MANAGING PRODUCT PLATFORMS:
DELIVERING VARIETY AND REALIZING SYNERGIES

WHEN
TBD

PRICE
$3,900

WHERE
Live Online - Zoom

EXECUTIVE CERTIFICATE TRACK
Technology, Operations, and Value Chain Management

This executive business course introduces participants to the concept of "commonality" or product platforms—the sharing of components, processes, technologies, interfaces and/or infrastructure across a product family. Successful product platform management software allows companies to develop better products more easily, improve product family planning and lifecycle management, and increase corporate profitability.

The course teaches the management of product platforms through a combination of lectures, case studies, breakout sessions, and group problem solving. You will analyze the differences in intent between product platforms and industry platforms and identify the boundaries of such strategies. You will also learn how to identify the management levers related to your supply chain as a function of the boundaries of your platform strategy and your firm's cost structure. Learn how you can develop a strong platform strategy that will deliver ROI for your organization.

Please visit our website for the most current information.

executive.mit.edu/pla

MIT MANAGEMENT EXECUTIVE EDUCATION

TAKEAWAYS

At the conclusion of this course, you will have a clear understanding of:

- Named platform strategies and past corporate examples
- Criteria for evaluating market conditions for which the strategy is or isn't appropriate
- Management levers for use in complex programs
- Key performance indicators for successful platform development
- Benchmark savings and investment sizing data from other firms
- Knowledge and examples of failure modes from past platform efforts
- The differences among industry platforms, supply chain platforms, and product platforms

WHO SHOULD ATTEND

This executive business course is designed primarily for leaders in strategy, marketing, product development, procurement, and supply chain management roles. It is of particular benefit to executives from technology-driven industries with engineered products and services such as:

- Automotive, high tech, manufacturing, railway, heavy vehicles, aerospace, defense, electronics, machinery, healthcare
- OEMs and suppliers

Professor Cameron delivers the course with perfection, adjusting the pace with the class … The course has just the right blend of real life case studies and real world theoretical content. I would recommend this course to all leaders thinking about product, ROI and service rejuvenation, regardless of where they are in their organizational life cycles.

OVERALL RATING | ★ ★ ★ ★ ★   – Muhammad K

CONTACT INFORMATION

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