Consistency with Global Constraints

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Global Constraints affects the entire product cycle
44% of quality problems that lead to voluntary recalls were attributed to device design issues

-- Food & Drug Administration (FDA)
Medical device constraints vary greatly worldwide
Design

*HP Universal Power Supply for all global markets*
“Companies that pollute are actually manufacturing 'products' that they're getting no revenue for. That makes about as much sense as Levi's leaving a trail of blue jeans down the freeway.”

-- Bruce Cranford, Department of Energy
Manufacturing is a global enterprise constrained by international standards (ISO 9000 & 14000)
Packaging regulation differs between international markets.

SURGEON GENERAL’S WARNING:
Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
Packaging

Global constraints alter packaging significantly
It can be more cost effective to differentiate a product later in the distribution
“Approximately 75% of obsolete electronics are still gathering dust in storerooms and attics”

-- Environmental Protection Agency (EPA)
Global constraints govern product disposal
Global Consistency

**WHY** design for global consistency?
The Global Millennium

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