

Design Technology Institute

Department of Industrial and Systems Engineering

IEEE Engineering Management Society, Singapore Chapter

Joint Seminar

Managing Product Reliability in Strongly Innovative Product Creation Processes

Speaker

Professor Aarnout Brombacher (DTI)

Date/Time

12th May 2005 (Thursday)/ 4.00 pm to 6.00 pm

Venue

EA-06-03, Seminar Room, Faculty of Engineering, NUS

(Directions can be obtained via: <http://www.nus.edu.sg/campusmap/>)

Abstract

The main problem of Managing Reliability in Strongly Innovative Product Creation Processes is that, at this moment, no simple reliability predication and management techniques are available for application in an industrial environment. Therefore, this seminar uses the basic assumption that in this highly dynamic and uncertain environment, predictive techniques have, at this moment, only limited value. This seminar focuses, therefore, not on prevention but on very flexible, fast and efficient information feedback and information deployment techniques.

The purpose of this seminar is to provide a better understanding in (the backgrounds of) reliability problems, especially in strongly innovative product creation processes and to help participants develop adequate methods to control them in an (industrial) context. This seminar provides participants with the following:

1. Understanding (in strongly dynamic product creation processes, the backgrounds of the (dominant) causes of reliability problems in terms of customer dissatisfaction
2. Methods to gather the related required data from the field and specially designed tests

Design Technology Institute

3. Methods to translate this data into models that describe (causes of) reliability problems in terms that can be used in actual product creation processes
4. Insight in processes that can be used to manage (information relating to) reliability problems in a business context

Biography:

Professor Aarnout C. Brombacher was born in Rotterdam, The Netherlands on 20th September 1961. He obtained a BSc, MSc (cum laude) in Electrical Engineering and a PhD in Engineering Science at Twente University of Technology. Professor Brombacher has experience in industrial quality and reliability improvement projects as well as the development of quality and reliability analysis methods and tools. He has authored and co-authored over fifty papers on these subjects and has written a book with the title "Reliability by Design".

Professor Brombacher is a professor in "Quality and Reliability Management" in the Faculty of Technology Management of Eindhoven University of Technology and professor in the same field at the Department of Industrial and Systems Engineering of the National University of Singapore. He is responsible for research and education in the fields :

- a) Quality and Reliability of (high-volume) consumer products and
- b) Reliability and Safety in process industry.

He is also a Senior Consultant to Philips CFT Industrial and Innovation Support (IIS). The main task of this department is to conduct research as well as the application of new methods and techniques for quality and reliability management, quality and reliability engineering, reliability automation and robust design - especially for the early phases of the development process.

Professor Brombacher is currently one of the directors of the Design Technology Institute - a joint research institute of the National University of Singapore and Eindhoven University of Technology.