

SUCCESS STORY

Cost and Weight Optimization COGS Reduction for Next-Gen Professional Handheld Devices

CHALLENGE

A leading international manufacturer of handheld devices sought to **enhance product competitiveness** amid rising cost pressure and demanding performance requirements. The challenge was to achieve **significant cost and weight savings** while preserving high quality, reliability, and an excellent user experience.

SOLUTION

We conducted a structured Cost & Value Engineering assessment of the product architecture, materials, and cost drivers across the portfolio. Through **product tear-downs, benchmarking, and should-cost analysis**, we identified optimization opportunities and developed a sustainable **roadmap for cost optimization** across future product generations.

KEY DELIVERABLES



Product Cost Transparency

Providing full cost visibility across products, components, and materials.



Benchmark & Should-Cost Analysis

Benchmarking products to identify optimization potential at component level.



Cost Reduction Roadmap

Defining initiatives for future product optimization and cost reduction.

CUSTOMER BENEFITS

-20% COGS

while maintaining quality and performance

ROADMAP

for sustainable cost reduction across future product generations.



*"With the team from CYLAD, we have been able to **identify cost savings** in what has been considered a mature product - it's always worth looking twice."*

**Procurement Lead
Handheld Devices**