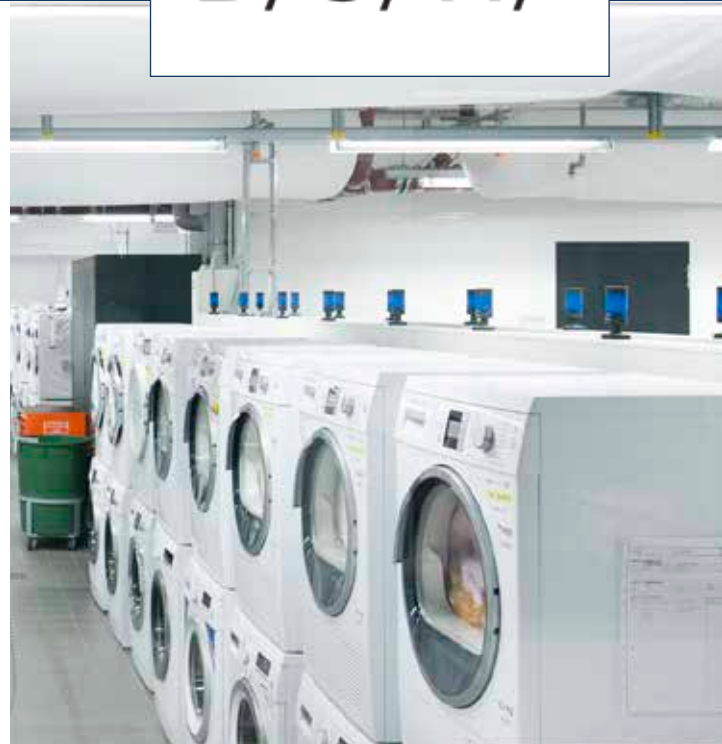


“The METUS® Method & Software by ID-Consult was a vital factor in reaching our ambitious performance, cost, and sales launch goals. Applying the modular system to our dryers enabled us to save up to 30 percent in product and project costs, and – according to our latest sales numbers – helped us to create a future-proof product.”



**Dr. Harald Jungerberg, Project Director e.r.,
BSH Hausgeräte GmbH**



SUCCESS STORY

Platform Development for Dryers

The Challenge

Platform development – energy-efficient, gentle, and reasonable

BSH is the largest manufacturer of home appliances in Europe. Operating a total of 42 factories, the German company’s product portfolio has been spanning the entire spectrum of modern household appliances from stoves and ovens to dishwashers, and from washers and dryers to small appliances such as coffee machines or hairdryers for more than 50 years.

A clear strategic orientation towards quality and innovation determines the company’s actions and development. The home appliances specialist recognized the need for household tumble dryers and decided to completely revise the BSH product portfolio as early as in the 1990s.

The plan was to develop an innovative and future-proof platform to reduce production costs while satisfying the market’s growing requirements to user comfort, performance, and energy efficiency as soon as possible. BSH built a new factory in Poland explicitly for the dryer platform and intended to start production in just under two years.

Added value at a glance:

- ◇ Less complexity based on product modules and component reuse; fewer suppliers by establishing systems suppliers
- ◇ Significant reduction of product costs (assembly time, material costs)
- ◇ Creation of a basic method to reduce both development costs and the duration of further modularization projects

BSH Hausgeräte GmbH:

BSH Hausgeräte GmbH is one of the leading manufacturers of home appliances worldwide. The group was founded in 1967 as a joint venture between Robert Bosch GmbH (Stuttgart) and Siemens AG (Munich). In 2013, it posted annual revenue of about EUR 10.5 billion. Today, BSH operates factories in 13 countries in Europe, the US, Latin America, and Asia. The BSH family is made up of more than 80 companies in 47 countries with a total workforce of about 50,000 people, 70 percent of which in Europe.

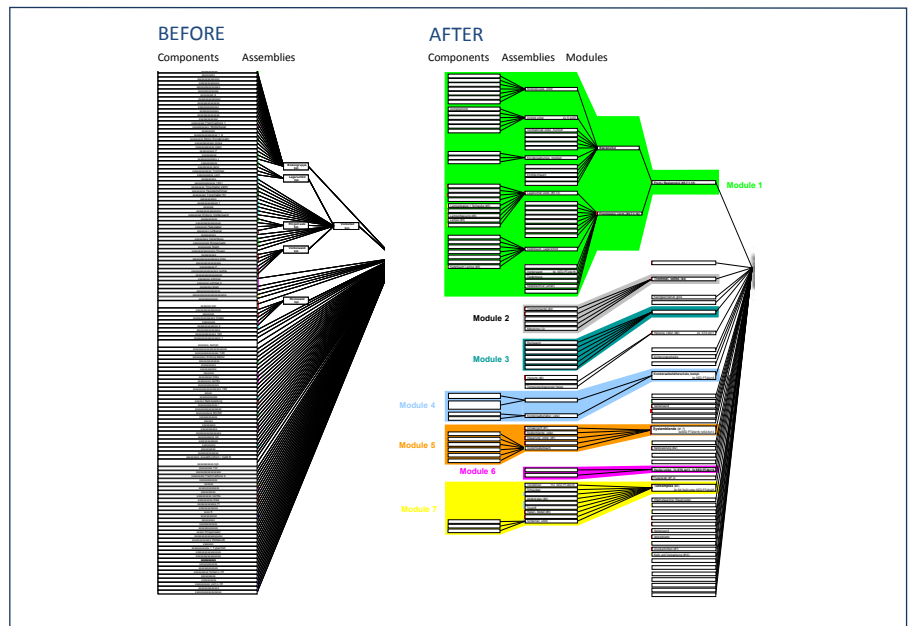
The Solution

Know-how, project teams, and software with energy-efficiency class A++

Harald Jungerberg, Project Director e.r., BSH Hausgeräte GmbH, decided to work with ID-Consult due to the company's time pressure and ambitious goals. The first step was to provide a detailed analysis of current products in cooperation with a core team of development experts and decision-makers from various functions. The result: high product variance and a lack of preassembled modules lead to excessive product assembly times, while material costs were too high caused by, amongst other reasons, working with too many different suppliers. "The ID-Consult experts and their pragmatic and goal-oriented approach had convinced me right from the start. Their software solution METUS enabled us to visualize the entire product architecture and quickly identify our potential for improvement", explains Jungerberg.

The results of the initial analysis were hardly surprising to ID-Consult: "What we can see here are the classic consequences of growing customer requirements. Over time, they inevitably lead to the development of new product variants, which in turn increases the complexity of product architecture to such a level that neither assembly processes nor supplier structures are manageable anymore. This problem is usually solved by establishing a modular system with cost-effective standard modules", explains Managing Director Jan Göpfert, who was involved in the project as well.

BSH relied on the same strategy. After taking a closer look at the market and the company's competition as well as hosting creative workshops, the project team created a detailed functional structure for the new platform. The team was able to communicate much more effectively due to the clear, role-based visualization in METUS and regular meetings at the specifically



Analysis and conception of the product architecture with METUS

designated project room. Keeping in mind the company's cost and quality targets, the team identified variance drivers, and both developed and evaluated alternative platform concepts in virtually no time. This systematic approach reduced the usual time for reaching concept decisions – normally a matter of several months – to no more than a week.

The Result

A modular system as best practice for the home laundry product division

The integrated METUS method and software by ID-Consult and consequent project management were essential in developing a future-proof platform that basically combines individual components in six standard modules. Aside from saving up to 30 percent in product and project costs, BSH established strategic systems suppliers, which significantly reduced the number of suppliers as well as material costs. Even after production could be started according to plan, METUS still continues to serve as an effective and strategic solution to react to change.

Moreover, various follow-up projects for home laundry appliances were successfully realized based on this system and software. In comparison to the demonstrated benefits for many projects, the additional costs for staff and software of this approach have been negligible. Soon after the first project, BSH decided to work on a high-end variant applying a new heat pump technology. Despite numerous additional features, the company could develop and realize the new technology using nothing but the platform and its existing resources. BSH had to replace only one module and reduced the new appliance's energy consumption by more than 50 percent.

Further references and more information at:

www.id-consult.com

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