

# IT'S ALL ABOUT SPEED TO MARKET

From manufacturing transfers to new product introductions, Viant can help accelerate your time to market.

## Looking for a partner to boost speed to market?

Viant has decades of experience successfully partnering with customers to deliver significant reductions in time to market. Starting with our end-to-end network of capabilities and services, we leverage Lean tools such as Lean Product Development (LPD) and Production Preparation Process (3P) to deliver solid results and get our customers over the finish line—sooner.

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**REAL LIFE EXAMPLE:**

Lean Product Development  
Accelerates Time to Market for  
Laparoscopic Device

**SPEED TO MARKET DRIVERS**

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**REAL LIFE EXAMPLES:**

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Support Took Bioelectronic Device from  
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**REAL LIFE EXAMPLES:**

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**REAL LIFE EXAMPLES:**

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## REAL LIFE EXAMPLE

# Lean Product Development Accelerates Time to Market for Laparoscopic Device

A large surgical technology company needed to accelerate the market release of a novel flexible monopolar scissors for a new laparoscopic surgical system. The Viant team used set-based design to optimize cutting (one of 4 priorities identified).

Team members evaluated design inputs and isolated 2 key variable: form (curve) of blades and squeeze force. They then developed a set-based design of experiments (DOE) to efficiently evaluate the impact of squeeze force on various form factors.

### RESULTS

- **Increased cut cycle performance**
- **Launched novel product in 1 year**
- **Beat customer's internal launch time by 50%**
- **Hit budget and cost targets**
- **Accelerated time to FDA submission**



## Speed to Market Drivers

Key Driver	How We Deliver
<b>End-to-end network</b>	<ul style="list-style-type: none"><li>• Vertical integration</li><li>• Extensive resources<ul style="list-style-type: none"><li>• Broad, deep capabilities</li><li>• Available capacity for growth</li><li>• Robust supply chain</li><li>• Full Design &amp; Development (D&amp;D) support including upfront design + design for manufacturability (DFM)</li></ul></li><li>• Rapid launch model to move from a D&amp;D center to a manufacturing site</li></ul>
<b>Deep expertise</b>	<ul style="list-style-type: none"><li>• Highly skilled, experienced teams including design, engineering, manufacturing, packaging, program management, quality &amp; regulatory</li><li>• Experts to deploy as needed to solve problems</li><li>• Best in class application of Lean tools (LPD &amp; 3P)</li></ul>
<b>Focus on excellence</b>	<ul style="list-style-type: none"><li>• Corporate culture with "own it" mindset &amp; engaged leadership</li><li>• Proactive, transparent communication</li><li>• ViaLaunch™ and other validated processes combined with flexible, agile approach</li></ul>



## REAL LIFE EXAMPLE

### Early-Stage Design & Development Support Took Bioelectronic Device from Concept to Clinical Feasibility in 2 Years

Building on technology developed at a major research university, a bioelectronics startup engaged Viant to help with design and development. Its product was a novel miniature bioelectronic device that uses ultrasound to both power the device and enable wireless communication to interface directly with the nervous system. Viant helped to develop this unprecedentedly ultrasmall (millimeter-sized) battery-free wireless implantable medical device.

#### RESULTS

**The Viant team worked to take the product from concept to clinical feasibility in 2 years, which led to acquisition by multinational pharma company.**



## REAL LIFE EXAMPLE

### Leveraging Lean Tools Helps Save >1 Year of Development Time & Significant Costs for Orthopedic Instrument System

A large, market-leading orthopedic company turned to Viant for help in developing instruments for an integrated joint replacement system. A key surgeon complaint was that the device markings were hard to read.

The customer specified that the high-contrast marking be done manually with ink from syringe dispensers. But the team quickly determined that permanent markings were needed to last through the cleaning and sterilization cycles for this reusable device.

Using set-based design, the team concurrently evaluated 5 different overmolding options for the text itself and for the feeder system to deliver the melt to the text. The team then moved the high-confidence design into production tooling. Selecting one of the text configurations that didn't work would have wasted \$75,000 in production tooling.

#### RESULTS

- Improved surgeon experience
- Saved > 1 year in development time
- Saved hundreds of thousands of dollars



## REAL LIFE EXAMPLE

# Materials Expertise Shaves 4 Months of Testing off Timeline for Biopsy Product

A major OEM wanted to extend its line of biopsy products from a radiologic imaging environment to an MRI environment. It needed a non-magnetic material that also had good edge retention for soft tissue cutting. Viant recommended a tube material available from stock that met both criteria. The team made the tube from a new alloy using existing dimensional specifications and fabricated samples using existing tooling.

### RESULTS

**The OEM was able to avoid an estimated 4 months of material testing and selection trials and move directly to product development using its existing product design with the new tube material.**



## REAL LIFE EXAMPLE

# ViaLaunch Process & 3P Help Accelerate Timeline by 3 Months and Launch 2 Orthopedic Surgical Devices in Parallel

A global medical device OEM engaged Viant to transfer a complex, minimally invasive orthopedic surgical device. The timeline became increasingly aggressive due to supply issues. Six months later, the customer added a second device to launch in parallel with the first.

Using the ViaLaunch process, Viant conducted two 3P events that enabled the team to cut labor by 50% and incorporate the second device within the same launch date, despite starting 6 months later. The team was able to shave 3 months off the timeline by increasing resources and adjusting the scope. Collaboration, trust, and proactive, transparent communication were keys to success.

### RESULTS

- 50% reduction in labor
- Eliminated need for additional assembly line
- Second device will launch in parallel with first
- Customer now partnering with Viant on additional projects



## REAL LIFE EXAMPLE

# Collaborative Transfer of Surgical Device Meets Aggressive Time Frame; Optimizes Supply Chain

A leading multinational medical technology company had an aggressive 12-month time frame for a manufacturing transfer to avoid interrupting product supply. The device was a complex, single-use, molded electromechanical hand piece for a urology procedure.

The Viant team worked in tandem with the customer's transfer team to transition every process, from procurement to assembly, kitting, and sterilization. Viant:

- Built a 3,500 square-foot, ISO 8 cleanroom
- Took over supply chain management (>40 suppliers)
- Performed more than 70 successful validations

The team also transitioned from batch manufacturing to one-piece flow, reducing manufacturing space and realizing significant efficiencies.

## RESULTS

Despite the aggressive time frame, Viant smoothly transferred this complex device on time and on budget, while meeting all quality requirements. The transition to one-piece flow realized efficiencies, including more than:

- **30% throughput improvement**
- **30% cycle time reduction**
- **50% work in progress (WIP) reduction**
- **7% yield improvement**
- **50% space reduction**

In the year after the transfer, Viant worked with the customer to optimize supply chain, reducing costs and improving supplier quality.



## REAL LIFE EXAMPLE

# Vertical Integration Speeds Scale-up for US Launch of Orthopedic Implant

A midsize European orthopedic company was seeking support for the US expansion of its artificial cervical disc. The customer was looking for:

- A single-source supplier that could handle every step
- Facilities that could scale for rapid growth
- A partner that was well-versed in US Food and Drug Administration (FDA) regulations

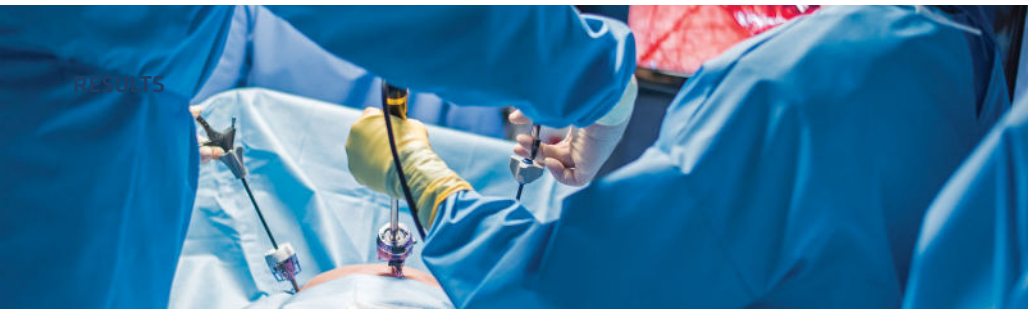
The Viant team provided end-to-end solutions for this orthopedic implant, including:

- Fabrication and subassembly of metal & polymer components, including UHMWPE and PEEK
- Finishing
- Assembly and sterile packaging

Viant made major investments to support the growth of this product, including a new manufacturing cell dedicated to cleaning and polishing operations, which increased capacity by 30%. The Viant team supported the customer throughout the PMA submission and successfully passed FDA inspections.

## RESULTS

- **The US launch was successful; Viant delivered 3500 units the first year**
- **The product experienced extremely high growth and is now the market leader**
- **Viant supported volumes 60% above minimum long term agreement (LTA) volume with no quality or service issues**
- **Viant continues to support the high demand and expansion**





## ABOUT VIANT

### End-to-end support and expertise you can count on.

Viant's depth and breadth of solutions are built to help you expand your product offering, optimize your supply chain, and improve quality, while managing costs on a global scale. You can count on us to bring deep technical expertise, customer-centric program management, and a unique combination of OEM understanding and contract manufacturing know-how to every project we deliver.

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 **25** Locations Worldwide

 **7000** Associates Worldwide

 **2.3M** Sq. ft. of Manufacturing & Assy Space

 **300K+** Clean Room Space

 **30M+** Ft Metal Tubing Produced Annually

 **475+** Plastics Processing Machines

 **500+** Precision Machining Centers