



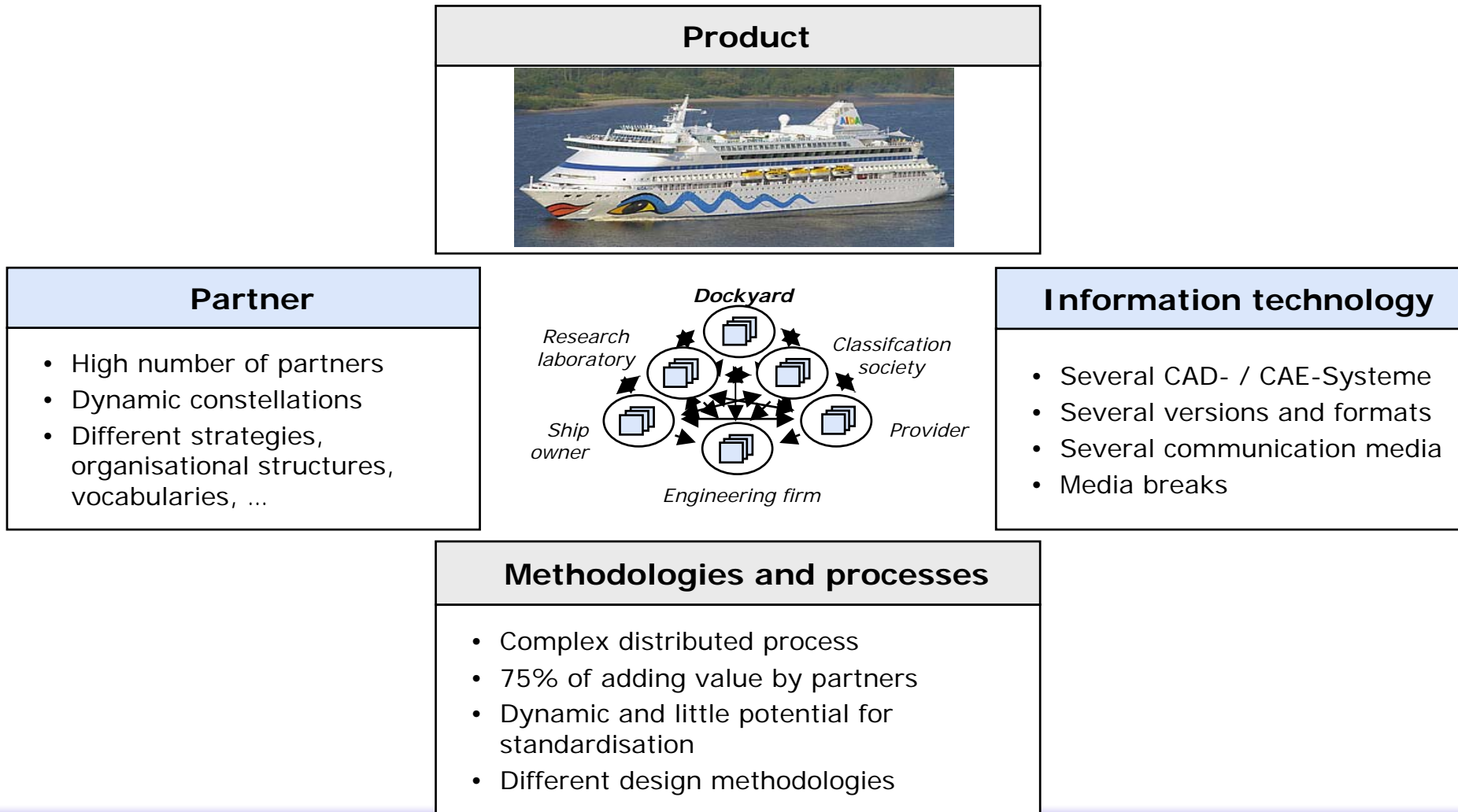
Perimeter

Model Based Performance Measurement for R&D

Axel Hahn

Challenge Concurrent Engineering (CE)

Trend: The development of complex products is accomplished with virtual teams in IT based distributed processes

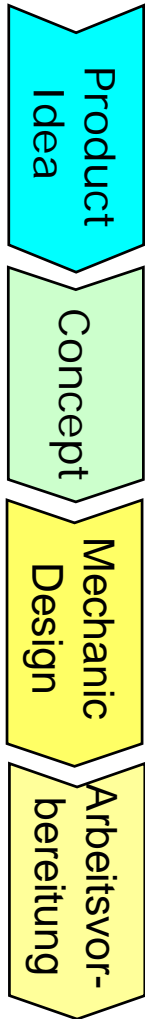


Engineering Design: Performance Measurement

Process

Characteristic

Requirements



- Fuzzy process definition
- Hard to define current project status
- A variety of deployed tools and methods
- Distributed processes
 - Virtual Engineering
 - Several forms of organisation
 - Several Stakeholders

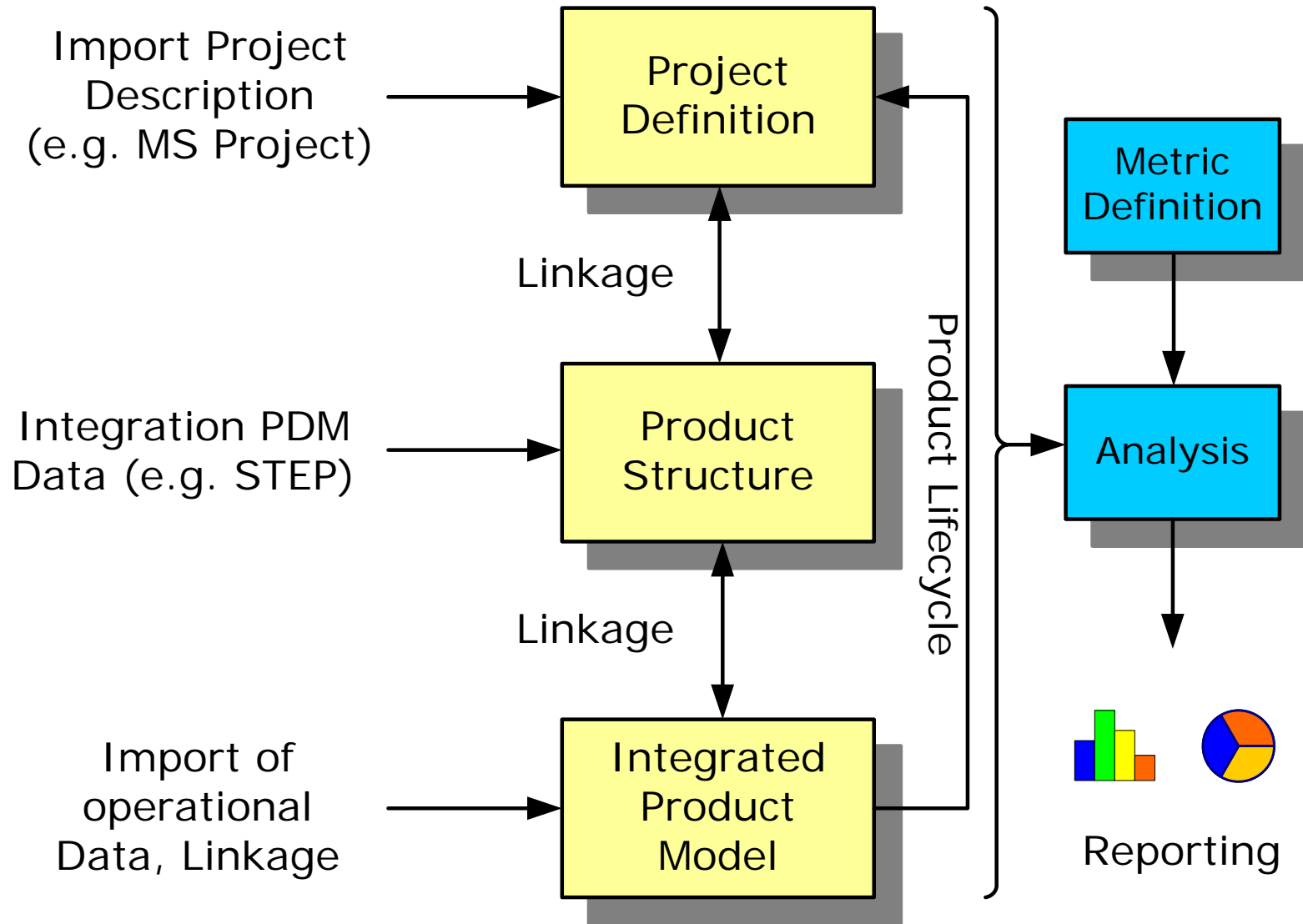
Relevance:

- Support of strategic investment decisions
- Product Management
- Project Management
- Optimisation

Performance Measurement:

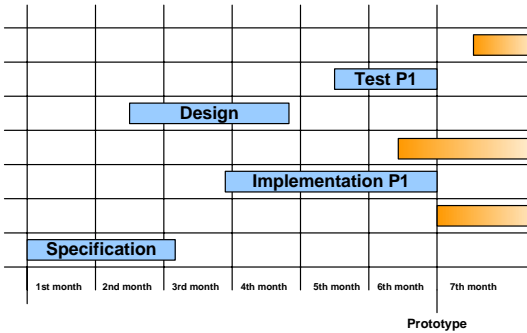
- Efficiency
- Effectivity
- Productivity
- Integrated view on interdisciplinary development projects
- Development accompanying analysis

Perimeter Overview

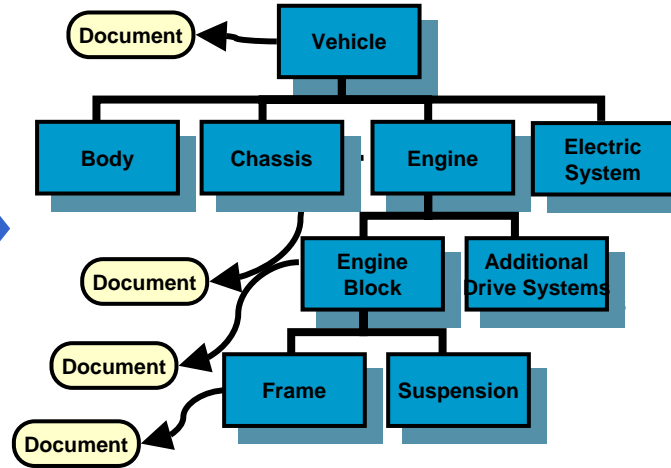


Model Integration Approach

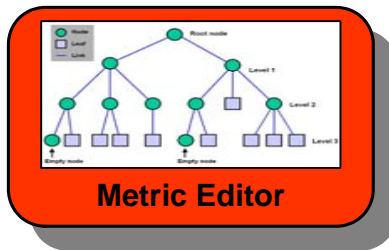
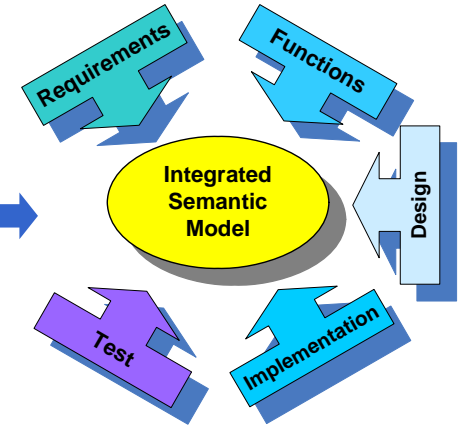
Project View



Product Structure

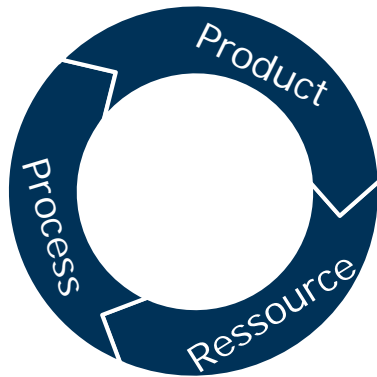
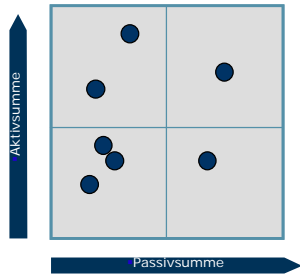


Product View



Perimeter for R&D Management and Evaluation

Answers for Engineering Questions



Strategic questions:

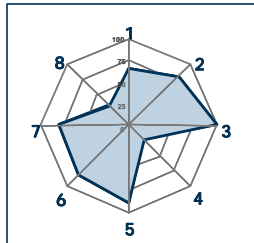
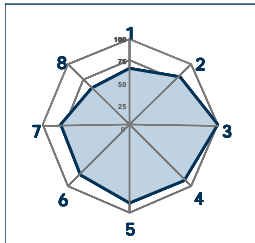
- Comparison of development projects and bechmarking?
- Evaluation of development output?
- ROI of product data management?
- Certification of CMMI / SPICE

Project management questions:

- Development accompanying controlling?
- Change management?
- Prediction of development effort?

Method oriented questions:

- Is an investment into new tools profitable?
- What methods are optimal for my projects?



Requirements concerning the Transfer Business:

- We are looking for: Business Partners, Investors

- We want to achieve: R&D Cooperation, Investment, Commercialisation or Licensing.

Additional Information on the Concept

