



Overview

Complexity Management

Challenge

Novo Nordisk is a world leader in diabetes treatment. Novo Nordisk has developed a new pen for easy and discreet injection of medication. The pen is offered in an increasing number of variants in which drug type, dosage options and colours may vary.

Novo Nordisk wants to ensure that the increasing variation in the product portfolio is based on well defined conditions while it is clearly communicated and managed how the variation in the market place spreads to the product design and supply chain – already in the early design phases.

Effort

Worm Development has helped identify and visualize the product range and production setup, and given advice on how various concepts can help align product design and manufacturing setup. The projects have had a focus on obtaining postponement of differentiation and flexibility in the supply chain by consciously controlling how properties vary in different components.

Effect

Novo Nordisk is now better equipped to provide variation in the market without creating complexity, higher change over times and hidden costs in the value chain.

Knowledge that used to be dispersed in different corners of the company is now concentrated in a few descriptive posters that have become a common reference for maintaining an overview of the product program. They serve as the basis for deciding on future variation in the product portfolio.

"We are very pleased with the concepts and the overview, we've now got. Several people and departments are asking for the illustrations and we use it on a regular basis to communicate decisions about our product range."

Christopher Blomgren Knudsen
Project Manager & DFMA Coordinator
Novo Nordisk

