



In a market where many capabilities are being reduced to commodity status, there are still two areas in which process and productivity improvements fall directly to your bottom line: **PROGRAM MANAGEMENT** and **LAUNCH EXECUTION**. Excelling in these two areas is not just a key to profitability today, it is essential for being awarded business in the future. Having world-class design and manufacturing expertise is no longer enough. OEMs now demand that world-class program management and launch execution capabilities be among suppliers' core competencies.

Improving these capabilities will increase your profitability and ability to win new business more than any other improvement effort you can make. **The challenge is to utilize the right people, establish world-class processes, and apply right-sized technology to assure effective program management and flawless launch execution.**

SOLUTION

A collaborative solution to aggregate, organize, and optimize multi-disciplinary product and process information across the product development value chain.

- Program & Project Management
- Bill of Material, Process, and Tools Management
- Document Management
- Workflow Management
- Visualization & Markup
- User Profile Management
- Integration with:
 - Powerway quality document authoring
 - IRN AutoFutures® Vehicle Forecasting Model
 - ERP systems

CUSTOMER PROFILE

Campfire's products are used by Executive Management, Program Managers, Cost Estimators, Sales Representatives, Quality Managers, Engineering Managers, and Product Development Engineers for competitive advantage.

Campfire provides solutions for:

- Cost estimating
- Quoting
- Program Management and Launch Execution
- Supplier Collaboration
- Quality Data Management

COMPETITIVE ADVANTAGE

Campfire's competitive advantages include:

- Significantly lower cost of ownership compared to traditional PLM solutions
- Significantly faster time to implement
- Easy to install, learn, & customize
- Proven product used by automotive suppliers at all Tier levels
- Comprehensive PLM system with seamless navigation between modules

