



23% Lower Product Costs

While retaining and growing what customers value most

CLIENT
Industrial equipment OEM

SIZE
90 employees

PROJECT LENGTH
4 weeks

WHAT THE CLIENT WANTED

Understand where costs sit in each function, find ways to save money and increase customer value.

THE CHALLENGE

Traditional cost saving efforts were no longer driving results the way they did at first. The company knew it needed to understand the function value of its product and look for engineering approaches to increase value and reduce cost.

THE APPROACH

1. Completed a value study (VA/VE).
2. Summarized each function and its associated cost.
3. Collaborated across functions to generate ideas.
4. Analyzed the ideas.
5. Implemented the ideas.

THE POINT OF IMPACT

Understanding the cost of each function, and challenging the team through a structured process that moves from divergent to convergent thinking to solve problems.

RESULTS

Before **Baseline cost**
Original product cost, before the value study

After **23% lower cost**
Savings while keeping what customers value most

- Deeper understanding of what customers value and how they compete in the market
- Stronger team capability to keep improving product value

IN THEIR WORDS

"The structured process unlocked a way of thinking I never thought was possible. The results were world-class."

CEO, industrial equipment OEM

WHAT MADE IT WORK

The only thing stopping you from unlocking more value is closed thinking. Breaking your product down into functions and following a structured process unlocks it.

NEXT STEP

Contact Orkha today to break your product down by function and unlock savings while retaining and growing what your customers value most.

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