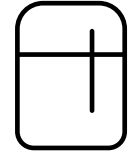


“Holistic” architecture management approach to balance consumer needs and complexity while reducing costs and time-to-market



STRATEGIC CHALLENGES

- Strong historical and organizational separation of demand and supply within BSH
- No stable long term target portfolio
- Difficulties in strengthening synergies
 - Organizational complexity due to high amount of product dimensions: product types, brands, regions, value classes etc.
 - Different process maturity in the different product types and regions
- Current Architecture approach couldn't be leveraged due to different ways of execution



IMPACT

- Increased productivity by using product synergies across different regions and product types
- Generate same consumer value with less internal complexity

LEVERS

- **Common** Architecture management **process and methods** considering portfolio management, product and production
- Clearly defined **synchronization points** to enhance synergies and prevent local singularities
- **Minimal set** of standards towards tools and methods to take the differences of product types into account