
The Simple Model: Sponsor's Perspective

As HP's Computer Systems Organization customers increasingly request delivery of complete systems with much shorter lead times, our design, manufacturing and delivery systems are being stretched beyond their performance limits.

Qualitative approaches to improvement have served us well in the past, but more quantitative analysis is needed to understand and improve the total system both from a customer and an HP perspective.

The Simple Model was conceived and developed in teamwork with HP Laboratories. We sponsored it to help learn and communicate the key drivers and characteristics of a manufacturing enterprise. The insight achieved could then be used in our order fulfillment initiative to design product, manufacturing, and delivery systems to match critical business requirements and position us to meet future customer needs effectively in the global marketplace.

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