

ViaLaunch™

New Product Introduction & Transfer Process

Leveraging complex project experience to drive speed to market and program success

Trust Viant to chart a course to a successful launch

Looking for a partner for a legacy product manufacturing transfer or a new product introduction? Trust Viant to develop and execute a clear plan to take your program from concept – or any phase – to launch, maximizing speed to market while meeting cost and quality targets.

Our ViaLaunch kickoff is the first step in our proprietary NPI and transfer process. It allows us to align with customers and lay the foundation to operate as one team. We collaborate to leverage our collective experience to proactively identify risk, address real-world issues that could cause delays, and track concrete actions. It's all about delivering the project on time, on budget, and at the highest quality.



What sets us apart?

Process

Starting with our ViaLaunch kickoff, our proprietary NPI and transfer process is built on the foundational Project Management Institute (PMI) process. We've added enhancements to provide a better customer experience, including greater visibility and control, and ultimately, better results.

Flexibility

Our quality system has both the rigor needed for compliance and the flexibility to adapt. We also have the flexibility to deploy additional resources as needed.

Experience

We have decades of experience delivering Lean solutions such as 3P that result in aligned teams, better manufacturing processes, enhanced quality, optimized cost and capital expenditure, and accelerated timelines. Working across markets on hundreds of programs, we bring a depth and breadth of transferable experience with complex Class II and III devices.

'Own it' mindset

We act as a catalyst for the process, with proactive, solutions-focused communication.

End-to-end network

You can count on us to have the tangible assets you need to get the job done, from full product lifecycle solutions to global size and scale to robust supply chain resources.

One Team

We have hundreds of experts ready and able to solve challenges, supported by an engaged leadership team. We're here to support you – to be an extension of your team.

ViaLaunch KICKOFF PROCESS

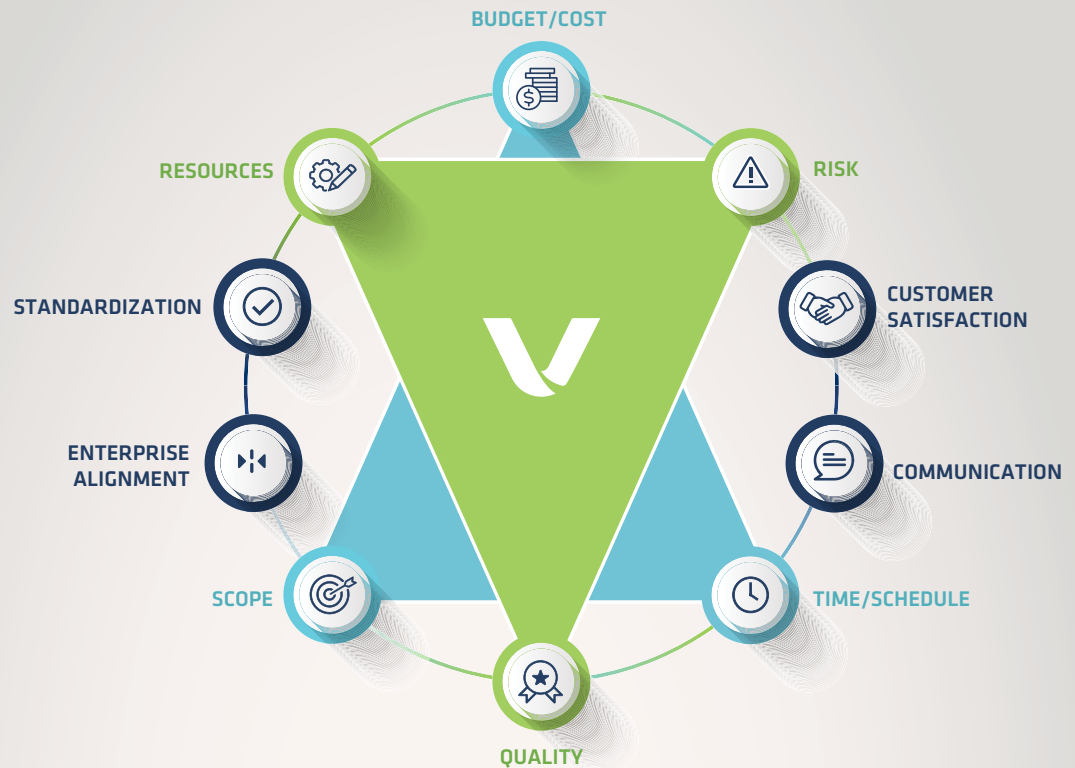
Start your project off right with our proprietary ViaLaunch kickoff to bring alignment in key areas:

- Scope & communication plan
- Quality systems
- Defining responsibilities
- Setting milestones and defining deliverables
- Budgets & cost considerations
- Understanding priorities
- Efficient delivery via standardization



360° Roadmap to Shared Success

Building on the PMI's rigorous tools, we've enhanced our NPI & transfer process to provide greater visibility, control, and ultimately, better results.



Our ViaLaunch NPI & transfer process together with our Enterprise Program Management Office (EPMO) are designed to proactively align priorities and expectations in these 10 areas.

PROGRAM MANAGERS AS 'QUARTERBACKS'

Our Program Managers are both advocates for the customer and conduits to the Viant network of expertise and capabilities. Many of our Program Managers have Program Management Professional (PMP) or Master Program Manager (MPM) credentials. They provide strategic oversight and manage priorities for every project, including scope, schedule, budget, risks, resources, and quality.

A key resource is our Enterprise Program Management Organization (EPMO) Playbook, built from the PMI's Project Management Body of Knowledge (PMBOK®). This standardizes the implementation of best practices throughout the life of the program. Our EPMO Organization seamlessly makes Viant's global resources accessible for customers while still providing small-company service and attention.

REAL LIFE EXAMPLE

A global medical device OEM engaged Viant to transfer a complex, minimally invasive 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 leveraged 3P events to cut labor by 50% and incorporate the second device within the same launch date. The team was also 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.

OVERALL RESULTS:

- 50% reduction in labor
- Eliminated need for additional assembly line
- Second device will launch in parallel with first