



Express Manufacturing, Inc.
Electronics Manufacturing Services

ONE COMPANY. TWO SOLUTIONS.

*OVERVIEW OF NEW PRODUCT
INTRODUCTION AND MANAGEMENT*

By

John Koon
jkoon@eminc.com

Express Manufacturing, Inc.
www.eminc.com

May 6, 2010

CONTENTS

1. Who is Express Manufacturing, Inc.?
2. Product Introduction Process
3. Block Diagram
4. Work Sheets
5. Release Form
6. Forming a Product Release Committee
7. Marketing Sign-Off
8. Release to Production
9. DFX

Phone: 1.714.979.2228
Fax: 1.714.556.0575



3519 West Warner Avenue
Santa Ana, CA 92704



One Company. Two Solutions.

Express Manufacturing, Inc. (EMI) has achieved nearly three decades of success. Based in Santa Ana, California, EMI has grown to be the largest privately held Electronics Manufacturing Services (EMS) provider in Southern California with factories in Santa Ana, California and China. Additional warehousing is situated in Hong Kong. EMI is ISO 9001:2008 and ISO 13485 (medical device) certified.

EMI provides consignment and turnkey EMS which includes New Product Introduction (NPI), PCB assembly, integration (subsystems and box build), test, warehousing, order fulfillment and refurbishment depot with worldwide support.

Contact information

Express Manufacturing, Inc.
3519 West Warner Avenue
Santa Ana, CA 92704
Tel: 1.714.979.2228
Fax: 1.714.556.0575
Email: info@eminc.com

Website: <http://www.eminc.com>

Celebrating nearly 30 years of experience in the EMS Industry!

PRODUCT INTRODUCTION PROCESS

PRODUCT INTRODUCTION PROCESS

A. DESIGN OBJECTIVES (MARKETING)

- TAM
- SAM
- VOL
- ROI
- SPECIFICATION

B. ENGINEERING

- FEASIBILITY STUDY/ EXCEPTION
- COST
- TIME LINE
- CHECK POINTS

C. APPROVAL

D. DESIGN (ENGINEERING)

- DESIGN
- PROTOTYPE
- TEST
- PRE-PRODUCTION
- VOLUME PRODUCTION

E. QUALITY ASSURANCE

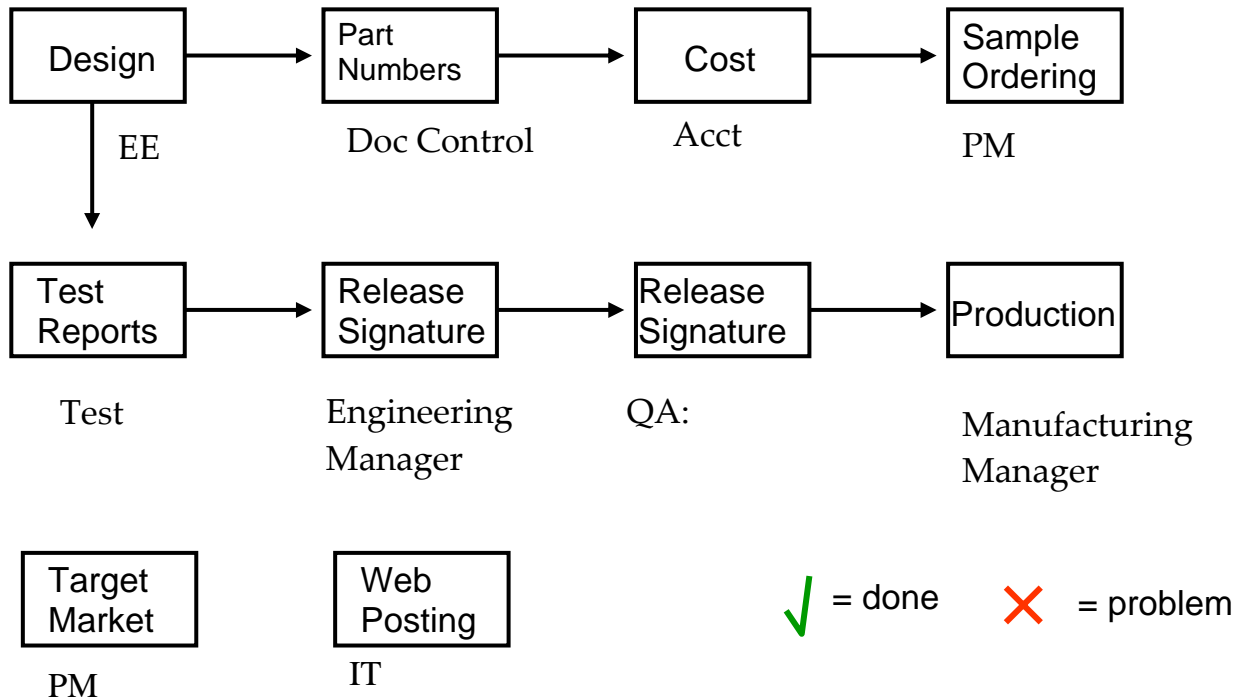
- ACCORDING TO SPEC
- REGULATORY AGENCY COMPLIANCE
- STANDARD TEST PROCEDURE
- FINAL APPROVAL

F. HAND OFF TO PRODUCTION

BLOCK DIAGRAM

BLOCK DIAGRAM

Product Launch Status – May 2010



MAY 6, 2010

RELEASE FORM

RELEASE FORM SAMPLE

(Engineering to Production)

Product Model Number: _____

Description: _____

Check List:

Design complete

QA Test

Warranty policy defined

Product samples released to sales

Marketing material complete

Sales training complete

Customers identified _____

Approved by:

Engineering _____(date)

Production _____(date)

Quality _____(date)

IT _____(date)

Marketing _____(date)

Sales _____(date)

FORMING A PRODUCT RELEASE COMMITTEE

MARKETING SIGN-OFF

MARKETING SIGN OFF

- PRODUCT FACT SHEETS
- PROMOTIONAL MATERIALS
- WEB
- SALES TRAINING
- COMPLIANCE
- BETA TESTS/ FEEDBACK
- PRE-ORDER
- PRESS RELEASES/ PUBLIC RELATION
- PRODUCT LAUNCH

RELEASE TO PRODUCTION

RELEASE TO PRODUCTION

- DFX - PRODUCTS DESIGNED FOR MANUFACTURABILITY?
- PRE-PRODUCTION/ PILOT RUN
- MATERIAL PLANNING
- PART NUMBERS
- WHO IS IN CHARGE OF QUALITY/ TEST/ PRODCUTION?
- SIGN OFF
- ISSUES
- VOLUME PRODUCTION
- FORECAST

DFX - PRODUCTS DESIGNED FOR MANUFACTURABILITY?

- Inspection and Test Equipment
- Test Technologies
- PCB LAY-OUT
- COMPONENT ENGINEERING SERVICES
- TEST FIXTURE DEVELOPMENT AND IMPLEMENTATION
- IDENTIFYING DESIGN DEFECTS
- DESIGN OPTIMIZATION
- DFX CAPABILITIES
- DFX MATRIX
- DFX BENEFITS AND REQUIREMENTS

TOTAL COST MANAGEMENT ARTICLE