

DIFFERENCE BETWEEN DMADV & DMAIC



TOPIC: DIFFERENCE BETWEEN DMAIC & DMADV

DMADV

ACRONYM FOR DEFINE, MEASURE, ANALYZE, DESIGN & VERIFY/VALIDATE

HELPS CREATE NEW PRODUCTS / SERVICES

DOES NOT REQUIRE HISTORICAL DATA

GENERALLY USED IN MANUFACTURING ORGANIZATIONS. E.G. JOHN DEERE (TRACTOR MANUFACTURING)

DMAIC

ACRONYM FOR DEFINE, MEASURE, ANALYZE, IMPROVE & CONTROL

HELPS IMPROVE BUSINESS PROCESSES OF EXISTING PRODUCTS / SERVICES

REQUIRES HISTORICAL DATA

GENERALLY USED IN MOST ORGANIZATIONS ACROSS ALL INDUSTRIES

WHY WE FOCUS ON DMAIC COMPARED TO DMADV?

DMADV

NEWER PRODUCTS ARE LAUNCHED AT A LESSER FREQUENCY – SO NUMBER OF DMADV PROJECTS ARE LESS

WHEN LAUNCHING A NEW PRODUCT, THE FOCUS IS ON CREATING THE RIGHT PRODUCT – CONSTRAINTS OF TIME, MONEY & RESOURCES IS LESS

DMAIC

NEED FOR DMAIC PROJECTS IS HIGHER IN ON-GOING BUSINESS PROCESSES BECAUSE THEY FACE SEVERAL CHALLENGES INCLUDING COST, TIME AND RESOURCES

THE FOCUS OF ON-GOING BUSINESSES IS TO MAXIMIZE PROFITS BY INCREASING SALES, REDUCING COST & IMPROVING PRODUCTIVITY