



Concept to Market Strategies

Optimizing the product development process for market success



Innovation | Systems | Processes | Products

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Faster, cheaper and better product development

But how much faster? How much cheaper? How much better?

And at what cost?

Intrascop Consulting helps our clients answer these important questions. We specialize in optimizing the product development process to improve the success of new and derivative products on the market.

What we can do for you

Our expertise is based on over 15 years of experience in research and development in high technology industries like robotics, aerospace, laser communications, medical devices and analytical instruments.

We develop customized methodologies and tools to bring down the time and monetary costs associated with product development. We can help you

- Avoid scope creep with thorough requirements definitions and user experience analyses
- Reduce product development costs with deliverable-based schedule and cost estimates and value-added assessments of vendors and suppliers
- Cut time to market of new products with comprehensive trade-off studies and proactive issues management
- Build forward-looking product platforms to reduce time and effort in developing next generation products
- Win market share with customer-centric product development strategies
- Avoid back-end costs with effective serviceability planning and product lifecycle management strategies
- Effectively harvest and assess ideas for marketability and return on investment

Our services

Innovation

Do you know how to create revenue from the ideas generated by your employees? Do you have an effective mechanism to continuously harvest and assess innovative ideas that your employees create? Have you turned a good idea to a profitable product in the past year? We can help you innovate better, from one-time team brainstorming exercises to enterprise-wide ideation capability development.

Systems Design and Analysis

You may have exceeded your resource capacity due to a sudden change in your supply or demand chain. Or, you may require system design contribution without the full investment required to develop those skills. Intrascope Consulting offers world-class systems design, architecture development and system analysis capabilities. We can walk you through all relevant steps in product life cycle effectively and profitably.

Product Development Strategies and Implementation

Do your strategies fit the type of the product you are creating? Do you focus on the right areas that matter to the customer during your product development? Are you sure you are spending your time and effort on the features that the customers are willing to pay for? Intrascope Consulting has helped organizations redefine and implement product development strategies that maximize returns on investment and project team performance.

Process Development and Implementation

Experience shows that even highly talented teams may suffer in their effectiveness if they are inundated with unnecessary process burden. Intrascope Consulting can help you create an effective process-people-tools trilogy that is tailored to your needs and culture. Our job is done when your employees refer to your process with statements like "this is how it works here" and "this is not process, it is just common sense."

About Dr. Ferhan Bulca, Ph.D., P.Eng.

Dr. Bulca has over 15 years of success in research and product development in high technology environments. He has led international teams of engineering and research professionals in multi-million dollar projects, garnering a reputation amongst his peers as one of the brightest minds in his field. Dr. Bulca has a unique combination of technical aptitude and business savvy, making him a skilled strategist, disciplined executor and innovative thinker.

With experience in robotics, aerospace, laser communications, medical devices and analytical instruments, he has vast knowledge of the product development process for complex systems and cutting edge technologies. Additionally, his advanced degree and past academic research gives him an invaluable perspective of how scientific research intersects with product development.

Intrascop Consulting

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