



Manufacturing / Industrial Case Study

Business Problem:

A \$50M PE-Backed Manufacturer of Automotive Components Needed to Accelerate Growth to Meet New Parent Company's Expectations and Changing Market Conditions.

VERTICAL:  Manufacturing

MARKET:  Industrial

NLP SERVICES:  Commercial
Excellence

CLIENT

The company held the leading share position, but the product line was increasingly under threat from new market entrants with new product features.

The new product development pipeline was insufficient to meet growth objectives and insufficient attention was paid to breakthrough engineering of new designs.

APPROACH

Strategy deployment process was launched to allocate resources to the strategic initiatives offering the best opportunities for profitable growth.

A new product development stage-gate process was launched to establish a structured approach to creating, designing, manufacturing and launching new products that ensures efficient use of resources, reducing waste.

THE RESULTS

The pipeline value of new products **increased by 33% over the 1-year period.**

Resources were allocated only to projects approved to have the support of the cross-functional team.



A cross-functional team including sales, marketing, engineering, manufacturing, and finance met regularly and executed standard work for each stage in the stage-gate process.

The team set a 10% pipeline value of new products for a 1-year goal, measuring progress monthly.

Wastes resulting from project stops and starts were minimized by rigorous adoption of the new process.

Business on track to meet revenue and EBITDA goals expected by new PE-owners.