

PHILIPS

sense **and** simplicity

Introducing
Philips Innovation Services

Position in Philips

Philips Innovation Services



Supporting your innovation, fast and efficiently

Philips Innovation Services

Facilitating innovation

- Innovation services, facilities, expertise & consultancy

Enabling innovation

- High precision systems and systems design

Supporting a variety of companies, from market leaders to SME's

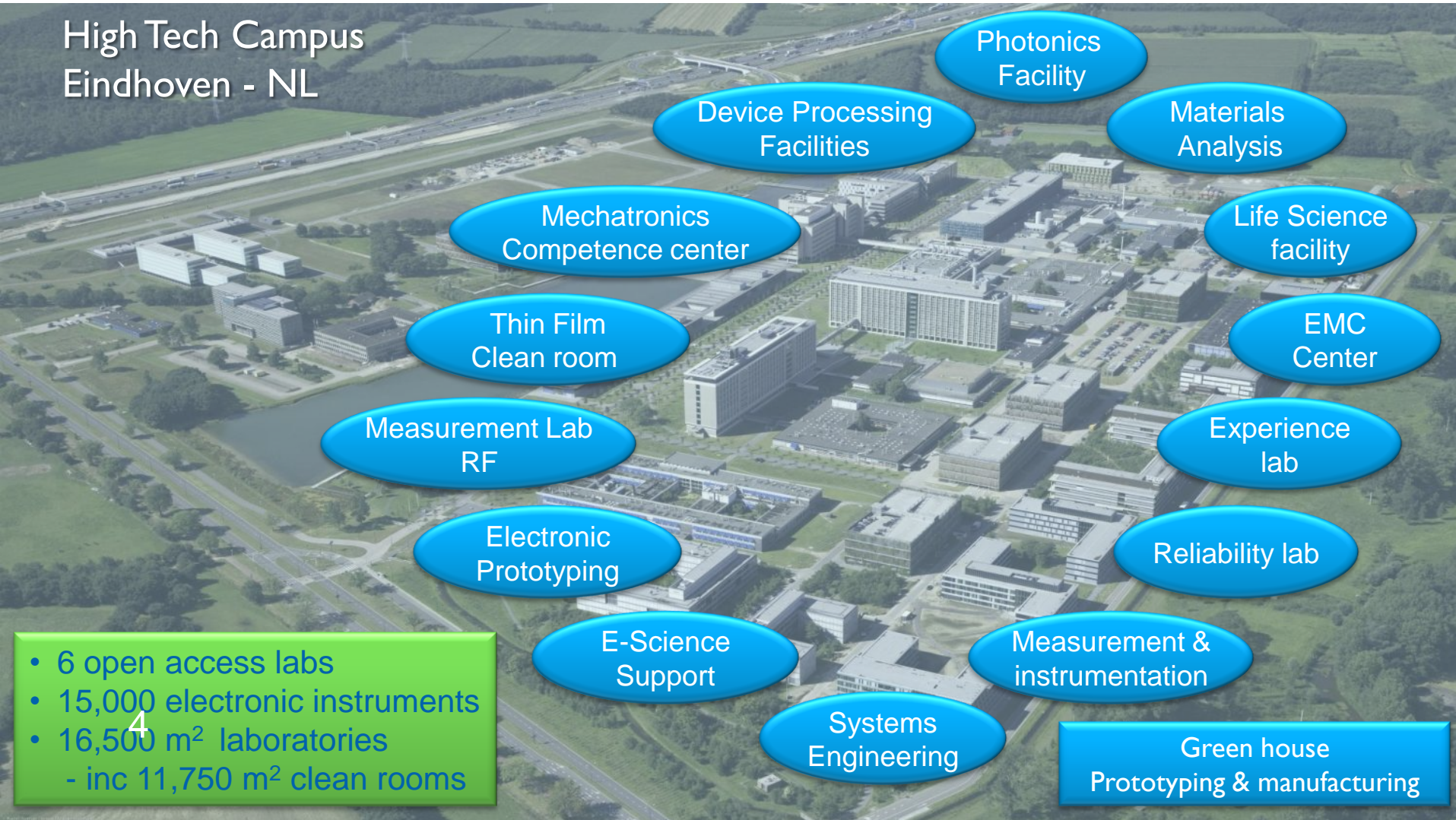
- Philips Sectors & Research
- Leading companies like ASML, NXP, OCE, Odersun
- 3 – Numerous SME's



Our facilities

Philips Innovation Services

High Tech Campus
Eindhoven - NL



How we support innovation

Philips Innovation Services



Increasing engagement

With you **Front-end innovation, industry consultancy**

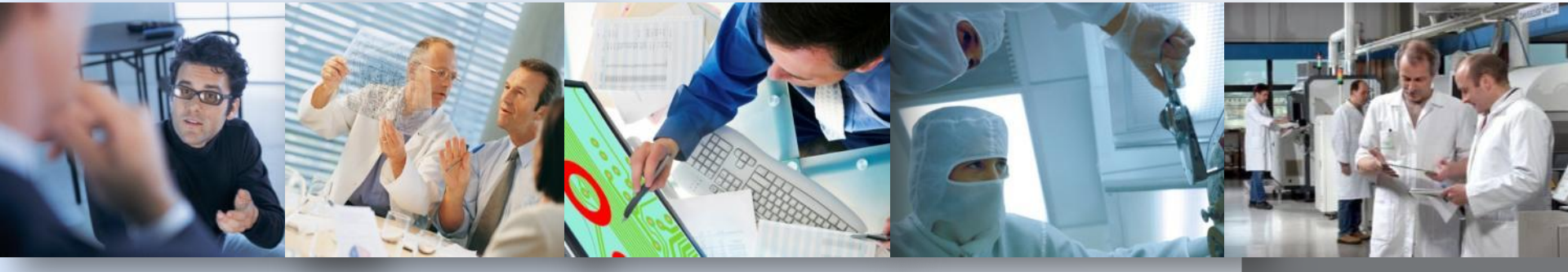
For you **Complementary services & support**

By you **Facilities, tools and competences**

Flexibility to suit your needs



Support in each phase of the process Philips Innovation Services



User Experience Research Support - e-Science Support - Ideation - Lean innovation - Proof of concept - Design - Systems Creation - Laboratory Equipment & Infrastructure Support – Materials Analysis - Modeling & simulation - Test Measurement & Analysis - Quality & Reliability - Electro Magnetic Compatibility - Prototyping - Equipment (production systems) - Small series manufacturing - Life Cycle Management - Approbation - Safety & Health - Environment/Liabilities - Lean operations - Supply chain management - Operations transfers

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High Growth Forum Opschaling vs transfer processen

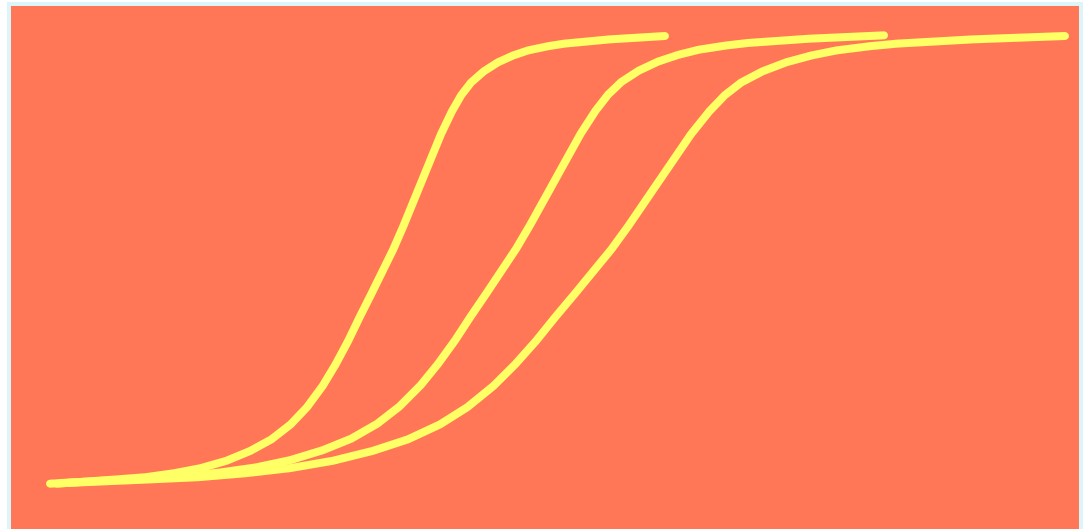
Ben Broers

Philips Innovation Services

2011-06-06

Waarom opschaling en transfer processen ?

- Kortere levensduur van producten
- Uitbesteding van producten

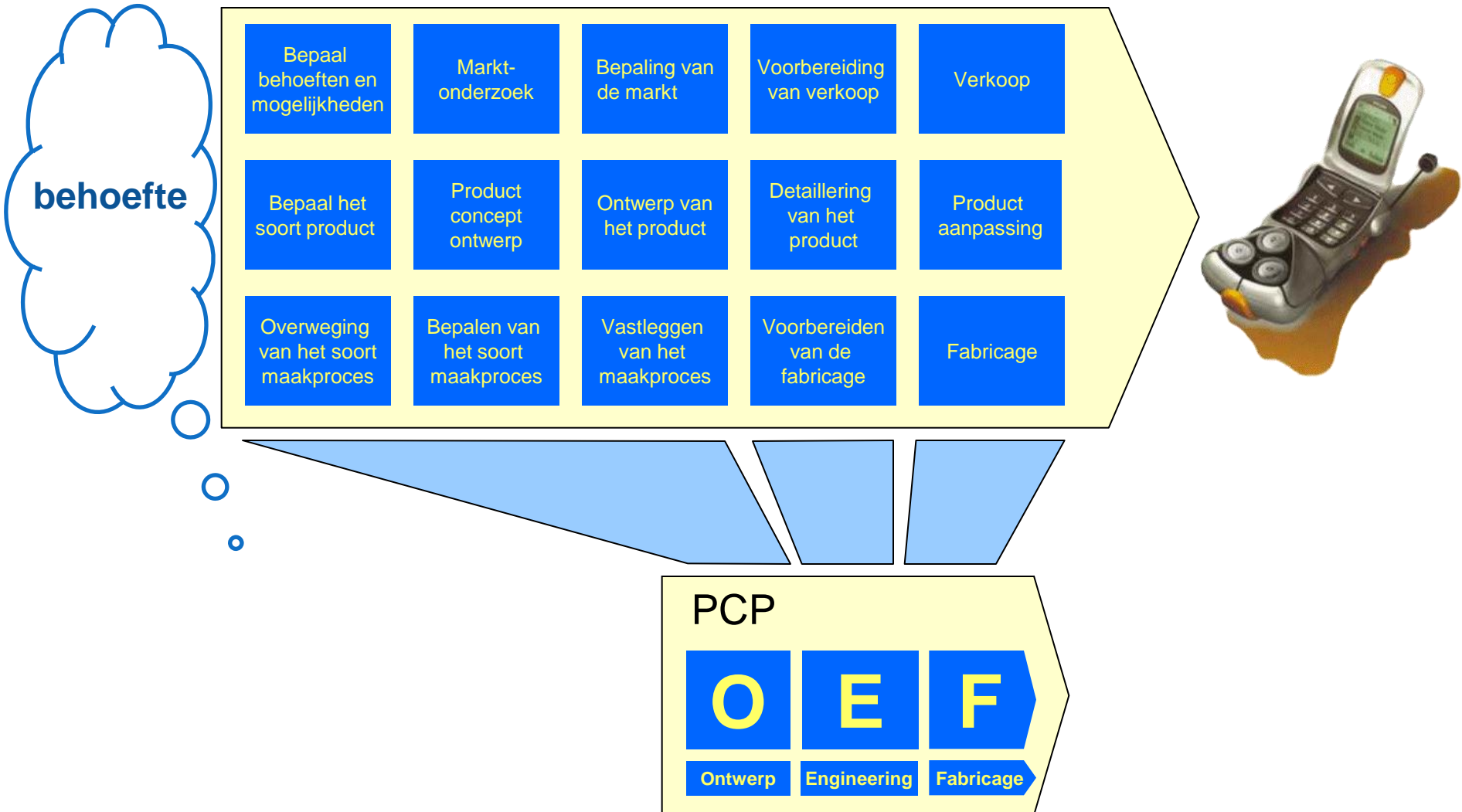


OPSCHALINGS PROCES

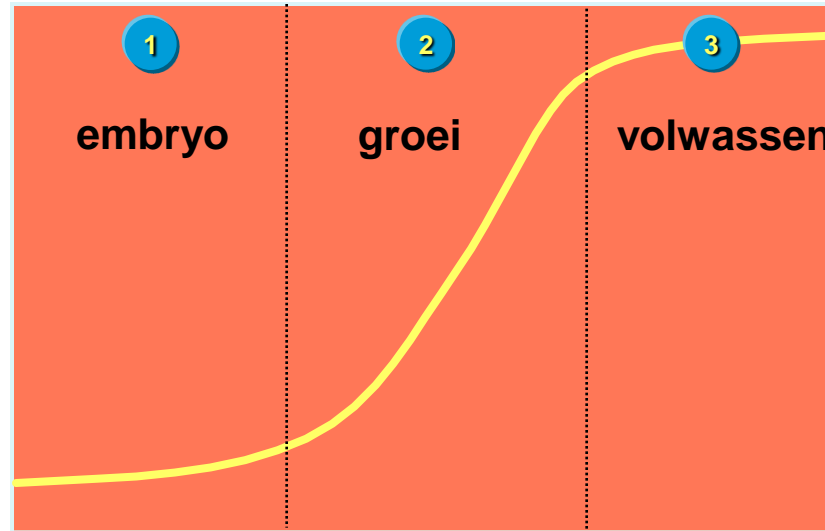
Opschaling

- “Bij opschaling **start** een onderneming **commerciële productie** met relatief lage volumes; als de organisatie **vertrouwen ontwikkeld** heeft in de eigen mogelijkheden (en die van haar leveranciers) om productie consistent uit te voeren en om het product te kunnen vermarkten, **verhoogt het volume**. Op het einde van de opschalings-fase heeft het **productie systeem** haar **target nivo** betreffende **volume, kosten en kwaliteit** bereikt.

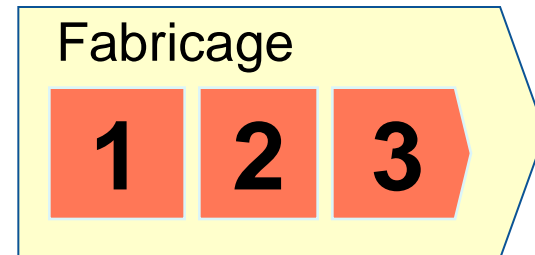
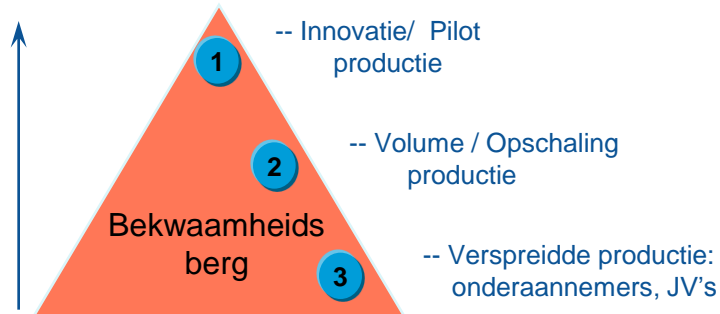
Opschaling – ontwikkel fase



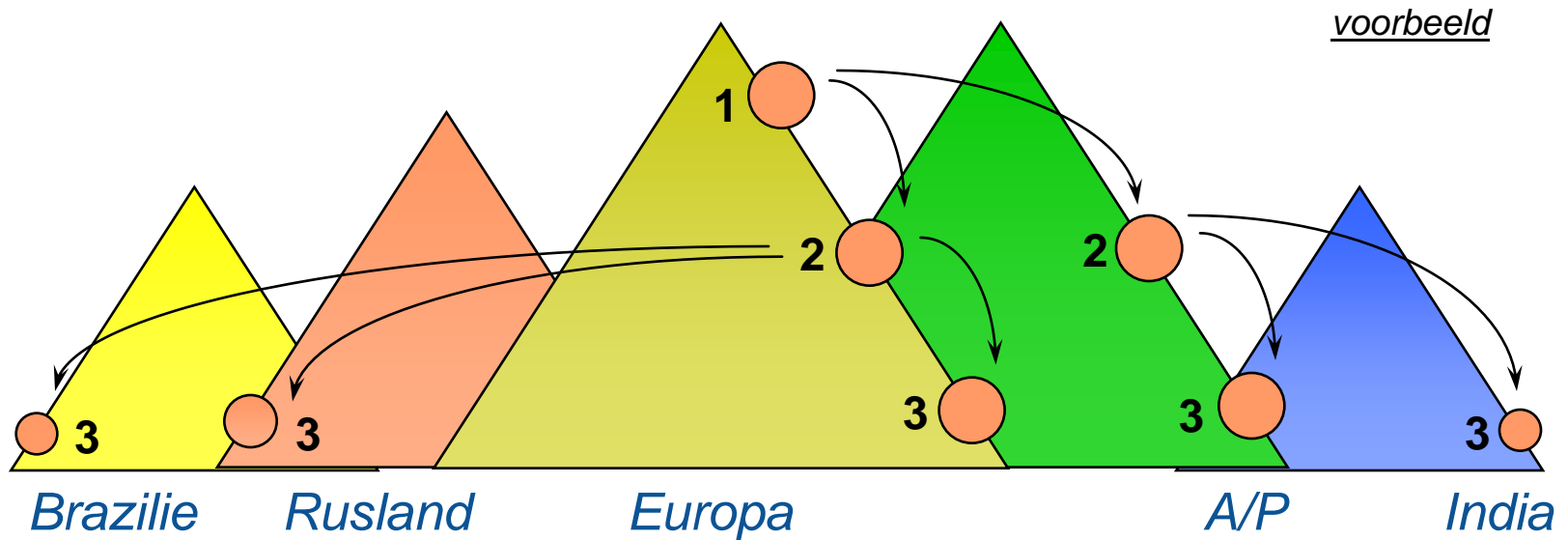
Opschaling: fabricage fase



costs



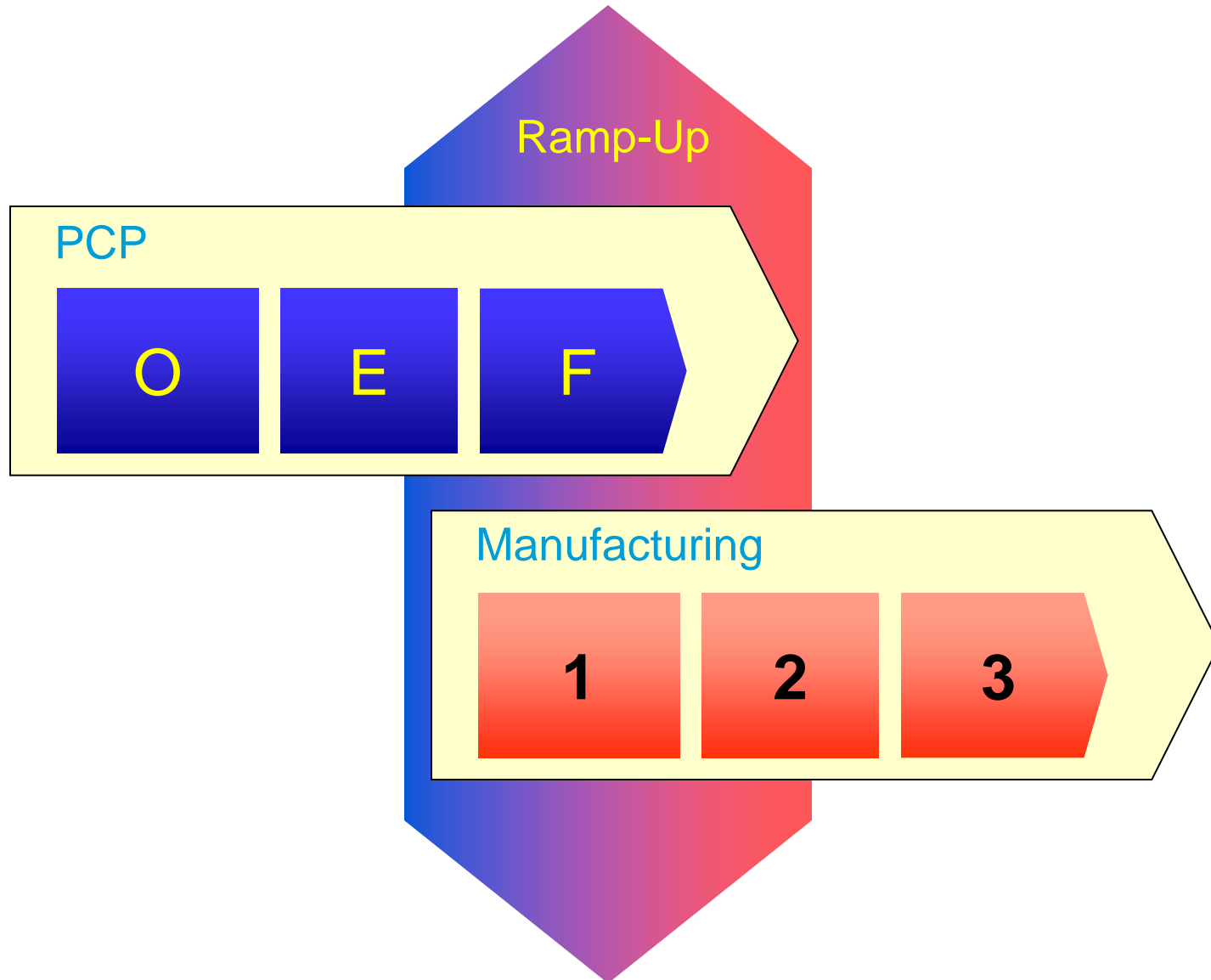
Fabricage: de regionale en levensduur dimensie



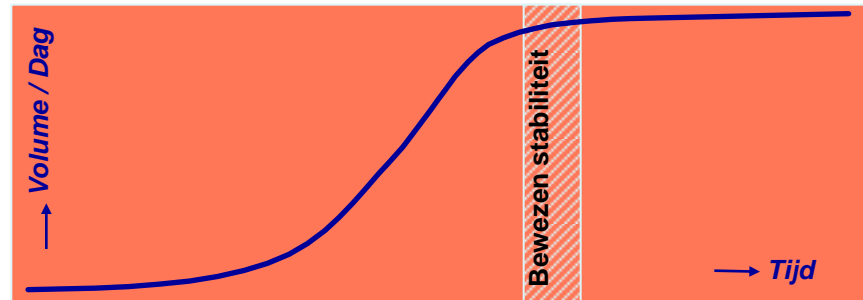
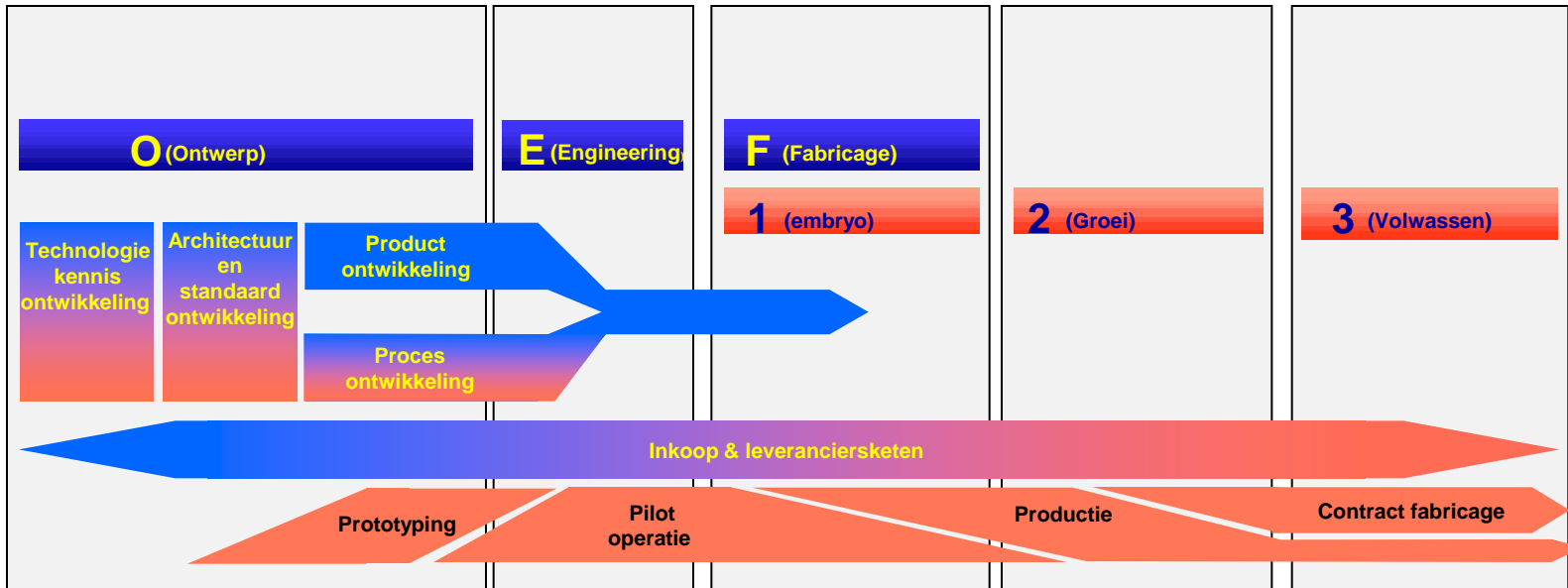
Rationale:

- bepaal “bekwaamheids” berg per region (1,2 and 3)
- bepaal fabricage for 3 in lage lonen landen
- bepaal categorie 1 fabriek nabij R&D centrum

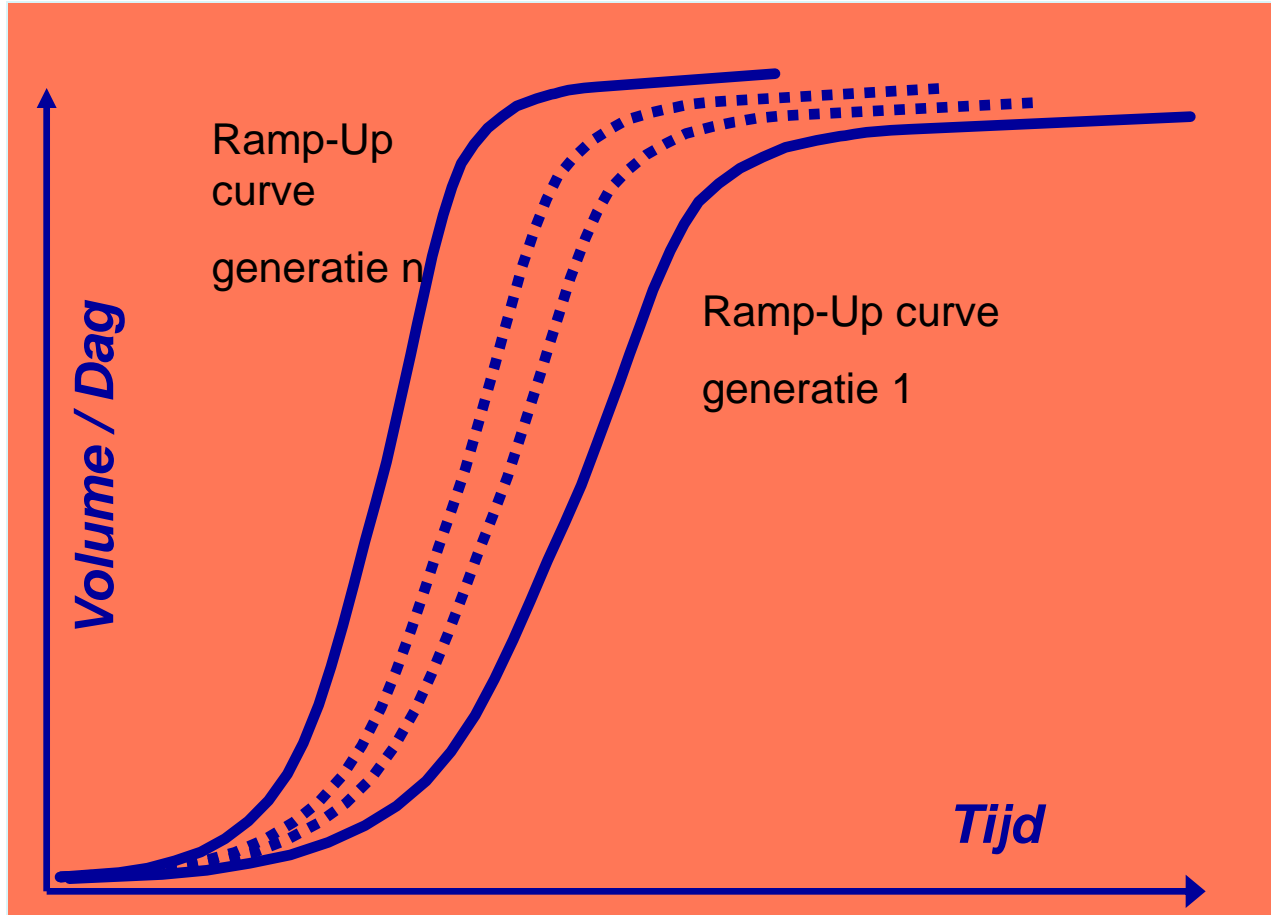
Opschaling: scope



Opschaling: complete model

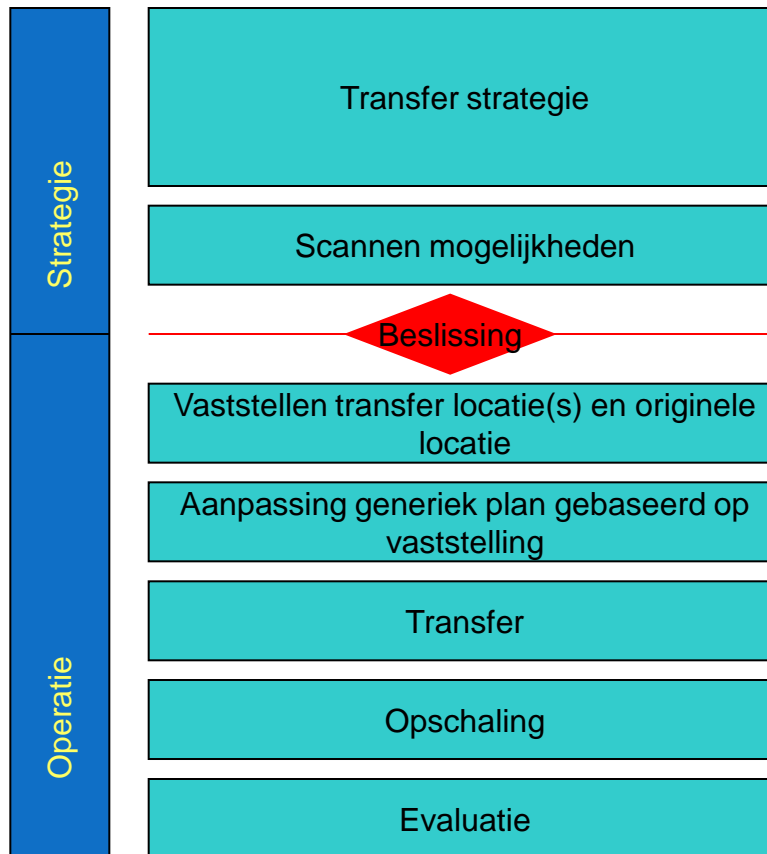


Opschaling: S-curve



TRANSFER PROCES

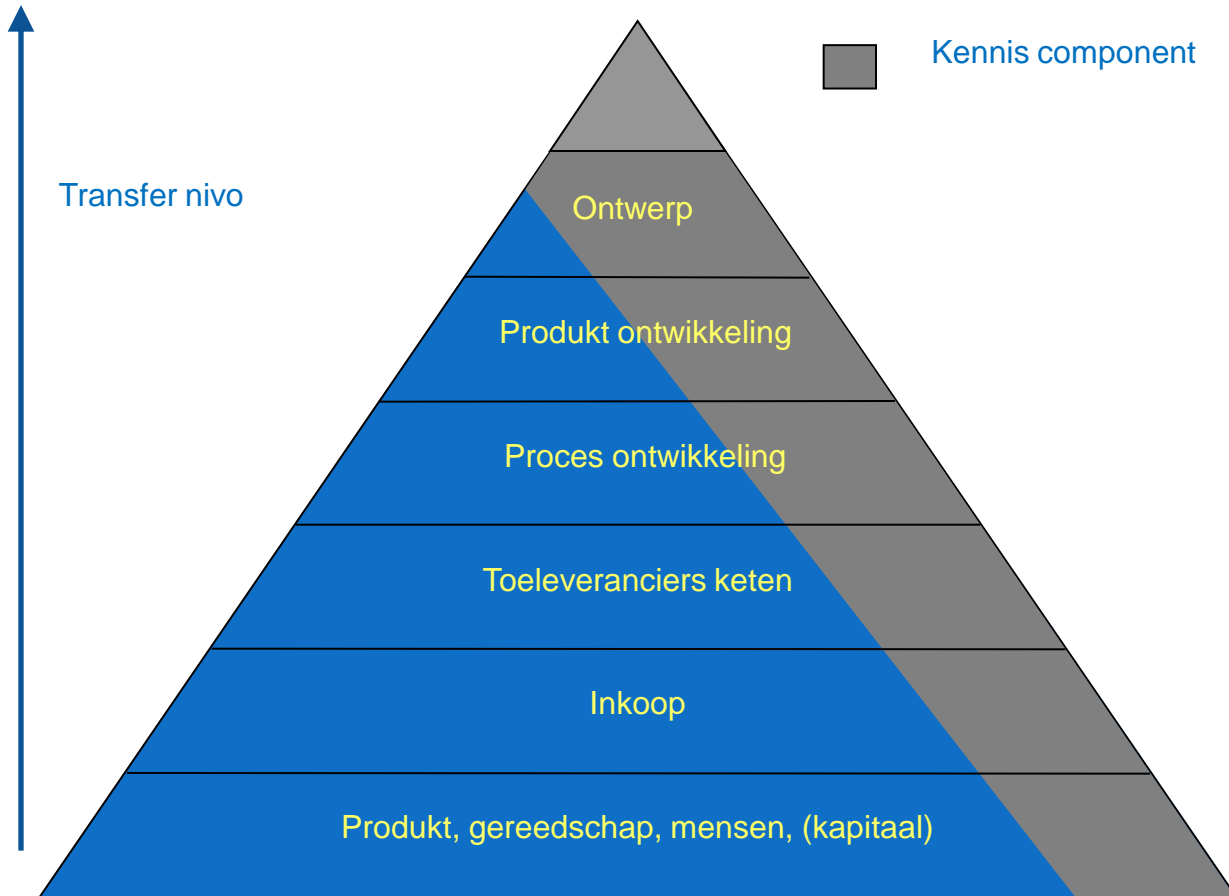
Transfer strategie



Transfer vragen

- Waarom wil men transfereren?
 - Lagere kosten
 - Dichter bij de markt
 - Kennis ontwikkeling
- Wat wil men transfereren?
- Wanneer wil men transfereren?
- Hoe moet de transfer plaats vinden?
 - Joint Venture
 - Contract Manufacturer
- Waar is de transfer locatie?

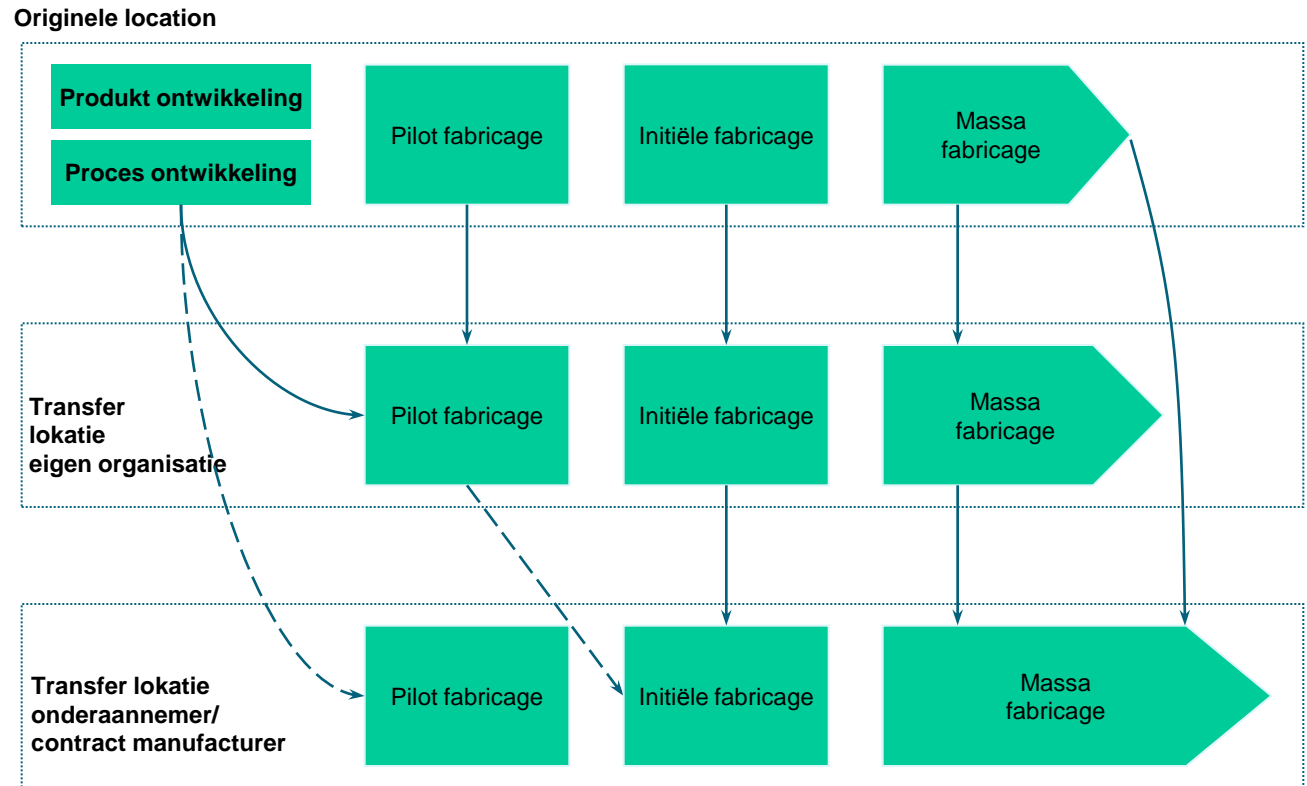
Nivo's van transfer



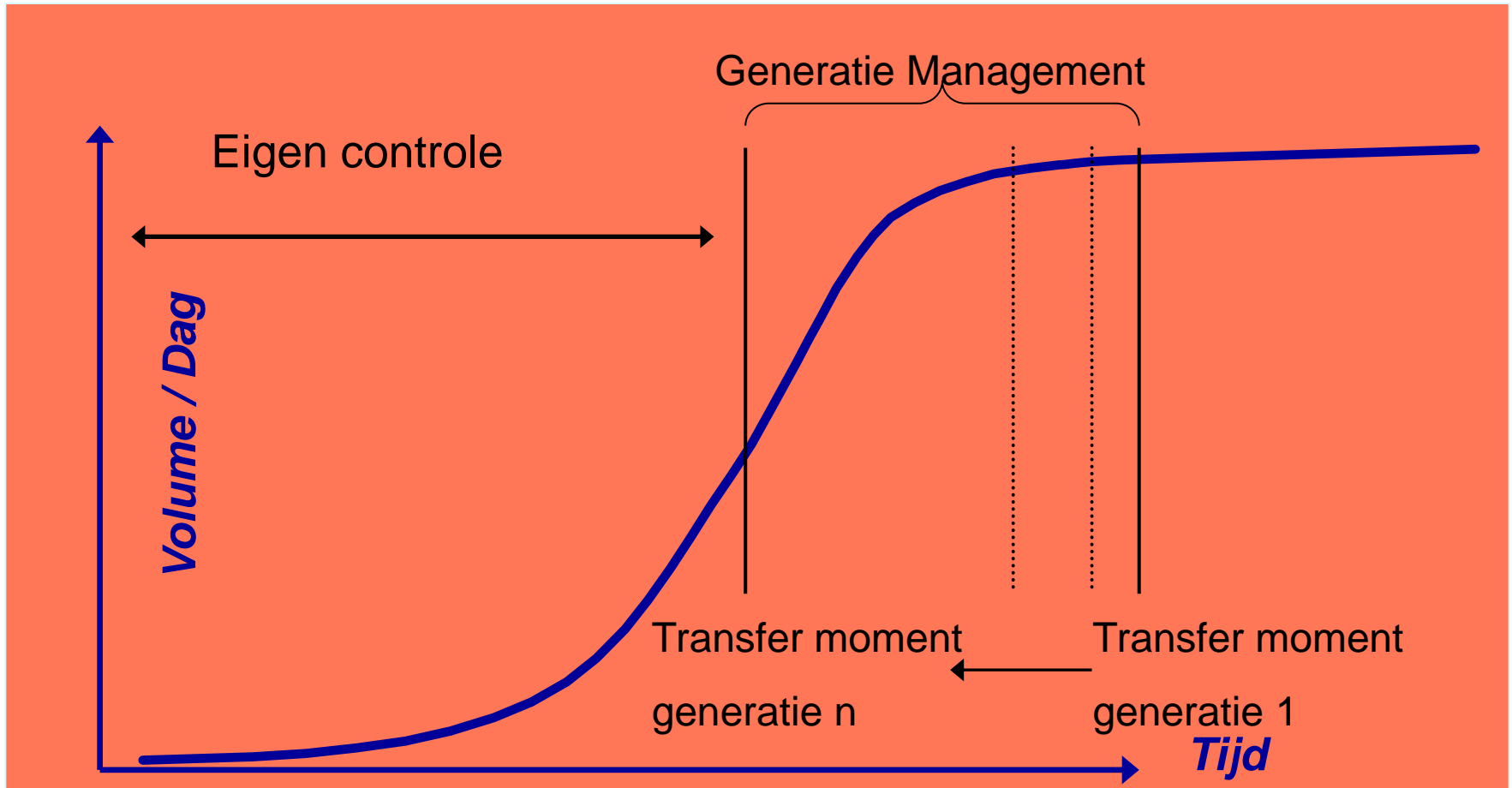
Transfer model

Transfer

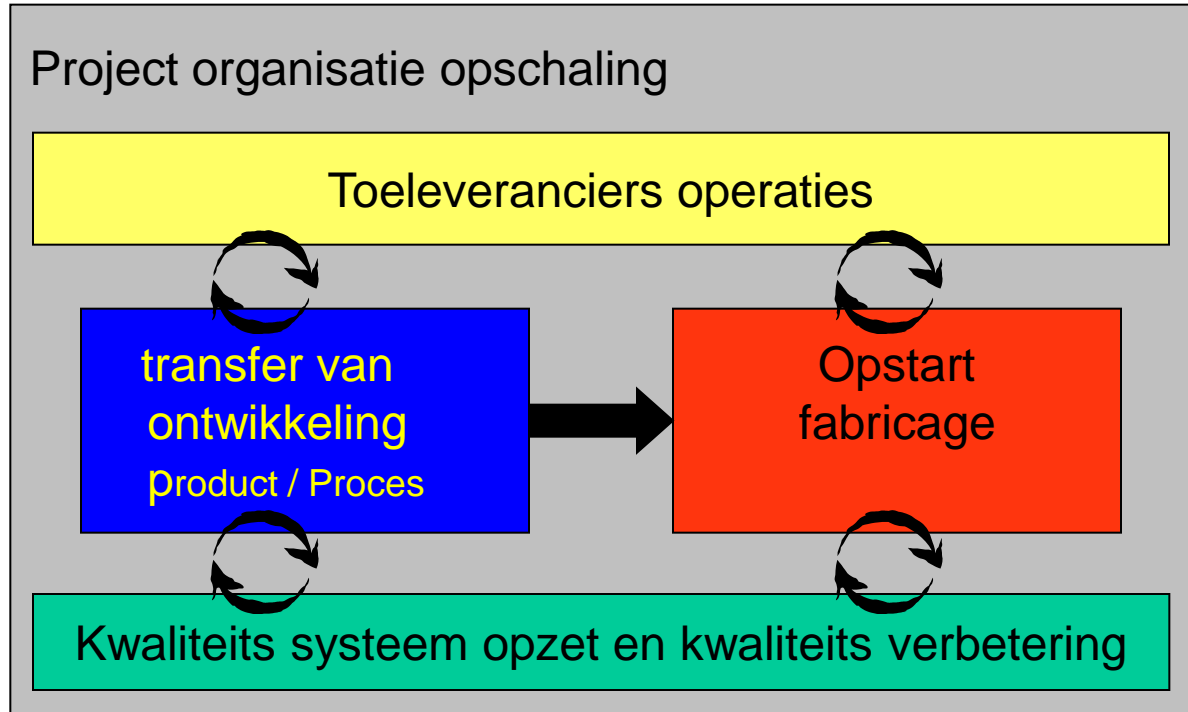
Her-allocatie van een lokatie naar een andere lokatie of subcontractor



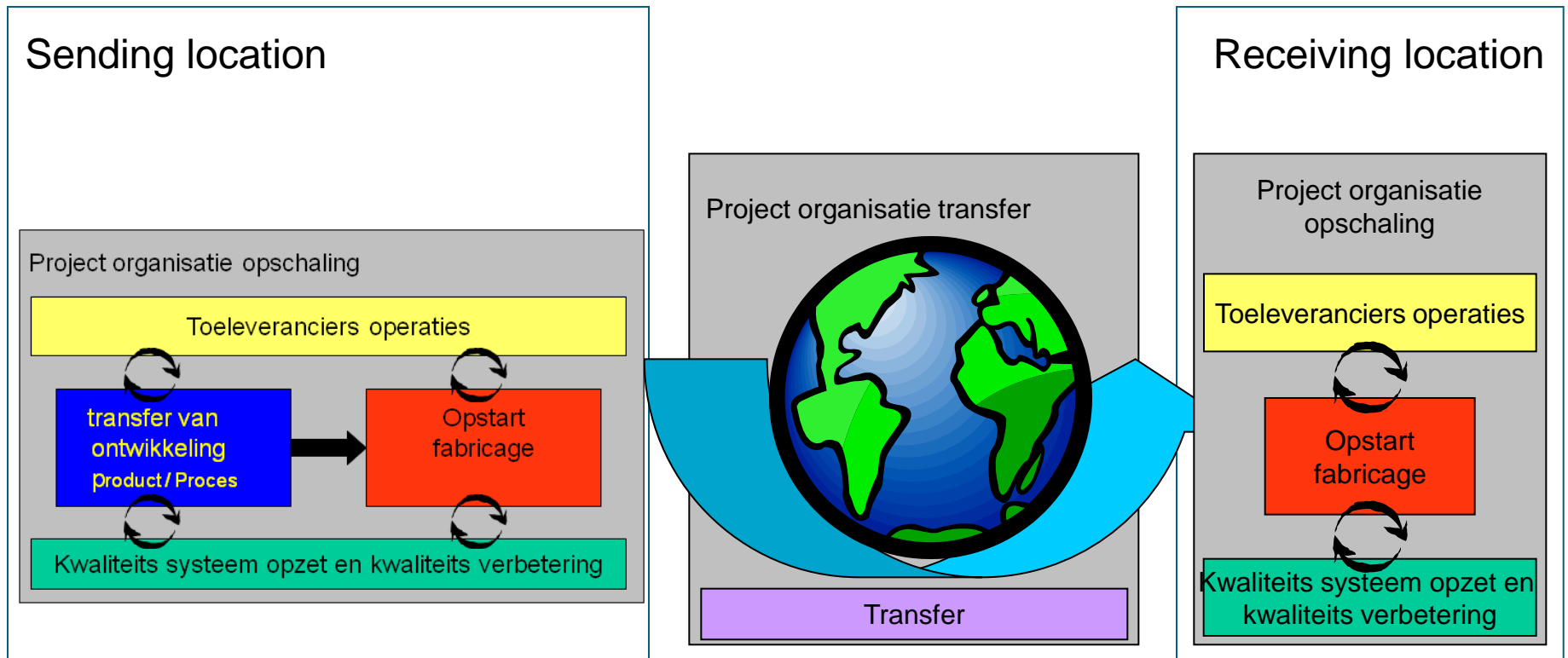
Transfer: S-curve



Opschalings elementen



Transfer elements



Conclusies

- Groei van de organisatie kan o.a door opschaling of transfer
- Bij opschaling moet men goed beoordelen in welke fase van het creatie proces men dit wil doen
- Bij transfer moet men goed beoordelen hoeveel kennis betrokken is bij de transfer
- Het is in beide gevallen goed om begeleiding te zoeken, zeker als hier nog weinig ervaring in is

Bel Ben !

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