

VALUE ANALYSIS.....IBM.....9/20/63.....San Francisco, Calif.

Sponsored by GE sales manager Anzini and salesman

200 people...enrgs., mfg., purch.

Talk -- 90%; Questions -- 100%

Just 25 years ago.

Just 16 years ago.

Research

Just 14 - 1949

VP - Winne - VA - perf. - cost

VP Purchasing train 1000/year

Just 9 years ago to Navy

SAMPLES - Before and after

Just 1 year ago understood what it is.

Stages

Ignore

Oppose - read items

Accept

DOD

What is it - more perfect criteria

System

Familiar

New

Modified

Jet

IBM eq.

Jet - VA

Whole system

Trained operators

Environment

Definition

Arrangement

Identify

Evaluate

Cause

Problem clarification

Function identification

Function evaluation

Search

Idea generation

Deal with roadblocks

insulation

terminal board

contain custom gasoline

Ford

rope

Kirksite Die

IBM

9/20/63

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Get required info to decision-maker at time he needs it...in an emotional and environmental framework...so that he can use it.

**Get a different view -
more perfect decisions**

Importance in initial stages

R & D

What can expect of it

Questions -

(Many good questions)