



New product development Capabilities

NPD

Collaborate effectively to improve processes:

New product development (NPD): whether you want to chase emerging markets, source leading-edge technology or just achieve economies of scale, the world-view of new products looms as one of the top challenges for most manufacturing companies today.

Research shows that 75 percent of new product launches fail.

The primary reason for failure is that companies are just not clear on what their customers want. Out of 20 large manufacturers (AMR Research Report, June 2005) who were polled about poor performance of product launch activities:

- 47 percent cited failing to understand and meet customer needs exactly
- 33 percent cited being late to market
- 23 percent cited poor pricing

In today's globally competitive market, where products are frequently commoditized before their development costs can be recouped, this level of performance is unacceptable. As for speed and efficiency, it is hard to argue that New Product Development processes are anywhere near what is needed to thrive.

Globalization can take on many forms, ranging from a centralized home-base model, to regional bases, to regional headquarters, to integrated networks. Many companies are now developing technology at a distance from markets. This model gradually drives greater understanding of customers and markets, and products evolve. For example, new product entries into the global, emerging automotive market are now moving upscale in most regions of the world like India and China. New automobile products need to be tailored for emerging markets, but still use the latest technology.

Major areas where SRA remains ahead from rest of its competitors:

SRA's professional CAD services are fortified with world-class support and you can gain the most value from your investment thanks to our

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| <ul style="list-style-type: none">• On site domain expertise• 24/7 Offshore support• Data security and compatibility• Reliable broadband Internet connectivity• High speed Data Communication links | <ul style="list-style-type: none">• Online Audio Conference facility• Dedicated Design Center and meeting rooms• Skilled conceptual designers and engineers |
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New Product Development

Virtually instant productivity, making efficiency a daily part of the job.

Ever aspired to produce accurate drawings irrespective of whether it's a single component or a complex system assembly?

You might have wished to animate assemblies more rapidly with Part Move feature.

Wanted to view a model with its actual final materials and colors in a dynamic, rotating and real-time way?

You want to pass 3D design information to and from every design stage?

Have you looked for easy and fast structural analysis of any type of assembly?

You might have anticipated to expedite your design to prototype to production cycle.

Wishes granted.

How SRA can enhance your CAD initiatives:

SRA's services start from conceptual design and layout of products, through strength and dynamic analysis of assemblies to definition of components' manufacturing methods. SRA ensures reduced engineering changeover time through CAD tools customization.

SRA offers raster to vector, vector to images, 2D to 3D conversion, 3D presentations & drawings, 3D modeling and mechanical computer aided design services. With 3D parametric solid modeling, SRA develops a perfect world representation of components.

SRA works up with top-end systems like Autodesk, ProEngineer, SolidEdge, SolidWorks and UniGraphics to incorporate aesthetic and ergonomic features into designs. SRA utilizes CATIA to make shapes possible that ten years ago would have been unthinkable. If your company is creating/updating Internet accessible/purchasable libraries SRA can model your parts and make them available in UniGraphics format.

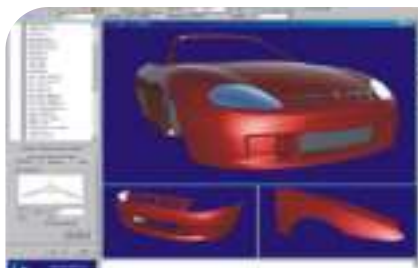
SRA's Success Story so far a partial list of Past Projects:

SRA's CAD Services have benefited many Fortune 500 companies to solve tough design challenges. A partial list of our projects include:

- Automating Drawing Generation process for food vessel merchandiser.
- 2D to 3D conversion for a Earthmover manufacturer
- Rotary Piston Engine Modeling for a truck manufacturer
- Automotive Door Panel for a leading passenger commercial vehicle manufacturer
- Solid modeling of Brake Drum for a leading manufacturer

SRA Systems: CAD-alyst to your success!

With 20 years of solid experience in serving manufacturing, automobile and engineering industries, SRA can help your organization to improve productivity through reuse of product design data, improve quality, increase profitability and reduce time-to-market.



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