



TechniCom, Inc.
Consulting Services

A leading market research and consulting firm founded in 1989, TechniCom, Inc., focuses on the forces and dynamics surrounding the mechanical engineering design and manufacturing marketplace. Its principals are recognized authorities who have a solid, fundamental understanding of the marketplace, the leading products, and the vendors producing these products.

CONSULTING SERVICES

*A sampling of some of the services available to users
planning for the future use of advanced mechanical design systems*

TechniCom specializes in the mechanical CAD/CAM industry, performing consulting for both users and vendors. Our staff consultants are well versed on the capabilities of mechanical CAD/CAM systems and how to put them to productive use. The areas shown below are only a sample of where we can be effective in assisting users:

PRODUCT AND VENDOR SELECTION

Our consultants can be particularly effective when you are considering a new or upgraded CAD system. Because we specialize in the CAD/CAM field, we constantly keep up to date with the CAD vendors, where they are going, and how they compare versus their competitors. You can short circuit your buying cycle by allowing us to work with you to understand your needs, develop effective business and technical selection criteria, and help you limit your choices to the best of the breed. Then making the decision is fast, painless, and profitable.

Recently a company contacted us because they were about to begin a new product design, and wanted to make a decision on a new system in two, rather than the usual ten months. In several days we were able to analyze their needs, determine the most important selection criteria, and isolate the bidding process to only two vendors. During the following few weeks we helped them put together the bidding procedures and a simple benchmark that reflected their needs. They met their schedule!

In response to a number of inquiries, we have developed a service that, as a user of CAD/CAM, should be of interest to you — our **CAD/CAM Audit**. The CAD/CAM Audit

tests and quantifies the state of your CAD/CAM operations and plans.

The Audit uses a standardized, proven methodology to provide a cost effective evaluation of your CAD/CAM procedures and techniques; a review of the technical and operational aspects of how well CAD/CAM supports your engineering and manufacturing departments and long term company strategy. A final report delivers a foundation for the continuous improvement of your operations. **These recommendations should save you at least three times the cost of the audit in the first year of use, if carried out as designed.**

RE-ENGINEERING THE DESIGN PROCESS

Many companies feel they can put this last; it belongs first! How can you make a strategic technical decision without first making the corresponding long term business decisions? We help translate long term objectives into selection criteria so your CAD/CAM tool will support, not hinder, your business. If you are considering replacing your CAD/CAM system, you should consider our design review program, where we review the design engineering department procedures and support tools, and make long term improvement suggestions. Many firms blithely assume that the latest tools will translate into shorter design cycle times. Not so! Often the process itself needs to be completely re-engineered. Facilitating the re-engineering can best be done by an outside party. Recently we have coined the term **TQC Methodology** to evaluate the effectiveness of product development activities, measured from

EXPERTS IN THE MECHANICAL CAD/CAM/CAE INDUSTRY

concept approval to first customer production shipments. Call us or visit our web site for more information about using this exciting, proven, and realistic methodology for your company.

Many of our past assignments have produced dramatic results. In a recent audit of the design tools used by one large company, we revealed the extent to which a 2D design system used only in vehicle engineering caused excess production costs, longer delivery times, and more product lifecycle costs than a single, company wide 3D design system along with better access to engineering data.

Product Development Assessment / Best Practices Workshop

Our Product Development Assessment / Best Practices Workshop, for the first time, allows companies, in one intensive session, to compare their practices against industry best practices., **and** to determine where the gaps lie using their own assessment.

To run the workshop TechniCom sends two of its senior consultants to your site for one day. After an introduction to the methodology we intend to use, we immediately break into small groups who each spend the next few hours delving into a description of best practices, assess the importance of each to their company, and perform a self assessment of the company performance as it exists today. Later, in the day, after we tabulate the answers and review the preliminary assessments, each group stands and defends its ratings to its peers. In turn, we develop a group assessment among the attendees.

Having taken a critical look at the current performance and relative importance of the categories, we then lead the group into a mutual assessment of the "gaps," where improvements will most benefit the company.

Finally, we end the day ranking those area that need the most improvement, and begin to develop the beginnings of an implementation plan. By the end of the day the attendees will have a clear understanding of how their practices compare to industry best practices and where their focus needs to be to improve the gaps.

OTHER SERVICES

CAD/CAM Watch

Our industry newsletter, *CAD/CAM Watch*, published six times per year, focuses on the Mechanical CAD/CAM/CAE/CIM industry and its supporting technologies.

CAD/CAM Vendor Program

TechniCom's Programs offer vendors strategic analyses of CAD/CAM products and the marketplace. Designed to provide up to date competitive information, the programs deliver excellent price/performance in these cost conscious times. Our principals provide unique insight into the dynamics of the markets, each having many years of experience with leading vendors of hardware and software.

Other publications and Services

Please refer to our latest List of Publications and Services.

PRINCIPALS OF THE FIRM

Raymond Kurland, President and cofounder of the firm specializes in understanding the competitive positioning of products in the mechanical CAD/CAM industry. His Bachelors and Masters degrees in engineering, his technical background in computer and operating systems design at Bell Laboratories, and his experience as a management information systems consultant prove especially useful in understanding the complexities of technologies as well as market dynamics.

Daniel P. Lavery, Program Director, has thirty years of experience, seventeen in the management of high technology companies and thirteen in consulting. His specialties include strategic planning, market potential assessments for new technologies, forecasting and research into buyer attitudes and trends. He holds a B.S. degree from Manhattan College and an M.B.A. from Rutgers University. He is a Certified Management Consultant.

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