

CPR® MAXIMIZES your profits.

CPR® is a patented **ROI process** used by **LDA and MDN** (MAC distributor network) **to optimize customer profits.**



Customer Profit Reinforcement CPR® is a test globally used by hundreds of customers and aims to maximize their company's profitability by optimizing their machines in their production line, CPR® offers quantifiable metrics in cost.

With Customer Profit Reinforcement CPR® we will uncover and document **your savings** opportunities and **maximize your profit** by comparing your existing processes to the solutions we can provide for you. You will be provided with customized reports that will illustrate the ideal path your company can take to enhance your bottom line. Each solution is ranked by ease of implementation, giving you the information you need to choose where to start. We enter your data into our custom build web application so that we can illustrate the best and most logical path your company can take **to maximise profits.**

Component Level + Process Level + Measurability = Quantifiable Savings

QUANTIFIABLE SAVINGS

Component Level:

Our technical teams examine your machine to determine the best product fit. It is not uncommon that profit leaks are due to incorrectly applied products.

Process Level:

We document every aspect of your process to re-configure them where necessary.

Measurable:

CPR® compares the before and after results to illustrate your profit opportunities.

What is your process really costing you?

Is your supply chain being managed as efficiently as it can be? Are you using machines that result in an overall reduction in processing times? Are you purchasing multiple components when you could be purchasing one subassembly? How much time and labour do you spend troubleshooting your systems?

The goals of the CPR® process are to:

- Improve Quality
- Eliminate Waste
- Overproduction
- Waiting
- Transport
- Extra Processing
- Inventory
- Motion
- Defects
- Reduce Time
- Reduce Total Costs
- Improve Through Optimization
- Improve Through Innovation

HOW DOES CPR WORKS?

Phase 1 – Evaluate

Obstacles that must be addressed and opportunities for improvement are revealed. Identified and defined through a process of questions.

STEP 1: Needs Analysis:

The processes of asking questions look for clearly understand customers' current position; identify the available opportunities to achieve the desired position and to define which obstacles are in the way. (This process is important to form the team that will work together and to define the needed resources)

STEP 2: Form the team:

A team that combines customers' talent and experience and LDA members is formed. It's size may vary depending on the project and the time required to accomplish it, it gathers engineering, manufacturing and finance experts.

Phase 2 – Diagnose

In this phase, customers' machines and processes are analysed by the team. Looking for opportunities to accelerate progress and achieve goals.

STEP3: Machinery review

The team conducts a thorough review of the customers' machines and processes to find every possible opportunity. For example, if the objective is to increase profit by producing more parts using the same machines, the team will look for opportunities to reduce downtimes, maintenance and increase the machines' efficiency.

STEP 4: Building the CPR report

The team quantifies each cost reduction opportunity and a letter A, B or C is assigned to represent the ease of implementation:

Easy to implement: e.g. Drop-In replacement

Intermediate implementation: e.g. Components replacement with minimal machine modification.
Hard to implement: e.g. Components replacement needs bigger modifications in the machine

Phase 3 – Prevent/Treat

At this phase the team presents their recommendations according to the customer challenges and a plan to follow up progress.

STEP 5: Executive Summary Presentation

Team leaders present what they found to the customer, he will choose the most feasible opportunity according to their priorities and will select someone responsible for each task, set action courses, set time limits and reference metrics to measure progress.

STEP 6: Follow up

To keep everyone actively working in accordance with the priorities that were set before, the team makes a commitment to establish regular meetings to monitor the work and refresh the process in order to make the necessary changes.

Conclusion: CPR® helps you get a clear understanding of what extra costs you have!

Whether it be reducing assembly labour by stacking valves into a manifold, reducing components purchasing by combining parts into one subassembly, or reducing wiring time and costs by using blocks instead of wire termination screw connections, the task force will identify where you can save. Improved equipment will help reduce ongoing costs. **LDA's CPR® team walks you through every step.**

Companies both small and large have benefited from this program and have seen real profitability. Each new implementation is graded in order from easiest to hardest so you have a clearer picture of what you can improve, whether it be a simple purchasing habit change or a machinery redesign.

