

NEW PRODUCT SUPPORT

REQUIREMENTS:

NUCLEUS OF EXPERTISE FOR EARLY DELIVERIES.

DIRECT FIELD SUPPORT FROM PLANTS.

ADEQUATE TRAINING.

EQUIPMENT.

COURSE OF STUDY.

PERSONNEL SELECTION.

ORGANIZED INSTALLATION PLAN.

COORDINATED MARKET PENETRATION.

LOGISTICS SUPPORT.

REALITIES:

LITTLE OR NO EXPERIENCE AVAILABLE.

COMPROMISED FIELD PREPARATION.

INTENSE MARKETING PRESSURE TO DELIVER "AS IS".

ENG. CHANGE RATE ACCELERATES WITH "IMPROVED
FIELD TESTING".

INERTIA, LATENCY, DISPARITY BETWEEN PLANT
CHANGE LEVEL (CURRENT) AND FIELD CHANGE
LEVEL (BEHIND).

PEAK DEMAND FOR PLANT ASSISTANCE IN THE
FIELD OCCURS EXACTLY WHEN PLANT IS
(SHOULD BE) PREOCCUPIED WITH PRODUCT
IMPROVEMENTS IN PLANT.

RECOMMENDATION:

ENLARGE ON THE SUCCESS OF THE APP:

PLANNING

DEVELOP TECHNICAL EXPERTISE

PROGRAM DEPLOYMENT

FIELD IMPLEMENTATION

PLANNING:

GROUP: F.E. PRODUCT MGR. DEVELOPS
NEW PRODUCT PROGRAM.

DIVISION: TECHNICAL STAFF ADAPTS
PROGRAM TO UNIQUE REQUIRE-
MENTS OF THE DIVISION.
CONSULTS WITH GROUP TO
RESOLVE ISSUES.

DEVELOP TECHNICAL EXPERTISE:

GROUP: RECOMMEND NUMBER OF ASSIGNMENTS,
SCHEDULE, BASED ON MAGNITUDE OF
PROGRAM.

DIVISION: ASSIGN SPECIALIST TEAM TO PLANT
DURING PRODUCT DEVELOPMENT.

UNDER GUIDANCE OF TIO DIVISION
TEAM WILL PREPARE FOR NEW
PRODUCT DELIVERIES THEIR DIVISION.

APP

FIRST TRAINING

SUPPORT

PROGRAM DEVELOPMENT:

GROUP: MONITOR PROGRAM.

ENSURE ADHERENCE TO AGREED PROGRAM.

ACTION AS REQUIRED.

DIVISION: TEAM TO ORGANIZE AREA PARTICIPANTS,
SUBSIDIARY TECH SECTIONS, REGIONAL
SUPPORT TEAMS FOR MAXIMUM SUPPORT
DURING EARLY PRODUCT LIFE.

FIELD IMPLEMENTATION:

DIVISION: TEAM TO BE CONTINUALLY AVAILABLE
AS PLANT ASSISTANCE TO THEIR
DIVISION FOR DIFFICULT INSTALLATIONS.

TEAM TO CLOSELY MONITOR PRODUCT
ACTIVITIES THEIR DIVISION.

NOTE PROPER USE OF SUPPORT RESOURCES.

EXPEDITE PROBLEM SOLUTION THRU
DISSEMINATION OF NEW TECHNICAL
INFORMATION.

CONDUCT SEMINARS AS REQUIRED.

SUMMARIZE PRODUCT PERFORMANCE
PROBLEMS FOR PROMPT INPUT TO
FETO/TIO/M & E.

ENSURE EARLY FIELD SUCCESS.

WHY DO THIS?

TIO/MSA CONCEPTS CONTINUE TO EVOLVE.

IMPRACTICAL TO EXPAND PERMANENT FETO
STAFF TO COPE WITH PEAK LOADS.

THOSE THAT HELP THEMSELVES GET THE
MOST HELP.

HOW TO DO THIS?

ASSIGN TEAM TO THE PLANT FOR APPROX. 1 YEAR.

TIMING START WITH ENG. TOI.

STOP WITH PRODUCT MATURITY.
(6 MONTHS AFTER FIRST SHIPMENTS)

THEN ROTATE TEAM TO RESPONSIBLE FIELD
POSITIONS WITHIN DIVISION.

CONTINUE THIS CYCLE WITH FRESH TEAMS
FOR OTHER NEW PRODUCTS.

WHEN TO DO THIS?

FOR MAJOR NEW PRODUCT PROGRAMS.

ACTIONS:

INTERFACE WITH TIO TO DEVELOP DETAILS.

AGREEMENT EXISTS ON CONCEPT.

REQUIREMENT HAS BEEN RECOGNIZED.

INTERFACE WITH PLANTS TO OBTAIN CONCURRENCE.
NPSP WILL IMPACT PLANT FACILITIES.

IMPROVE COORDINATED SCHEDULING WITH
PRODUCT MANAGEMENT.