

360 Product Development Series:

Value Engineering Integrated Tear-Down Master Class

- * Dismantle, analysis, goals tracking, remodel, and develop the product design that's successful from day one.
- * Presented by the pioneer of value engineering, and lifelong partner of the forefather of tear-down

15-17 February, 2012 Shanghai

Benefits of attending:

- A** Gaining the insight into the insurance of successful product design
- B** Effective tear-down with competitive intelligence elements
- C** Build competitive products from the beginning ensuring the effectiveness is carried out in the future processes
- D** Fully effective utilization of complete TD process
- E** Take part in one of the kind course of VE integrated with tear-down
- F** Case studies divided into regions representing differences in practices and pros and cons
- G** Successful real corporate case studies with practical case, operated by participants on-site!
- H** On-site practice case: the classic switch tear-down, it's not always about the results, Jim Rains will share techniques that is key in mastering the results.

Practice Workshop:

Each team (divided on Day One) will be required to work on the classic case of light switch tear-down. All materials and tools will be provided Mr Rains will lead the teams to understand the right way of achieving pre-determined goals in a value engineering integrated tear-down process.



Mr. Jim Rains
President
Advanced Value Group

32 years at General Motors; have performed value analysis/value engineering since 1980; specialize in recognizing cost issues (labor, material or burden/overhead) and fixing them; have performed lean manufacturing & lean engineering since 1988; have performed DFA/DFM since 1990; have performed competitive benchmarking using tear-down analysis since 1986; have studied target costing concepts since 1991; have regularly conducted benchmarking trips to world-class Japanese companies since 1999.

Organised by



Registration Today!

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Course Overview

With the increasingly competitive market R&D's traditional functions has gone through fundamental changes, in today's product design a complete cost and competitive model is required from during the designing stage with careful calculated processes that will pre-determine the product early success in the market. To achieve these goals the most scientific method is require, this February Top Link will provide exactly what today's R&D professionals need:

Value Engineering is to define a product's each (and every) components' contribution in it's overall value, integrated with the tear-down a more scientific and productive product designing analysis is designed to achieve the following goals:

- Effective product break down, striped own to the last component
- Tear-down with cost analysis to ensure the most cost effective designs
- Competitive analysis of the product (against other industry participants)

This February Top Link invited Mr. Jim Rains an influential innovator of VE. Mr. Rains is a personal friend of the fore-father of tear-down process Yoshihiko Sato who was the leading figure in product tear-downs, integrated with Mr. Sato's tear-down model he will present you a workshop on the techniques of effective methods in creating successful products.



Jim Rains
President Advanced Value Group
LLC

32 years at General Motors; have performed value analysis/value engineering since 1980; specialize in recognizing cost issues (labor, material or burden/overhead) and fixing them; have performed lean manufacturing and lean engineering since 1988; have performed DFA/DFM since 1990; have performed competitive benchmarking using tear-down analysis since 1986; have studied target costing concepts since 1991; have regularly conducted benchmarking trips to world-class Japanese companies since 1999.

Who Should Attend:

- R&D Director/Manager
- Product Designing Director/Manager
- Product Manager
- Engineering Director
- Production Director

This workshop is designed for all senior level managers who are in the frontline product designing and development

Credentials:

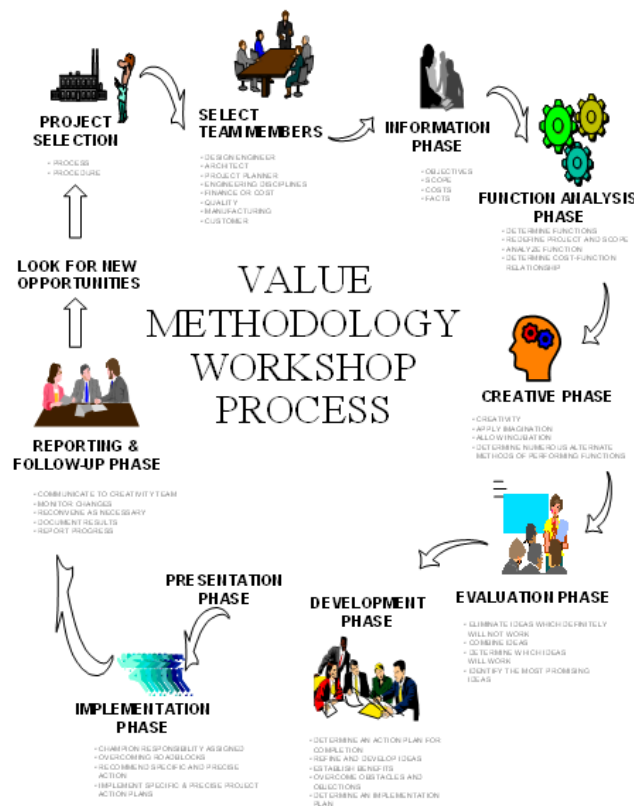
- Facilitated over 750 teams in value analysis, value engineering, tear down and/or lean concepts. Jim is the author of the new book *Target Cost Management: The Ladder to Global Survival and Success*. He has published numerous articles in publications around the globe, and has presented papers in the Canada, China, Hungary, Japan, Mexico and the United States. He has conducted workshops and seminars in Austria, Australia, China, England, France, Germany, Hong Kong, Korea, Kuwait, Mexico, Qatar, Sweden, United Arab Emirates, and the United States.
- Jim has led teams in all types of value projects, including product design, process improvement, strategic planning, organization structure, manpower planning, planned maintenance, quick set-up, procedure and system improvement and product development processes.
- After studying the target costing concept (in the USA and Japan), for over twelve years Mr. Rains has developed a two-day target costing seminar that introduces this concept. After being fully trained by Mr. Yoshihiko Sato in the Japanese method
- Mr. Rains is a Life Member of SAVE International (IIE).
- Received a Presidential Citation Award from the Society of Japanese Value Engineering in Tokyo in 2001. This award is presented to only those persons who have promoted international cooperation in value engineering, especially with Japanese practitioners.
- Currently serves on the Executive Committee, Board of Directors and Chairman of the Lawrence D. Miles Value Foundation. This service started in 1995.
- Has been recognized in Hungary for outstanding VE activity and endorsed Hungary's first VE book translated into English.
- Earned the "Excellence in Value Engineering Award" from SAVE International for Delco Products (Division of General Motors) in 1991.
- Served as the Chairperson of the General Motors Corporate Value Management Committee.
- Served as an Administrator of the SAVE International Certification Board
- Received 2003 National Leadership Award and named as Honorary Chairman of the U.S. Government Business Advisory Council representing the State of Arizona

Day One 15 February, 2012

Day Two 16 February, 2012

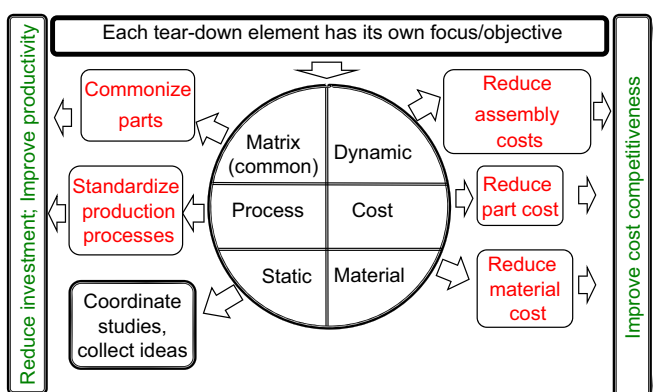
- 8:00 Welcome and Participant Introductions; Review Agenda Setting expectations & goals
- 8:30 Talk about Change
Initiating the change of R&D practice in the new age
Integrating of VE & tear-down process today
- 10:15 Ladder to Global Survival and Success
Gaining early success to ensure the product's continuous development
Develop the continuous successful product tendency
- 10:30 Break
- 11:15 Integration of Tear-down/DFA and Value Analysis
Conceptual introduction on the practice
Weighing the benefits of implementing this process
- 12:00 Introduction to Tear-down (form teams)
This workshop will be team based throughout the 3 days program, the teams will perform case studies as a group with designated functions for each individual team member in completing the case studies.
- 1:00 Lunch
- 4:00 Dynamic Tear-down Presentation and Workshop
Comparative analysis to the product assembly process
The comparison elements focused on the cost and time need to assemble and disassemble of the product
- 4:30 Cost Tear-down Presentation and Workshop
Comparison of product components against the competitors' product components
Deeper analysis of the slightest differences in the components
Cost analysis of the differences in the components

- 8:00 Complete Cost Tear-down (includes break)
- 11:30 Material, Matrix, Process Tear-down Presentation



- 1:00 Lunch
- 1:30 Static Tear-down Presentation
The original element of tear-down by Mr. Sato, General Motor
Develop an on-going product design investigation and cost reduction
- 2:15 VA/VE Overview
- 2:25 Project and Team Member Selection
Functional selection of team members
Performance integrated with expertise based team division
- 2:45 Information Phase
- 3:00 Break
- 5:00 Function Analysis Phase
Draft sequence flow chart
Team high value process implementation
Performance retract, and functional records
Utilization of Functional Analysis System Techniques (FAST Diagram)

Structure of Tear Down



Day Three 17 February, 2012

- 8:00 Function Analysis Phase – continued
Performance retract, and functional records
Utilization of Functional Analysis System
Techniques (FAST Diagram)
- 11:00 Creativity (includes break)
Expanding the existing process into customized
formats
Including product marketability and other industry
influential factors
- 12:00 Evaluation Phase
Draft product value table
Analysis final results and compare with industry
averages
- 1:00 Lunch
- 1:30 Development and Implementation Phase
- 2:45 Samples of Success Stories
Complete sets of real corporation case studies
- 3:00 Break
- 4:00 Creating a Value Improving Culture
- 4:30 Wrap-up and Adjourn

Case Studies will include:

ISUZU – this case where Yoshihiko Sato the fore-father of tear-down method started. This case study shows in real practice how Value Engineering and Tear-Down can be integrated to achieve the highest value a product can provide in terms of marketability and target cost system.

