



December 2008 Newsletter.

RSS FEED



Dear All,

Happy Holidays to you and your family! On behalf of ESC's team, I am honored to send you the December 2008 newsletter sharing recent development since August. I hope you find it informative and interesting. Please contact us if you need more information or have ideas or suggestions.

Best regards and looking forward to working with you in 2009.

Sam Wakeel

Sam Wakeel, CEO

Highlights - In the fourth quarter of 2008, ESC focused on executing engagements, providing training/seminars, augmenting the ESC team, and launching several marketing campaigns.

With the automotive industry's slow-down, we have concentrated on orthopedics and medical devices industries where hundreds of startups to medium size companies need help in product development and can afford to invest in improvements.



Major Engagements

Our client is a medical devices company based in the US and has locations in the US and Europe. We completed our assessment of Product Development Maturity (PDM) in August, which revealed a rating of 2.1 on a 1-4 scale. We are currently executing several initiatives to raise the PDM score, with -among others- a short-term goal of improving communication and clarifying activities and roles, and a long-term goal of doubling the number of new product introductions per year. The initiatives include NPD process re-design, Team communication, Organizational governance, Project management templates and tools, Project communication/reporting tools, and Workshops/Training.

Software: EqMARS

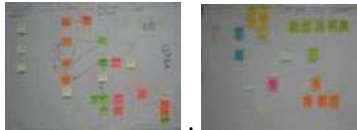


We have completed the launch of EqMARS (Web-based Equipment Management And Reservation System) Version 1.0. It is designed to help education institutes and companies manage their educational / office equipment such as laptops, projectors, cameras, and cellular phones. It also facilitates and controls reservations, check-in/out. If you would like more information please visit <http://www.eqmars.com> or email: info@eqmars.com. If you like to try the system go to <http://demo1.eqmars.com> and click "sign-up".

Training

In October 2008, Sam Wakeel conducted a "Product Development: Introduction" workshop at the RITI. There were 25 participants from 11 companies from industries ranging from appliances, IT, paper, and plastics. The workshop covered introducing PD and PLM, exploring issues with product development (and their effects), decomposing the product development into its elements, case studies, and a mini-group project. Due to the great success, the workshop will be offered again in June 2009 and will be expanded into two days. Similar workshops and sessions are offered through IPFW and TQM.

[Request slides!](#)



About ESC

ESC's services include Product Development Excellence, Business Process Evaluation and Reengineering (BPR), Project Portfolio Management, and software tools related to these services.

Product Development Excellence: We improve NPD along three dimensions: Process, People, and Tools. Please visit <http://www.pdprocess.com> for more information.

Business Process Reengineering: This is where we study and improve the enterprise operations. Please visit <http://www.esc1inc.com> for more information and case studies.

Engineering Systems Consultants

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