

PRESS RELEASE

Aachen, October 7, 2021

Kick-off for The Consortium Benchmarking “Digital Product Development”

WZL of RWTH Aachen University Will Support Companies in Identifying Proven Success Factors for The Implementation of Digital Product Developments

Which digital support options are available in product development and how can digital tools be used to increase efficiency? How is information about different development projects and products shared? How do digital assurance methods change the understanding of the validation process and how does a company have to adapt in order to implement digital development?

These questions are becoming increasingly important in the development of manufacturing companies, as digital product development offers decisive advantages for the efficiency and speed of development processes. Therefore, it is no longer just a voluntary activity, but has become a duty.



The kick-off for the consortium benchmarking "Digital Product Development" will take place on December 14, 2021 (© Complexity Management Academy, Photo: iStock)

However, the establishment of digital product development does not only hold promising potentials, but also challenges. In order to identify innovative strategies, concepts and examples of successful implementation of digital product development, the Laboratory for Machine Tools and Production Engineering (WZL) of RWTH Aachen University is conducting an international consortium benchmarking study together with the Complexity Management Academy.

Laboratory for Machine Tools
and Production Engineering
(WZL) of RWTH Aachen University

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Partners Wanted for The Consortium Benchmarking “Digital Product Development”!

As consortium partners, interested companies can determine the focus of the benchmarking study and define relevant questions to be answered as part of the study. These questions will be transformed into a questionnaire that will shed light on the activities of companies from a wide range of industries in the area of "Digital Product Development".

From the returns, those companies will be identified that have already successfully implemented aspects of digital product development. The consortium will visit these companies on site to learn about promising approaches and discuss them with the companies' experts. Subsequently, tried and tested factors for the successful implementation of digital product development will be identified, which the consortium partners can use in their companies.

The WZL of RWTH Aachen University and the Complexity Management Academy are still looking for companies that want to make their product development fit for the future and become part of the consortium. [The kick-off will take place on December 14, 2021.](#)

Complexity Management Academy

The Complexity Management Academy is the first point of contact on the subject of complexity management. Together with a network of experts from industry and research, the Complexity Community, we support manufacturing companies in managing product- and process-induced complexity. Through individual training programs, we help companies to understand and master complexity and to use it as a competitive advantage. In addition, we promote best-practice sharing among our industry partners through continuous exchange within the network.

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Laboratory for Machine Tools and Production Engineering

The Laboratory for Machine Tools and Production Engineering (WZL) of RWTH Aachen University enhances the innovative strength and competitiveness of the industry with trend-setting basic research, applied re-search and the associated consulting and implementation projects in the field of production technology. In the research fields of manufacturing technology, machine tools, production engineering, gear technology as well as production metrology and quality management, practical solutions for rationalizing production are developed with industrial partners from a broad range of branches.