



COMPANY: **Ducati Motor Holding**

LOCATION: Bologna, Italy

Implementing **lean** thinking

Context

Founded in 1926, Ducati Motors builds race-inspired motorcycles that are characterized by innovative design, unique engine features and overall technical excellence.

Today the company's motorcycles are sold in more than 60 countries worldwide through flagship stores and dedicated local dealers. Sales are primarily focused in the Western European, Japanese and North American markets.

Assignment

After years of focusing solely on product and technical excellence, the company developed a new strategy to develop a multi-sector business including flag stores, apparel and accessories and racing.

Soon the company was faced with a positive, yet very serious, challenge – the current organization structure could not satisfy the increased demand. All Ducati motorbikes were manufactured in one plant located in Bologna, Italy.

Our team was engaged to improve manufacturing performance by matching the pace of production with customer demand. This required the streamlining all production activities into a continuous flow, thus, reducing batches and synchronizing deliveries at *takt* time.

With our assistance, Ducati reduced work in process (WIP) by 50 and reduced the First Time Quality index – from an average of 45 minutes in reworking and testing to nine minutes. We also enhanced and reduced the supplier base from 700 down to 170.

Our team enabled the organization to meet its objectives of building the global brand that many enthusiasts enjoy today.