

# QRM

## Capturing Market Share Through Quick Response Manufacturing

### Workshop Logistics

**Tuesday, October 20, 2009**  
8:30 a.m.–5:00 p.m.  
Registration/breakfast  
7:45 a.m. (Registration  
deadline Oct. 9)

**Location:**  
MSU-Mankato at  
7700 France Avenue S,  
Edina MN  
952-818-8888

**Fee : \$365 per person**  
*(Includes workbook, continental break-  
fast, refreshments, and lunch.)*  
Contact Jeremy Schwartz for  
possible discounts and group  
rates at 320-762-4652 or  
[jeremysch@alextech.edu](mailto:jeremysch@alextech.edu)

*Networking following session at  
the "Olive Lounge" Located at  
the Hilton Bloomington*

### Sound Familiar?

**Problem:** We have multiple  
products with hundreds of  
options, and we can't possibly  
stock them all.  
**Solution:** QRM

**Problem:** Our business has highly  
unpredictable sales volume or  
demand.  
**Solution:** QRM

**Problem:** We haven't found  
anything in our current "toolbox"  
that has much effect on our lead  
times.  
**Solution:** QRM

**Problem:** We have planning  
meetings every morning, but we  
still have to work overtime to get  
rush orders out the door.  
**Solution:** QRM

*A powerful continuous improvement strategy for  
organizations interested in an alternative to inventory  
for meeting customer and market demands*

**A One-Day Workshop in the Twin Cities Area, October 20, 2009**

Presented by Dr. Rajan Suri, this full-day workshop will show you how Quick Response Manufacturing (QRM) will differentiate you from your competition.

### You will see the "bottom line" impact

Quick Response Manufacturing (QRM) is a companywide strategy for lead time reduction throughout the enterprise. Using QRM, companies have reduced their lead times by 80-90%. As a result, these companies have not only seen large increases in market share, but also experienced significant cost reduction and quality improvement.

### You will learn the four core concepts of QRM strategy:

#### The Power of Time

Lead time has a much greater impact on your entire operation than most managers realize. It has a huge impact on total operating cost, quality, profitability, and long-term success.

#### Organizational Structure

Restructure your organization to minimize lead time throughout the enterprise.

#### System Dynamics

Interactions between machines, people and products impact your lead times. Capacity planning policies (machine and labor utilization) and lot sizing policies need to be rethought for QRM.

#### Enterprise-Wide Approach

QRM is not just a shop floor approach. It includes material planning and control, purchasing and supply chain management, office operations such as estimating and order processing, and new product development.

**Don't miss this full-day workshop presented by the Minnesota Center for Engineering & Manufacturing Excellence (MNCEME)([www.mnceme.org](http://www.mnceme.org)), in partnership with Alexandria Technical College's Customized Training Center, and led by Rajan Suri author of "Quick Response Manufacturing: A Companywide Approach To Reducing Lead Times."**

# Instructor Profile



**Rajan Suri** is Emeritus Professor of Industrial Engineering at the University of Wisconsin-Madison. He received his Bachelors degree from Cambridge University (England) in 1974, and his M.S. and Ph.D. from Harvard University. Professor Suri is Founding Director of the Center for Quick Response Manufacturing (QRM), a consortium of companies working with the University on understanding and implementing QRM strategies. He is internationally regarded as an expert on the analysis of manufacturing systems, specializing in Lead Time Reduction. Dr. Suri combines his academic credentials with considerable practical experience. Dr. Suri has consulted for leading firms including Alcoa, Danfoss, IBM, John Deere, National Oilwell Varco, Pratt & Whitney, Rockwell Automation and TREK Bicycle. Consulting assignments in Europe and the Far East, along with projects for the World Bank, have given him an international perspective on manufacturing competitiveness. Dr. Suri has received awards from the American Automatic Control Council, The Institute of Management Sciences and the IEEE. In 1999, Suri was made a Fellow of the Society of Manufacturing Engineers (SME), and in 2006 he received SME's Albert M. Sargent Progress Award for the creation and implementation of the Quick Response Manufacturing philosophy.

## Registration for QRM Workshop

October 20, 2009 · 7700 France Ave South, Edina, MN  
Driving Directions: <http://www.mnsu.edu/7700france/directions.html>

### Registration Options

(Register early...limited to 30 participants)

**MAIL:** Alexandria Technical College  
Attn: Customized Training Center  
1601 Jefferson Street  
Alexandria, MN 56308  
**FAX:** 320-762-4634

### Registration Deadline

October 9, 2009

### Additional Information

Jeremy Schwartz  
320-762-4652 ~ 1-888-234-1313



Name/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

**FEE: \$365**

**PAYMENT:** (Payment or Purchase Order must accompany registration)

- Check Enclosed (payable to Alexandria Technical College)  
 Purchase Order # \_\_\_\_\_  
 VISA    Discover    MasterCard

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_



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If you need a reasonable accommodation for a disability, please contact Jolene at 320-762-4490 as soon as possible.

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