



ITC Infotech's localization initiative helped a large furniture client save >20% on 60 catalogue product

Client is world's largest office chair manufacturer

A furniture giant handed over a critical task of optimizing the design capability through localization and to improve the products catalogue

>20%
Reduction in
design lead time

15-20%
Cost
reduction

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CHALLENGE

- Variations in designs at specific locations due to multiple local design standards
- Unavailability of parts in BOM due to different geography
- Challenge in understanding the design due to lack of documentation & multiple PDM environment
- Redesigning existing product without changing the design intent

SOLUTION

- Consolidated and centralized multiple documents to comply local standards
- Extensively applied Lean and DfX methods to achieve the optimized design
- Validated the design as per the technical product specification
- Ensured post design, product manufacturing and marketing support

RESULTS

- **20%** compressed design lead time due to in depth understanding of furniture domain thus providing more precise value-added support
- Cost reduction of **15-20%** per unit due to usage of local hardware
- Reduced time to market due to decrease in parts lead time