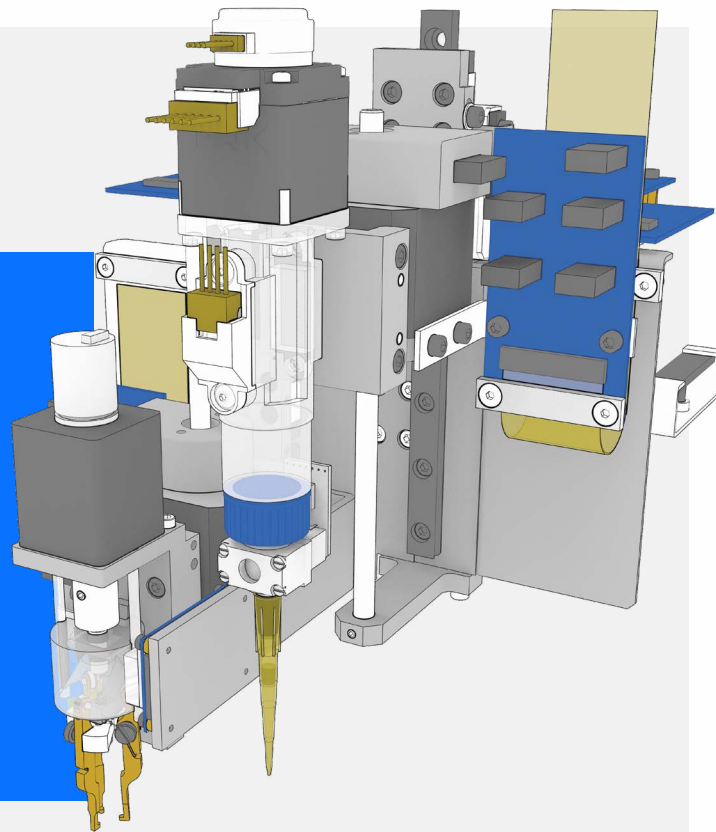


Product cost reduction

Concerned a standard supply chain and BOM cost optimization won't get you the margin you need?

Then Sagentia can help



Improved design & innovation

Sagentia is running a series of pre-bookable product cost reduction projects centered around a one-to-one, two day interactive workshop with our team in Cambridge, UK. Our clients will get access, over a two week period, to Sagentia's diverse scientific, technical and cross-industry expertise without the obligation to commit to a full product development program. This short-burst, high-value exercise will generate ideas for product redesign which have previously led to product cost reductions of up to 50%.

Product cost optimization in 3 easy steps

We require →

1. A sample of your product
2. Costed bill of materials
3. Schematic design
4. Your attendance at a workshop in Cambridge, UK

Project deliverables →

- Short list of cost-optimization targets
- The different innovation options for each
- A series of technically-grounded development routes

Our approach is →

DESIGN-LED: Cost reductions will be derived from fundamentally challenging the design and innovating

INTENSIVE, HIGH-VALUE: Our two week assessments deliver a clear set of prioritized ideas and associated development pathways

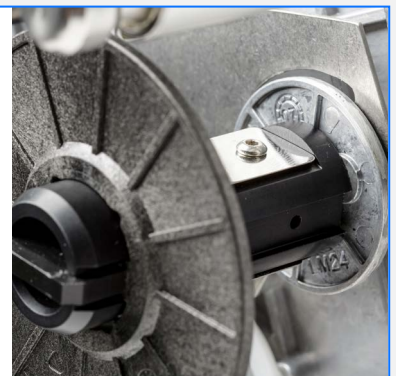
TECHNOLOGY FOCUSED: We identify the right technology to drive innovation. Any new IP that is generated from this project will belong to you

50% cost reduction in advanced helmet system



Full case study overleaf →

Radical redesign opens emerging markets



Full case study overleaf →

Sagentia's approach to product cost reduction

We are often asked to innovate existing products, addressing the issues of product cost and improving technical performance to extend product life. Our approach combines front-end market understanding with product development experience and is particularly appropriate for complex devices where our expertise in systems engineering, electromechanical actuation and sensing can be applied.

We take a holistic view of the product cost and its contributory factors to fundamentally challenge the current design, the manufacturing techniques and the assembly process, allowing innovative new solutions to be realised.

Week 1

Sagentia immersion
Understand, evaluate & challenge



Gathering
insights from
your team



Understanding
the product &
technology



BoM &
schematic
assessment

Week 2

Sagentia innovation
Explore, ideate & deliver



Product
teardown



Identify
opportunities



Idea
refinement &
delivery

Our client needed to reduce the cost of their advanced helmet & display system whilst keeping it light and robust

Approach ↗

- Novel processes, eg thixoforming metals for near net shape parts, resin transfer moulding composites
- Considered the through-life costs of the system, including manufacture, alignment, tailoring to pilots

Benefits ↗

- The product now incorporates process improvements with system level proposals fed into the future product plan
- A cost reduction of 50% was achieved without any adverse impact on 'feel' and robustness



Successful launch and sales of low-cost industrial coder for our client, Markem-Imaje

Approach ↗

- Multi-disciplinary team of product designers, electrical, mechanical, software and production engineers
- Concept development, product design, product development and transfer to manufacture

Benefits ↗

- Product launched just 18 months after initial meeting
- A true entry level digital coder which didn't cannibalize existing equipment sales
- Maintained critical functionality at lower cost, enabling entry into a new and emerging market



Contact us

Contact us to reserve your slot at info@sagentia.com or visit www.sagentia.com/costreduction

Our two week projects are pre-bookable at a cost of £30,000. Projects will be strictly client confidential and will be conducted under standard contract.