

# Global Technology Transfer

*Bring successful product technology to another market*

*"We were looking for a way to convert our successful innovations in Europe to take advantage of the strong market in this country." Commercial Manager*

**Our client designs and manufactures mechanical systems for residential, commercial, transportation and industrial applications. The teams involved were from many functional areas inside the corporation; business units and suppliers are distributed by location and function. The TeamPort approach was introduced to a core team responsible for product design, commercialization and manufacture on a worldwide basis.**

## Problem

GPD's client was faced with a complex initiative to transfer technology, manufacturing capability and intellectual property from one region of the world to another. Complications included regional design parameters, different environmental regulations, customer needs, and spending limitations.

## Solution

*"This workshop gave better planning results in far less time than trying to integrate all of the diverse team-generated plans." Project Administrator*

Over a few days the core team was led through a rapid design session to capture and simulate the project's deliverables, standard work processes, dependencies, and teaming. A visual model showing the entire product development project was created from Product, Work, and Team views. More than 50 forecasts of likely duration and cost were generated during the workshop to provide an optimal plan and most likely cost estimate for product rollout. And, more than 100 forecasts of likely duration and cost were generated in the two month period following the workshop.

## Results

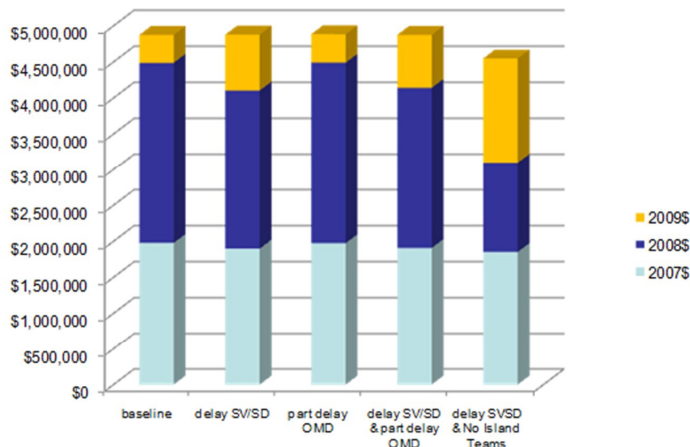
These early-course revisions supported an iterative dialogue between the core team and related teams across functions and divisions of the business. Combining progress reports, changes in product strategy, and spending cutbacks, the Program Manager leveraged data-based predictions at critical decision points and stage gates in the Product Development process.

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A complex transfer of the leading system in one region included designs, engineering, manufacturing, and supplier qualification. With teams from three continents who had not worked together before, the program was planned in stages to rapidly and with quality bring appropriately localized versions of the products to new markets.

## Mid-Course Scenarios Comparison Impact on Future Years Budget vs. Baseline



With a Teamport model, even as the program proceeded the director rapidly (90 minutes) considered adjustment scenarios to respond to overall budget and corporate conditions. The scenario on the right with a small blue bar forecast maintains scope and reduced 2008 spending yet still meets overall market entry targets.

"The [workshop] days were packed, and we covered a lot of ground. I didn't fully understand why certain teams were waiting for our team in the past, but now we can satisfy them sooner without adding effort." *Functional Team Lead*

"As a result of the TeamPort forecasts, [Leadership] is redirecting the project to focus on [part] to save cost and get higher value models to market in time. Thanks GPD." *Product Management Specialist*

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