



# STANDARDIZATION, MODULARIZATION & PLATFORM STRATEGIES

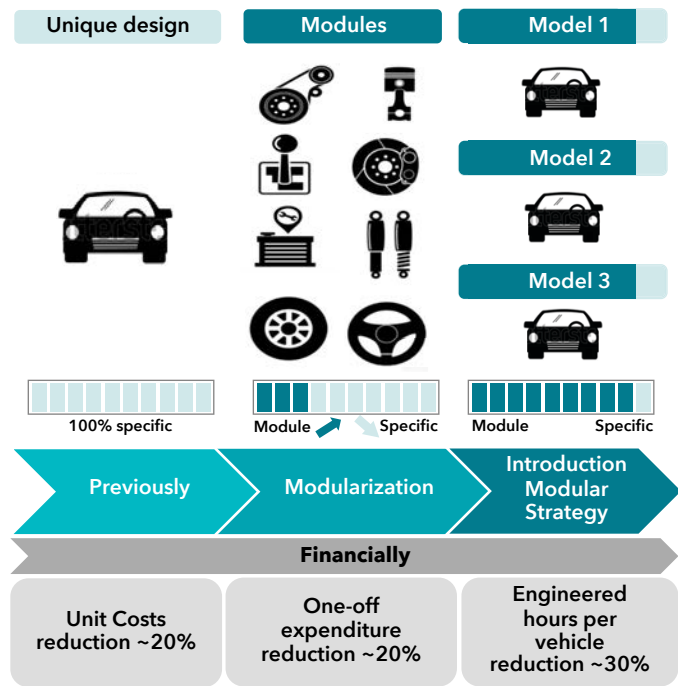
The trend towards customized products is accelerating as customers are moving away from buying off-the-shelf standard products, and increasingly seeking customized products designed to fulfill their specific needs.

This trend requires producers to apply highly effective “Engineer to order” (ETO) and “Make to order” (MTO) processes in order to achieve short delivery times and competitive pricing.

To address this challenge, successful companies have adopted platform strategies. Initiated 50 years ago by the automotive industry, modular platforms have been developed to allow customers to configure and order products, built to order in countless variants according to customer specifications, and in record time.

Today, ETO and MTO have become standard business practices across many industries. However, developing a module and platform strategy is complex. To thrive, companies must commit to:

- Apply the module and platform strategy consistently throughout the company and with the full support of all functions of the company
- Secure the full support of the C-Suite, and assign a modular strategy lead and/or a module/platform lead to drive the initiative
- Define how to deal with customer requests that cannot be realized within proposed modules and platforms



The Altix modularization and platform solutions are crafted by seasoned experts who incorporate industry best practices tailored to your specific business needs.



Altix brings decades of experience successfully developing and implementing modularization strategy projects in the U.S., Europe and Asia. Our team of industry veterans can help you and your team deploy game-changing innovative solutions through proven and time-tested methods.