



Warranty Cost Management: Warranty Sharing with the Supply Chain

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Consumer warranty has quickly risen as one of the leading indicators to predict success of a product. New products are quickly absorbed by the world media and disseminated to the public audience, which can quickly turn the tide on a successful product. Business must provide a competitive and reasonable warranty to consumers to gain market share. Typical warranty costs can significantly impact the bottom line and eliminate profits. In turn this means that the warranty process must be managed throughout the entire supply chain, and supported by all facets of the organization to ensure the most efficient and cost effective delivery to the bottom line.

The following initiatives will be presented:

- Mapping out business process in relation to warranty
- Using warranty data to drive improvement and product success
- Integrating warranty related costs into the supply chain