

Welcome to the first TechTalk - a free-of-charge event where companies, experts and students can meet and share their knowledge and experience in the field of production technology.

Organized by: RoboTry project (ERDF) of Centria University of Applied Sciences in collaboration with SAM.se

## TechTalk: MODULARIZATION - Starting from the Need

12th of January 2022 at 18:00-20:00.

Campus Allegro, 4th floor, "Spetsfabriken" (room B2 464).

You will get an introduction to modularization as a path to increased profitability and growth.

Content of the Talk:

- What is modularization and why is it important
- Examples from different companies and industries
- How it affects all processes and functions in the organization
- Suggestions on the best way to start your journey to modularize your product offering.
- Questions and discussion

Register at: <https://link.webropolsurveys.com/S/885DF1CA8367A965>

In the seminar you will meet modularization expert Jonatan Fogelquist from SAM who will give an overview of how your company can benefit from a modular approach.

During the talk there will be coffee and snacks.

The language of the event will be English and Swedish.

This is a seminar for big and small companies, managers, engineers, designers and developers, and as well students and teachers.

We follow the COVID-19 restrictions present at the time of the seminar.



Österbottens förbund  
Pohjanmaan liitto



Jakobstadsregionens  
Utvecklingsbolag Concordia

**Hävkraft**  
från EU  
2014–2020



Europeiska unionen  
Europeiska regionala  
utvecklingsfonden

## Description:

From a cost efficiency perspective, most people would agree that the best thing would be to eliminate variation everywhere in the company. A company completely ruled by this idea – standardization – would produce one product for all customers. However, most people would also agree that this strategy in most cases would leave the company with too few – or not very satisfied – customers. Offering no variation at all simply means neglecting the fact that customers are different from each other. At the other extreme, developing an entirely new product for each individual customer is usually not feasible either, as it would incur tremendous costs.

Ideally, you would like to combine a rich variation offered to the market with a low internal cost of complexity. Modularization offers exactly that – rich ends from simple means – a pattern found everywhere in natural systems.

The phrase 'rich ends from simple means' reveals that modularization is as much about the commercial/ external side of the business as it is about the industrial/internal side. This means that most parts of the company will be involved in – or affected by – a new modularized product program. It is therefore important that management is involved in order to facilitate the changes that are needed.

What is the potential for modularization and what are the possibilities and readiness in the organization? Your modularization initiative can start in many ways:

- Customer needs analyses can tell you how well your products cover different customer needs in the market.
- Common product structure drafts can inspire ideas of how to transform your product program into something more coherent.
- Commonality analyses can offer insights on how different products differ from each other.
- Cost of complexity analyses reveal the extent to which e.g. the amount of part numbers drive cost in different parts of the organization

## SAM

SAM is a small consulting firm based in Stockholm. SAM has been working with manufacturing firms since 1977, supporting them with knowledge in profitability analysis, efficient flow/ lean knowledge, Modularization, and support in developing and transformation of management systems.

SAM has worked with well-known companies such as Scania, CAT, SSAB, Telia and many others, and has had several assignments for companies in the Jakobstad area.

## RoboTry

Centria University of Applied Sciences' RoboTry project (1.6.2021-31.5.2022) aims to produce information and concrete solutions about new generation robotics and its applicability in production companies of various businesses at Ostrobothnia region for recovery of COVID-19 recession and developing the business. The project is funded by ERDF.

Centria's technology transfer concept is used as a tool of development. It includes the rapid technology trials and demonstrations within the companies and piloting with the mobile robots and devices. reference solutions are created for different businesses and the knowledge is shared to the companies of the area to support their investment decisions. There are cobots and mobile robots at use for different tasks. the solutions can also be demonstrated by simulations.

Any questions? Hit me up at [jimmy.nymark@centria.fi](mailto:jimmy.nymark@centria.fi)