

# Product Rationalization: Product Plan

(Rev. 3/9/98)

**Product Code:** 463

**Product Name(s):** I/H

**Date:** 31 March 1998

**Name:** John Slagle

**Product Plan:** (choose all that apply)

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Obsolete - Inactivate and discontinue production - Complete Form A                      | <input type="checkbox"/> Reprice        |
| <input type="checkbox"/> Reduce Number of Top Level Part Numbers  | <input type="checkbox"/> Reduce Options |
| <input checked="" type="checkbox"/> Replace with Substitute Product<br>(If you mark this box, continue with the following.) | <input type="checkbox"/> Divest         |

What product(s) CPC

Direct Replacement (physically

& functionally)

Would Require a Retrofit

Woodward to provide kits / adapters? Yes. Refer to Hoofddorp bulletin 9964-544.

Buy back / Trade In Program \_\_\_\_\_

If Electrical: (pick one)

Mechanical Portion or Interface Remains Unchanged

Requires: \_\_\_\_\_

If Mechanical: (pick one)

Electrical Portion or Interface Remains Unchanged

Requires: \_\_\_\_\_

Substitute product available when CPC and Conversion Kit are both available.

## **Pricing Recommendations:**

Spare parts: Increase

New units (if applicable): NA

## **Members at Rationale Meeting:**

Marketing: Jeff Stewart, Larry Lee, Dan Levin

Sales: \_\_\_\_\_

Aftermarket: \_\_\_\_\_

Operations: Bill Shumaker, Jim Rudolph

Engineering: Norm Neuman, Annette Lynch, Wade Burdick, Doug Campbell

Accounting: John Sifford

Rationale Project Leader: John Slagle

Other: \_\_\_\_\_

## **Position Statement, Product Plan, and Rationale (Story for our customers)**

The decision has been made to inactivate and discontinue the production of the I/H (Current to Pressure Converter). The last orders for new units will be taken up to 01 July 1998. The expected total service life is projected at 18 months or warranty period - whichever is greater, with repairs scheduled to be performed until 01 January 2000. The planned level of service for the period of 01 January 1998 to 01 January 1999 consists of repair, overhauls, and spare parts except for spare parts made from castings. The level of service for the period of 01 January 1999 to 01 January 2000 will consist of repairs, overhauls, and spare parts that can be machined easily from bar stock - no spare parts made from castings or spare parts requiring fixtures or special tooling will be manufactured. No parts originally made from castings will be made from bar stock. This post-production service life support will be reviewed again in March 1999.

The CPC (Current to Pressure Converter) has been designated as the replacement products for the I/H (Current to Pressure Converter). Woodward will provide kits/adapters for the replacement; refer to Hoofddorp bulletin 9964-544 for information. The substitute product is available now. The electrical portion or interface remains unchanged.

This product is being phased out because of poor/bad design, poor reliability, high warranty costs, a direct replacement exists (physically and functionally), to increase volumes on newer replacement products, and outdated technology. The CPC (Current to Pressure Converter) has been designated as the replacement products for the I/H converter.

### Customer Story:

In Woodward's 128 year history, we are continually renewing our product line. This means that we are continually offering you, our customer, new products that have state of the art technology, more features, and more functions than the products that they replace. And, usually, the new products are sold for an equal or lesser price! As a result of continually renewing our product line, we cannot continue to offer our older products forever. This is common business sense. However, we will continue to support our products once we have discontinued new unit production for years to come. Support includes spare parts, repairs, overhauls, and field service. We understand how important this is to you!

Because of the introduction of the CPC (Current to Pressure Converter), Woodward will be discontinuing production of the I/H on 01 July 1998. If you chose to do so, you can order complete new or complete spare units until this date. Woodward will continue to offer repairs, spare parts, overhauls, and field service for a period of time after this date.

Woodward is very excited by the introduction of CPC, and we hope you share in our excitement. At the same time, we are committed to the long term support of our very large installed base of older products.

Please contact Woodward for additional information on our new products or on our support plans for our older products.

## FORM A

### Why Obsolete / Inactivate: (Check all that apply)

- Tooling worn out, scrapped, or sold
- Test equipment no longer exists
- Purchased parts no longer available
- Option no longer offered (Marketing's decision)
- Poor / bad design
- Poor reliability
- High warranty costs
- Low yields in manufacturing
- Direct replacement exists (physically & functionally)
- To increase volumes on newer, replacement product
- Outdated technology
- Limited experience / knowledge of product
- Limited / Non-existent procedures
- High direct costs and support costs for low volumes

### Last Orders

Last orders for new units taken up to this date: 01 July 1998  
(Delivery is normal lead times after above date)

### Post Production Service Life - Electrical Products

Expected total Service Life \_\_\_\_\_

Early

Time Period \_\_\_\_\_

Level of Service: (pick one)

Repairs & New Replacement Cards \_\_\_\_\_

Other \_\_\_\_\_

Dates for last time buys on certain spare parts \_\_\_\_\_

Middle

Time Period \_\_\_\_\_

Level of Service: (pick one)

Repairs Only (no replacement cards) if parts are readily available.

Other \_\_\_\_\_

Dates for last time buys on certain spare parts \_\_\_\_\_

Late

Time period \_\_\_\_\_

Level of Service: (pick one)

Repairs only if parts are currently in Woodward stock.

Other \_\_\_\_\_

Dates for last time buys on certain spare parts \_\_\_\_\_

To be Reviewed: (pick one)

Annually - (date): \_\_\_\_\_

As Required

Never

**Post Production Service Life - Mechanical Products**

Expected total Service Life 18 Months or warranty period - whichever is greater

Early

Time Period Zero

Level of Service: (pick one)

Repairs, overhauls, and all spare parts \_\_\_\_\_

Other \_\_\_\_\_

Dates for last time buys on certain spare parts \_\_\_\_\_

Middle

Time Period 01 July 1998 to 01 Jan 1999

Level of Service: (pick one)

Repairs, overhauls, and spare parts, except for spare parts made from castings. No parts originally made from castings will be made from bar stock.

Other \_\_\_\_\_

Dates for last time buys on certain spare parts \_\_\_\_\_

Late

Time period 01 Jan 1999 to 01 Jan 2000

Level of Service: (pick one)

Repairs, overhauls, and spare parts that can be machined easily from bar stock - no spare parts made from castings or spare parts requiring fixtures or special tooling. No parts originally made from castings will be made from bar stock.

Other \_\_\_\_\_

Dates for last time buys on certain spare parts \_\_\_\_\_

To Be Reviewed:

Annually - (date) March 1999

As Required

Never