

Sustaining a Lean Transformation in Complex Server Assembly and Test Organization

Nominee: Leadership Team, IBM Integrated Supply Chain Operations, Poughkeepsie, NY



Outline of Presentation

- Problem Statement
 - Burning Platform
 - Vision of Success

- Path Forward to Business Transformation Overview
 - Integrating Process Excellence and Cultural Transformation

- Lean Deployment Framework
 - Assessment and Hoshin Planning
 - SMART Lean Skills
 - 14 Lean principles and the Circumplex

- Lean Tools and Techniques employed

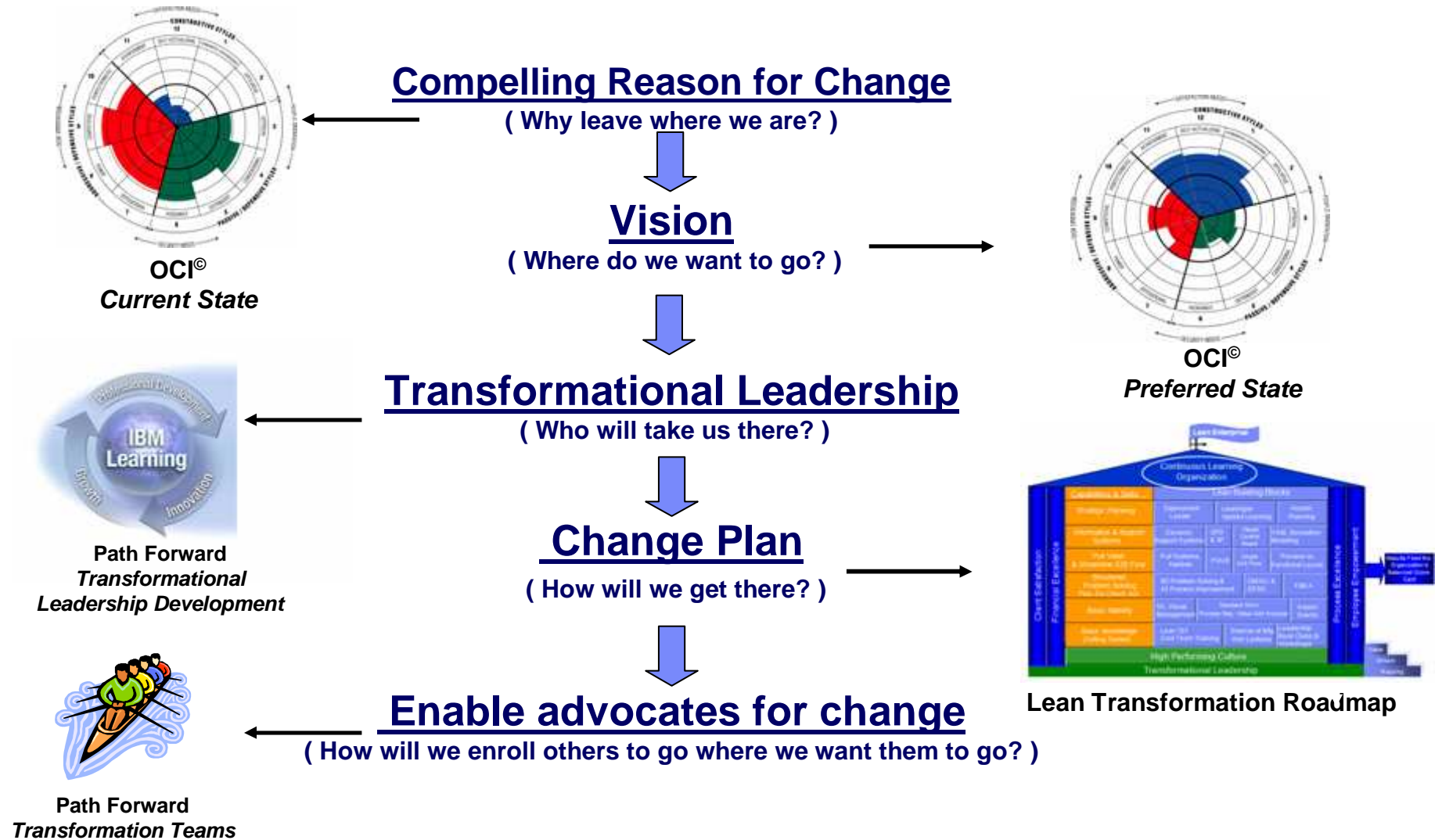
- Implementation and Results
 - Success Stories and Benefits of the Lean Deployment

Background of Domain

- High-end server assembly and manufacturing
 - Fabrication-fulfillment environment
 - Combines *build-to-plan* with *make-to-order* operations
 - Continuous quest for decreasing time to market and cycle time
 - Components extremely expensive, high inventory carrying costs
 - Extreme demand skews, constant engineering changes, long lead-times
 - Assembly/manufacturing process has high energy requirements
 - e.g.: Cooling water, thermal chambers requirements
 - *Short product life cycle – new product introduction challenge*



Approach to a Successful Change Initiative*



*Reference: Adapted form Dr . Marvin Washington

Problem Statement – Burning Platform

- What is our burning platform – Why leave where we are?
 - Highly competitive marketplace coupled with the economic downturn in 2008-09
 - Multiple new products introduced; varying complexity of design
 - Inefficient and non-adaptive processes for these products causes delays in prototyping and launch
 - Increasing cost to maintain facilities and infrastructure, with the constant business pressure to reduce operational costs
 - Customers expectations are increasing for more performance, cost and quality
 - Problems observed during design and manufacturing were dealt with as they appeared (reactive) versus being proactive
 - Employee morale and engagement declining

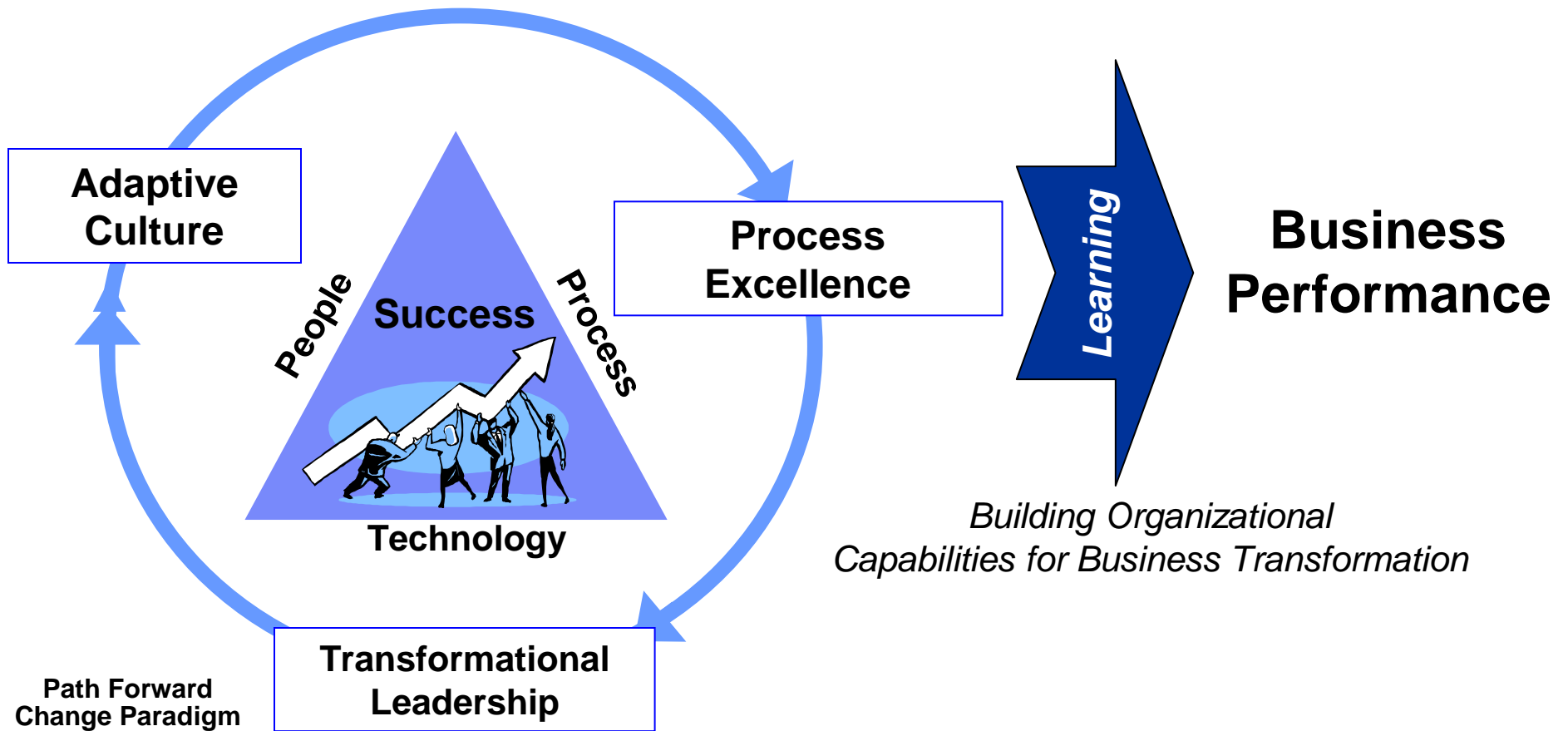
Vision of Success

- We are an organization of Self-Driven and Personally Motivated Employees deeply engaged and bought in to Key Lean Initiatives (5S, Kaizen, Gemba, etc) and local, everyday Lean Implementation which drives continuous improvement and achieves strong business results; which include:
 - Broad and Effective Training that reaches the entire Mfg Organization as well as extending into supplemental employees, sub-contractors, Engineering, and other Support Groups
 - Public, consistent, and timely recognition system that reinforces and rewards Lean progress and success
 - The plant is formally recognized as the most Lean/Cost effective site in the Supply Chain
 - Restructuring our internal management systems and Advanced Manufacturing Science tactics to proliferate LEAN at a working level and “lower the center of gravity” for core skills
 - A Common, Shared Alignment and Understanding of LEAN Goals and Cost Objectives across all Organizations
 - Improved Morale and Trust across the Organization

Defining the Change Plan



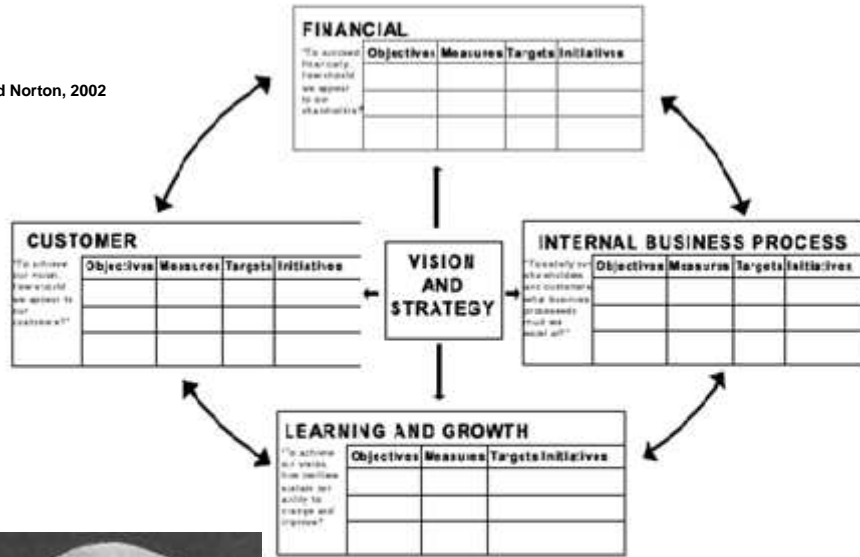
The Path Forward Approach to Business Transformation



Innovation and continuous improvement enabled through process excellence and high performing organization culture

Aligning the Organization to Achieve the Vision

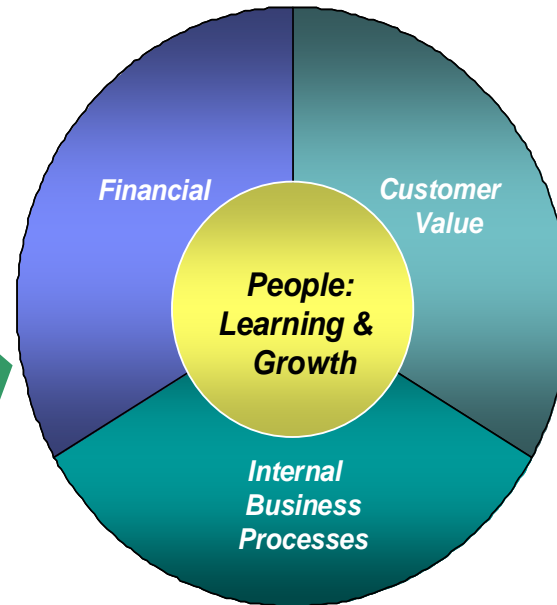
Kaplan and Norton, 2002



The Path Forward approach works with the senior leadership team to implement a 'People-centric' Balanced Scorecard



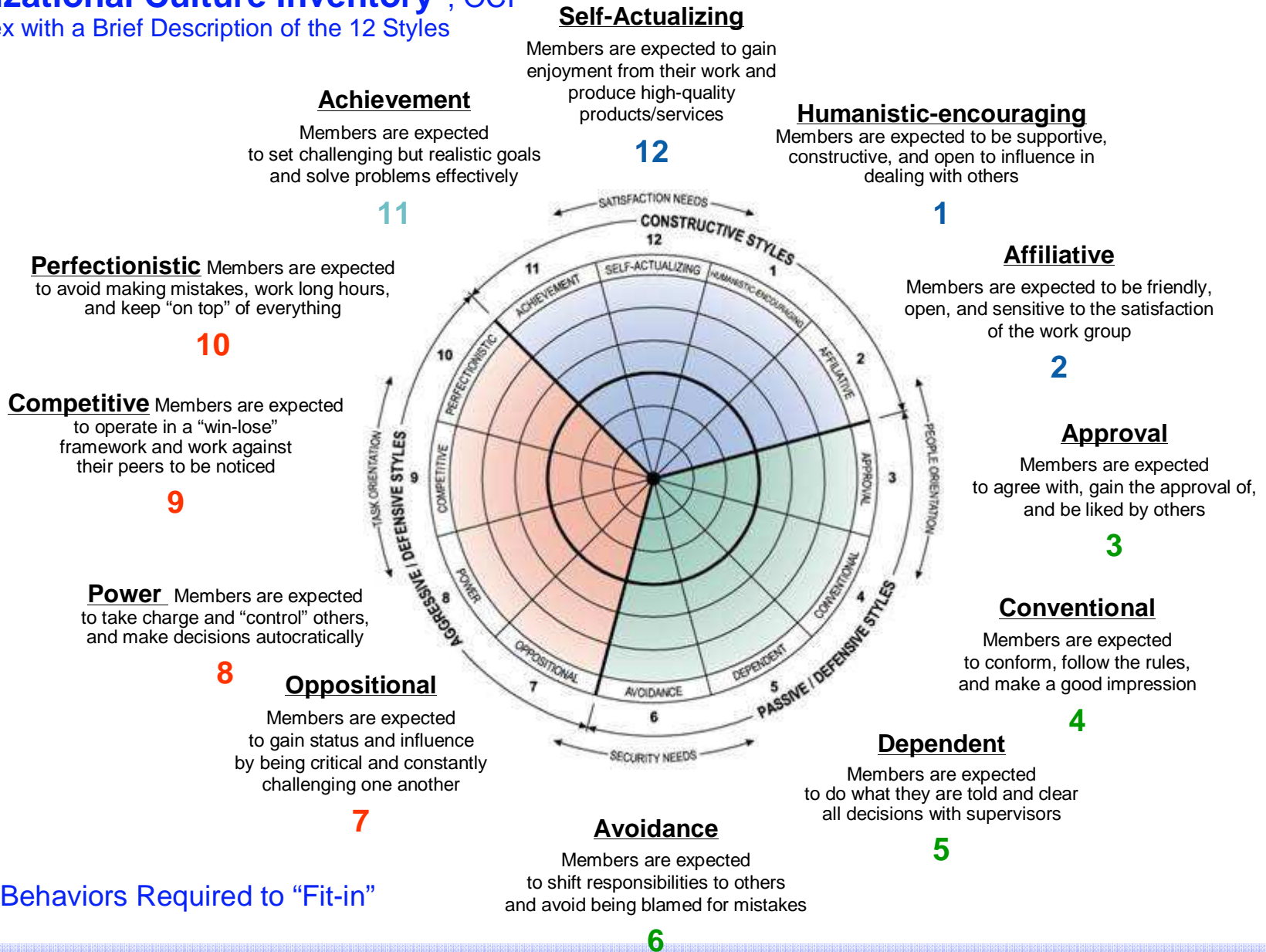
Thomas J Watson (1947)



"Teach your associates to teach themselves and in that way you will strengthen the entire organization"

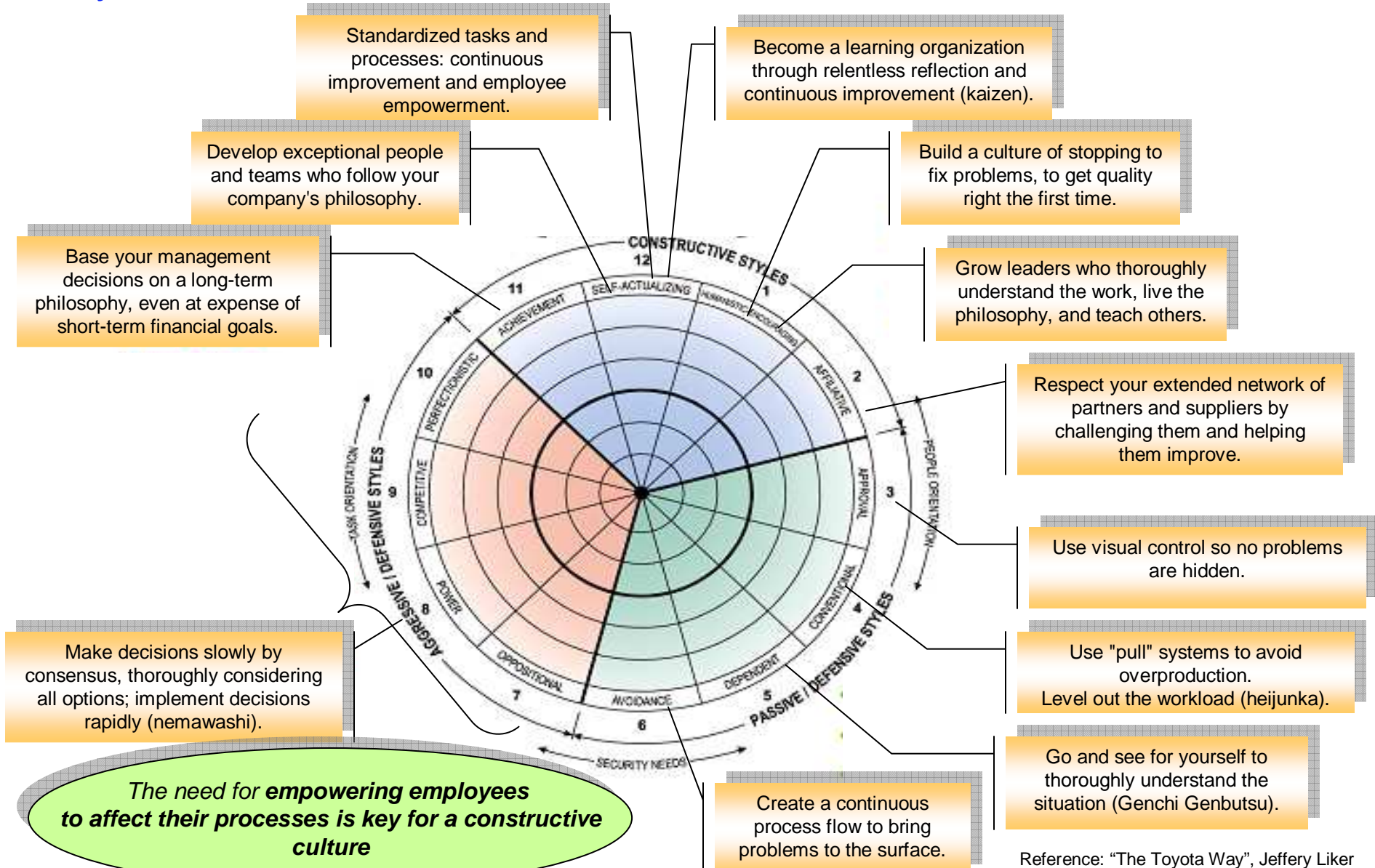
Organizational Culture Inventory[®], OCI

Circumplex with a Brief Description of the 12 Styles



Styles of Behaviors Required to "Fit-in"

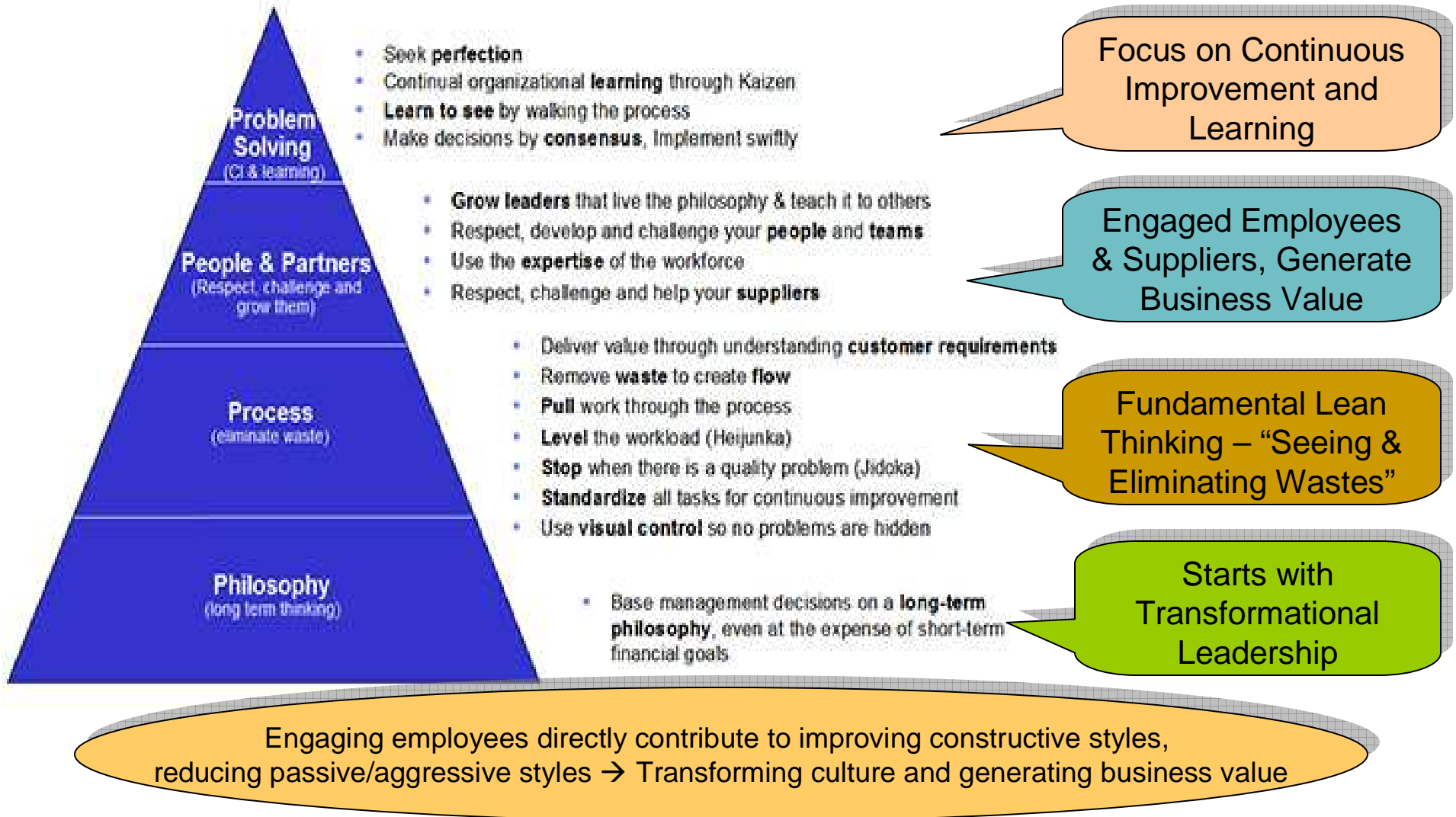
Why Focus on Process? 14 Lean Principles* and the OCI Circumplex



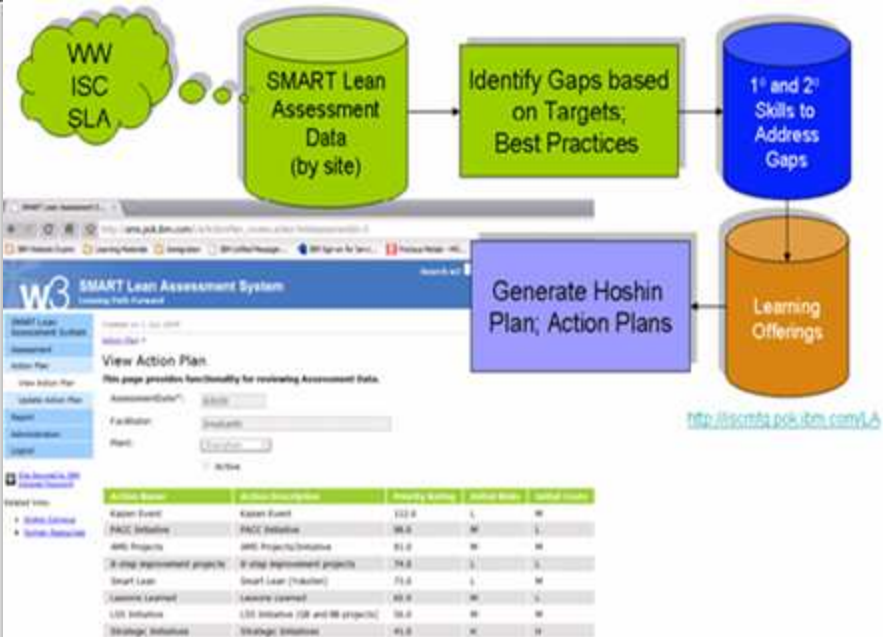
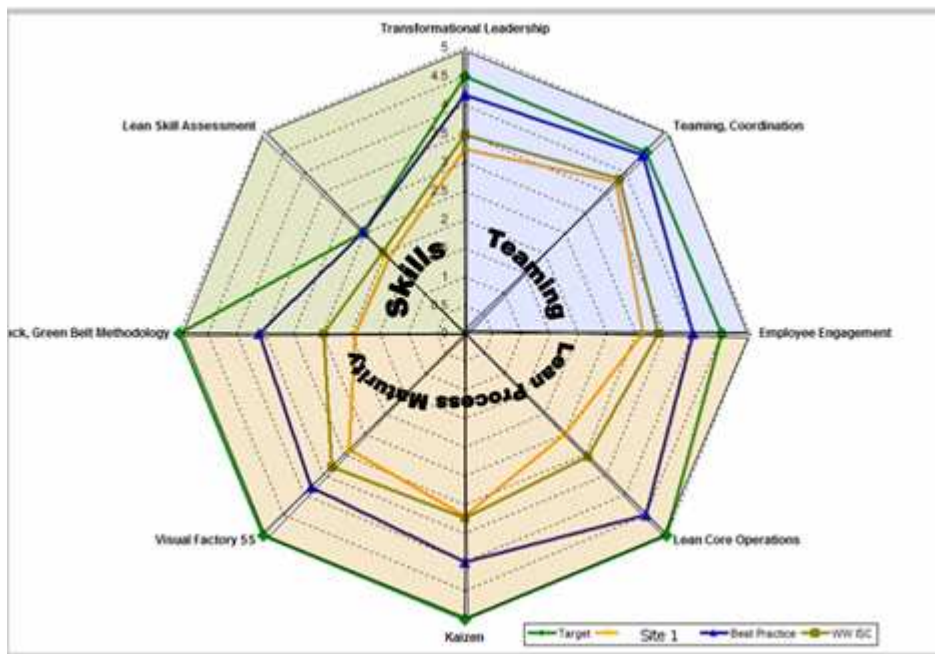
The need for empowering employees to affect their processes is key for a constructive culture

Reference: "The Toyota Way", Jeffery Liker

Our Deployment Model: Engaging People to Transform Processes Critical to Business Transformation

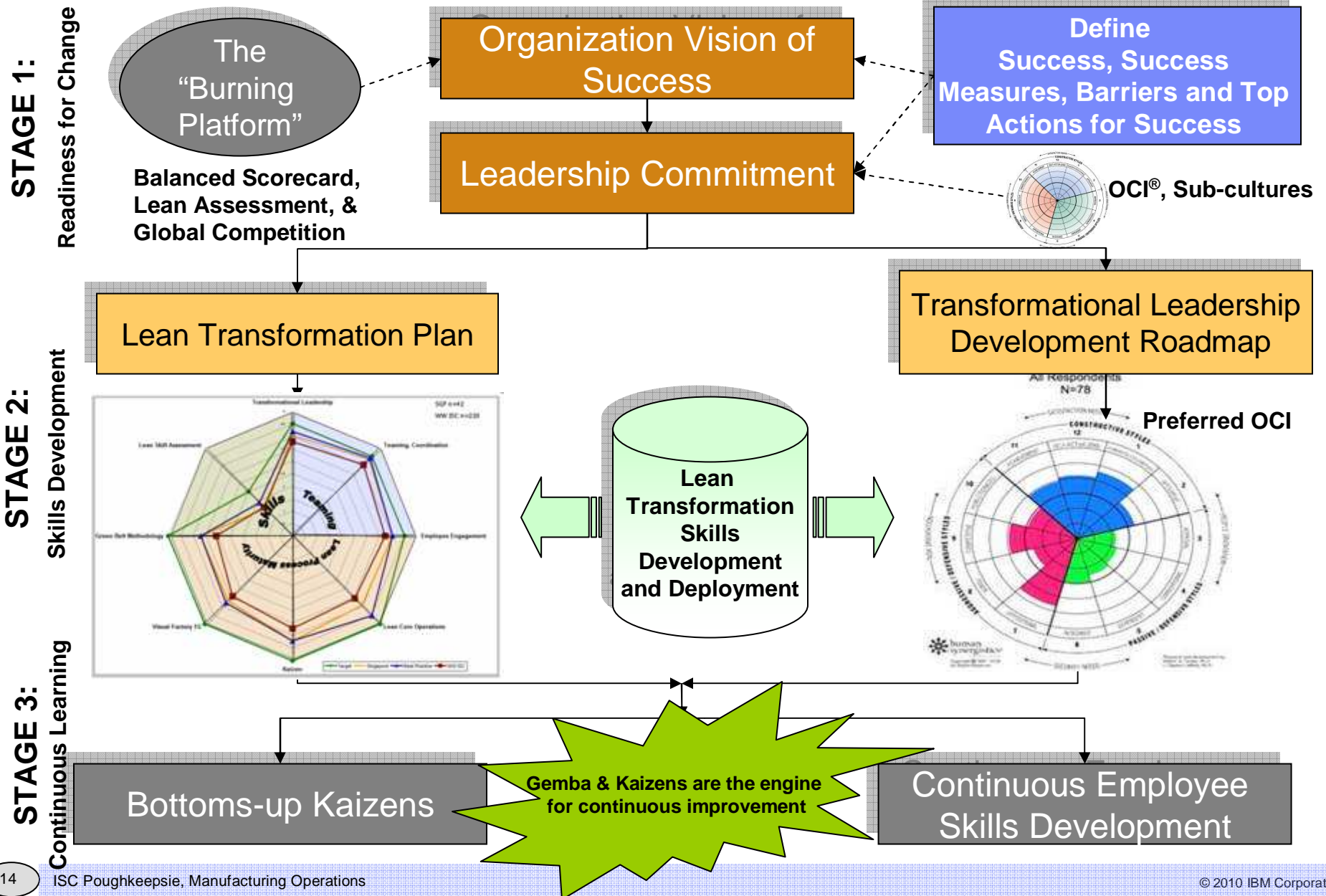


SMART Lean Assessment – Defining the Transformation Plan



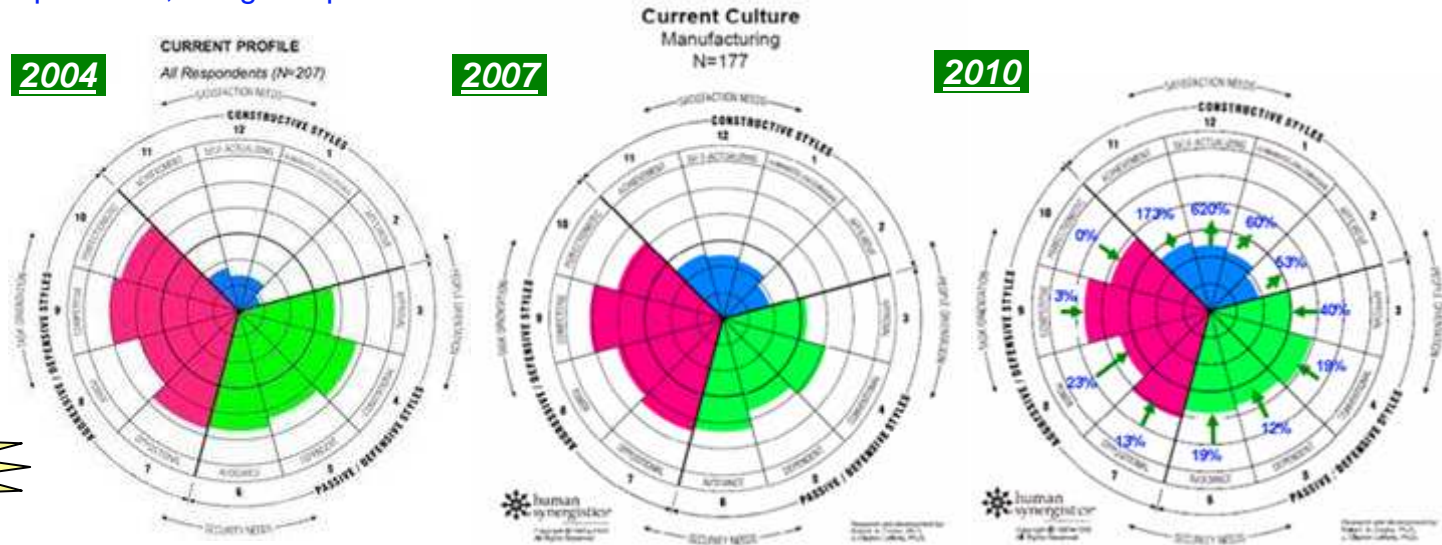
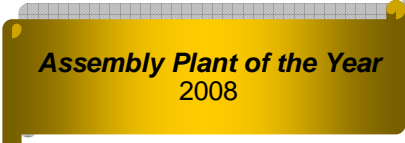
SMART Lean Assessment (SLA) was conducted in conjunction with the OCI to understand the organization's process and technology maturity

Deployment Strategy



IBM Path Forward Business Transformation – Results

ISC HE Server Manufacturing Operations, Poughkeepsie



Cultural Performance Index - CPI	181	313	369
Financial Performance	Under Plan	Under Plan	Exceeded Plan
Inventory Management	Under Plan	Under Plan	Exceeded Plan
Quality Performance	Under Plan	Improving	Exceeded Plan
Lean Process Maturity	Score: 2/5	Score: 3.1/5	Score 3.9/5
Leadership CPI	245	358	728
Employee Satisfaction	3.62/5.00	3.68/5.00	3.71/5.00
Kaizens/# Ideas	0/20	0/80	46/300
# Employees Trained	10 (<3%)	30 (<10%)	220 (55%)

An adaptive culture + process excellence consistently produce superior business results

Patents and Publications

- 22 Publications at IIE Annual Conferences (2007-10)
 - One publication won the best of the simulation track
- 10 Publications at the American Society of Engineering Management Conference (2008-10)
- 1 Publication at the IEEE Winter Simulation Conference
- 5 Patents (filed, pending)

Recent Recognition

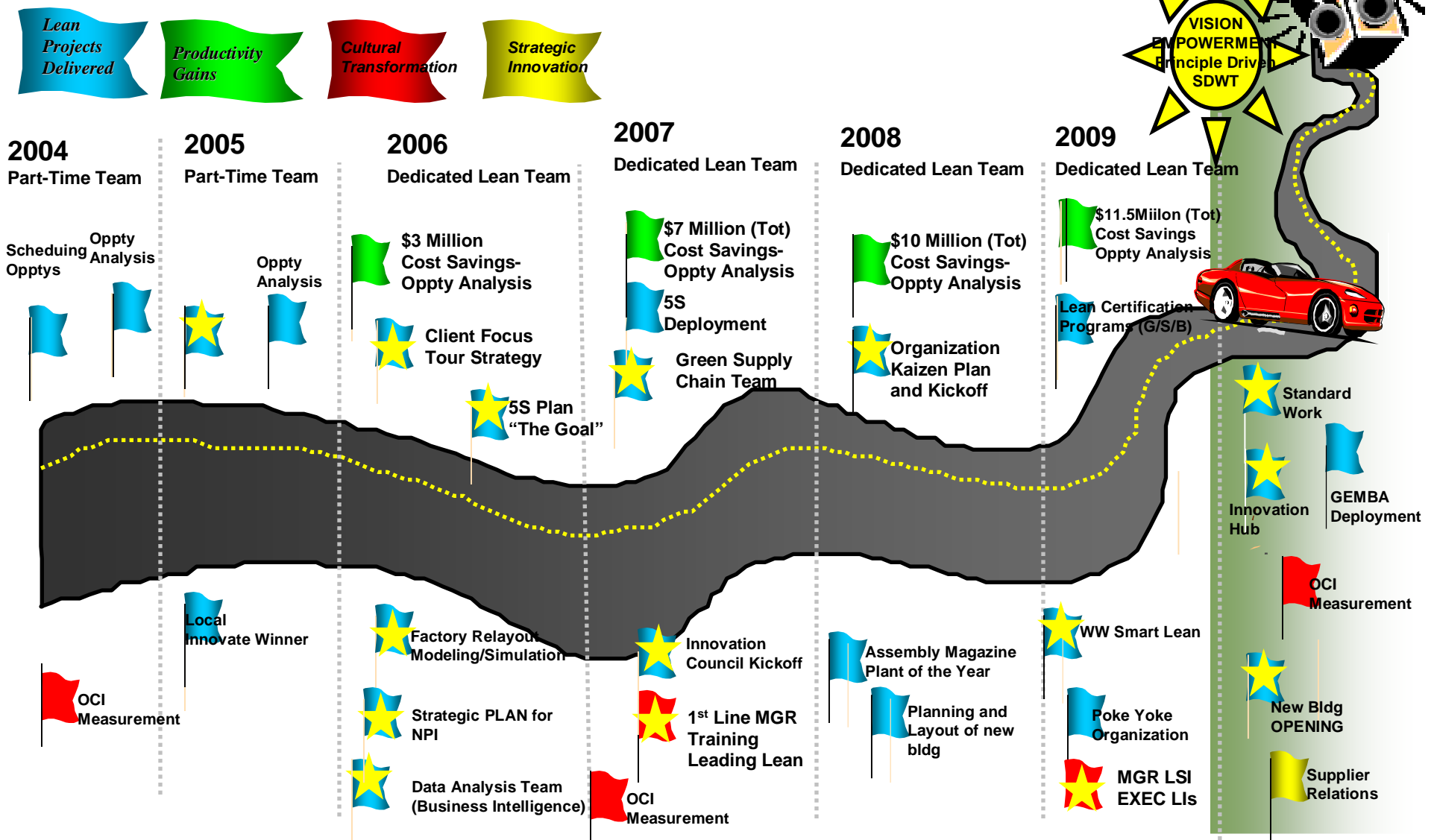
- Assembly Magazine – Assembly Plant of the Year 2008
- Progressive Manufacturing 100 – 2011

Backup

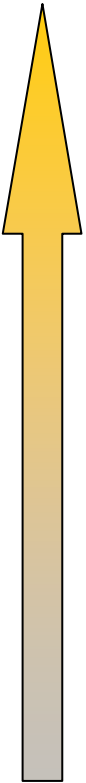


Poughkeepsie LEAN Journey

Story of "Driving Continuous Improvement"



Foundational Competencies: Lean Certification Levels



GOLD LEVEL

1. Pass the Gold Level Certification Examination
2. Lead or Actively Participate in 5 Lean TACTICAL* Projects
3. Coach and Mentor; Conduct Workshops or Kaizen Events using 8 Step
4. Lead or Actively Participate in 3 STRATEGIC# Projects

Gold practitioners help to lead the Lean deployment across an organization

SILVER LEVEL

1. Pass the Silver Level Certification Examination
2. Lead or Actively Participate in 3 Lean TACTICAL* Projects
3. Coach and Mentor; Conduct Workshops or Kaizen Events using 8 Step

* - Deployment and application of lean principles, concepts and methods within a work cell, work group or value stream

Silver practitioners Lead Lean Improvement Project teams

BRONZE LEVEL

1. Complete Class and Pass the Bronze Level Certification Examination
2. Lead or Actively Participate in 1 Lean TACTICAL* Project
3. Knowledge of 8 Step Structured Problem Solving

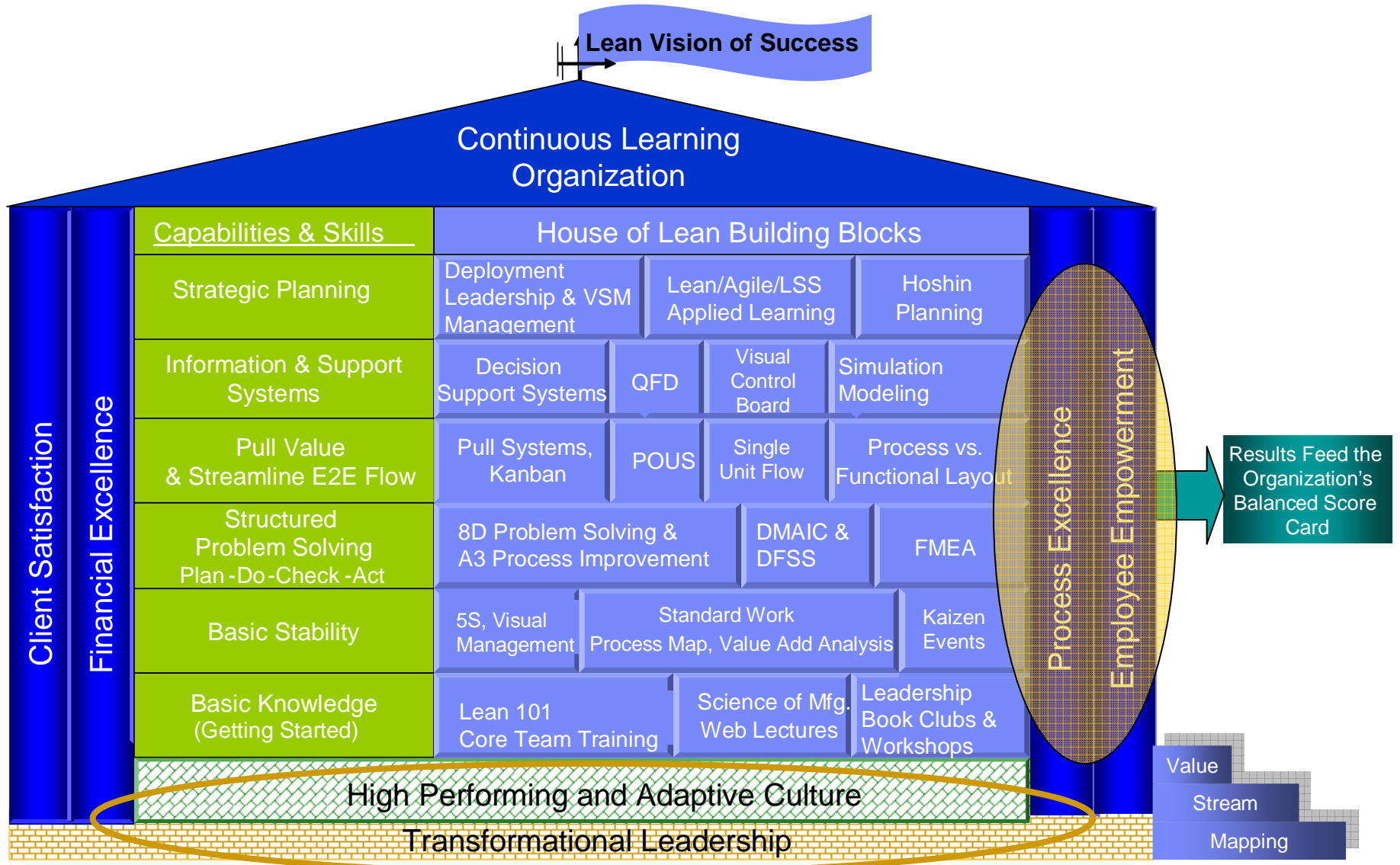
Bronze practitioners lead lean quick win opportunities and Kaizens

* - Deployment and application of lean principles, concepts and methods within a work cell, work group or value stream

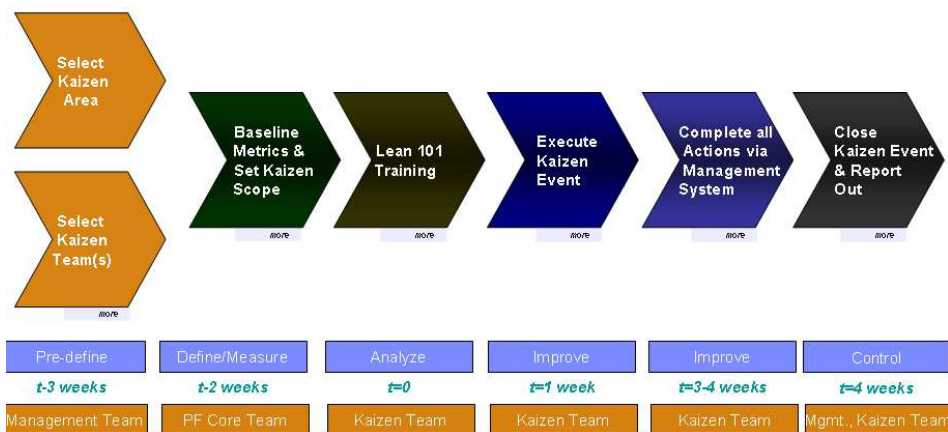
- Projects that demonstrate the transformation of a business or organization

[Adapted from SME Lean Certification BOK](#)

House of Lean- Concepts and Knowledge Elements



Foundational Competencies: Kaizen Training



A3 Flow down: Aligning Kaizen Improvement Activities with Organizational Vision and Mission

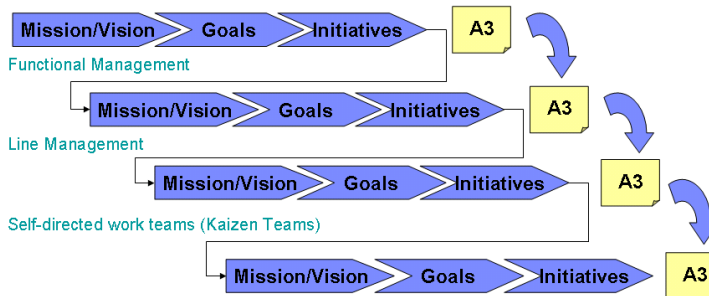
Top Level Mission Flows Down to Lower Level Activities

- Senior Leadership Team

- Functional Management

- Line Management

- Self-directed work teams (Kaizen Teams)



		No. of Ideas Generated	No. of Ideas Implemented	No. of Ideas Sustained	Impact (Impact/Range)	EIM
EIM	Kaizen Event 1	23	18	14	0.6	0.37 *
	Kaizen Event 2	40	33	32	0.8	0.64
	Kaizen Event 3	55	41	38	0.5	0.35 *
	Kaizen Event 4	26	25	22	0.6	0.51
	Kaizen Event 5	26	21	18	0.8	0.55
	Kaizen Event 6	46	42	37	0.7	0.56

* - Conduct lessons learned and address low sustainability; Another Kaizen event is scheduled upon re-defining the scope

		CPI Baseline	CPI After Kaizen	Improvement from Baseline(%)	CPI Sustain	Improvement from Baseline(%)
GSI®	Kaizen Event 1	298	453	52.00%	504	69.13%
	Kaizen Event 2	321	399	24.30%	420	30.84%
	Kaizen Event 3	245	382	55.92%	387	57.96%
	Kaizen Event 4	311	499	60.45%	510	63.99%
	Kaizen Event 5	329	396	20.36%	522	58.66%
	Kaizen Event 6	281	478	70.11%	543	93.24%

$$EIM = \frac{\#Solutions_Sustained}{\#Ideas_Generated} \bullet \%Im\ part$$

Increased Team Based Decision Making

“Safe” Environment for Employees for Idea Generation

High % of Solutions Implemented

Employee Empowerment, Build on Ideas of Team



Published in 2010 IIE Annual Conference and Exposition, Cancun, MX
 “The Role of Kaizen Events in Sustaining a Lean Transformation”

Foundational Competencies: 5S



- Mission: To utilize Poughkeepsie team ingenuity along with Japanese 5s concepts to implement organization, orderliness, and cleanliness for establishing a highly functional, visual, state-of-the-art manufacturing facility.
- What are the goals and expectations?
 - We will succeed in building a world class visual factory and “set the bar” for the future.
 - We will all buy-in to sustaining PACC and take personal responsibility for our work areas.
 - We will revitalize our factory in for our new product base.



5S Kaizen



Red Tag Area – “Graveyard”



Kanban for Shipping



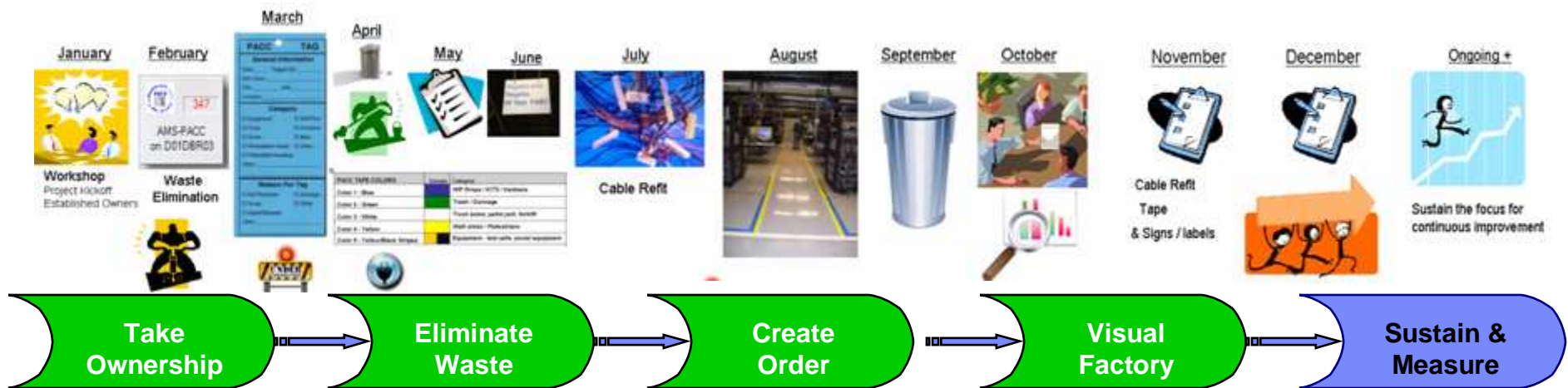
Assembly Area



Thermal Chambers

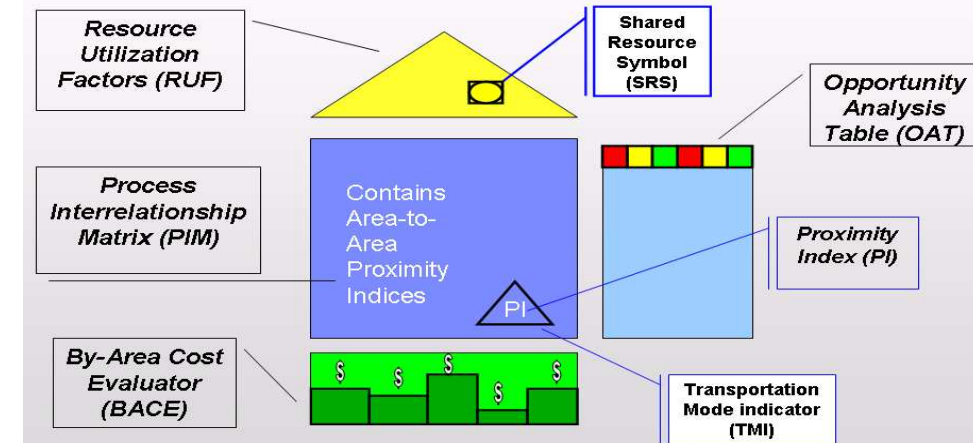


Parts Transport Carts



Pull and Streamline E2E Flow: Factory Layout

- Flow Matrix: A “one-stop-shop” matrix to re-layout a floor, using key factors, such as distances, frequency, transportation costs, resource utilization



FLOW MATRIX

	Station 1	Station 2	Station 3	Station 4	Station 5	Station 6	OPPORTUNITIES					Total	
Station 1	5A	0C	4D	0C	0C								1
Station 2	5A	4C	3B	4C	1A		1						1
Station 3	0C	4C	5D	0A	4A					1			1
Station 4	4D	3B	5D	8B	0B								
Station 5	0C	4C	0A	8B	5A								
Station 6	0C	1A	4A	0B	5A								
Cost							0	1	0	1	0	1	3

Legend:
 Shared Resource: Shared Tool/Workstation Both (Symbol)
 Ease of movement: Easy -> Green, Moderate -> Yellow, Hard -> Red
 Opportunities: Close shouldn't be 1A/B, 2C; Far shouldn't be >= 3C

US Patent: 7725857 (2010)

To \ From	Operation 1	Operation 2	Operation 3	Operation 4	Operation 5	Operation 6	Operation 7	Operation 8	Operation 9	Operation 10	Operation 11	Operation 12	Operation 13	Operation 14	Operation 15	Operation 16	Operation 17	Operation 18	Operation 19	Operation 20	Operation 21	Operation 22	Operation 23	Operation 24
Operation 1	5A	0C	0B	0C	0C	0C	0C	0C	0C	0C	0C	0B	0B	0B	2E	2D	4C	0D	0D	4B	0B	2C	1B	
Operation 2	5A	4C	3B	4C	0B	5B	4C	0C	2C	2C	4B	0B	1B	2E	0D	0C	2D	0D	0B	0B	3A	0C	0D	
Operation 3	0C	4C	5B	0A	4A	0D	3A	5A	3A	0A	0B	0B	0C	0E	0C	0C	3C	4D	0C	0E	3D	0A	0B	
Operation 4	0B	3B	5B	8B	0B	1B	0A	0A	4B	0B	0A	3B	0E	0C	0B	0D	0D	0D	0D	0D	3B	0B	0B	
Operation 5	0C	4C	0A	8B	5A	1A	4A	0B	3B	0B	0B	0B	3C	0E	0C	0C	0D	0D	0E	3C	0C	0B		
Operation 6	0C	0B	4A	0B	5A	3A	0B	1B	0B	0B	0C	0E	0C	0C	0C	0C	0E	0E	0E	0E	3D	0C	0B	
Operation 7	0C	5B	0D	1B	1A	3A	0B	0B	0C	0D	0C	1C	0E	0E	0E	0E	0D	0E	0D	0E	3E	0C	0B	
Operation 8	0C	4C	3A	0A	4A	0B	0B	3A	0A	2A	0B	0B	0E	0B	0C	0C	0C	0C	0C	0C	4C	0B	0B	
Operation 9	0C	0C	5A	0A	0B	0B	3A	0A	0A	5B	0C	0E	0B	0C	0C	0C	0D	0D	0D	0D	0D	0B	0B	
Operation 10	0C	2C	3A	4B	3B	1B	0C	0A	0A	4A	0B	0B	0C	1E	0B	0C	0C	0C	0C	0D	1D	0A	0B	
Operation 11	0C	2C	0A	0B	0B	0D	2A	0A	4A	0B	0B	0C	1E	0B	0C	0C	0C	0D	0D	0D	0B	0B	0B	
Operation 12	0B	4B	0B	0A	0B	0B	0C	0B	5B	0B	0B	4A	0B	0E	0A	0B	0B	0B	0B	0B	4C	0A	4C	
Operation 13	0B	0B	0B	0A	0B	0C	0B	0B	0B	0B	4A	4A	0E	0A	0B	0B	0B	0C	0C	0C	0B	0C	0B	
Operation 14	0B	1B	0C	3B	3C	0C	1C	0B	0C	0C	0C	0B	4A	4A	0E	0A	0B	0B	0C	0C	1B	0B	0C	
Operation 15	2E	2E	0E	0E	0E	0E	0E	0E	1E	1E	0E	0E	0E	0E	0E	0E	0E	0E	0E	0E	0E	0E	0E	
Operation 16	2D	0D	0C	0C	0C	0E	0B	0B	0B	0A	0A	0B	0E	2A	0B	0B	0B	0C	0C	0E	0C	0B	0C	
Operation 17	4C	0C	0C	0B	0C	0E	0C	0C	0B	0B	0A	0E	2A	0B	0B	0B	0B	0B	0B	0B	5A	4B	0C	
Operation 18	0D	2D	3C	0D	0D	0C	0E	0C	0C	0C	0C	0B	0B	0B	0B	0B	2A	0C	0C	0C	0B	0D	0C	
Operation 19	0D	0D	4D	0D	0C	0D	0C	0C	0C	0C	4B	0B	0E	0B	0B	2A	0C	0C	0C	0B	0E	0E	0E	
Operation 20	4B	0B	0C	0D	0E	0E	0D	0D	0C	0D	0C	0C	0E	0B	5A	0C	0C	0A	0A	0E	0D	0E	0E	
Operation 21	0B	0B	0E	0D	0E	0E	0D	0D	0D	0D	4C	0C	0E	0C	4B	0C	0C	0A	0C	0C	0D	0E	0E	
Operation 22	0B	3A	3D	3B	3C	3D	3E	4C	0D	1D	0D	0B	0B	0E	0B	0C	0C	0E	0C	0E	0C	0E	0D	
Operation 23	2C	0C	0A	0B	0C	0C	0C	0B	0B	0A	0B	0A	0B	0E	0C	0C	0B	0B	0D	0D	0E	0E	0E	

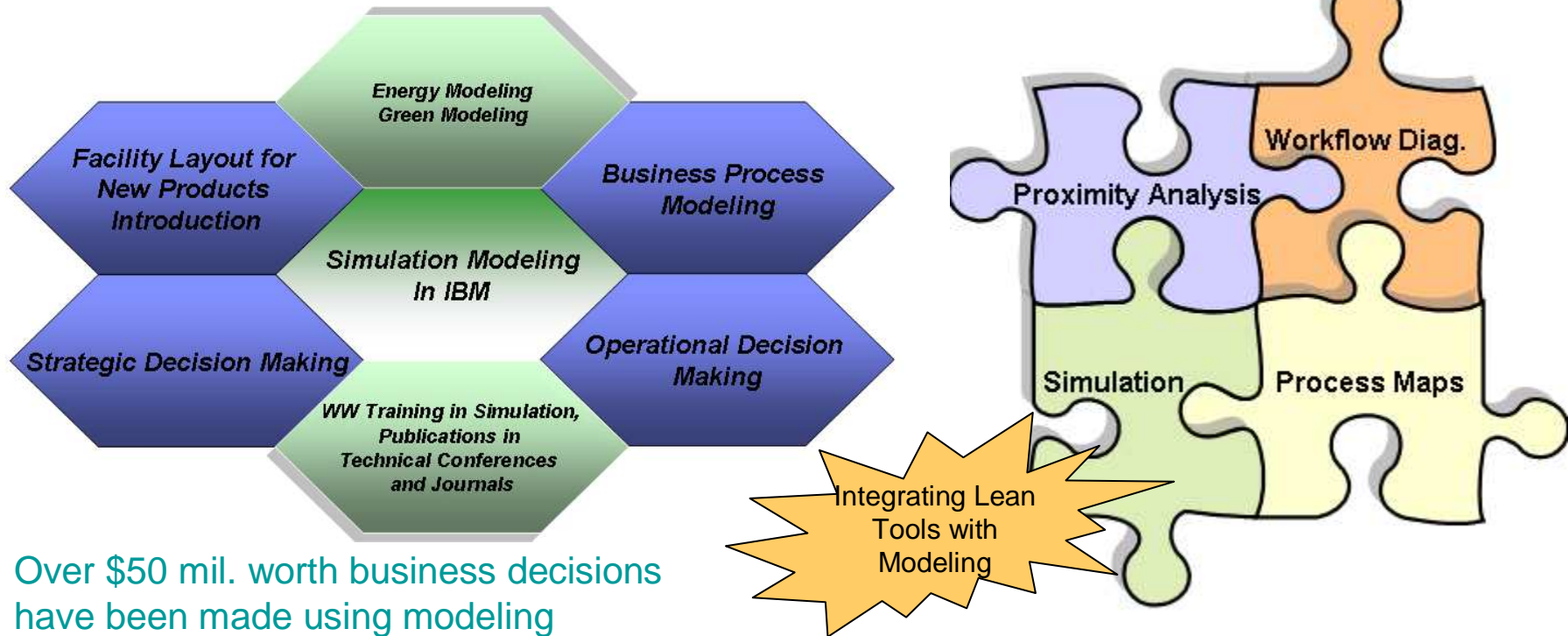
AS-IS
 Opportunities in the Server Assembly Area, 67 Relationships Identified

TO-BE
 Identified and Implemented 16 Proximity Improvements
 Space Savings: 18.3K sqft, Transportation Cost Savings: \$120K/yr
 IT Simplification/Reduction, Cycle Time Savings, WIP Reductions

Published in 2008 IIE Annual Conference and Exposition, Vancouver, BC
 “A Novel Method to Re-Layout Facilities Using Industrial Engineering Concepts”

Strategic Planning: 3P and Simulation Modeling

- Integrated Design of Experiments (DoE) – Simulation modeling approach for making strategic decisions
 - DoE identifies the key factors that impact decisions
 - Simulation modeling can represent the randomness and uncertainty



Over \$50 mil. worth business decisions have been made using modeling

Publications:

- 2008 IIE Annual Conference: *Using Simulation Modeling to Establish Kanban Levels in a Server Manufacturing Environment (Won Best Paper in Lean Systems Track)*
- 2008 IIE Annual Conference: *Using Design of Experiments and Simulation Modeling to Study the Facility Layout for a Server Assembly Process*
- 2008 Winter Simulation Conference: *Using Design for Six Sigma and Simulation in a Server Manufacturing Process*
- 2010 International Conference on ISO 9000 and TQM – ICIT

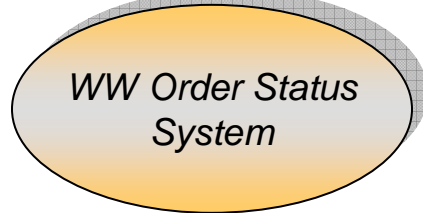
Note: In the 2011 IIE Annual Conference, a member of the team will be hosting the “Modeling to Support Lean Transformation” Session

Strategic Planning: Information Systems and Decision Support Systems

Using Lean and Agile Techniques to Eliminate *Muda*



- Forecasts any demand and supply constraints to prevent production stoppage



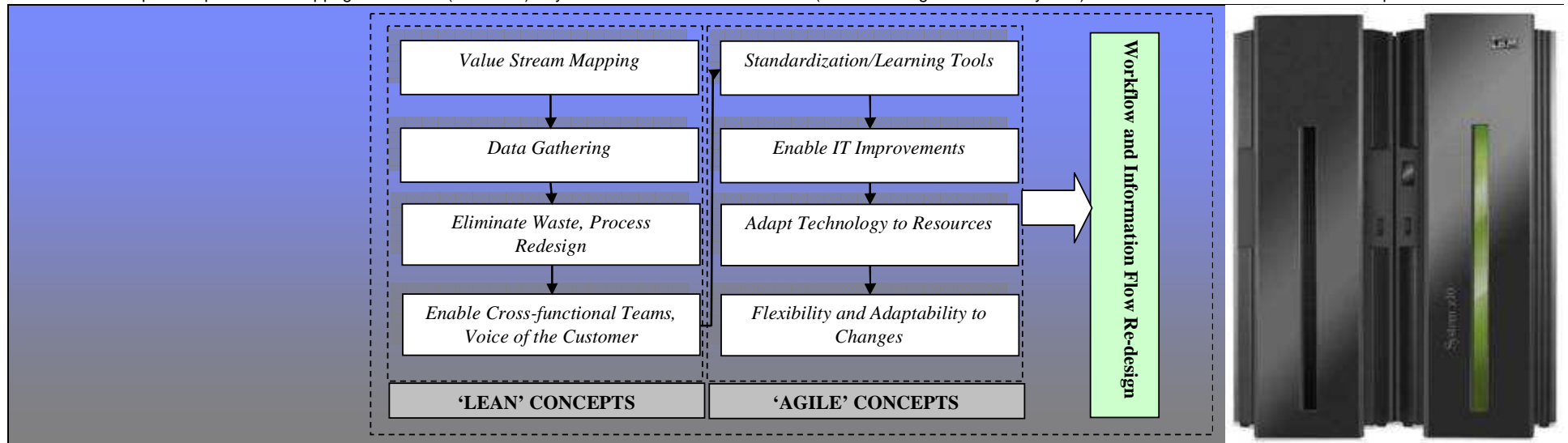
- Real-time update of orders and decision support to address (e-Gemba) any fluctuations in order deliveries



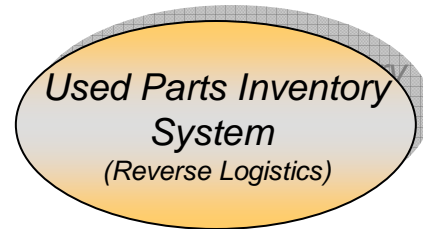
- A one-stop-shop for employee skill development (online training/certification system)



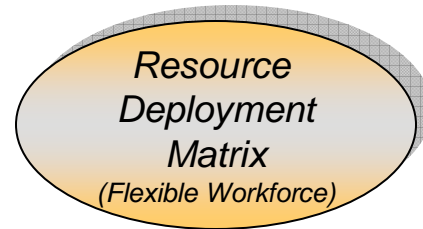
- System for employees to submit ideas and collaborate on improvements



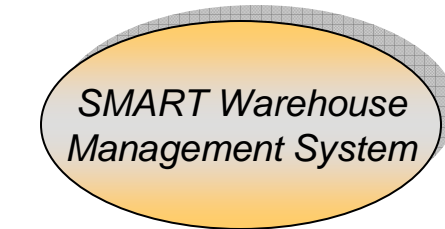
- Defines a methodology to identify areas/processes for improvement using standard work and lean methods



- Identifies the optimal part allocation policy for maximizing part life cycle (Greener products through reverse logistics)



- Identifies most appropriate resource for a task based on skill, quality and complexity



- Defines a new real-time slotting principle for warehouses (IIE 2008, Patent Pending)

Continuous Improvement: GEMBA

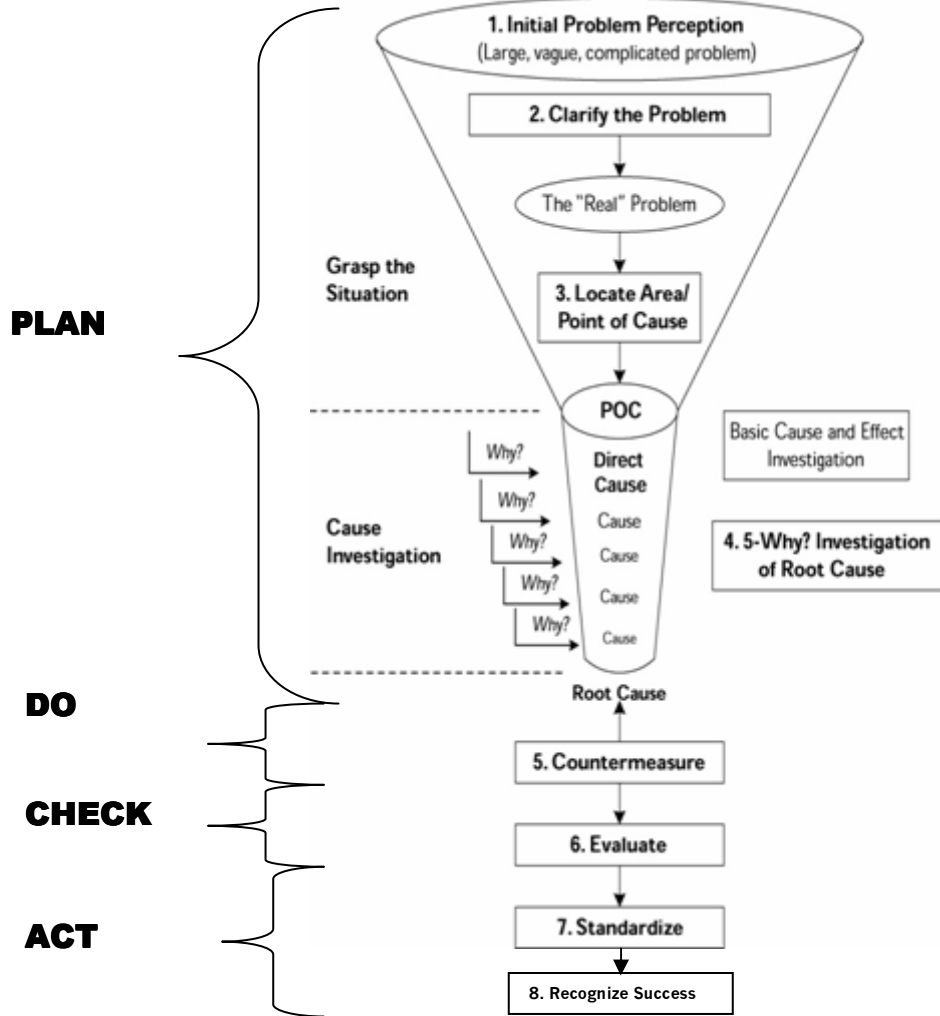
- Objective: To Improve business efficiency by transforming the factory from current management process to **lean visual management process**
 - Using communication gemba boards and implementing shift to shift crossover and management gemba walk discipline



Highlights:

- Implemented in 2010 after 6S is in Sustain
- Reduced number of status meetings (impact of ~\$0.5M a year in lost productivity)
- Reduced time from problem identification to problem resolution
- Employee empowerment: Eliminates time where employees are waiting for direction
- Integrated with 5S and TAKT Management System

Continuous Improvement: 8 Step Structured Problem Solving



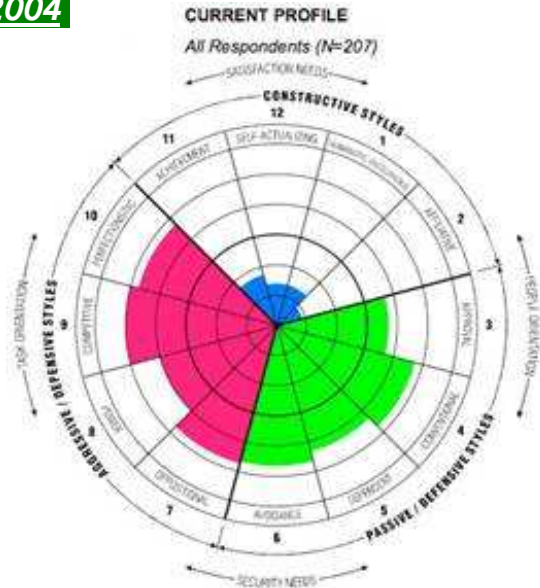
- 8 Step Structured Problem Solving Methodology
 - Uses qualitative process analysis tools, along with the seven quality tools
- Focus on Quick Wins to address problems and opportunities
 - 1-2 month projects
- Empowers employees to identify problems and implement containment actions and countermeasures
- Increased collaboration between teams as a result of team based problem solving
- Improves constructive styles of behavior and reduces passive/aggressive styles
- Available learning resources: Path Forward
 - 2 day workshop (face-to-face) or virtual delivery
 - Web lectures available for reference
- Used organization wide for quick major wins
 - Key enabler to GEMBA process

Balanced Scorecard of Poughkeepsie ISC Server Organization (2007-10)

<p><u>Process Excellence</u></p> <ul style="list-style-type: none"> ▪Dedicated Process Improvement Team ▪Self Directed Work Teams (2010 strategy) ▪Kaizen Events, PACC and Strategic Initiatives ▪SMART Lean – WW Collaboration ▪Standard Work on all Processes ▪Modeling and Simulation Competency ▪Data Analysis and Reporting Competency ▪Over \$11.5 mil cost savings through Process Improvements (over \$10 mil savings in 2004-05) 	<p><u>Client Satisfaction</u></p> <ul style="list-style-type: none"> ▪Flagship Site – Launching three new products ▪Successful ‘Zero Pends’ Initiatives ▪Frequent Customer tours ▪Green initiatives ▪Assembly Plant of the Year Award (2008) and other recognitions (IP and Publications)
<p><u>People Growth</u></p> <ul style="list-style-type: none"> ▪People-centric initiatives – GEMBA, 5S/PACC <ul style="list-style-type: none"> –Lowering “Center of Gravity” for Decision Making ▪Lean Certifications for Manufacturing <ul style="list-style-type: none"> – 10 Silver Trained (generated ~ \$500k in savings) – 50+ Bronze Trained (projects under progress) ▪Lean for Services – for support functions ▪Innovation through Think-Place Ideas ▪Kaizen Events empowering teams to implement new ideas (>100 employees, >300 ideas) ▪Leading Lean for Managers (LSI’s and LI’s) 	<p><u>Financial Excellence</u></p> <ul style="list-style-type: none"> ▪Over \$ 11.5 mil cost savings through Process Improvements <ul style="list-style-type: none"> –2005 “Shoot for the Stars Award” (\$1m cost savings) ▪Successful building bring up (cost and competitive advantages): The new product family bring-up and product performance has been the faster than the predecessor

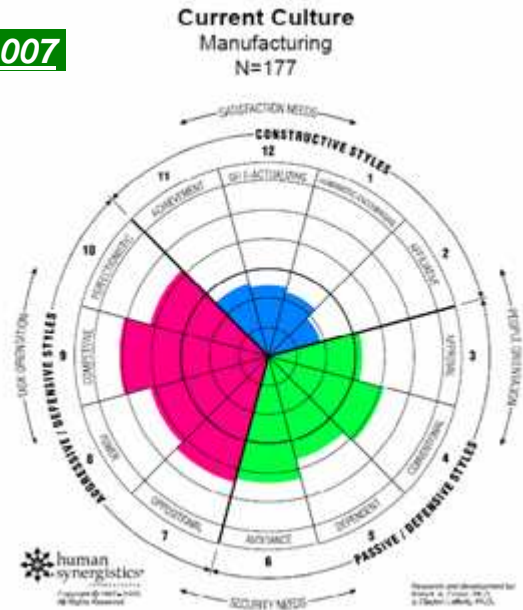
Current Culture – 2004 to 2010

2004



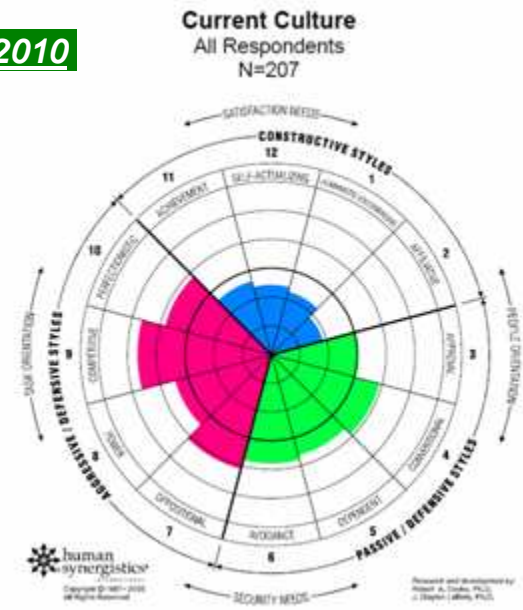
Culture Performance Index: 181

2007



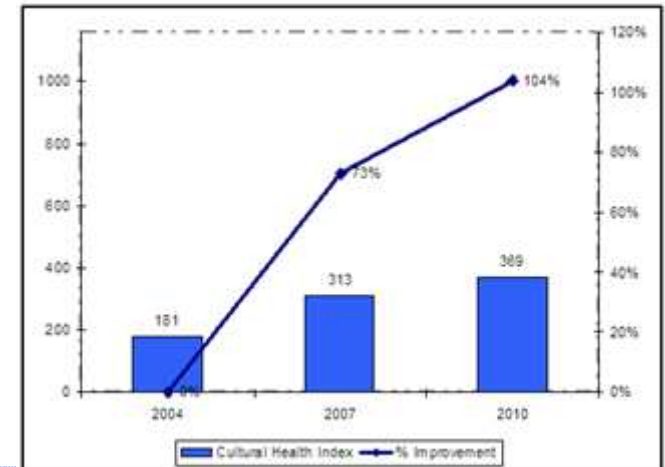
Culture Performance Index: 313

2010

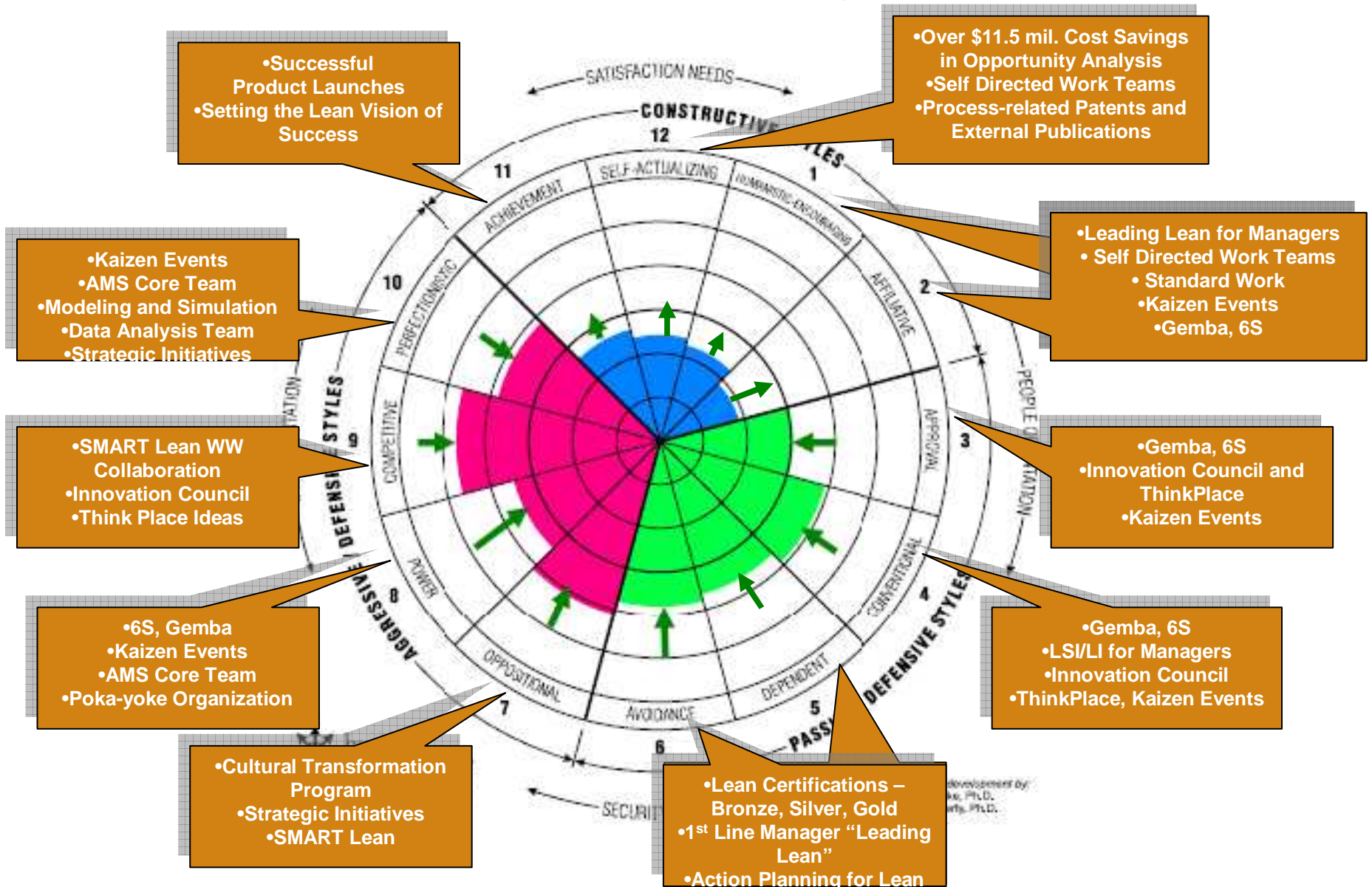


Culture Performance Index: 369

- **Key Improvement Areas (from 2004 – 2010):**
 - Significant Improvement in Constructive Styles of Behavior
 - Substantial Reduction in Aggressive Styles of Behavior
 - Significant Reduction in Passive Styles of Behavior
 - More than Doubled the Culture Performance Index from 2004 and 18% increase from 2007



Impact of Process Excellence on Improving Culture



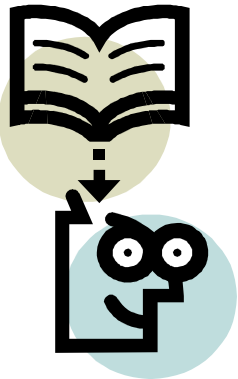
Sustaining the Gains from Lean Deployment



How Do We Sustain Our Success?

Employee Engagement and Innovation Framework

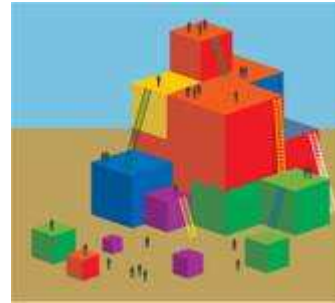
Employee Develops New Skills and Competencies



Organization Provides a Vehicle that allows employee(s) to overcome business challenges



Kaizen Events



5S Teams



Scrum Meetings



Green Teams

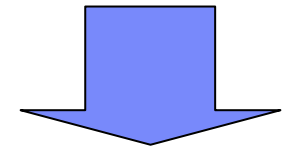
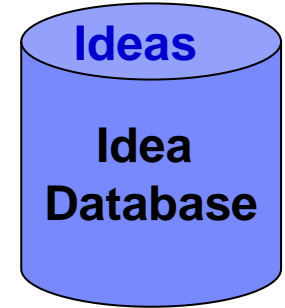


Innovation Council

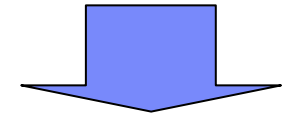


Self-directed Improvement Teams

300+ Ideas in DB
Over \$1M Savings



Innovation



Recognition



Publications

- "The Role of Leadership in Sustaining a Lean Transformation", *2010 Industrial Engineering Research Conference, IIE*
- "The Role of Kaizen Events in Sustaining a Lean Transformation", *2010 Industrial Engineering Research Conference, IIE*
- "A Simulation Approach to Determine Inventory Release Times for a Pull System", *2010 Industrial Engineering Research Conference, IIE*
- "Using Lean and Optimization Techniques to Determine Line-Side Stock Kanban Limits", *2010 Industrial Engineering Research Conference, IIE*
- "A Fuzzy Optimization Approach for Product Configuration in Reverse Logistics", *2010 Industrial Engineering Research Conference, IIE*
- "A Used Parts Inventory Monitoring System for Server Reverse Logistics", *2010 Industrial Engineering Research Conference, IIE*
- "Critical Factor for Sustainable Kaizen Events – People, Process and Technology", *2009 American Society for Engineering Management (ASEM) Conference*
- "A Simulation-based Framework to Study the Impact of Lean Techniques on Green Supply Chain", *2009 American Society for Engineering Management (ASEM) Conference*
- "A Fuzzy Optimization Model for Employee Deployment in Complex Manufacturing Environment", *2009 American Society for Engineering Management (ASEM) Conference*
- "Integrating People, Process and Technology into Lean Business Transformation", *2009 American Society for Engineering Management (ASEM) Conference*
- "Integrating a Structured Problem-Solving Process in a Lean Project – Challenges and Opportunities", *2009 American Society for Engineering Management (ASEM) Conference*
- "A Hybrid Approach of Data Mining and Simulation Modeling for Production Planning in a Server Manufacturing Environment", *The 14th Annual International Conference on Industrial Engineering Theory, Applications & Practice*,
- "A Novel Methodology to Allocate Commodities and Re-Layout a Warehouse", *2009 Industrial Engineering Research Conference, IIE*
- "Designing and Optimizing the Test Operations During New Product Introduction of High-end Server", *2009 Industrial Engineering Research Conference, IIE*
- "Using Simulation and Design for Six Sigma to Study the Server Assembly Process", *2008 IEEE Winter Simulation Conference*
- "Maintaining an Efficient Workforce Through Innovative Resource Deployment Methodologies"
- "An 'e-Order Reconciliation Management System' in a Server Manufacturing Environment", *2008 American Society for Engineering Management Conference*
- "An Integrated Real-time Visual Shop Floor Monitoring System in a Server Manufacturing Facility", *The 13th Annual International Conference on Industrial Engineering Theory, Applications & Practice*
- "A Novel Approach to Relayout a Facility Using Industrial Engineering Principles", *2007 Industrial Engineering Research Conference, IIE*
- "Using Design of Experiments and Simulation Modeling to Study the Facility Layout for a Server Assembly Process", *2007 Industrial Engineering Research Conference, IIE*
- "A Lean Training and Certification Information System for a High-end Server Manufacturing Environment", *2007 Industrial Engineering Research Conference, IIE*
- "A Systems Approach for Evaluating Discrete Event Simulation Softwares", *2007 Industrial Engineering Research Conference, IIE*
- "An Alternate Configuration Tool for Fabrication Testing in a Server Assembly Environment", *2007 Industrial Engineering Research Conference, IIE*

Questions?

