



## Case Study Overview

A Massachusetts based leading manufacturer of component quality home stereo loudspeakers, high-end, integrated music and home theater systems was seeking a system to help them manage their product development lifecycle. They needed to organize all their product development data in a centralized location, automate their phase gate manufacturing process workflow and gain business insight into their operations. The company had considered using an off-the-shelf solution, but couldn't find one that fit their specific needs. They also considered developing a custom solution but the cost, development time and risks were too high.

Intellect was implemented rapidly and successfully which helped this leading audio technology company centralize all their data in one place and streamline their product development process. The solution met all their requirements, providing them an automated user configurable system that empowered their management team and increased efficiency.

### Audio technology company

One of the largest and best known audio technology companies in the world maintains an exceptionally strong commitment to research, allowing it to consistently offer customers the latest in cutting edge audio equipment. This company is the leading manufacturer of component quality home stereo loudspeakers, high-end, integrated music home theater systems and acoustically customized automobile systems.



## Challenges

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#### Leading Manufacturer Company Seeks Best Solution for Product Lifecycle Management

A Massachusetts based leading manufacturer of component quality home stereo loudspeakers, high-end, integrated music and home theater systems was seeking a system to help them manage their product development lifecycle. The amount of projects for this company was increasing year after year as the process they had documented to keep track of their projects and ensuring their high quality standards was inefficient and manual. The process was captured in a series of Excel spreadsheets, Visio diagrams and reports that were generated manually by a dedicated department. Keeping track of all the spreadsheets that were emailed daily for every project was an unbearable task. It resulted in miscommunication throughout the project, countless hours in meetings, loss of time and disorganized data that was never easy to share.

The company needed an automated process management system that would track their project development throughout the various phases: concept, design, development, manufacturing, and quality. None of the off-the-shelf solutions in Project Management or Produce Lifecycle Management fit their process without major and costly customization. When they considered a custom software development option, the process of gathering the detailed requirements for the development shop was taking months.

### Solution

The company selected Intellect as their new BPM solution primarily due to its rapid development ability to capture their process exactly. It only took one person to do the initial deployment and an in-house employee to learn the system. Within 3 months, the whole system was implemented. All the spreadsheets were replaced by Intellect templates, organized with a workflow system that assigned each user their activity when due, providing them the exact information at the right time. In addition, the workflow diagram provided executives a real time view on each project as well as a portfolio dashboard that can be drilled into as needed. The speed of deployment was due to the Intellect platform's unique framework which does not require programming, yet is still easily scalable and affordable.

### Results

After Intellect was deployed, meetings were cut to just once a month as all project data was available in real time. It also reduced training time and mistakes considerably. With Intellect, all data was accessible to various groups from their mobile devices and Internet browser. Reports were always available at their fingertips and available in real time. Project status emails and spreadsheets were eliminated.

Intellect enabled this leading audio technology company to document, enforce and manage their unique product development process in one centralized environment, providing unprecedented visibility and information, enabling them to increase their competitiveness in the marketplace while increasing their efficiency.