

efficiency for electrical industry



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70 years of experience & expertise

Our experience

- innovation, new product development
- engineering & industrialization
- strategy & marketing
- standards & certification
- management of complex projects

Our expertise

- electricity use & applications
- neutral & earthing systems
- value engineering, cost reduction
- complex sales, Go To Market
- agility
- open innovation

Our services

- consulting
- training
- serious games

- on site or online
- English or French



we are familiar with your business

Increasingly demanding markets

- more electricity, more intermittent use
- international competition
- digitalization, IoT, smart grids...
- constant changes of standards & regulations
- possible re-emergence of DC

Customized support by specialists

- strategy & go to market: taking advantage of the various actors and partners
- engineering: sizing, materials, calculations, hardware & software association...
- worldwide standards & certifications
- cost & value optimization, industrialization
- marketing: customer experience, segmentation, positioning, ergonomics, digitalization...
- mergers & acquisitions

70 years of experience & expertise in the electrical industry

For 35 years, Anne Munchenbach & Didier Lebouc have acquired, through practice, extensive know-how about electricity and its applications.

From strategy to high volume manufacturing, including tests, calculations, certifications, commercial launch, innovation...

For example, Didier lead the development of the first screwless circuit breaker.

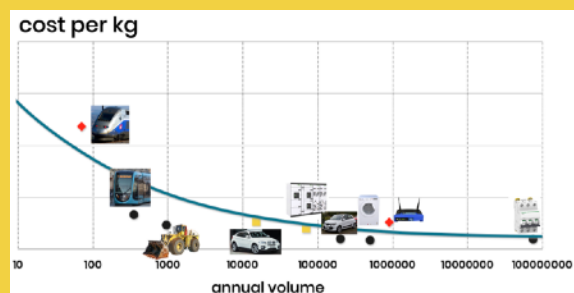
Anne diversified on the 5 continents business models for electrical switchboards.

methodologies & tools

70 years of experience & expertise

product cost benchmark

- what is your potential of cost reduction?



industrial reshoring methodology

- what are your vulnerabilities?
- how to reduce them?

reshoring canvas		
know physical flows direct & indirect purchases productions sales and margins share of customized products share of specific products	know purchases specific standard single-source multi-sources	know costs €/kg portfolio of costs cost decrease potential customization costs
	know productions manual - automated use rate long operations customizations	know capital employed Work In Progress, Inventories and investments in months of TO
bring together purchases - productions - sales	Hunt WIP decrease leadtime	delay differentiation bring it closer to sales differentiation "lego" differentiation software
promote cataloged products instead of customized or specific ones	adjust inventories volume localization	define and implement a standard for design and production
de-commoditize products defining best-sellers	single-source -- multi-sources specific -- standard	no reshoring without overcosts hunt mutualisation

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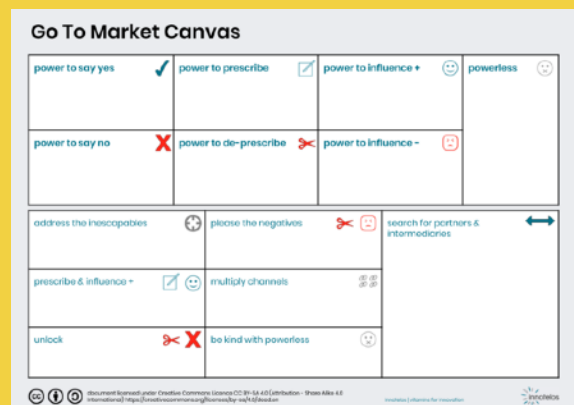
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Go To Market Canvas

vitavalue model

- what are your go to market routes?
- what are your strategic, marketing and sales priorities?



open innovation radar

- what are your innovation strengths?
- where can you improve?



references

Strategic plan

In order to diversify, one company would like to use a mastered electrical technology in a brand new application for an emerging market. Uncertainties are numerous: technical, marketing, economic...

innotelos managed a 3 days workshop with the leaders of this activity:

- « vitavalue » cartography of market actors and value chains,
- cartography of competition,
- cartography of available technological options,
- cartography of uncertainties.

From this shared analysis a clear plan emerged: strategy but also day to day actions and decision milestones every 6 months.

Earthing systems

A manufacturer of complex electrical equipment increased its sales outside South-West Europe, its home market. This company faced electrical installations and regulations not mastered by its engineering department.

innotelos supported and trained the teams:

- training of technical & sales engineers on earthing and neutral systems, electrical safety and their regulations,
- diagnosis of technical evolutions to be performed within the products,
- tailor-made support up to the full autonomy of engineering department.

references

Value engineering

An industrial company manufactured in France a multi-technology product. Its cost, 562 €, was too high compared to its selling price.

Hence production was offshored to China with a cost of 414 € (-26%). But the complexity of the value limited product evolutions and customization.

innotelos supported this company in its gradual risk & cost reduction plan:

- automated production reshored in France, suppliers located in Europe and systematic double sourcing. The cost has decreased to 359 € (-13%),
- product redesign: thorough analysis of customer needs & strict design standard.

The final results resulted are a cost of 283 € (-21%) alongside with a sharp increase in sales.

Development

One company hadn't changed its core product in 12 years.

But new active competitors had entered its market.

Sales prices had eroded by a third, volumes were falling, and obsolete components were increasing costs.

innotelos supported the project team of the accelerated renewal of this product:

- marketing repositioning, choice of strategic customer values and co-definition of project objectives,
- cost structure analysis then « design to cost » & « design to manufacture »,
- dimensioning of key technical points, focus on reliability,
- questioning the design and user interface for simplified use,
- project management.

2 innovation & agility enthusiasts

70 years of experience & expertise

Anne Munchenbach

Trained as an engineer, Anne Munchenbach has a diverse international experience in the electrical industry (building control, circuit breakers, electrical switchboards, busbars...): factory management, business unit leadership, strategy, brand management, marketing, industrial performance. ...

Anne created an industrial service company and participated in the launch of 2 deeptech startups..



Didier Lebouc

PhD in Electrical Engineering, Didier Lebouc has developed, industrialized and marketed many innovative devices and software (motors, circuit breakers, enclosures, switchboards, sensors, converters, etc.).

He is the author of the book "developing an innovative product with agile methods".

Didier teaches at Grenoble Alpes University



they trust innotelos





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