



Photo Credit: Plexus

## Creating Winning Products

It has been stated within the electronics industry that only a quarter of product designs prove to be a winner and just one in seven product concepts are a commercial success. The question OEM's are all asking is, what is going wrong and what are the main causes of so many product failures?

In reality there are a number of different causes. The product may not be what the market actually wants, the unit cost may be too high or a company may just miss their market window, dramatically reducing demand for their product.

At Plexus we focus on helping our customer to realize their product ideas; in essence our experience is in the business of helping our customers to solve all of these problems. We understand that success is when the right product hits the market at the right time, and at the right price.

As an example, we often see firms attempt to launch a product into volume manufacturing without having fully considered the process during the product development phase. In practical terms this may mean that there is no production test strategy for the product; the product may be too time consuming or expensive to manufacture or it may not have the right supply chain in place. Potentially it may face all of these issues. Worse, figuring out at the last minute that the product needs to be altered can be very costly, create issues with regulatory compliance and dramatically delay the launch of the product.

Working with Plexus throughout the process allows our customers to avoid these pitfalls by considering them throughout the development. Our experience in taking products from conceptualization through to sustaining services and every step in between enables our customers to meet their time to market commitments and ensure that their product is the 'winner'. Supporting customers within the Healthcare/Life Sciences, Industrial/Commercial, Networking/Communications and Defense/Security/Aerospace market sectors, we provide them with an unfair advantage over their competition as they are able to leverage the vast product realization experience base of Plexus.

Our Darmstadt Design Center provides our German customers with local access to our product development and commercialization expertise with over 470 engineers across 3 continents as well our global manufacturing and after-market services footprint.

### ▶ ABOUT THE COMPANY

Plexus delivers flexible, quality, mid-to-low volume, higher complexity Product Realization solutions to over 140 companies in the Healthcare/Life Sciences, Industrial/Commercial, Defense/Security/Aerospace and Networking/Communications markets.



*The Product Realization Company*



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