

From Chaos to Clarity: Structuring New Product Development



How smart service workflows can make or break your customer relationships.?

New product development (NPD) is the lifeblood of innovation. But in many OEM setups, it's also one of the most chaotic processes. Teams start with excitement, but as days pass, the initiative begins to unravel — missed timelines, unclear ownership, budget overruns, fragmented communication, and no reliable system to track the entire journey.

If you've ever seen a new machine or component go from whiteboard to warehouse, you know how quickly things can spiral out of control

Falco NPD is built to address exactly that.



Why is NPD so Difficult?

Most OEMs rely on multiple tools, spreadsheets, and fragmented conversations to manage NPD. What's worse — the process is often not standardized. One team may be very structured, while another runs on WhatsApp chats and Excel trackers. Common issues include,

- ❖ No standardized 6-gate process
- ❖ Repeated discussions on the same design points
- ❖ Ambiguous ownership and deadlines
- ❖ Misaligned expectations on cost and timelines
- ❖ No tracking of testing, proving, or field performance
- ❖ Failure to capture learning for future reuse.

This lack of structure leads to huge delays, missed opportunities, and avoidable rework — all of which hit both top line and margins.



Enter Falco NPD: A Structured Framework for Success

Falco NPD (New Product Development) Module is purpose-built for OEMs. It digitizes the entire journey from idea to production, aligning engineering, sourcing, project, quality, and manufacturing teams on one platform. Here's what it does



6-Gate NPD Flow — from Idea to Market.

Falco enforces a clean, stage-gate process for NPD:

1. Initiate
2. Conceptualize
3. Design Freeze
4. Proto
5. Pilot Batch
6. Launch

Each gate is clearly defined. Entry and exit criteria are tracked. No informal progression — just disciplined, review-based decision making.



Task Tree & Gantt Chart.

All tasks are mapped out in a logical tree with owners, dependencies, and due dates. View it as a Gantt chart for real-time visual tracking. No more asking: *“Who’s responsible?”* or *“Are we on track?”*



Budget & Timeline Tracking.

Capture planned vs. actual across cost, effort, and duration. Spot early warning signs before they become disasters



Testing & Proving Tracker

Most delays happen here — final testing, field trials, pilot runs. Falco ensures:

- ❖ All test parameters are documented
- ❖ Approvals are logged
- ❖ Field feedback is captured
- ❖ Closure reports are archived



Consolidate Organizational Knowledge

The biggest loss in NPD isn't just cost — it's *learning*.

Falco ensures every project leaves behind a traceable record — what worked, what didn't, how decisions were made, and what can be reused.

So next time, you start ahead — not from scratch.



Why This Matters for OEMs

In project-heavy OEM businesses, NPD is a recurring process — not a one-time event. The difference between success and failure often lies in the *system* — not just the idea. When NPD is structured, predictable, and cross-functional:

- ❖ Time to market drops
- ❖ Engineering bandwidth is freed up
- ❖ Vendors are better prepared
- ❖ Cost overruns reduce
- ❖ Customer satisfaction rises

And above all — your teams stop running on chaos and start operating with confidence.



Ready to Bring Structure to Innovation?

Explore how Falco NPD can make new product launches faster, smoother, and more profitable.

No more back-and-forth. Just structured delivery from concept to customer.