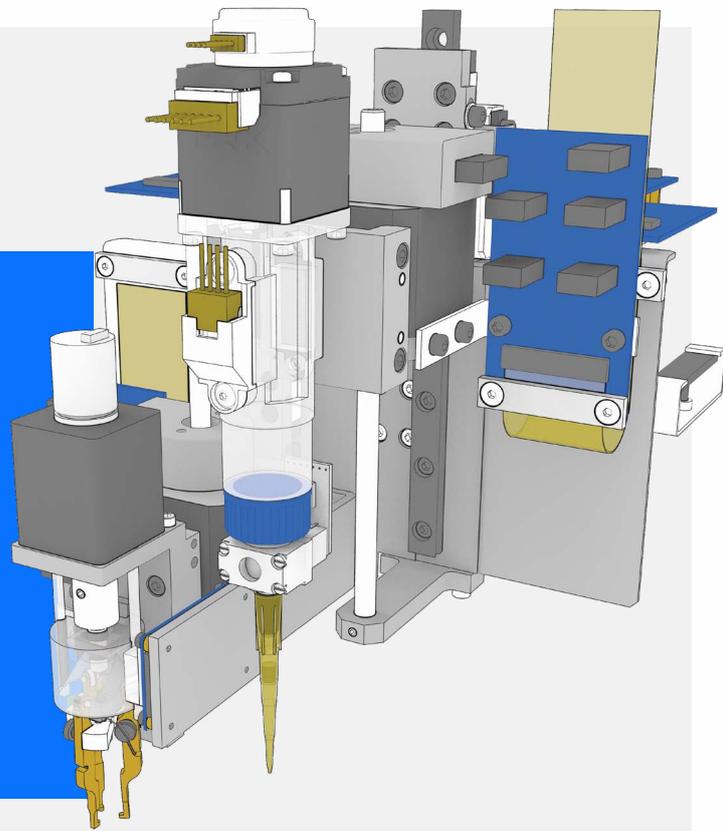


## Product cost reduction

Concerned a standard supply chain and BOM cost optimization won't get you the margin you need?

Then Sagentia can help



### Improved design & innovation

Throughout February-April 2018 Sagentia is running a series of pre-bookable product cost reduction projects centered around a one-to-one, two day interactive workshop with our team in Cambridge, UK. Our clients will get access, over a two week period, to Sagentia's diverse scientific, technical and cross-industry expertise without the obligation to commit to a full product development program. This short-burst, high-value exercise will generate ideas for product redesign which have previously led to product cost reductions of up to 50%.

### Product cost optimization in 3 easy steps

#### We require →

1. A sample of your product
2. Costed bill of materials
3. Schematic design
4. Your attendance at a workshop in Cambridge, UK

#### Project deliverables →

- Short list of cost-optimization targets
- The different innovation options for each
- A series of technically-grounded development routes

#### Our approach is →

**DESIGN-LED:** Cost reductions will be derived from fundamentally challenging the design and innovating

**INTENSIVE, HIGH-VALUE:** Our two week assessments deliver a clear set of prioritized ideas and associated development pathways

**TECHNOLOGY FOCUSED:** We identify the right technology to drive innovation. Any new IP that is generated from this project will belong to you

50% cost reduction in advanced helmet system



Full case study overleaf →

Radical redesign opens emerging markets



Full case study overleaf →

## Sagentia's approach to product cost reduction

We are often asked to innovate existing products, addressing the issues of product cost and improving technical performance to extend product life. Our approach combines front-end market understanding with product development experience and is particularly appropriate for complex devices where our expertise in systems engineering, electromechanical actuation and sensing can be applied.

We take a holistic view of the product cost and its contributory factors to fundamentally challenge the current design, the manufacturing techniques and the assembly process, allowing innovative new solutions to be realised.

### Week 1

Sagentia immersion  
Understand, evaluate & challenge



Gathering insights from your team



Understanding the product & technology



BoM & schematic assessment

### Week 2

Sagentia innovation  
Explore, ideate & deliver



Product teardown



Identify opportunities



Idea refinement & delivery

### Our client needed to reduce the cost of their advanced helmet & display system whilst keeping it light and robust

#### Approach ↗

- Novel processes, eg thixoforming metals for near net shape parts, resin transfer moulding composites
- Considered the through-life costs of the system, including manufacture, alignment, tailoring to pilots

#### Benefits ↗

- The product now incorporates process improvements with system level proposals fed into the future product plan
- A cost reduction of 50% was achieved without any adverse impact on 'feel' and robustness



### Successful launch and sales of low-cost industrial coder for our client, Markem-Imaje

#### Approach ↗

- Multi-disciplinary team of product designers, electrical, mechanical, software and production engineers
- Concept development, product design, product development and transfer to manufacture

#### Benefits ↗

- Product launched just 18 months after initial meeting
- A true entry level digital coder which didn't cannibalize existing equipment sales
- Maintained critical functionality at lower cost, enabling entry into a new and emerging market



## Contact us

Contact us to reserve your slot at [info@sagentia.com](mailto:info@sagentia.com) or visit [www.sagentia.com/costreduction](http://www.sagentia.com/costreduction)

Our two week projects will be pre-bookable throughout February-April at a cost of £30,000. Projects will be strictly client confidential and will be conducted under standard contract.