

The background of the slide features a blurred image of industrial robotic arms in a factory environment. A semi-transparent dark blue overlay covers the entire image. In the top right corner, there is a white geometric network pattern consisting of interconnected dots and lines. The text 'Rassini' is centered in the middle of the slide in a white, bold, sans-serif font.

**Rassini®**

## **Exponential Case Study**

# Background:

## INDUSTRY:

### **Automotive Manufacturing**

Original equipment manufacturers.

## SIZE:

### **5,000 employees**

8 manufacturing sites.

## CUSTOMERS:

### **B2B**

Tesla, General Motors, Ford Motor Co., Nissan, Volkswagen, Toyota, Maserati, Mercedes Benz and Daimler.

## GEOGRAPHIC FOOTPRINT:

### **International Distribution**

Mexico, United States. and Brazil.

## VOLUME:

### **\$16.5M USD in 2016**

World's largest producer of suspension components for light commercial vehicles as well as the largest fully integrated brakes disc producer in the Americas.

## COMMITMENT

### **75%**

Original commitment of 75% of time & resources, naturally shifted to 100% during the 10 weeks.

## Key Challenges & objectives

**Discover** opportunities to streamline and scale data, communications, supply chain

**Identify** inflection points in automobile, manufacturing & raw materials industries

**Amplify** experimentation & implementation of exponential technologies

**Evaluate** physical linear expansion versus exponential scaling approach

**Implement** strategic plan for future investment to gain additional market share

## Before The sprint

**Uncertain** of market focus and future investment

**Agile** and disruptive mindset

**Experimenting** with exponential technologies

**Fragmented** communication and data collection between departments & factories

**Process-focused** and internal orientated

# ExO SPRINT

## 01

### Establish Teams & participants



## 02

### Awake & Assess



## 03

### Launch Core & edge initiatives



#### Rassini Sprint Participants

- 100+ attendees at Awake session
- 20 Sprint participants
- 4 teams
- Identify & adapt four ExO attributes

#### OpenExO Participants

- 2 Speakers
- 1 Head Coach
- 4 Coaches
- 1 Instructor
- 150 ExO Advisors
- (industry specialists)

#### Sprint Kick-Off

- 100+ attendees
- Create awareness of current exponential technologies and startups that may disrupt their industry.

#### Core stream

- Two core teams
- Accelerate current organization
- Streamline and scale
- Adapt ExO attributes

#### Edge stream

- Two edge teams
- Build vs. buy strategy
- Enhance current innovation strategies
- Leverage & track inflection points

## CASE 1: Investment strategy

### Before the Sprint:

- Rassini was developing a plan to invest in **infrastructure overseas**, requiring **fixed assets** and a projected **10 year ROI**.

### After the Sprint:

- Realigned initiatives to divert funds away from investing in nearly **\$100MM+** in new overseas expansion and into a more effective big data initiatives.
- By establishing a **big data** initiative in their production line, Rassini created a solution which leverages data, acquired from sensors, to improve the response time to production line issues.
- The result is an estimated **\$80MM+ in cost savings** a year.





## CASE 2: Innovation strategy

### Before the Sprint:

- Rassini was **experimenting** with disruptive approaches like **3D Printing** to expedite and manipulate design execution and **sensors** for detection and corrective maintenance.

### After the Sprint:

- By working with the Certified **ExO Coaches and Advisors**, Rassini established a better understanding various exponential technologies.
- Initiatives around **internet of things**, big data and **supply chain innovation** in the raw materials industry gave Rassini the opportunity to have their hands in various markets, without requiring large investments in fixed assets.
- The development of **revolutionary products** made from unique **functional materials** will increase their market share, brand equity, and put them ahead of the innovation curve in the manufacturing and materials industry.

# Sprint outcomes

## Collaborative culture

### **Gamify problem learnings & encourage interaction**

Launched an engagement initiative for departments to share knowledge, learnings, and improve company communication and culture. This initiative implemented gamification which proactively streamlined problem solving, knowledge management, maximized learnings, and helped break down the silos within the organization.

## New revenue streams

### **Data-focused shift**

Shift from a single market focus of manufacturing and supply chain management to a data and technology company focused on improved aggregation and analysis for new market opportunities.

## Corrective Maintenance optimization

### **Production line improvements**

Leverage AI and big data for production line errors, resulting in a cost savings of millions of dollars per year while reducing waste.

# Sprint outcomes

## Exponential design

### New & improved product solutions

Improved the manufacturing of materials by investing in exponential design and leveraging the emerging exponential design community. By using AI and algorithms, Rassini will be able to modify current designs and experiment with lighter, more economical materials.

## Autonomy

### Encouraging intrapreneurial ventures

Amplified employee engagement and discovered untapped internal talent by implementing new protocols around autonomy and holacracy within the organization. By supporting job rotation opportunities and enabling participation in new ventures, Rassini set the tone for encouraging the intrapreneurial mindset in an effort to maximize employee morale and minimizing turnover.

## Exponential mindset

### Establish leadership position

Rassini positioned themselves as a forward thinking organization around exponential technologies in their market.



## ROI: 10x investment in 7 out of 8 initiatives

Rassini completed the ExO Sprint by unveiling a physical prototype of a 3D printed suspension piece using their new exponential design methodology.

Abstaining from a \$100MM+ investment in overseas infrastructure.

\$80 million+ savings on quality control with optimized production line and detection processes

Immersion into new markets, exponential design, big data, quality control.



## Sprint feedback

“We exceeded our goals... it was a big awakening for the entire organization.”

**M. Perez – Head of Strategy**

“Our people transformed from immune system antibodies to being red blood cells bringing new life to the organization.”

**Eugenio Madero, CEO**

