

February 12, 2008

FOR IMMEDIATE RELEASE

Contact: Mike Juras
Tel. 248-594-3863
MikeJuras@VertareLLC.com
www.VertareLLC.com

UNLEASHING THE HIDDEN POWERS OF LEAN THROUGH VISUALIZATION

BLOOMFIELD HILLS, MI – The Society of Manufacturing Engineers Chapter 69 in Auburn Hills will host a seminar March 12th on new visualization technologies developed by a former GM Director of Engineering that have produced a breakthrough Product Development Process based on lean principles that is more powerful than the vaunted Toyota Production System (TPS).

“Although many good American companies already have respect for their employees and practice Kaizen and other TPS tools, they rarely have all their process elements together in a lean-based system that is understood and practiced consistently every day,” says Mike Juras, CEO of Vertare LLC. “We’re making it easier for them to do that.”

Developed by Juras, whose 40-year automotive career spans executive roles on the OEM and supplier sides of the industry, Enterprise Product Realization™ (EPR) is a unique process performance system that for the first time visually organizes the product development process from idea to manufacture. Vertare, a performance-improvement company, and software-developer Campfire Interactive, agree that EPR will be more powerful than the Toyota Production System (TPS) when fully implemented, says Juras.

At present, the domestic automotive industry’s machine-based manufacturing value stream comprises three phases: product realization, launch, and order fulfillment. Until now, lean principles have been successfully applied to the launch and order fulfillment processes because of the inherent visibility of parts and product flowing through the system. Applying these principles to the less-visible elements that go into the product realization process has been both frustrating and unsuccessful, creating undue risk, excessive waste, added complexity, and delay. “Program success or failure usually starts here,” says Juras.

“The major reason for this is the inability of suppliers to visualize early on the complex, innovation-based system that encompasses this critically important first phase,” says Juras. “However, by incorporating Vertare’s new Learnings, Methodologies and Visualization Technologies, EPR overcomes the long-standing inability to apply lean to product realization.”

The power of EPR will be discussed in a two-part seminar held on March 12th and April 14th. The first seminar focuses on EPR’s common enterprise product realization framework that:

- Guides the creation of **value** as defined by the ultimate customer
- Provides simple, understandable pictures of the emerging **value stream**
- Creates a visual of **content flow** versus activities
- Promotes conversion to a **pull** system using norms of content, context, and constraints
- Enables a reliable, consistent pursuit of **perfection** throughout the entire enterprise

The April 14th seminar will demonstrate how to use Campfire’s Collaborative Product Development (CPD) Platform to implement massive change quickly across an enterprise that can significantly reduce product development cost and product cost, while improving time-to-market and product quality.

To register for the March 12th seminar held at the Advanced Technology Center on the OCC Campus in Auburn Hills at 6 pm, please call John Agapiou at (586)986-0467 or email him at john.agapiou@gm.com. Attendance is free. A light meal will be provided at 7 pm following the meeting. The SME chapter website is <http://chapters.sme.org/069/homepage.htm>.