



Case Study | Industrial Heavy Machinery

COST REDUCTION - COMBINE HARVESTER

CUSTOMER IS SEEKING SUPPORT IN COST REDUCTION FOR THEIR EUROPEAN MARKET PRODUCT.

THE CHALLENGE

- Decreasing market share due to Poor Cost competitiveness for the Mid segment Harvester.
- Competitive products were offering more features with same or less cost.
- Target to build new competitive & right fit product for the given segment for the European market.
- Weighing the Emission Approach adapted to meet Final Tier IV regulations on Technology & cost against different approach taken by competition.

THE COMPANY

North American HQ company is world's leading manufacturers of agricultural, construction and heavy equipment products.



THE SOLUTION

- Performed structured Teardown and Benchmarking analysis for right Benchmarks.
- Leveraging should costing expertise to provide Germany based Manufacturing cost.
- Helped customer realize the root cause for higher costs & weights.
- Enabled strategic decision of developing a right size product for the given segment & market.

THE RESULT

~10%

Approximately 10% cost saving



Weight saving approximately 15%



Development of a Lean product: VAVE proposals were instrumental in expediting the development of a LEAN product for weight & cost



New Right Size Product: enabled decision on development of all new product as right fit for given product segment

ABOUT US

Tata Technologies is a global engineering and product development IT services company that is focused on fulfilling its mission of helping the world drive, fly, build and farm by enabling manufacturing companies across the automotive, aerospace and industrial heavy machinery verticals realize better products and drive efficiencies in their businesses. There are two components to our value proposition – managing and delivering outsourced engineering services and products for our manufacturing clients, and helping them identify and deploy technologies that are used to conceptualize, design, validate, build, test, benchmark and realize better products. For more information, visit www.tatatechnologies.com.