NEWSLETTER
Arête

Arête Vol 16.0

Dear reader, we are delighted to bring you yet another edition of Arête. We have endeavoured to make each edition of Arête as fresh and content rich as possible. This time around we have added new case studies and knowledge nuggets, which we're sure you will find intriguing and enlightening. Please feel free to share your thoughts and views by writing to us at knowledge@ssa-solutions.com. Happy reading!

Chairman's desk

Dear reader, welcome to a new edition of Arete. In this edition, we feature brand new case studies and knowledge nuggets. We feature a breakthrough case study on how SSA engendered design thinking for an organization using the DFSS methodology. From the knowledge nugget section you will learn more about SIPOC and our lean tip section covers the Fishbone Diagram. From the news pages, we share the success stories of our two recent conferences: "Profit Leadership" in association with Noida Management Association (NMA) and DFMEA Workshop for a leading Oil & Gas Company. Last but not least, we are excited to announce our upcoming Leader's Forum on Lean in collaboration with IBPC in Doha Qatar on 25th March 2019.

Wish you a happy reading and, as always, I welcome your feedback!

Case Study 1: Structured Design Thinking : DFSS (Design for Six Sigma)

Situation: A leading valve manufacturer in India embarked on a skill development program for its team of designers in partnership with with SSA Techknowlogies.

Actions taken: SSA trained more than 20 participants from cross-functional team such as Sales & Marketing, Design, Manufacturing and Quality and provided guidance on selected live projects. The projects chosen considering current challenges/problems to meet customer's expectation in terms of design features of current products and new products in pipeline.

Results: Projects were successfully closed, which helped participants to apply what they learnt in class i.e. tools such as Voice of Customer , Benchmarking, Reliability Testing, etc.

Situation – deep dive

XYZ, a leading valve manufacturer in India recently approached SSA Technowlogies to develop a program on designer skill development for its team of budding product designers in India. The company recognised the fact that design is the nerve centre of the business and its paramount importance to develop up-to-the minute knowledge and skills among its designers. The program was conceived with an intention to not only educate but also engender application skills through live projects. These projects were coached by SSA in order to ensure maximum value delivery to the client.

Actions Taken – deep dive

Some key elements of the program are as below:

1. **Approach: The** DFSS IDOV methodology was identified as best suiting the client's requirement. The project was kicked off with a view to bring in the deployment in a phased manner involving Training and hand-holding live projects.

2. **Training: The** training was approached in two phases i.e. Identify and Design phase followed by the Optimize & Verify stages of the IDOV methodology.

3. **Coaching**: Participants identified suitable projects to apply the skills learnt in training. They were grouped in teams of 4-5 to apply their newly acquired skills on specific projects.

4. **Reflections:** Participants reflect on how their learnings are applicable in their work context and what are their unique challenges and takeaways. The participants maintained a learning-log of what they learnt and how it can be implement in their daily work.

Results – deep dive

As a result of this training, participants were able to map challenges in their respective departments, identify customer expectation, market trend, need of innovative approach and first time right delivery, as well as analyse the reliability of their products. The key value derived was that the design team is future ready and equiped with the right skill-sets to tackle any design challenge thrown at them.
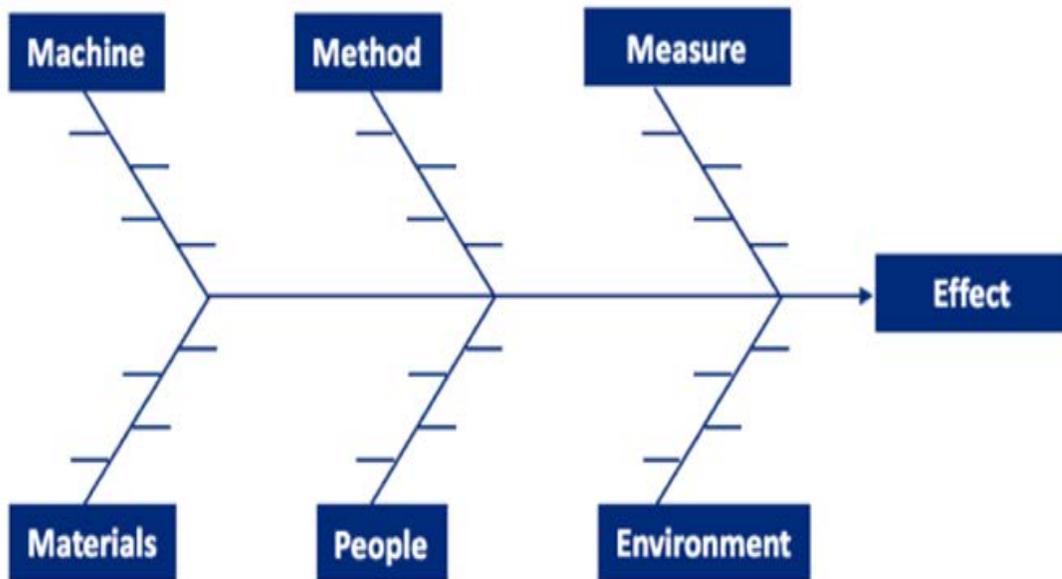
Knowledge Nugget: SIPOC

SIPOC is a process visualisation tool that elegantly captures all key elements of a process in a nutshell – Supplier, Inputs, Process, Outputs and Customer. Often underrated, SIPOC is quite a powerful tool and helps to not only visualise the process but also scope improvement projects thoughtfully. While mapping a SIPOC it is recommended to limit the level of detail to 5-7 steps in order to maintain the "big picture" and not get lost in the details. SIPOC is often developed at the start of a process improvement effort.

SIPOC Diagram

Suppliers	Inputs	Processes	Outputs	Customers
Who supplies the process inputs?	What inputs are required?	What are the major steps in the process?	What are the process outputs?	Who receives the outputs?
CONSUMERS	PHONE ORDERS	(1) ENTER PHONE AND FAX ORDERS	ORDERS ENTERED	CONSUMERS
RETAIL CUSTOMERS	FAX ORDERS	(2) RESPOND TO TECHNICAL SUPPORT CALLS	CLOSED CUSTOMER INQUIRIES	RETAIL CUSTOMERS
SAP CRM SYSTEM	CUSTOMER CALLS AND EMAILS	(3) RESPOND TO ORDER STATUS INQUIRIES	RAPID-ALERTS DISTRIBUTED	MATURE-PRODUCT ENGINEERING
FIELD SALES TEAM	CUSTOMER PORTAL INQUIRIES	(4) MAINTAIN RAPID-ALERT SYSTEM FOR PRODUCT ISSUES	MONTHLY CS METRIC REPORT	EXECUTIVE MANAGEMENT
TECHNCIAL PRODUCT DATABASE	DATA FOR MONTHLY METRICS	(5) PUBLISH MONTHLY CS METRICS		MANUFACTURING QUALITY
SAP ERP SYSTEM	PRODUCT APPLICATION DETAILS			FIELD SALES TEAM
	ORDER STATUS			

Some Uses of SIPOC:

- To visualize the process at a high-level
- To scope an improvement project
- To identify stakeholders

Lean Tip: *Fishbone Diagram*

Fishbone Diagram (also called as Ishikawa diagram), is one of the seven QC tools, commonly used in problem solving efforts to identify potential root-causes for the particular defect. The causes area generally classified into six major categories (Called as 6Ms) based on their nature. These are:

1. Machine
2. Method
3. Material

4. Measurement
5. Mother Nature
6. Man

Once the root causes are identified, they can be prioritised based on their effect on the problem under study. The fishbone diagram is a great analysis tool which can help to visualise relationships between the given problem and all the contributing factors.

News 1: Profit Leadership Conference in association with Noida Management Association (NMA)

SSA recently conducted a conference on "**Profit Leadership**" in association with Noida Management Association (NMA) on 9th Feb at Noida. Mr. Abhidnya Mahatekar, COO of SSA APAC delivered an power packed lecture on profit leadership to a group of over 50 plus business leaders.

The key takeaways for the participants from the conference were:

1. Attain 'Sustained Profitability', insulated from external forces

2. A paradigm shift in identifying 'Profit Leakages'

3. Drive 'Profit Leadership' as a culture change

News 2: DFMEA Workshop for Oil & Gas Company

SSA recently conducted a 3 Days workshop on Design Failure Mode Effect Analysis(DFMEA) to a Leading Oil & Gas Company in Pune.

Key Objective of conducting the workshop:
- Client had selected projects from Mechanical and Electrical Engineering Team.
- One day Hand-Holding workshop to identify the potential areas of failures in the product.

Outcome of the workshop:
- Design a defect free product.
- Design a product with enhanced value.
- Awareness about the importance of NPI Lean.
- Use DFMEA as an inherent technique for product development.
- Interpret the different failures and failure modes identified in the current design.
- Identify the RPN number and prioritize the risks

To know more about our specialized solutions please visit

https://ssa-tech.com/design-failure-mode-effect-analysis.html

"Alchemist" of the Month: Vijay Dhonde

Vijay is CEO of SSA Asia Pacific. Over the last decade and a half that he has been with SSA, Vijay has worked tirelessly to uphold SSA's ethos and to bring immeasurable value to its clients and stakeholders. His personal mission is to transform every industry that he associates with and he is also immensely passionate about educating and developing young talent. Though a tough task master, Vijay is revered among his colleagues as a kind and thoughtful leader who is always concerned about their wellbeing.

Vijay is spearheading SSA in Asia Pacific, where he is overseeing SSA's fast growth as a pioneering management consultancy. SSA is blessed to have him in our team and we wish him all the success.

Upcoming Events

Profit Leadership Conference in association with
IBPC in Qatar
Date: 25th March 2019

Keynote Speaker:
Mr. NC Narayanan
Founder Chairman,
SSA Group of Companies

RSVP

Ms. Rekha Agashe

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