
**Description:**
Development Unit Radio (DURA) is in the transformation to ‘Lean & Agile’ operation in R&D. This is a long journey and we are only at the beginning. We are transforming our design organization into XFT (cross functional teams). We are starting to see both productivity and quality gains. We are aiming at being able to have CI (Continues Integration), i.e. grow the functionality daily with small additions while still maintaining the integrity/stability of the overall system up to a quality level where we can actually ship the SW to customer. Next step is to consider how we capitalize on this in the best way in the delivery to the customers. Smooth Product Introduction is of high priority at Ericsson. At DURA we have a well developed work model for PI, but we would like to be inspired by how other players look at this area when entering the ‘Lean & Agile world’. We are especially interested in seeing how the relation is between Supplier and Customer in other companies/industries/projects, during the introduction of a new product. The focus of the study is on larger systems in Telecom/Data industry. What trends and research related to ‘going Lean & Agile’ in the complete flow is available? Are there references to successful and less successful companies that are ‘Lean & Agile’ in the complete flow? Are there research on aspects from the customer perspective?

The Thesis work includes the following areas:
- Overview of PI models (stand alone? tied to R&D? tied to Marketing? tied to services business? Other?)
- Motivators and financial set up used in Product introduction (between Supplier & Customer)
- Impact on relationship between supplier and customer when going from ‘waterfall’ model to ‘Lean & Agile’
- Awareness/maturity/best practices in Telecom/Datacom industry around PI.
- Overview/Classification of literature in the area (PI in an Agile & Lean ‘world’).

**Qualifications:**
M.Sc. in Industrial Engineering, Management, Economics, Business or more technical area (Electrical, Software Engineering). It could also be a MBA related thesis.
We think that this thesis would be suited for one to two persons.

The thesis will be an inspiration for us!

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