

A Front-End Loading in New Product Development
“Product Development and Digital Transformation Conversion”

-The creation of a theme-
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Keywords :

*New coronavirus, Impact, US, Sanctions, put in motion, Collapse,
DX conversion, Convert, Improving management efficiency*

The double shock of the menace of the new coronavirus and the imposition of US sanctions

It may be no exaggeration to say that the effects of the new coronavirus are increasing day by day and are becoming a sign of New normalization. It can be said that the menace of this new coronavirus and the manufacturing for companies has been completely overturned. Also, the activation of numerous sanctions on China by the United States has been giving a further significant impact on the composition of the global supply chain.

In particularly, Companies that manufacture parts such as smartphones and Wi-Fi centred on IT are steadily deteriorating their management situation as it blows from jabs to body punches. However, the imposition of sanctions in the United States has been predictable since last year. So, it may be said that the risk management function of each company did not work, or it was the reliance upon others like as they wish something will turn up for them.

Sanctions of the United States will be continued in the future, and I think there is a danger that even large companies would collapse in a blink of an eye.

Under these circumstances, what is going on to the manufacturing site of a company? As usual, there are "many design changes", "mold correction is not in time", and many factories are resting due to the influence of the new coronavirus, so "parts production is delayed" and so on.

On the other hand, when it comes to the conversion to DX (digital transformation) centred on the corporate planning department, many companies are trying to push it forward like it is some kind of new world for them.

However, please don't misunderstand. I do not deny about DX conversion.

Given this, The distance between the manufacturing site and the management is getting farther away. Those managers supposed to try to turn disaster such as the influence of the new coronavirus that developed from Wuhan into good fortune.

But unfortunately, I must say that many business owners are trying to choose the most effortless way as "if you keep yourself getting on-trend, it will be solved somehow."

Product development and DX conversion

In product development in Japan, what is needed is how to link those "MONOTSUKURI"(manufacturing), which scattered all over the world efficiently. As you know, Japanese manufacturing has been scattered so along with the back of strong yen.

Since not everything can be done efficiently, I took up design, mold making, and prototypes in product development thought that it was essential to convert this part to DX, and discussed with a mold making company based in China. Through the video meeting, I integrated the flow of design, mold making, and prototype and applied it to past products, and found that DX conversion is quite useful, although some points still need to be corrected. If you are interested, please contact us.

Looking back at the origin of DX itself, according to Wikipedia, the source of the word DX is a concept proposed by Professor Eric Stortermann of Umeå University in Sweden in 2004. It is based on the idea such "The penetration of IT could bring good changes for people's lives in every way."

If we replace this with a company, it fuses data and digital technology against this harsh business environment that the company itself faces, anticipating the needs of the company's current and future customers and society. Then It can create a significant change in the organization, process, corporate culture and climate up to the present by making the drastic conversion for products, services, and businesses.

If simplified, It can be said: "If you combine information (data) and digital technology and use them properly, you can effectively work on management activities that could directly link to your business."

However, just because you promoted DX conversion does not mean that you can secure the superiority of competition between companies. In that way, I may say that many companies have misunderstood this point.

For more details, you may want to check "Guidelines for Promoting Digital Transformation Ver. 1.0" issued by the Ministry of Economy, Trade and Industry as DX promotion guidelines.