



STRATEGIC WARRANTY MANAGEMENT

Keynote Presentation By:

D.N.P Murthy

Research Professor

THE UNIVERSITY OF QUEENSLAND, AUSTRALIA

Every product is unreliable in the sense it degrades with age and usage and ultimately fails. Customers need assurance regarding product reliability, and warranty provides this assurance. The warranty terms have implications for the technical aspects (design, production) of new product development and impact the commercial aspects (sales, revenue, profits). Strategic warranty management involves formulating a warranty strategy that is effectively linked to other aspects of the overall business strategy as part of the new product development process. An understanding of the interactions between warranty and other elements of a business is needed for crafting the warranty strategy. The systems approach provides the framework for achieving this, with models playing a critical role. Data collection and analysis is important for model building. The Keynote Presentation will deal with all of these issues and report on joint research with two groups in Scandinavia since 2001.

Participants will learn the following:

- A big picture view of warranty
- The role of warranty in the new product development process
- Evolution of warranty management and the strategic warranty management
- How to develop a warranty strategy
- Role of models in warranty strategy formulation
- Warranty data collection and analysis and the use of the results in NPD and warranty management generally