

2008 Chairman's Quality Award

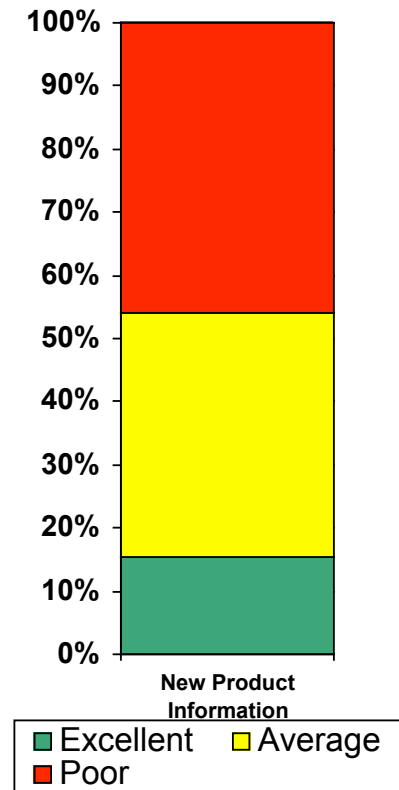
Holly Duarte

NA New Product
Communication Process



Problem Description

- Of the 136 parts communicated via new product communication process in the past 12 months, only 40 have sold (29%)
- Of customers asked about satisfaction with new product information: 15% rate Good, 45% rate Poor!
- New Product Communication Process must be redesigned with focus on customer needs





New Product Communication Process Redesign

Objective:

Redesign new product communication process in the US from 0 to 1 for a group of US Aftermarket customers (CNW, Volvo Dealer, Freightliner Dealer).

Benefits:

By improving the process, customers will receive the right information at the right time resulting in increased satisfaction and ultimately in increased sales. Currently, time from the communication of new products to actual sale ranges from 1 day to over 500 days. Some new products are never sold. Additionally, general customer feedback on our new product communication process has indicated there is most definitely room for improvement.

Project Team:

Belt: Holly Duarte
Sponsor: Peggy Harmann

Process Co-owners:
Jillian Brown
& Cindy Leddy

MBB: Debbie Stephens

Team members: Jennifer Anderson
Cindy Leddy, Keith Miller, Jillian Brown,
Connie Ortiz

Customer Team: CNW – Cummins;
Gregg Stohler; Jack Nichols;
E-W Truck & Equipment (Volvo);
Mike Stoepfel; Freightliner; Sterling;
Western Star of Arizona

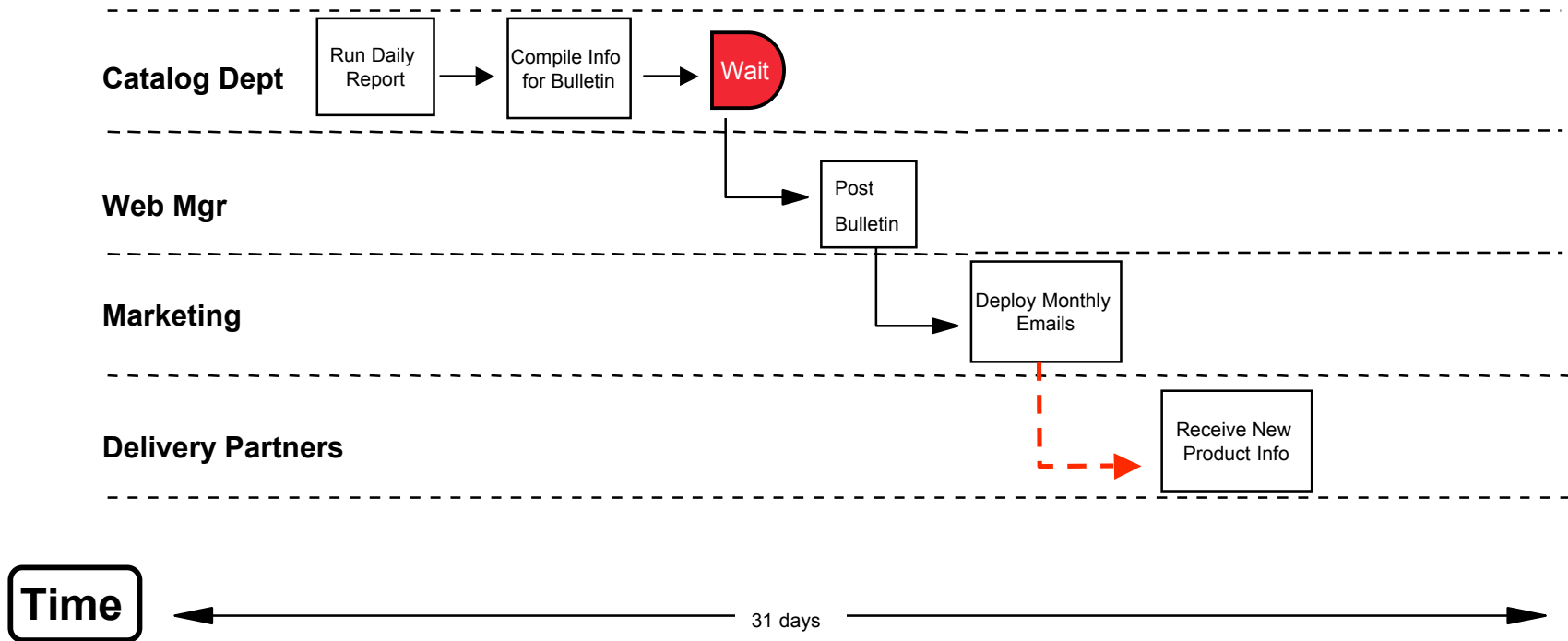
Schedule:

Measure: 8/13/2008 **Improve:** 11/3/2008

Analyze: 9/19/2008 **Control:** 12/23/2008

Closeout: 12/23/2008

Swim Lane & Initial Capability



Multi-Vari Voice of Customer: Customer Types Interviewed

- Cummins Distributors
- Independent Distributors
- OE Dealers
(ITEC, PACCAR, Volvo, Freightliner, CNH, Deere)
- Various End Users

Key Voices from VOC Survey

- Communication of new product information must be concise, relevant, eye-catching, and easy to understand.
- Communication must include detailed information to help sell the product.
- Customers should be able to immediately order and receive the product included in the communication.
- Depending on the customer type, various communication methods are needed.
- Most customers are not aware of existing communications.

Improvements Identified & Implementation: Improve Actual New Product Communication

- Improve existing new product bulletin to contain critical info for end users and sort by most important to least important info.
- Link to new technologies and retail locator.
- New Communications for delivery partners and OE Corporate in easy to use excel format with more detailed information including market, pricing, EHC, UOM, Country of Origin, and MSDS requirements
- **Implementation: January 2009**

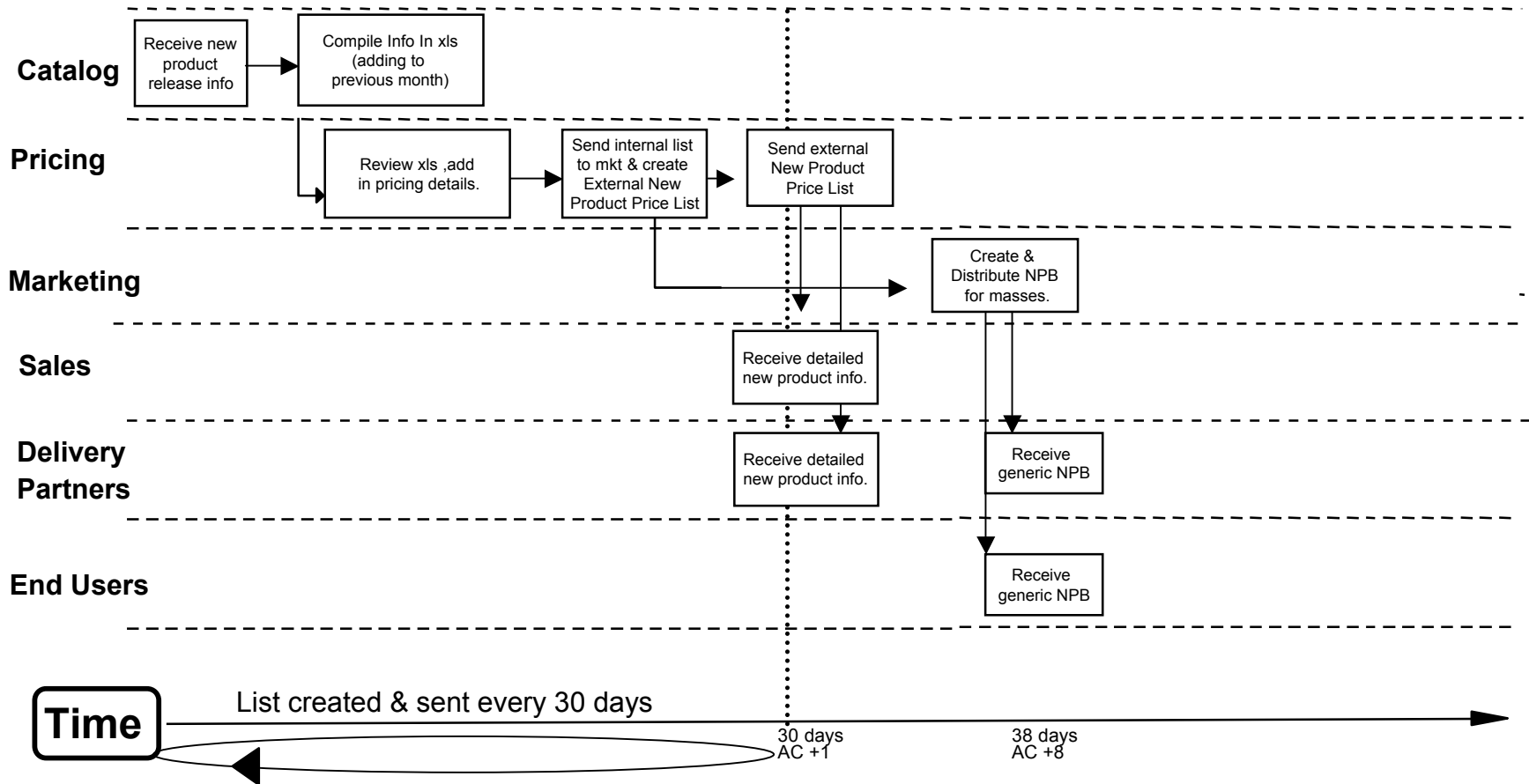
BULLETIN

REAL Coverage: February 09 New Products

For more information about the products listed, please visit our on-line catalog at cumminsfiltration.com

Market	Application	Part #	Description	Cross Reference	Upgrade
Ag	Ford Harvesters 1236, Laverda Combines, New Holland Harvesters, Combines and Windrowers	FS19913	Fuel Water Separator	Laverda 322164750, Mable KC44, New Holland 9512357, 85612357	
Bus	MAN Bus Lion's Coach/Supreme/Topcoach, Lion's City, Lion's City G, Lion's City GL, Lion's City GLX, Lion's City LL, Lion's Regio, Lion's Regio C, Lion's Regio L, Man Trucks, Neoplan Bus Cilliner, Starliner II, Frendliner, Tamek Bus Diamond 13, Diamond 14	LF16244	Lube Filter Cartridge	Baldwin P7320, Hengst, E422H486, MAN 51.05504-0107, 51.05504-0136, Mantrac 09425D, EOO, Mann & Hummel HU13125X, Wix 57261	
Construction	New Holland Backhoe Loaders and Tractors	AF26855	Air Filter Panel	JCB 3205688, Fram CA7070/SY, New Holland 87356355, Donaldson P063675	
Construction	Case IH Tractors C8100 Pro Series, C840, C900, JCB Backhoe Loaders 3CX4, 3CX7, 3CX4T	AF26856	Air Filter Cartridge	JCB 3205682, Fram CA1010, New Holland 87356351, Donaldson P068533	
Construction	Atlas Copco Generators, Deutz Engines, Liebherr Shovels, Wagan Finishers	FF5709	Fuel Filter Spin-On	Atlas Copco 150410400, Baldwin BF7885, Deutz 01161245, 01182541, Hengst H17WK10, Kaiser 297010, Liebherr 10113119, Mann & Hummel W894079, Volvo 11711074	
Construction	Lombardini Lifts	AF26902	Air Filter Panel	Lombardini 10/2175150, Baldwin PA3953, Lubliner LAF5792, Wix 49160	
Construction	Hitachi Excavators, Mitsubishi Generators	FF5711	Fuel Filter In-Line	Baldwin BF7845, Mitsubishi MM35190, MHD4000, Wipacgale WGF9083	
Construction	Komatsu Chassis Dozer D475A-5, Excavators PC400-7, PC450-7, PC45LC-7	HF35374	Hydraulic Cartridge	Komatsu 208-80-71122, 208-80-71120	
Construction	Caterpillar 760, 771D, 773E and RM550E with Cat Engines 3408E, 3412E, 3408C	HF35381	Hydraulic Filter Spin-On	Caterpillar 1303712, Baldwin BT9886MPQ, Wix 57115, Haps 7115	
Construction	Komatsu Wheel Loaders, Dozers, Excavators, Off-highway Tractors	FS19946	Fuel Water Separator Spin-On	Baldwin BF1357, Komatsu 9003195403, 6003119410, 9003195443, Racor 88207T	

Monthly New Product Bulletin: New Process Swim Lane



AC = Accounting Month Close



Improvements Identified & Implementation: Snapshot of New Delivery Partner Communication

Market	Application	Part #	Description	Cross Reference	Upgrade	Catalog #	Carton Qty	Carton Weight	US On-HWY MRP	UOM	Country of Origin	MSDS (Y/N)
Ag	Ford Harvesters TX36, Laverda Combines, New Holland Harvesters , Combines and Windrowers	FS19913	Fuel Water Separator	Laverda 322164750, Mahle KC44, New Holland 9512387, 89512387		FS1991300	12	.90 lbs	35.26	each	Quimper	N
Bus	MAN Bus Lion's Coach/Supreme/Topcoach, Lion's City, Lions City G, Lion's City GL, Lion's City GLX, Lion's City LL, Lion's Regio, Lion's Regio C, Lion's Regio L, Man Trucks, Neoplan Bus Citliner, Starliner II, Treandliner, Temsa Bus Diamond 13, Diamond 14	LF16244	Lube Filter Cartridge	Baldwin P7329, Hengst, E422HD86, MAN 51.05504-0107, 51.05504-0108, Mahle OX425D ECO, Mann & Hummel HU13125X, Wix 57291		LF1624400	6	.11 lbs	42.00	each	Quimper	N
Construction	New Holland Backhoe Loaders and Tractors	AF26655	Air Filter Panel	JCB 32925683, Fram CA10107SY, New Holland 87356353, Donaldson P600975		AF2665500	1	.60 lbs	29.64	each	US	N
Construction	Case IF Tractors CS1000 Pro Series, CS80, CS90, JCB Backhoe Loaders 3CX4, 3CX, 3CX4T	AF26656	Air Filter Cartridge	JCB 3295682, Fram CA10107, New Holland 87356351, Donaldson P608533		AF2665600	1	1.40 lbs	46.73	each	US	N
Construction	Atlas Copco Generators, Deutz Engines, Leibherr Shovels, Wirtgen Finishers	FF5709	Fuel Filter Spin On	Atlas Copco 1604109400, Baldwin BF7888, Deutz 01181245, 01182541, Hengst H17WK10, Kaeser 897010, Liebherr 10113119, Mann & Hummel WK940/19, Volvo 11711074		FF0570900	12	1.50 lbs	11.82	each	Quimper	N
Construction	Lombardini Lifts	AF26502	Air Filter Panel	Lombardini 1072175160, Baldwin PA3953, Luberfiner LAF8792, Wix 49160		AF2650200	6	2.0 lbs	26.67	each	US	N
Construction	Hitachi Excavators, Mitsubishi Generators	FF5711	Fuel Filter In-Line	Baldwin BF7845, Mitsubishi MM435190, MM304900, Woodgate WGF9060		FF0571100	12	.116 lbs	30.26	each	Quimper	N
Construction	Komatsu Crawler Dozer D475A-5, Excavators PC400-7, PC450-7, PC450LC-7	HF35374	Hydraulic Cartridge	Komatsu 208-60-71122, 208-60-71120		HF3537400	1	3.28 lbs	133.33	each	Quimper	N



Improvements Identified & Implementation: Improve Awareness

- Solicit sign up via email from sales to contact list, OE corporate lists, and to shipment/order notification contacts **(Q1 2009)**
- Add link to new products to sidebar on cross reference page – currently planned to launch with implementation of new internet site **(Q1 2009)**
- Link to eUpdate in more prominent location on webpage – currently planned to launch with implementation of new internet site **(Q1 2009)**
- CA verbal signup over the phone **(Q1 2009)**
- New product communication matrix as internal guide for product mgrs **(Feb 2009)**
- Improve customer contact database via Call center – pending implementation of new contact database system **(end 2009)**
- Hand out flyers at trade shows **(TBD)**
- Promotion for sales managers and CA who sign up new customers **(TBD)**