WE INNOVATE. WE DELIVER.
YOU SUCCEED.

The top 5 issues I encountered as your customer

And why I decided to join the industry to address them

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VP Product Management
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A little about me…

~20 years of history working in Prime Contractor organizations

Designed and built embedded, real-time data acquisition systems, and machine vision systems

Designed, developed, manufactured long range reconnaissance systems: embedded avionics, electro-optical/infrared sensors, data links, real time recorders, environmental control systems, aero-structures, ground stations, mission planners

Led product development, manufacturing programs, interfaced with suppliers

Responsible for subcontracts with key suppliers in embedded industry

NORTHROP GRUMMAN

MIT Lincoln Laboratory

GOODRICH

United Technologies

Source:UTC.com

Source:ngc.com

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What I experienced

Issues:

1) Product quality and reliability

2) Unresponsive suppliers

3) Complaints that customer terms and conditions, and expectations are onerous

4) Not receiving requested information

5) Lack of response through the evaluation, integration, and support of the product

Source: Techvibes.com

Embedded supplier response:

Products sometimes have issues!

Prime is demanding, schedules unrealistic

Too much information requested, demands are exacting

Prime is not paying for the level of support they ask for

We have multiple priorities and customers. Primes unrealistically want their programs to be the highest priority

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What customers look for

High Reliability, high quality products

Best suppliers are critical business partners when they meet the high standards for quality, delivery, cost and customer satisfaction

Suppliers that meet these requirements repeatedly get rewarded as supplier of choice

Suppliers of complex systems are regarded as industry experts in their technology areas.

Customers expect suppliers to educate them on technology trends, best-in-class techniques, methodologies, for the technologies in the product that the supplier delivers.

Trusted partner

Relationship evolves through the life cycle of the product.

Strong relationships with system architects and program managers, with engineering, supply chain, post delivery support

Source:Unitedgearct.com

Source:UTC.com

Source:Blacksun.au.com

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Cost effective, comprehensive, product lifecycle management and obsolescence support.

Customers cannot re-qualify products

Technology Insertion plans with minimal impact, compliance to requirements, with great backward compatibility, and support through upgrade.

Courtesy: http://chennaiitpro.net/2016/the-importance-of-product-lifecycle-management/

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What the industry must do…

Recognize customer's constraints (cost, schedule, obsolescence, SWaP, features)

Work as a partner, towards a trusted partner

Be responsive. Create 'singular' customer experience

Become 'part of the program team'

Create customer relationship programs

Create quality programs around customer requirements

Deliver reliable, high quality, products on time.