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Autor(en) des Beitrags: Sadi, Tarek; Behncke, Florian G. H.; Maisenbacher, Sebastian; Kremer, Simon

Titel des Beitrags: Integrated Value Engineering - Framework for the Application of Methods for Visualization of Information

Abstract: Technical products are becoming more demanding in terms of their requirements for functionality to the customer and price. Approaches of cost management companies in increasing the customer value of their products. A relatively new approach in cost management is the approach of integrated value engineering (ive). It combines structure-based matrix methods with approaches from cost management to systematically identify potentials for cost optimization. A benefit is that all steps of the approach are displayed in one model and correlations between cost potentials on several product domains are traceable. However a major challenge in the application of new methods results from their increasing specification on certain topics, what easily results in difficulties concerning the flow of information. Information sharing is based on specific forms of representation, which cannot readily be interpreted by all stakeholders involved in the product development project. Therefore, this paper presents a framework for an early-phase stakeholder analysis that extracts relevant information to fit individual stakeholder
interests concerning the underlying level of detail and result-orientation.

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