THE VOICE OF THE CUSTOMER

Process Integration and Traceability through Requirements
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Executive Summary

Market-leading companies delivering complex products in competitive markets must overcome many challenges to manage product requirements throughout their enterprise. Among the most difficult challenges are integrating complex systems engineering processes, promoting collaboration among multiple engineering disciplines, and enabling the sharing of intellectual property among globally dispersed teams.

Companies seeking a way to efficiently manage product requirements can leverage a comprehensive product lifecycle management (PLM) solution to:

- Effectively reuse intellectual property to reduce time to market
- Increase innovation
- Improve overall traceability of the requirements throughout the product lifecycle

Companies must avoid the inefficiencies in managing product requirements that result in costly product development headaches ranging from rework to customer dissatisfaction and rising development costs. Research shows that early requirements management improves time-to-market and helps manage costs. Requirements management allows organizations to capture the “voice of the customer” and translate that information into new products – improving their overall global requirements process.

Two essential areas of focus that enable companies to best leverage requirements management are process integration and traceability. Process integration eliminates communication barriers by creating a collaborative environment for sharing ideas, requirements and data throughout the product lifecycle. Increased innovation, in turn, fosters ideas that improve products and new product introductions. In addition, continuous traceability — from capturing the customer needs to product definition — makes a significant difference in project cycle times and cost reductions.

This paper will highlight the criteria needed for a comprehensive requirements management solution that incorporates PLM to offer customers a scaleable enterprise grade solution. This collaborative approach is designed to bring together people, processes, data and systems to deliver products to market faster and more efficiently.
Requirements Management is Key to the Right Product-to-Market

Requirements management is the consistent, prioritized, and monitored approach for administering and controlling the information that helps an enterprise develop the ‘right product for the right market at the right time.’ The challenge for most enterprises is not capturing customer requirements (needs). The true challenge is the need for continuous communication, change management and traceability (enforcement) of customer requirements throughout the development cycle.

Effective Requirements Management Lowers Product Development Costs

Poor requirements definition in the early stages of a product is a major factor in rising development costs. Requirements errors specifically can account for 70% to 85% of rework costs\(^1\). For example, product rework can:

- Represent about 40% of a development organization’s total spend — with a significant effort focused on correcting requirements defects\(^2\)
- Consume 30% to 50% of total product development costs\(^3\) while requirements errors specifically account for 70% to 85% of rework costs\(^4\)

As Figure 1 illustrates, correcting requirements errors after a product is released can cost over 100 times more than anticipated. Best-in-class companies have learned to make the requirements definition visible early in the product development lifecycle.

In a typical product development lifecycle, eliciting, authoring, analyzing, and managing requirements represents about 10% of a project’s resources. A recent study demonstrated that the most successful projects spend roughly 28% of their resources on requirements\(^5\). This research also shows that early requirements management improves time-to-market and helps keep costs on target.

\(^1\) Relative Cost to Correct Requirement Defect
\(^2\) Development Phase

Figure 1. Correcting errors after a product is released can cost over 100 times more than if the problems are found early in the product development process. Best-in-class companies have learned to make the requirements definition visible early in the product development lifecycle.
Challenges of Effective Requirements Management

Today, most standalone requirements management solutions fall short after the initial requirements capture and analysis. Many companies use groupware applications and manual processes to manage product requirements. These manual processes are slow and prone to error. Groupware solutions create “information silos” which are not integrated with downstream processes directly. Project teams must spend costly manual person-hours to ensure traceability, driving up product overhead costs.

Requirements management, as part of a PLM solution, vastly improves decision support by linking business functions and key areas of product development, providing:

- Global collaboration via a common platform that fosters innovation by bridging the gap across all disciplines to share requirements, design and product launch data;
- Effective traceability allowing direct links to product line planning, systems design (features/options), designed product definitions (Engineering Bill of Material [EBOM] releases), and use-case testing (prototype and test); and
- Automated governance (rules) to enforce validation at each development state (e.g., system engineering, design, prototype, and test), ensuring that all requirements are met.
**Downstream Process Integration and Traceability**
Integration of requirements with downstream processes removes “information silos.” This collaborative environment leverages shared ideas and data throughout the product development cycle. A common, shared view of customer needs drives innovation, whether an evolutionary change in existing products or a revolutionary new product. Collaboration also supports continuous improvement of products and business processes. Typically today 61% of a company’s profits are generated from new innovative products (i.e. new ideas, radical concepts) and 86% from product extensions of current product lines. Requirements management packs a powerful punch. Companies can create product concepts and requirements, evolve product lines (roadmap), determine engineering feasibility and establish early product quality and manufacturing criteria, ensuring they are aiming at the correct target.

The business impact of having requirements management processes within a PLM platform include shorten cycle times, lower product and quality costs and the ability to take advantage of tight market windows.

**Business Case Study**
Dassault Systèmes and a tier-1 automotive electronics manufacturer facilitated a case study to improve its product development lifecycle. The study addressed the manufacturer’s lack of process enforcement and traceability to product design and definition. Using the Dassault Systèmes Business Value Assessment (BVA) methodology, the study (see Figure 2) concluded that a solution was required with dynamic traceability and governance to:

- Enable the creation of the ‘right product for the right market at the right time’
- Reduce downstream rework costs
- Improve efficiencies during requirements searches, impact analysis, validation and engineering changes
- Enhance resource reallocation opportunities by reducing test cycles
- Allow for better product consistency and customer satisfaction

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*Taken from UPSIDE Magazine (not used in financial calculations)
**Not disclosed

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*Figure 2.*
Case study results of a facilitated tier-1 automotive electronics manufacturer that realized product development cycle improvements with requirements traceability.
ENOVIA Requirements Central

Dassault Systèmes ENOVIA Requirements Central™, a key business process of V6, enables PLM 2.0, the next generation DS platform. PLM 2.0 is a 3D environment for experiencing a virtual product and harnessing all user interactions to generate and enrich Intellectual Property (IP).

ENOVIA Requirements Central provides integrated capabilities for global enterprises to capture, define, engineer, manage, trace, and leverage product requirements systematically throughout the product development lifecycle. It decreases development costs and rework effort by successfully bridging the communication between all disciplines and the extended enterprise involved in the product development lifecycle.

With ENOVIA Requirements Central on the V6 platform, companies can leverage a common repository that manages customer needs with traceability to product designs. When used with other ENOVIA products for defining the system aspects of a product, ENOVIA Requirements Central enables traceability throughout the entire development process to ensure products are developed that meet market goals.

The solution provides a cross-functional and organization change process that maintains the integrity of the reported problem to the internal resolution of the problem via an engineering change. The change process maintains full traceability of all the affected items from hardware to software and accountability of all the implemented items in one flexible structured single lifecycle.

ENOVIA Requirements Central supports the requirements analysis process enabling users to review, assess, prioritize, and balance customer needs. Users can derive and decompose requirements from a high level into detailed low-level requirements by partitioning and allocating to products and system components. The result is an effective means of maintaining design decisions throughout the product lifecycle and ensuring traceability to the underlying foundation of the original designs.

In summary, ENOVIA Requirements Central enables companies to:

- Design and integrate the voice of the customer directly into systems design, product design and production cycles (build the ‘right product the first time’)
- Link requirements directly to the deliverables (designs, BOMs, use-cases, etc.) and directly drive participation in the entire development process
- Consolidate all requirements: analysis and traceability into a single scalable global solution
- Enforce engineering best practices related to the change process
- Lower total cost of ownership via decreased development costs, minimal rework and ready to use out-of-the box capabilities and best practices
Why Dassault Systèmes

Dassault Systèmes is a world leader in 3D and PLM solutions. The ENOVIA collaborative platform delivers the flexibility and scalability that successfully ties together multi-discipline engineering groups and other key contributors.

ENOVIA V6 Platform

ENOVIA Requirements Management Central supports PLM 2.0, product lifecycle management online for everyone, and the ENOVIA V6 key values. PLM 2.0 adopts the concepts of online communities and creation, constituting a new paradigm for product innovation. ENOVIA V6 harnesses the collaborative intelligence from diverse online communities to maximize intellectual assets, capturing and leveraging the Intellectual Property (IP) from all business and consumer users.

ENOVIA Requirements Management Central uses V6 capabilities to bring these benefits to users:

Global collaborative innovation
Everyone with a stake in the product has the ability to participate in the development lifecycle—from sharing new ideas that reflect customer needs to product validation.

Lifelike experience
Leveraging other tools from Dassault Systèmes, users can collaborate in an immersive online 3D environment.

A single PLM platform for intellectual property management
All deliverables related to the requirement process (e.g., product designs, definition, and validation) are stored and managed in a single enterprise platform eliminating translation and communication errors.

Online collaboration and innovation
Internet access for all stakeholders to access and read requirements means increased requirements reuse (and all associated deliverables) enabling to improved time-to-market and lower development costs.

Ready to use PLM business processes
Immediate value is possible with the use of out-of-the-box processes to capture, organize and publish requirements with the ability to trace those requirements to designs and validate throughout the development lifecycle.

Lower cost of ownership
Companies can easily integrate requirements with other development disciplines with simple extensions. Modifications to out-of-box processes are easily implemented and managed using our adaptable business model built on a Services Oriented Architecture (SOA) platform. Scaleable and flexible, ENOVIA PLM solutions lead to breakthrough Return on Investment (ROI) and deliver immediate financial value.

END NOTES

Delivering Best-in-Class Products

Dassault Systèmes, the 3D Experience Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 150,000 customers of all sizes in all industries in more than 80 countries. For more information, visit www.3ds.com.

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