



Bluebird Corporation Automotive Manufacturing



Optimizing the production throughput time.

Bluebird Corporation, Macon Georgia

Executive Summary

We observed as part of analysis stage that the Quote to Production process time was very high, which was impacting the delivery time and was causing the inventory and demand management difficult.

Quote to Production time is very high, which was impacting delivery time, inventory, and demand management.

How we Helped

We took a phase approach to resolve the issues, a brief on the approach is mentioned below:

Phase 1: Finding the bottleneck in the end to end process (Quote to Build).

Phase 2: Process Automation, automating few of the processes (below mentioned) to improve the turnaround time

- Quote Process

- Product Configurator
- Body and Seat Plan
- Linking to CAD for Blueprint design with the ERP

Results, Return on Investment and Future Plans

- Reduced the production throughput time from 30 days to 5 days.
- Reduced inventory carrying cost by over \$100 million dollar in 2 years.
- Production capacity was increased by 17%.
- The operating cost was reduced by 11.2%.