



# Aerus/Electrolux Reinvents Product Line, Reaches New Markets

## The Situation

“With APTEC and OneSpace Collaboration, we crafted a superior product with innovative new styling while maintaining the quality for which the Electrolux brand is known. This was key to our objective of penetrating new markets such as QVC.”

*Bob Burkhardt, Vice President of Product Marketing, Aerus/Electrolux*

## The Challenges

Aerus/Electrolux wanted to launch a new line of vacuum cleaners to penetrate new markets such as home shopping networks and retail stores. To do that,

- The new vacuum needed to sell for less than earlier product lines.
- Aerus/Electrolux needed to cut its typical time to market from 3 years to fewer than 9 months.
- Product life cycle needed a significant reduction from its existing 10 years.

## The Solutions

- CoCreate’s OneSpace Collaboration software
- APTEC’s iSystem

## The Results

- New Aerus/Electrolux market presence established in QVC and retail outlets.
- Development costs reduced by 59%.
- Product developed in 7.5 months.
- Product life cycle dropped to 18 months.

## Aerus/Electrolux Profile

Aerus/Electrolux has created superior floor care products for more than 75 years. The company is headquartered in Texas, with engineering facilities in Virginia.



## APTEC Profile

APTEC is a product development firm specializing in OEM efforts. Their innovative product development business process is designed to help its clients achieve the fastest time to market, highest innovation and best performing products possible. Their process emphasizes early involvement of all parties involved in the product development process in order to minimize re-work and maximize profitability.



Aerus/Electrolux, a leading maker of floor care products for more than 75 years, envisioned a new line of products. The company wanted an upright vacuum that could penetrate new markets, including retail stores and home shopping television networks such as QVC—quite a change for a company that usually sells products face-to-face through in-home sales calls.

To win in this market, the product line needed higher volume and a lower price point than the company's previous product lines. But the company was unwilling to compromise its reputation for quality, durability, and performance.

Aerus/Electrolux also needed a design that could adapt to future innovations. The company's previous generation of upright vacuum cleaner had a product life cycle of 10+ years. With the new line, they were aiming for a product lifecycle of 18 months. So they needed a chassis design that could support later products—a foundation for the next 5 generations of vacuums.

Time was short. Target launch dates at QVC required that Aerus/Electrolux produce the new line in fewer than 9 months.

Aerus/Electrolux turned to APTEC, a Daytona, Florida-based integrated product development firm, to manage the project from industrial design concepts through production launch.

During every phase of the project, APTEC held meetings with specialist groups from numerous disciplines in locations around the globe, including APTEC's site in Florida, Aerus/Electrolux's sites in Virginia and Texas, and tooling sites in North Carolina, South Carolina, and South Korea. These groups needed to work across a variety of document types, including four different CAD design data formats.

CoCreate's OneSpace Collaboration is an integral part of APTEC's product development system, enabling the various teams to communicate over the Internet in data-neutral, virtual meetings. "Traditionally, with specialists sit-

ting in different offices around the globe, everyday design, tooling, material, electronics, and manufacturing decisions become very complex," says Jeff Badovick, Chief Executive Officer of APTEC. "With the Aerus/Electrolux project, CoCreate made this kind of collaboration possible. Without OneSpace Collaboration, time to market on this project would have significantly increased."

OneSpace Collaboration kept team members on track throughout the project. The software's management features captured all information discussed during meetings, allowing project leaders to develop project plans and keep track of what decisions were made during meetings and why those decisions were reached. The stakes were high. "If mistakes were made, if these management processes weren't handled correctly," says Badovick, "it could have cost over \$50,000 to retool a part."

The results were astounding. APTEC developed the new line of upright vacuums in 7.5 months. With Aerus/Electrolux's previous generation of vacuums, the process had taken 3 years. Much of this time savings was accomplished at the beginning of the project, when effective communications between various departments and teams was key. This meant that the new line of vacuums went from an idea to industrial design concepts in only 2 weeks.

Cutting the project time was only one benefit of using APTEC and OneSpace Collaboration. Aerus/Electrolux also reduced its development costs from \$3 million to \$1.25 million, a 59% reduction. The payoff was an innovative new product line now sold by QVC and retail stores.

With the help of APTEC and OneSpace Collaboration, Aerus/Electrolux did more than reach their goals for the new project line—they surpassed them. "We received an entire new product ahead of schedule and at half the cost of previous development projects," says Bob Burkhardt, vice president of product marketing, Aerus/Electrolux. "OneSpace Collaboration and APTEC were essential to this project's success. With CoCreate and APTEC, the results were astonishing."

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