

# Case Study 5: Global Enabling Technology

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# Today's focus - Regal Global Enabling Technology

Electromagnetics

Mechanical

Electronics Hardware

Software



Picture from Left to Right

Front Row: Greg Heins, Matthew Turner

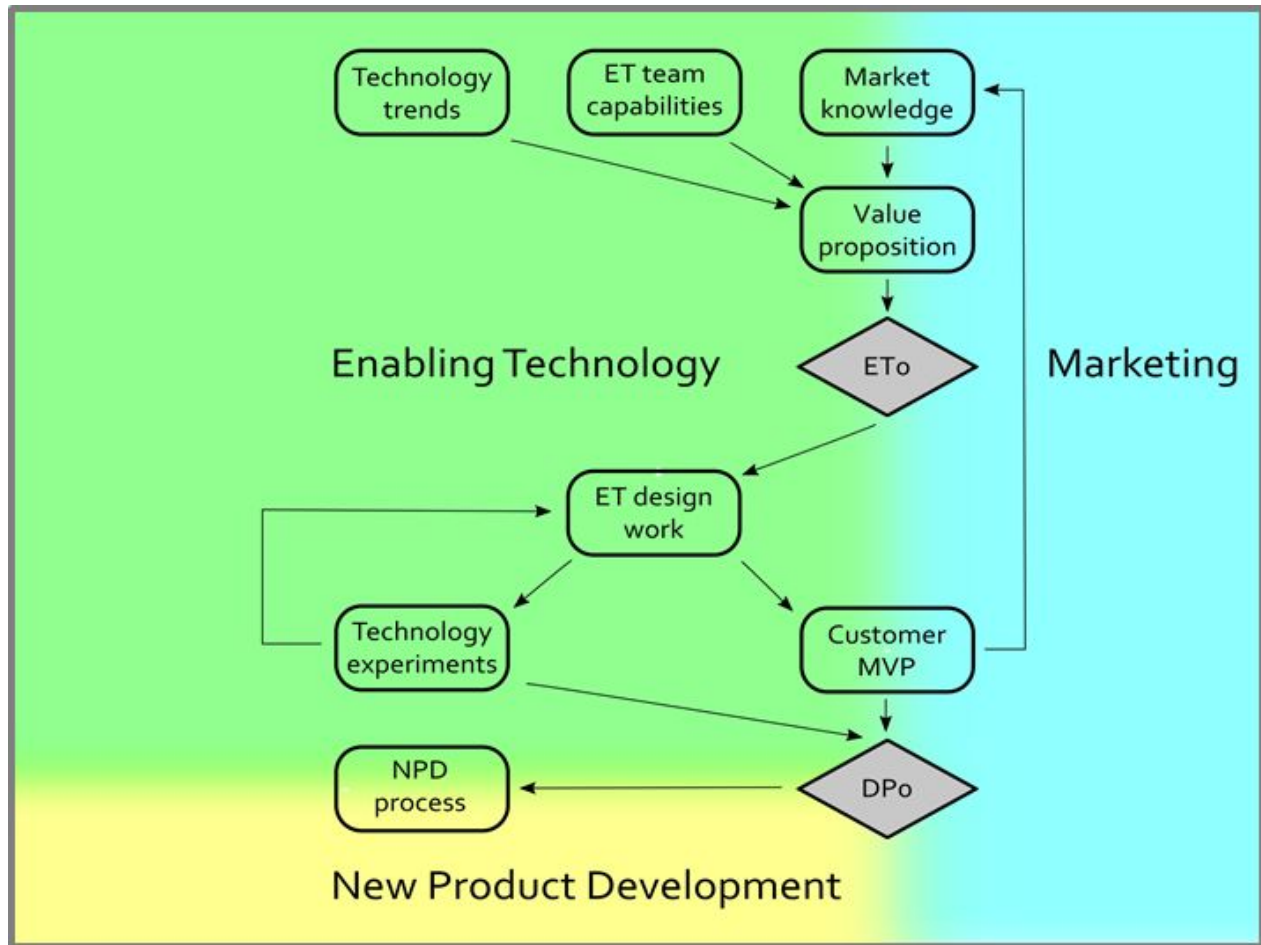
Back Row: Hani Chahine, Norm Golm, Mark Thiele, Dean Patterson



# The Mission

1. To create technology or bring external technology into the Regal organisation
2. To deeply understand customer needs
3. To align new technology to applications to solve meet and exceed customer's needs.

# The Process



# The Solutions

<https://www.youtube.com/watch?v=fN7bBeiYTgE>

<https://www.youtube.com/watch?v=n6socTIJUDI>

As you watch these videos, take note of some of the problems that are attempting to be solved.

# Discussion on Problems and Solutions

# Discussion with Samples to highlight

Efficiency (motor and system)

Form factor

Design for Manufacture

Meeting customers needs vs novel solutions

# Summary

1. Balance of focussing on technology vs customer needs
2. Sometimes technology development needs to be ahead of any clear need
3. The ability to prototype, both for technology experiments and customer interaction is critical