



Product Lifecycle Management

FASTEST to Market

ADEXA GIVES YOU NEW INSIGHT AND CONTROL:

- Cost of goods sold
- Days in inventory
- Fixed asset utilization
- Revenue growth
- Plant utilization
- Manufacturing equipment utilization
- Promotion success
- Closing percent by channel
- Cycle time by channel
- Order size by channel
- Plant utilization
- Order to invoice lead time
- Order fill rate
- Customer turnover
- Forecast and lead time accuracy for finished goods
- Inventory write-offs
- Project startup expenses

THE CHALLENGES YOU FACE

If your organization manufactures products with short life cycles -- particularly complex products such as those found in automotive, aerospace, or electronics markets -- you know how difficult product management pressures can be. You need to achieve rapid time- to- market, balance uncertain demand (particularly for new products, for which no historical demand data exists) with supplies and capacity, manage the bullwhip effect to prevent a supply chain choked with inventory, and sensibly phase out products to minimize obsolescence.

It's a multi-faceted set of challenges that require streamlined, synchronized processes in design, engineering, sales, marketing, manufacturing, distribution, and customer service -- all in significantly compressed timeframes. How can you optimize the life cycles of your products? Adexa has the solution.

THE ADEXA SOLUTION FOR PRODUCT LIFE CYCLE PLANNING

Adexa-powered solutions for Product Life Cycle Planning encompass a unique combination of capabilities that accelerate the introduction of new products and optimize all product life cycle phases: design, engineering, sales and marketing, manufacturing, distribution, and end-of-life retirement. With Adexa, you can optimize design resources (such as CAD stations) to speed design cycles, create product demand forecasts based on the existing history of similar products, allocate production capacity across new and existing products and analyze inventory, capacity, and profit margins to determine the optimal end-of-life timeframes.

Adexa helps you significantly reduce inventory obsolescence based on current levels, planned supplies, and end-item forecasts, and maximize usage of remaining component inventories.

THE ADEXA VALUE PROPOSITION

From design resource optimization to end-of-life planning, only Adexa offers the breadth of functionality you need to address the entire product life cycle. What's more, the Adexa solution is driven by a tightly integrated technology platform -- not a variety of disparate systems from multiple vendors.

With Adexa, you can achieve faster time-to market through accelerated design cycles, faster and more accurate product demand forecasts, and optimized capacity allocations. And you save additional money by smartly planning for end-of-life phases and reducing or eliminating obsolete inventory.

- Bring new products to market faster
- Shorten lead-times for product design and validation
- Streamline and accelerate new product launches
- Optimally deploy engineering, CAD, and prototyping resources to complete critical projects
- Reduce product development and manufacturing costs
- Reduce levels of obsolete component inventory at multiple locations
- Get product design changes into production quickly
- Ensure alignment of product features and customer needs
- Ensure easier availability and accessibility of new products to clients

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Adexa's Worldwide Locations

North America

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 Los Angeles, CA
 Norwalk, CT
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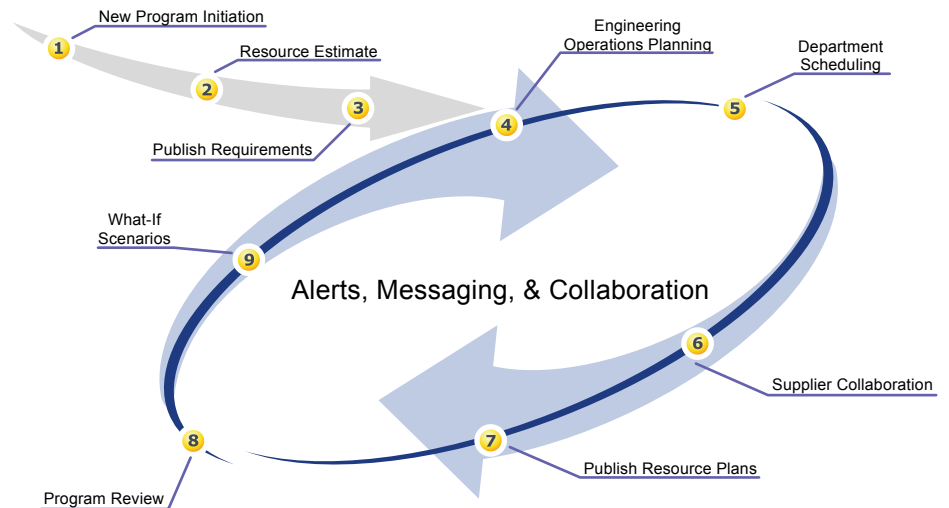
Europe

Germany
 United Kingdom

Asia

Japan
 South Korea
 Singapore
 Taiwan

Figure 1. PRODUCT LIFECYCLE MANAGEMENT



Adexa delivers solutions that synchronize corporate planning with operations planning and execution on a local and enterprise level, to ensure all assets are utilized to achieve strategic objectives. This enables manufacturers to reduce the cost of goods sold, shorten lead-times for orders and reduce inventory costs with improved supply chain collaboration and management. Real Solutions...Measurable Results.

