



EARLY WARRANTY INVOLVEMENT IN PRODUCT DEVELOPMENT BUSINESS PROCESSES: SUCCESSFUL QUOTES, AGREEMENTS AND TERMS

Presentation By:

Andre Kleyner, Manager-Quality/Reliability Sciences

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John King, Global Metrics Manager

DELPHI CORPORATION

Electronics & Safety Division

This presentation focuses on the importance of the early involvement of warranty engineering prior to and during product launch. A warranty engineer's input can be critical to the profitability and the overall success of a product development project. Key early inputs include: expected product failure rates, past warranty cost history, servicing and replacement strategies, and logistics considerations. Special attention is paid to proposing and developing warranty agreements and terms based on the specific customer, geographical area, product type, and the planned or proposed warranty chain structure. Also discussed will be the automotive suppliers' challenge of managing warranty across a variety of customers, products, and geographical regions.

Participants will learn the following:

- The importance of warranty engineers' involvement in the early stages of the product design beginning with the business quoting phase and continuing through the product development phases.
- Key information that a warranty engineer needs to provide to a business manager to contribute to the overall success of the project.
- Key aspects of a competitive business quote and a successful warranty agreement.
- Uses of warranty agreements and terms developed within the warranty chain (Tier 1 to OEM and Tier 1 to Tier 2).
- Important considerations when doing business across a diverse customer base which is relevant across multiple industries.