



A NEW CONCEPT FOR
PRODUCING ADVANCED
PRODUCTS

—=QUICKLY!

MOTIVATION

EXTERNAL FACTORS

- VERY RAPID PACE OF TECHNOLOGICAL ADVANCE
- NEW COMPUTER APPLICATIONS NOW POSSIBLE
- COMPETITION VERY HOT IN NEW AREAS

INTERNAL FACTORS

- IBM DEVELOPMENT METHODS TOO SLOW TO RESPOND TO MANY BUSINESS OPPORTUNITIES
- RESOURCES AVAILABLE BUT UNCOORDINATED

THE ANSWER —————

DIRECTED

ACTION

RESOURCE

TEAMS

DART

S

P. FRIEDL 1/11/73

DART CONCEPT

MISSION

HIGH QUALITY
PRODUCE V~~A~~ NEW PRODUCTS IN MINIMUM TIME

STRATEGY

CREATE A TEAM COMPRISED OF ALL REQUIRED SKILLS FOR DESIGN/DEVELOPMENT/PRODUCTION/MARKETING OF THE NEW PRODUCT

TACTICS

- USE AVAILABLE GROUPS
(GSD, ASD, RESEARCH, FSD, SCIENTIFIC CENTERS)
- FUND DART PROJECTS AS AD TECH EFFORTS
(THUS ELIMINATING PLANNED PROGRAM LAGS)