



CENTRIC PROJECT

REPEATABLE SPEED TO MARKET

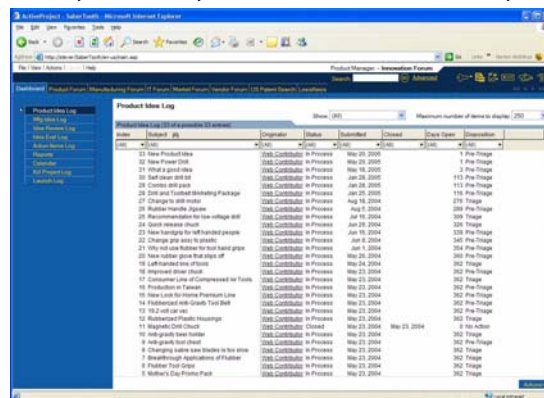
Centric Project provides an online collaborative workspace that unites distributed project teams and accelerates project execution and repeatable new product success.

Markets today demand constant product innovation and enhancements. Businesses live or die by their ability to rapidly deliver new products, while simultaneously reducing costs and improving quality. Intense competition places high premiums on speed to market with the right product, yet barely one-third of leading manufacturers today believe that their New Product Development (NPD) and New Product Introduction (NPI) programs are successful. Overcoming obstacles such as extended supply chains and communication with distributed project teams is a must to accelerate successful new product introductions.

Centric Project addresses the communication needs of project teams with an online collaborative workspace that unites team members and streamlines execution. It allows collection of all information about product ideas and programs. Teams use built-in analytical tools to capture and apply standardized metrics to predict product success and make optimal decisions. Facilitated information exchange clarifies decisions to drive teams toward excellence in new product offerings. Consistent communication on ideas increases efficiency and productivity, while preserving project quality.

With Centric Project, manufacturing companies in multiple industries struggling with collaboration across a global supply chain can share and mark up documents and designs in real-time. Historical records capture best practices for reuse in other projects, bringing consistency to new product selection. Multiple companies report successful new product introductions year after year.

Based on Centric Software's unique Product Intelligence™ capabilities, Centric Project uniquely collects all relevant information from external sources, adding key information, such as sales of similar products, to streamline new product introductions.



ID	Description	Status	Created	Updated	Owner	Disposition
23	New Product Idea	In Progress	May 23, 2004			1 Pre Thru
24	New Product Idea	In Progress	May 23, 2004			2 Pre Thru
25	New Product Idea	In Progress	May 23, 2004			113 Pre Thru
26	New Product Idea	In Progress	May 23, 2004			113 Pre Thru
27	New Product Idea	In Progress	May 23, 2004			276 Pre Thru
28	New Product Idea	In Progress	May 23, 2004			309 Pre Thru
29	New Product Idea	In Progress	May 23, 2004			345 Pre Thru
30	New Product Idea	In Progress	May 23, 2004			352 Pre Thru
31	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
32	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
33	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
34	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
35	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
36	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
37	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
38	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
39	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
40	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
41	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
42	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
43	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
44	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
45	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
46	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
47	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
48	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
49	New Product Idea	In Progress	May 23, 2004			362 Pre Thru
50	New Product Idea	In Progress	May 23, 2004			362 Pre Thru

COLLECT DATA ABOUT PROPOSED IDEAS

RESULTS

- ▶ Make winning project go/no-go decisions.
- ▶ Improve new product success rates and project consistency by defining, enforcing and refining standardized NPD/NPI selection criteria.
- ▶ Speed global team project execution with online collaboration, information sharing and issue resolution.
- ▶ Reduce project management overhead by automating the management of team activities.
- ▶ Improve project quality by eliminating errors that result from incomplete and out-dated information.
- ▶ Ensure accountability with a comprehensive history of all activities and information.

CENTRIC PROJECT IS AN OUT-OF-THE-BOX APPLICATION THAT CONFIGURES RAPIDLY TO EXISTING BUSINESS PROCESSES, ENSURING RAPID TIME-TO-VALUE.



CENTRIC PROJECT : CAPABILITIES

- ▶ Quickly create a robust collaborative workspace for every project with minimal setup and overhead.
- ▶ Collect live product and business data about proposed ideas and store it in a central repository.
- ▶ Use drag-and-drop to share project documents instantly.
- ▶ Analyze project status and financial information across business, geography, or any logical grouping in any of over 300 included graphical and tabular report formats.

Name	Status	% Complete	Due Date	Responsible User
D01.0 - Project Sponsored by Champion	Accepted	100%	Dec 10, 2005	Beth Sloan
D02.0 - Customers Identified	In Process	50%	Mar14, 2006	Tim Finneran
D03.0 - Metric Tied to Customer	In Process	0%	Mar 22, 2006	Tim Finneran
D04.0 - Business Case	Accepted	100%	Feb 10, 2006	Beth Sloan
D05.0 - Problem and Goal Statement	In Process	90%	Jan 10, 2006	Beth Sloan
D06.0 - Project Scope Defined (Macro Map)	In Process	50%	Mar 14, 2006	Andy Carlton
D07.0 - Milestones Identified	In Process	75%	Mar 14, 2006	Beth Sloan
D08.0 - S.I.P.O.C. Completed	In Process	25%	Mar 14, 2006	Debra Cunningham
D10.0 - Financial Estimates	In Process	50%	Feb 28, 2006	Tony Di Felice

COORDINATE PROJECT DELIVERABLES ACROSS A DISTRIBUTED PROJECT TEAM

- ▶ Rely on standardized metrics and criteria to assess project status and make go/no-go decisions.
- ▶ Receive automatic notifications about information updates based on individual subscription preferences.
- ▶ Assign document ownership to individuals or groups.
- ▶ Establish workspace access and rights based on individual, role or group membership to securely include all stakeholders in project activities and review cycles.
- ▶ Define project roles and enable project managers to adapt deliverables, automatically maintaining a comprehensive audit trail to ensure traceability and accountability.
- ▶ Use check-in/check-out to coordinate updates to group owned documents.
- ▶ View and mark-up business documents, designs and schedules without the native applications. Automatically maintain the complete version history of documents with their associated markups and comments.
- ▶ Create project archives to backup project information. Generate project snapshots to provide a self-contained, portable record of project.
- ▶ Automatically make key project metrics, such as projections and resource allocations, available for executive decision making.
- ▶ Build a library of templates to standardize all product enhancement, new product, cost reduction, facilities development and IT infrastructure projects.
- ▶ Apply business rules to information to highlight conditions or interpret data.
- ▶ Out-of-the-box, add information to projects from other sources, such as major MCAD, EDA, CAE, PDM, ERP, SCM systems, as well as document management systems for greater efficiency in multi-system or multi-vendor environments.

Acclaim

“Because of improved communications and linking activities directly to projects, Centric has played a key role in our ability to launch products on time and on budget, and accurately measure results.”

**Syed Azeez,
Prime Wheel**



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