

**Effective
Programme**



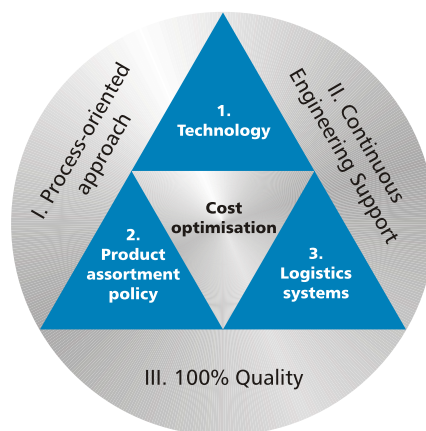
**Experience
the Difference!**

A new way of thinking

Components suppliers becoming intelligent service providers – costs can be cut only by making a process-oriented approach

(Forchtenberg). In the automotive industry, simply reducing the cost of a part is not enough. A study carried out by the Fraunhofer Institute, under the leadership of Professor Dr. E. Westkämper, provides impressive evidence that the cost drivers reside not so much in the cost of materials as in the processes themselves. For component suppliers this is an opportunity to take a step back from the pressure on unit prices by implementing intelligent concepts and expanding their own service portfolios with a long-term and reliable cooperative partnership with the manufacturer.

With its "Effective Programme", Arnold Umformtechnik of Forchtenberg in Germany has responded to the pressure of rising prices and increased quality requirements in the automotive industry. The concept is based on three pillars: Innovative technology – in order to reduce project development costs by up to 70 percent as early as the design stage, a forward-looking assortment policy simplifies the number of different small parts needed.



The three phases of the Effective Programme

Here, optimum quality is the lowest common denominator within the parts selection process, as is an intelligent logistics system, tailored individually to each trading partner. "The foundations for these pillars are formed by continuous Engineering Support, a process-oriented approach as early as the pre-design stage, as well as 100% quality of parts and services supplied," said Michael Pult, Marketing & Communications Manager at Arnold Umformtechnik. And the proof is in the company's success. In a study, automotive supplier Mahle reported overall cost reductions of up to 80% simply by using intelligent fasteners and by including its suppliers into its own design processes at an early stage.

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