

Managing the Product Cycle Challenge

Facing Market Transition - Succeeding with Transformation

**A way to tackle issues in transformational change
with a highly efficient, understandable and successful approach**

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Discussion Topics

1. Introduction

2. Market Transition

- Markets and products follow typical cycles, e.g. from performance and product features to brand management or commodity
- Success factors are incrementally changing and shifting

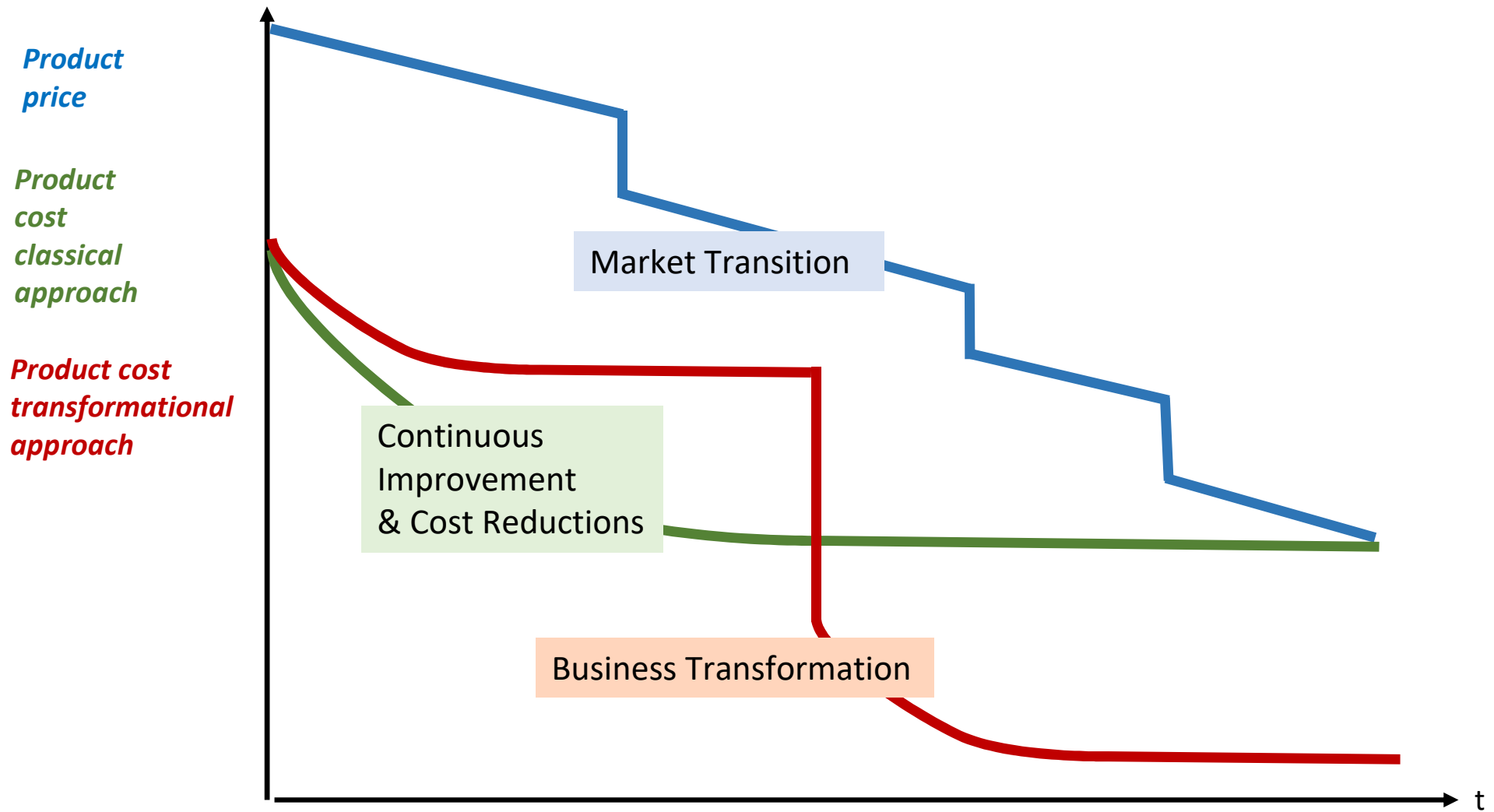
3. Business Transformation

- Transitional markets demand fundamental change of business approach
- beyond cost cutting

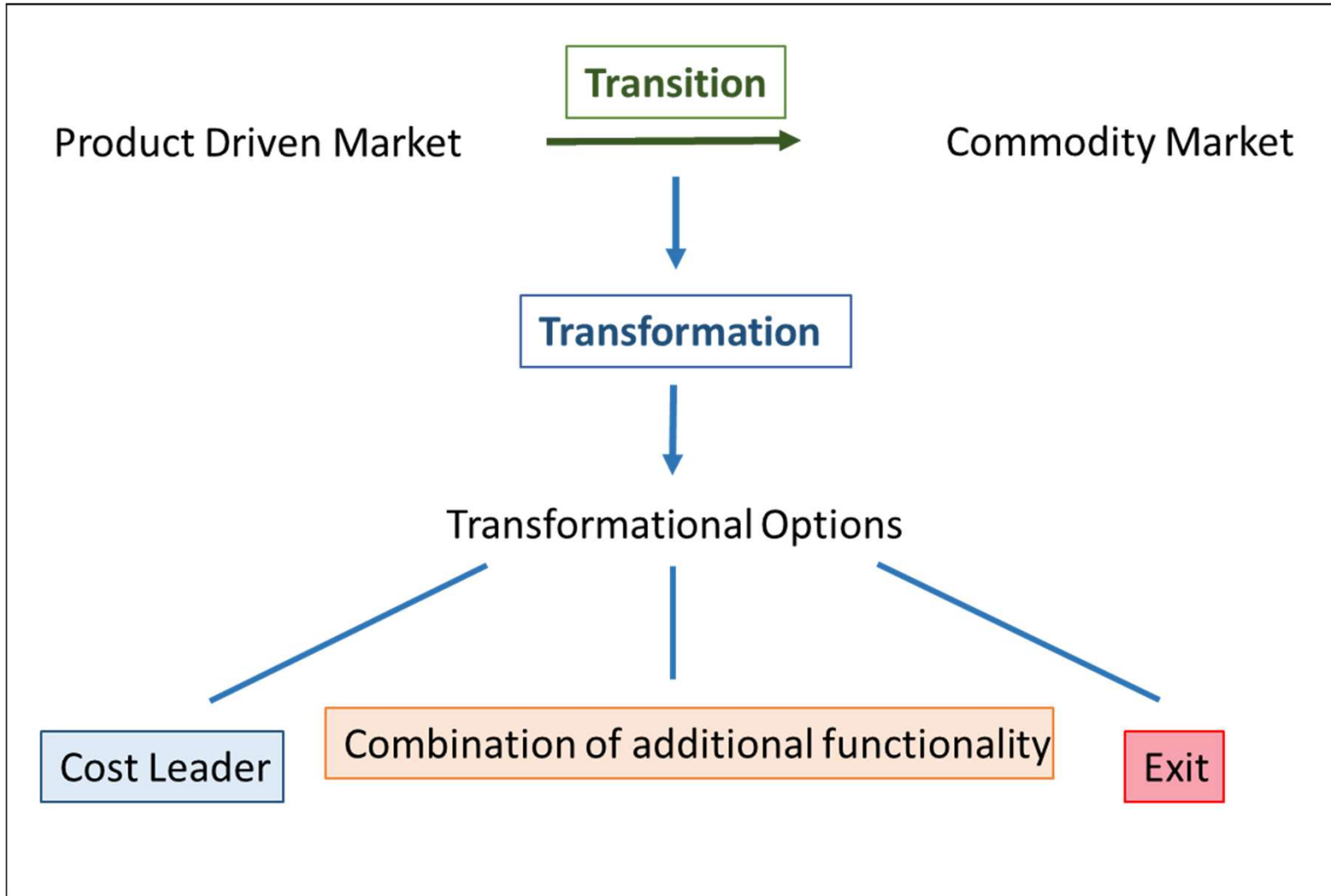
4. Breakthrough Methodology

- Creates success in a transitional market by using a methodology of fundamental change based on fast results
- Generates sufficient data to test the hypotheses about the future scenarios

Transition vs. Transformation: Leapfrog Approach



Market transition demands a transformation of concepts (Example)



Transformation:

Leapfrog to new approach

Cost Leader:

Almost impossible by **continuous** cost reduction

Additional functionality:

Requires new skills in terms of products and processes

Exit:

Depending on alternative opportunities

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