

Benchmark Creative Workshops Drive Successful Product Development

Whether you're trying to bring new technology to market or you're already in production, you likely have untapped opportunities just waiting to be explored. And while there are many different paths to get where you're going, Benchmark is here to help you refine your approach. By participating in one of Benchmark's Creative Workshops, our talented multi-disciplinary team of engineers, designers, and program managers will help you define a clear path forward.

Wherever you may be in the product lifecycle, Benchmark can tailor a collaborative design session that focuses on your current needs, anywhere from early concept development through to sustaining engineering. In just days, your technical team and a range of subject-matter experts can determine feasibility, define product requirements, identify risks and costs, and clarify the most efficient way forward — all with actionable outcomes.

Design Through Collaboration

Balancing value and cost considerations to create and enable realistic business cases, among a growing number of customers, we've developed and refined a Creative Workshop methodology that's consistently provided a high return on investment. And while business considerations are always top-of-mind, our workshop facilitators emphasize the importance of creating the right

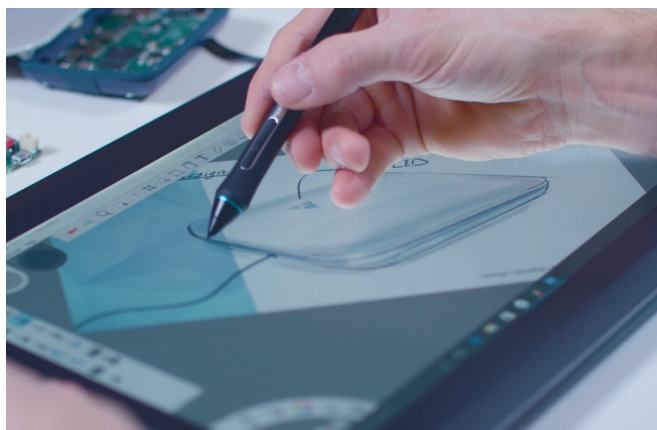


atmosphere to enable the best combination of focus and creativity. It's a structured but unrestricted format that focuses on the challenge rather than the process.

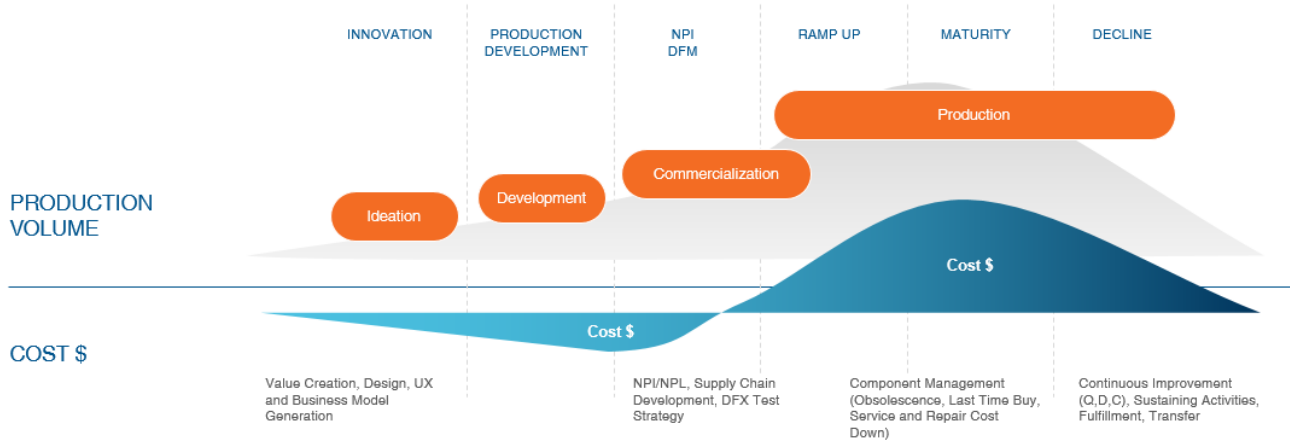
And wherever you do business, rest assured that you have access to experts across Benchmark's network. Our creative workshops, either in-person or virtually, allow the same collaborative design experience in the most convenient delivery method for your team. With innovative techniques like asynchronous team breakouts and intuitively shared whiteboards, virtual workshops can provide the same design clarity as our tried-and-true intensive in-person events.

4 Workshops Span the Complete Product Lifecycle

The success of your product can be increased exponentially through this style of intensive brainstorming. With the right people, environment, process, and background information on hand, a Creative Workshop results in real solutions for real product development and production challenges. To meet your organization's challenge anywhere in the product lifecycle—from new ideas to end of life— we offer four types of Creative Workshop sessions.



Spanning the Complete Product Lifecycle



1. Ideation: Innovating Ideas and Product Roadmapping

An Ideation Workshop helps you and your team better understand what's required to make the concept a reality. In this session, both the technical and business sides of the house come together with other subject matter experts, such as end-users, technical experts, or engineers, to work through concept development in areas like use cases and product requirements.

2. Development: Accelerating your Design

You know what to make, but you don't know if you're using the right technology or if your proposed product is ready to be manufactured at scale. Your team needs the kind of development experience and design for excellence (DFX) input offered in our Development Workshop.

3. Commercialization: Rethinking and Re-engineering for Manufacturing

Commercialization workshops focus on quickly getting your product to market. Is it time to consider automation, or to design a test strategy? Or maybe it's time to modernize your processes like moving from mechanically machined parts to molded parts.

4. Production: Extending the Reach of Your Product

Even if your product is currently in the market, it doesn't mean that your product development work is complete. In the Production Workshop, participants thoroughly consider options for cost reduction, quality improvement, new features and functions, and value-stream mapping. Attendees often walk away with a means to stall a product's natural decline and introduce a second life.

Kick Off Your Next Project with Benchmark

Benchmark's Creative Workshops embrace a creative and collaborative process that keeps the customer's goal always front-and-center. While the workshops are a guided experience, the focus is on the challenge and not the process. Creative Workshop sessions are a remarkable means for kicking off a product design or development project while ensuring an economy of time, cost, and effort. [Contact us](#) for more information on our Creative Workshop process.

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