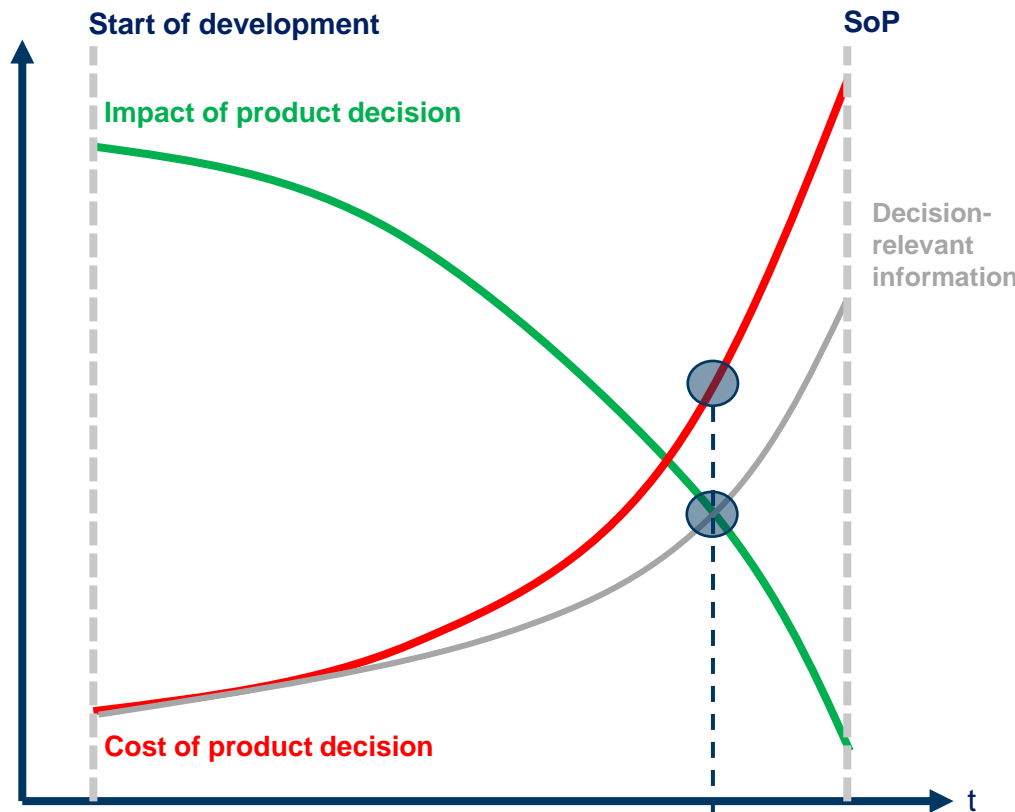
Common Challenges to Portfolio Management... ...and how to overcome them



Portfolio Management provides Visibility for Future-proof Product Decisions

Today: Late availability of decision-relevant information

Goal: Decision velocity through early visibility



Decision-relevant information available at a late stage:

- Impact of product decision = low
- Cost of implementation = high

Decision-relevant information available at an early stage:

- Impact of product decision = high
- Cost of implementation = low

Five Pillars of a future-proof Portfolio Management across the Enterprise

1

Portfolio Segmentation

Differentiate projects by type – configure-to-order, engineer-to-order, mix of both – and optimize product lines and processes.

2

Optimization on Portfolio Level

Define portfolio-wide product functions and services (i.e. apps, pay-per-use) and implement them across product lines

3

Optimization of Product Lines

Optimize variety, reduce long-tails, drive re-use through modularization and product platforms

4

Optimization of Processes

Streamline and simplify order clearing processes for configurable projects, simplify assembly processes for pre-configured products

5

Sustainable Portfolio Management

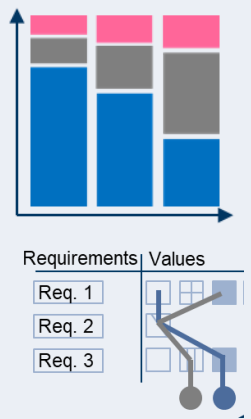
System of Innovation implemented: Streamlined, market-focussed portfolio as a result of aligned product stake holders

Five Pillars of a future-proof Portfolio Management across the Enterprise: How to implement

1

Portfolio Segmentation

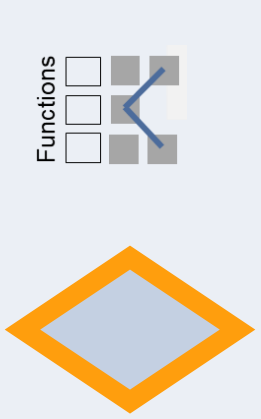
1. Identify future adressable markets
2. Identify target applications
3. Map applications with requirements



2

Optimization on Portfolio Level

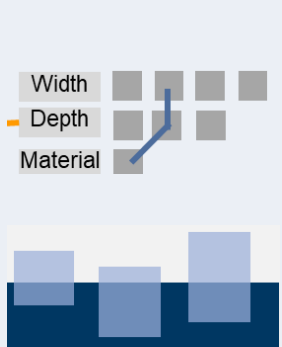
- Concept / technology analysis, redundancy elimination
- Definition of cross-portfolio technologies and functions (i.e. Apps, Services)



3

Optimization of Product Lines

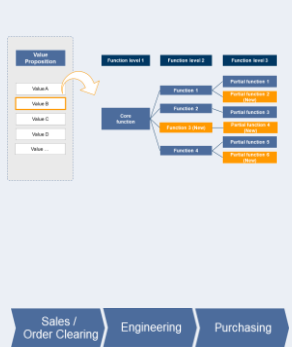
- Optimization of internal variety
- Maximize re-use through modular system
- Manage customer-specific requirements



4

Optimization of Processes

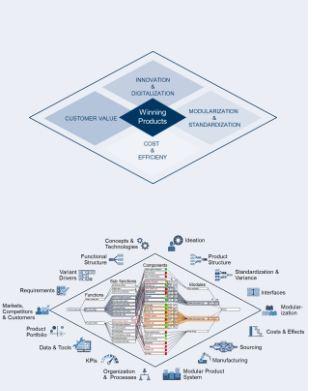
- Integrate customer experience (Customer Journey)
- Enable Product Management
- Optimized order clearing workflows

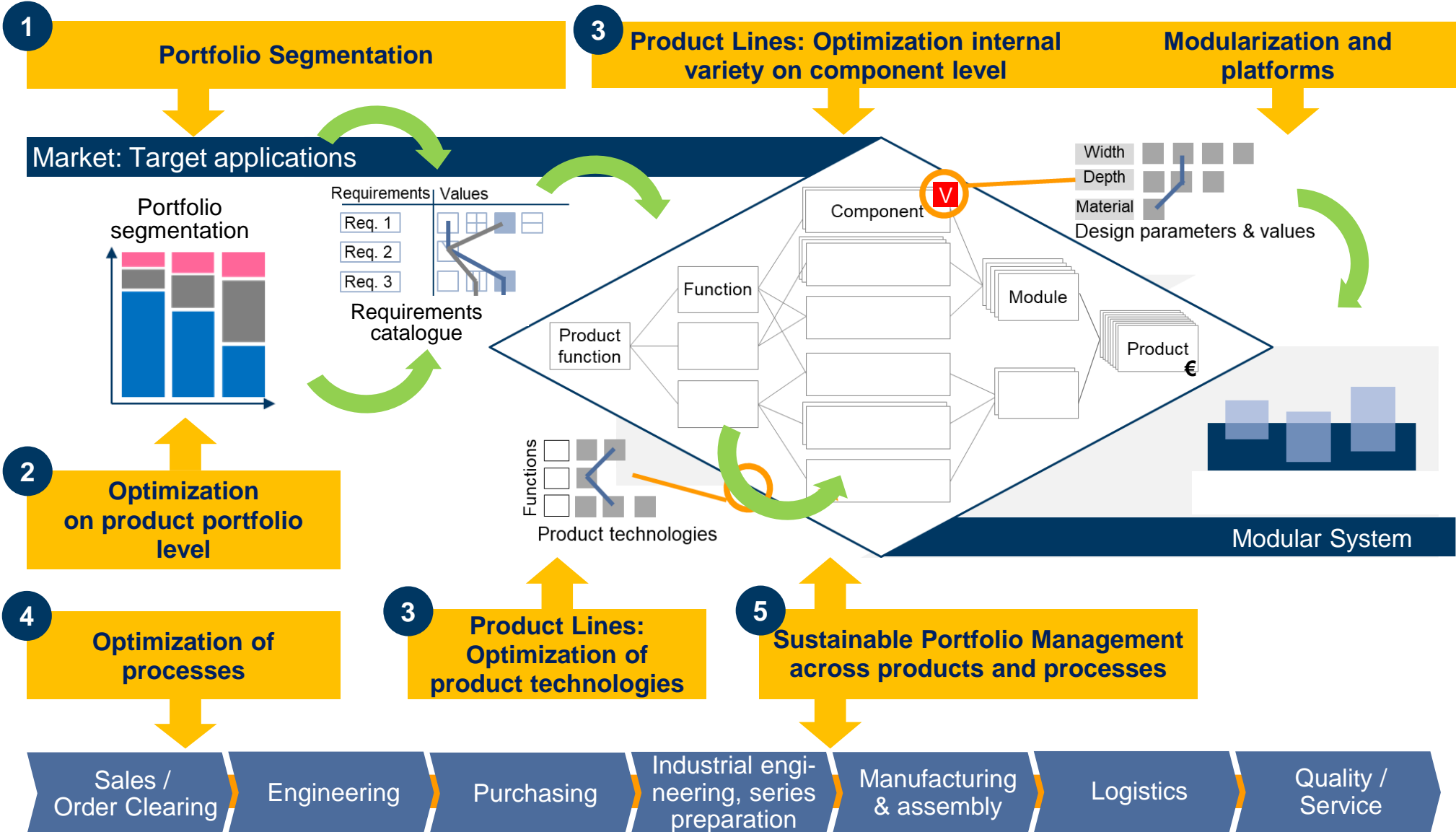


5

Sustainable Portfolio Management

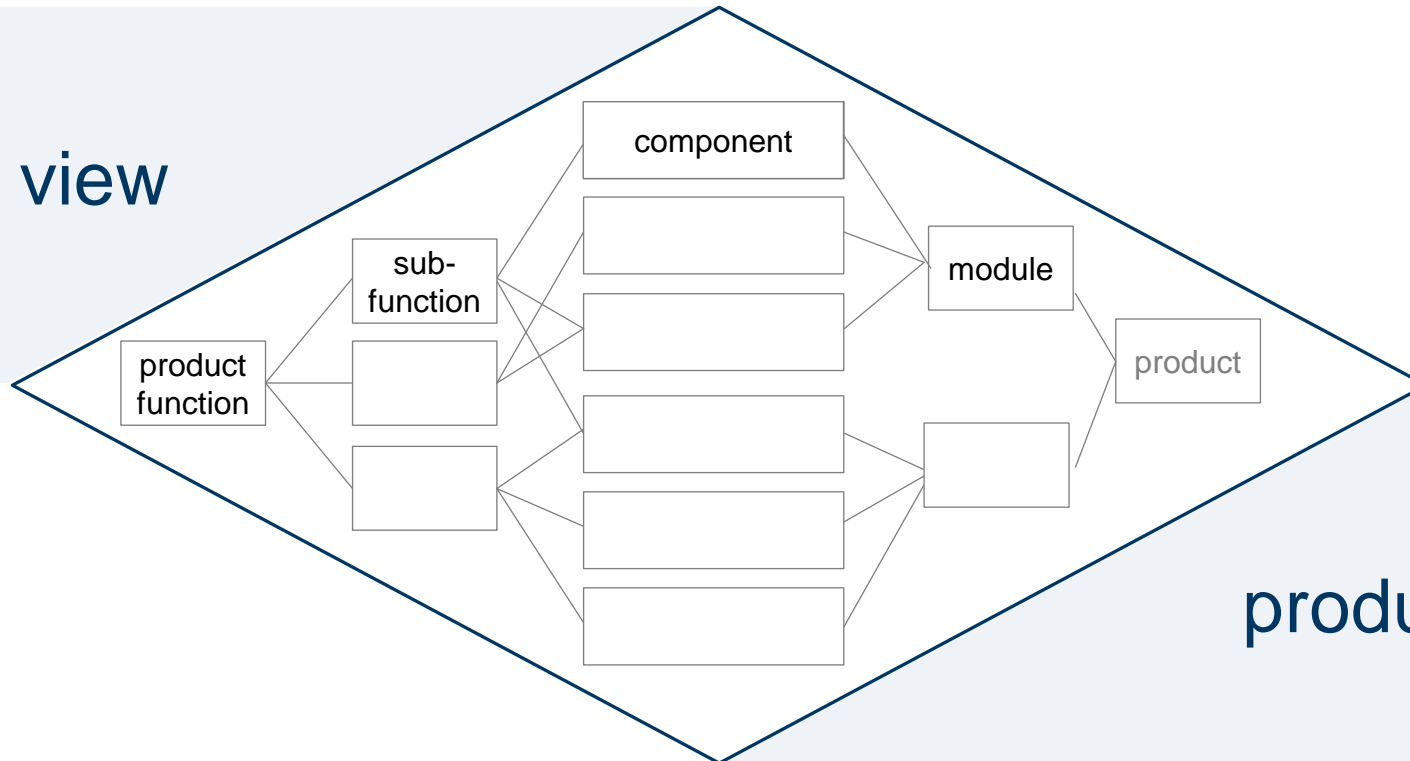
- Employ a system of innovation to align all product stakeholders
- Continuously connect market and product perspectives





METUS® transfers the market view in a systematic manner into the product view

market view

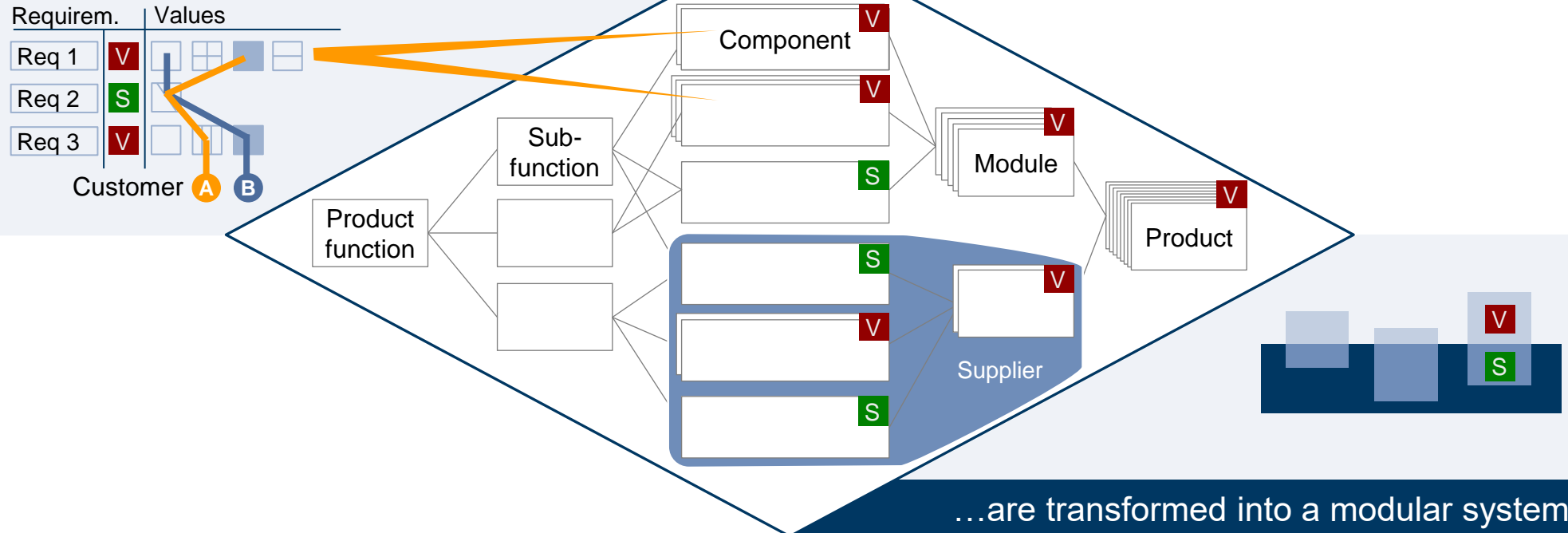


product view

The METUS® Methodology systematically translates customer requirements into a modular system

V = variety
S = standard

Differing customer requirements...



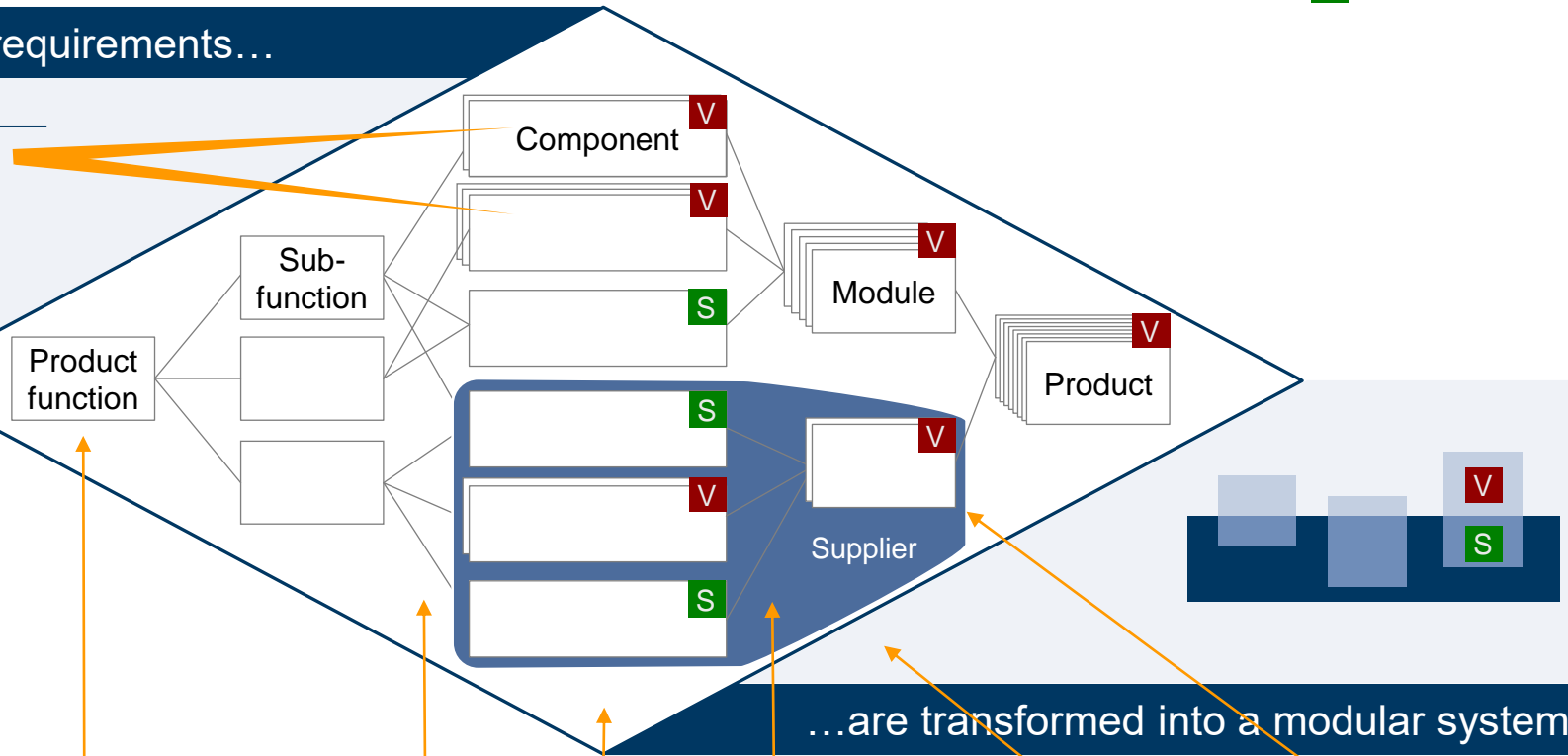
METUS® reveals and measures standardization potentials throughout the whole value chain

V = variety
S = standard

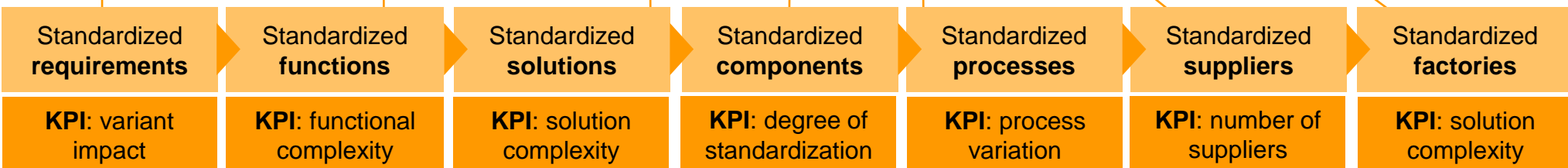
Differing customer requirements...

Requirem.	Values
Req 1	V [grid]
Req 2	S [grid]
Req 3	V [grid]

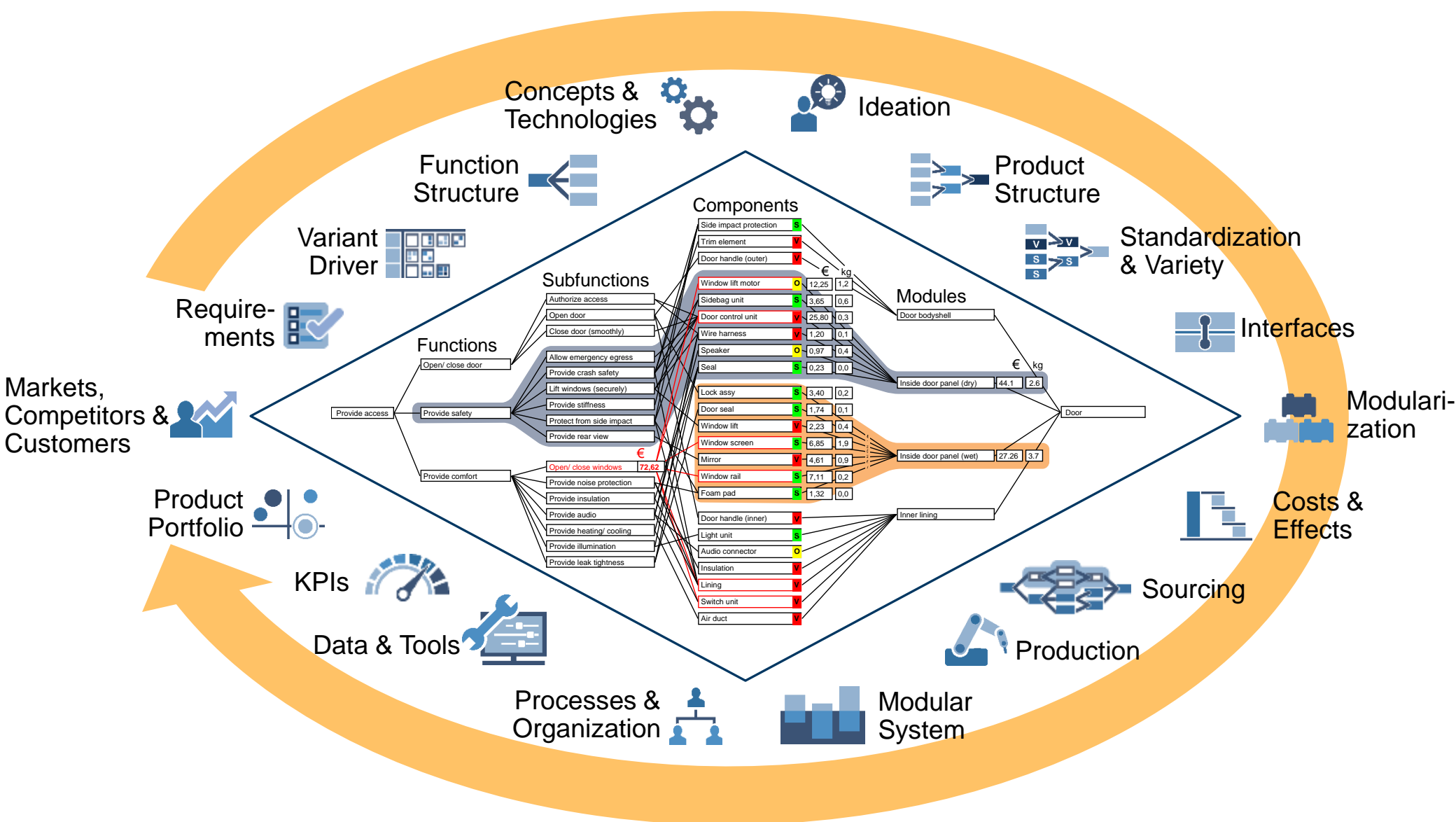
Customer A B



...are transformed into a modular system



With METUS® ID-Consult offers a methodology and a software that aligns all disciplines towards a solid product architecture



The methodology is fully supported by the unique and powerful METUS® software solution



Metus Web | intern.metus.de/webapp/index.html#/project/file/DemoDoorModule_OFFICIAL_V04/0/app

METUS ONLINE power viewer

Cockpits | 07_Product_architecture

07 Product Architecture

Function_1, Function_2, Function_3, Module, Product

Functions

- Enable access and ...
 - Enable access (Core)
 - Enable entry/exit (4, 8.80 €)
 - Authorize access (5, 11.45 €)
 - Provide comfort (Non-core)
 - Protect from noise (5, 2.63 €)
 - Support audio entertainment (2, 5.60 €)
 - Provide aeration (10, 36.10 €)
 - Ensure safety (Core)
 - Ensure leak tightness (3, 2.11 €)
 - Adjust mirror position (4, 8.44 €)
 - Ensure crash safety (1, 6.00 €)
 - Provide lateral view (1, 5.00 €)
 - Ensure car body stiffness (3, 9.50 €)
 - Provide rear view (2, 4.87 €)
 - Allow emergency access (1, 2.00 €)
 - Support design (Non-core)
 - Provide design (10, 11.77 €)
 - Provide haptic appreciation (9, 5.61 €)
 - Support assembly (Non-core)
 - Support assembly (7, 8.07 €)
 - Support operations (Non-core)
 - Facilitate service (6, 4.25 €)
 - Enable transport (3, 1.50 €)

Components

Component	Qty	Status	Cost	Supplier
Mirror electronics	3	S O	3.20 €	[Smith Electronics]
Door handle (outer)	3	V	3.00 €	[Perfins Mechatronics]
Locking mechanism	4	V	4.00 €	[Electromechanics Reed]
Rear view mirror	2	V	4.70 €	[Perfins Mechatronics]
Outer facing	4	V	10.00 €	[Perfins Mechatronics]
Lock	3	S	1.50 €	[Electromechanics Reed]
Frame	3	S	15.00 €	[Perfins Mechatronics]
Window seal	3	S	0.30 €	[Taylor Windows]
Door seal	2	S	1.50 €	[Taylor Windows]
Window pane	4	S	10.00 €	[Taylor Windows]
Hinge	5	S	5.00 €	[Williams & Sons]
Air duct	1	V	5.50 €	[Electromechanics Reed]
Window rail	1	V	7.00 €	[Young Manufacturing]
Window lift motor	2	V O	10.00 €	[HGZ Electronics]
Insulation	1	V	0.50 €	[Young Manufacturing]
Window lift gear	1	V	3.00 €	[Electromechanics Reed]
Wire harness	5	V	2.00 €	[HGZ Electronics]
Window lift software	1	S O	0.00 €	[InnoSoft]
Door lock software	1	S O	0.00 €	[InnoSoft]
Door control unit	5	V	35.00 €	[Smith Electronics]
Mirror control switch	5	S O	2.00 €	[Smith Electronics]
Window lift crank handle	4	S O	1.00 €	[Young Manufacturing]
Window lift button	5	V O	2.50 €	[HGZ Electronics]
Speaker	2	V O	6.00 €	[HGZ Electronics]
Inner trim	3	V	6.00 €	[Young Manufacturing]
Door handle (inner)	3	V	1.00 €	[Young Manufacturing]

Modules

- Outer panel
- Door skeleton
- Door inserts
- Door

Variants

Requirements

Technical solutions

Costs

Suppliers

Variant drivers

Variant drivers and values

Variant_driver_group	Variant_driver	Variant_value	Variant_value
Colors	Interior color	Gray	Brown
Colors	Body color	White	Silver
Colors	Body color	Black	Blue
Equipment	Cooling system	HV only (heating and ventilation)	HVAC (heating, ventilati...
Equipment	Window lift type	Manual window lift	Electric window lift
Equipment	Window lift type	Automatic electric window lift	Electric window lift
Audio system	No audio system		Basic audio system
Audio system	No audio system		High-end audio system
Options	Security level (lock)	Electronic	Manual
Options	Electronic rear view mirror		Heated and electronic ac...

Learn more about the Key Perspectives on Portfolio Management



The logo for METUS Winning Products, with 'METUS' in a large, bold, sans-serif font and 'Winning Products' in a smaller font below it. The text is centered within a dark blue diamond shape that is part of a larger grid of light blue diamonds.

CONSULTING

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SOFTWARE

ACADEMY

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