Companies and managers who deploy more efficient and agile product development strategies have a better chance of thriving within our current crisis and in the economic swings that will follow.

There is no longer business as usual. The waterfall product development life-cycle simply cannot compete nor deliver the product streams with the speed, and customer desirability needed. In the past, inefficiencies in the product development process were tolerated with products late to market and over budget. Why not take this as an opportunity to upgrade your new product design process to:

- Accelerate product delivery.
- Manage change and uncertainty.
- Improve cooperation between engineering and business.
- Develop better customer alignment.
- Sync hardware with firmware development.
- Improve design team morale.
- Improve distributed design work over the web.
- Integrate the best of waterfall and Scrum.

During this time of change, help your team learn and apply Scrum for hardware and systems design to your new product development process. The Scrum methodology is credited with improving the success of software and IT product development, and it can now be applied to hardware and systems.

This extension of Scrum to all types of products is based on a deep understanding of the design process by Professor David Ullman, the author of "The Mechanical Design Process." This text, in print since 1992, is a compendium of the best product development processes. The latest edition, the sixth, was released in 2017. In 2019 he authored "Scrum for Hardware Design" and subsequently, the online course "Scrum for Hardware and Systems Design". For his work in design process understanding, he was named Life Fellow of the American Society of Mechanical Engineers.

Ullman is an experienced product designer and noted design process researcher and author. He holds six patents and one pending. He can help you marry the best of your current design process with the best of Scrum tools to yield product design process improvement. Training is offered as an online, self-paced course, a web-based masterclass, or live on site.

Ullman can help you get from where you were before the crisis to a new, more efficient product development reality for your organization.

For details on Scrum training and support for the development of hardware and systems
www.mechdesignprocess.com/scrum

Recent survey results of product developers who introduced Scrum methods showed the following benefits:
- 71% improved ability to manage change
- 66% improved project visibility
- 65% better business/engineering alignment
- 62% increased product design productivity
- 61% accelerated product delivery
- 61% improved team morale

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