



Manufacturing
Insights™
An IDC Company

Fact-based Research for the Dynamic Enterprise





Manufacturing Insights

Manufacturing Insights provides fact-based research that assists our clients in making more effective decisions around setting priorities for business process improvements, particularly in the use of technology. Manufacturers share common goals for innovation, growth, and productivity. Our research concentrates on collecting, organizing, and analyzing global information that connects operational activity to reaching those objectives. To that end, our research delivers on three key themes:

- **Measure** – the metrics that define performance for a given business process. Through our process frameworks and saddlepoint benchmarking methodology, we can assist in evaluating performance in terms of the cost, service level, investment, and cycle time for a given process.
- **Manage** – our research correlates how process maturity, decision making, collaboration, and technology investment impacts performance. Our analysts, drawing on extensive industry experience, use this research to offer actionable advice for our clients' specific situation.
- **Mobilize** – understanding what should be done is only valuable if it can be communicated to decision-makers. We are able to translate our research into business cases and provide the credibility of an independent third party to assist in this activity.

Manufacturing Insights applies these consistent themes to its research, but we realize that clients have different contexts based on their responsibilities. As such we offer three distinct perspectives on the research:

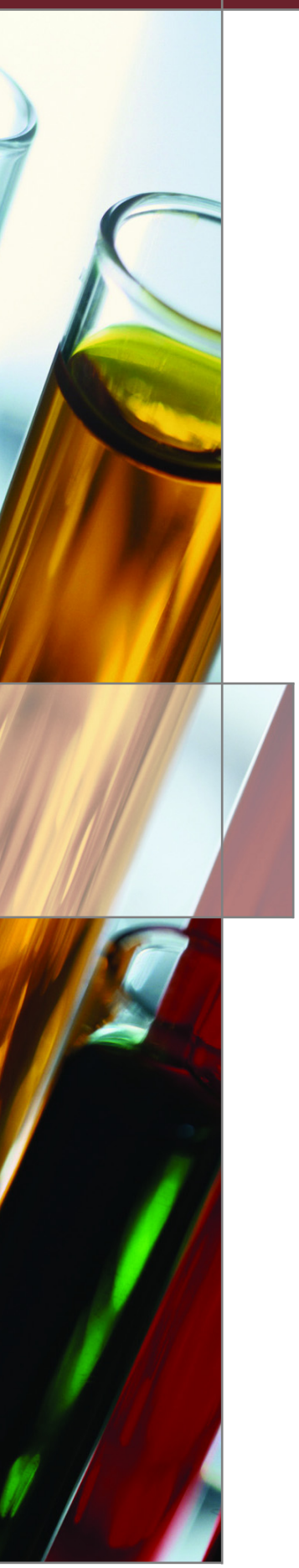
- **Process domain** – includes research on IT Portfolio, Supply Chain, Demand Management, and Product Life-cycle strategies.
- **Emerging agenda** – includes research on the impact of urgent industry issues such as Low Cost Region Operations, Lean Manufacturing and Six Sigma, RFID and Sensor Networks, Warranty and Quality Management .
- **Industry opportunity** – the research can be viewed from the specific context of an industry. Our coverage includes tracking of the Automotive, Aerospace & Defense, Chemical, High Tech, Consumer Packaged Goods, and Retail segments.

Manufacturing Insights delivers this research through three mechanisms – Continuous Information Programs, Custom Projects, and Peer Councils.

Manufacturing Insights provides benchmarks, best practices, and business cases for using information technology to improve manufacturing processes.

Continuous Information Programs

Continuous information programs include quarterly research reports and monthly perspectives. Clients are able to enhance this written content by having access to the research analysts to ask questions about how the research relates to their circumstances. This unlimited inquiry capability gives the client a continuous stream of information and advice.

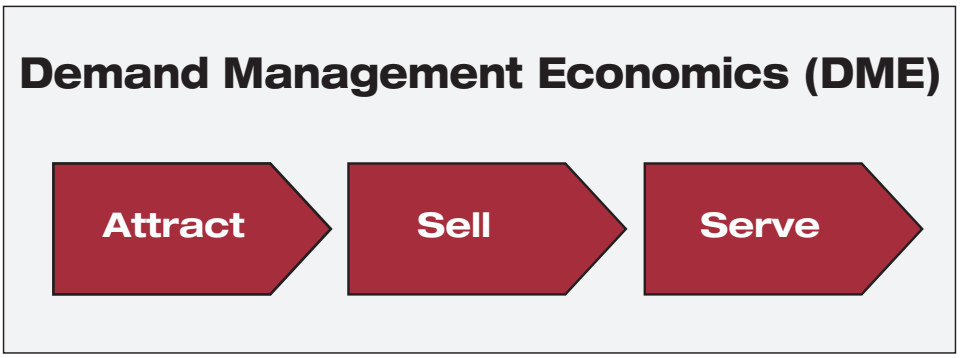


Process Improvement Programs

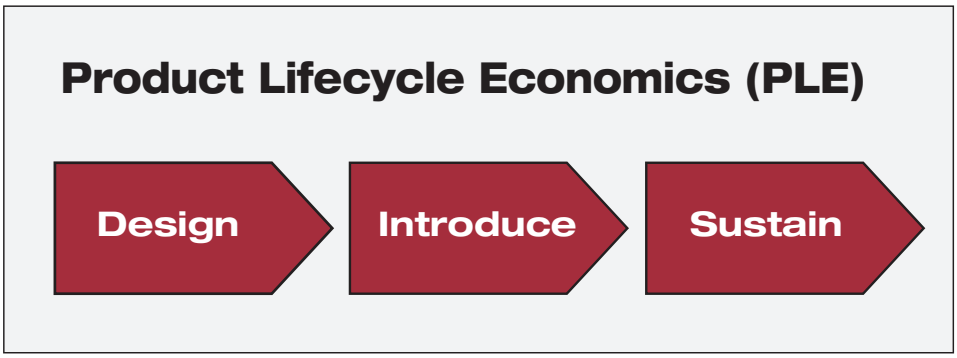
Manufacturing Insights closely follows the processes associated with designing, manufacturing, and distributing products. Our team of research analysts brings expertise to each domain covered, including: IT Portfolio Strategies, Demand Management Strategies, Product Life-Cycle Management Strategies, and Supply Chain Strategies.

The *IT Portfolio Strategies* research program provides best practices for IT management. Through forward-looking research combined with fact-based analysis of IT strategies within manufacturing organizations, this service advises the CIO on the most effective way to control costs, optimize performance, and maximize return on IT investments. The research program dovetails with the research on the three process domains:

The *Demand Management Strategies* research program provides supply chain executives with actionable advice on improving pricing management, channel coordination, and promotion resource allocation decisions across the demand management process. Forward-looking research combined with fact-based analysis of successful demand management strategies provides clients with practical ways to anticipate changing demand and to align demand with supply.



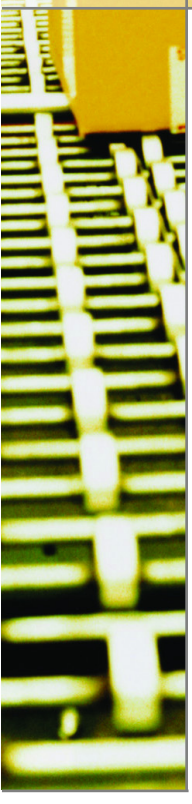
The *Product Life-Cycle Strategies* research program assists executives in improving the process of new product development, launch, sustenance and retirement. This research service focuses on what investments introduce operational efficiencies to the domain, while improving the responsiveness to customer requirements and changing business environment. Forward-looking research combined with fact-based analysis of successful product life-cycle strategies provide clients with practical ways to decrease time to market.



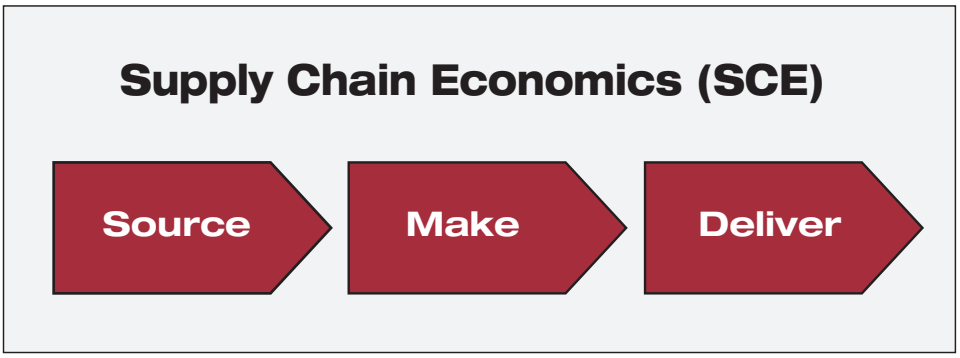








The *Supply Chain Strategies* research program provides supply chain and IT executives with an assessment of the impact of IT investments on supply chain performance and best practices for supply chain transformation. This forward-looking research combined with fact-based analysis of successful supply chain strategies provides clients with practical ways to improve service levels while minimizing cost.







Emerging Agenda Program

Manufacturing Insights provides three quarterly reports and an annual report delving into the hot topics within the manufacturing industry. Each report reviews the events pertaining to the hot topic and identifies implications that the events had or will have on the business and IT strategy. Topics identified for the Emerging Agenda include:

- Lean Manufacturing and Six Sigma
- Low Cost Region Operations
- RFID and Sensor Networks
- Warranty and Quality Management

IT Opportunity Industry Program

Manufacturing Insights provides three quarterly Industry Update reports and an annual Industry Budget Guide. Each quarterly report provides the Manufacturing Insights Global Performance Indicators, identifies key pain points, regulations, and contract awards. Each annual Budget Guide is based on primary research regarding technology spending trends. The Manufacturing Insights Budget Guides are resourceful tools in aiding the manufacturing CIO in budget planning. Our research covers the following industry segments:

- Automotive
- Aerospace & Defense
- Chemical
- Consumer Packaged Goods
- High Tech/Semiconductor
- Retail



Custom Research

Manufacturing Insights designs and delivers highly customized, expert advice for customers who have specialized research needs. Our team of consultants utilizes our network of relationships with experts and thought leaders in specific fields to deliver custom projects that address business challenges. Our consultants have worked with some of the largest organizations in the world, helping identify opportunities for improvement within their IT processes by benchmarking their performance against the industry, and recommending appropriate strategies. Our core competencies include:

Process Excellence

- Best Practices
- Customer Experience Improvement
- Key Performance Indicators Benchmarking
- IT Strategy

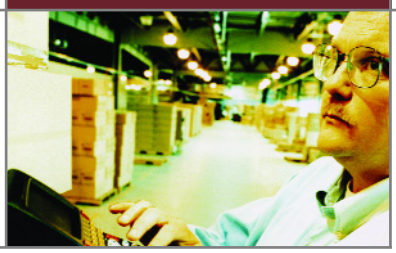
Enabling Technologies

- Technology Deep Dive
- Vendor Comparison
- IT Install Assessment

New Business Opportunities

- Value Proposition Communication
- Industry Sales Guides
- Market Sizing



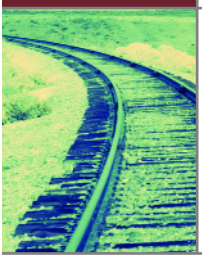


Peer Councils

Operational excellence is at the heart of a manufacturing company's success. The ability to introduce new products, create sales growth, and fulfill demand productively defines the operationally excellent enterprises of today. Transformation of key operational processes using continuous improvement discipline delivers the competitive advantage to compete in global markets. The Operational Excellence Council is a professional organization of executives from the manufacturing industry whose mission is to advance the operational effectiveness of their companies. The Council focuses on critical issues specific to manufacturers, thereby creating the opportunity for relevant dialogue and ultimately, the ability to achieve a higher level of operational efficiency. The Operational Excellence Council has identified four critical issues to be addressed through individual peer forums:

- Warranty & Quality Management
- RFID
- Manufacturing in China
- Lean/Six Sigma Operations







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