



CONSTELLATION PROGRAM: WHIRLPOOL'S VISION FOR A WORLD CLASS PRODUCT DEVELOPMENT SYSTEM



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March 2012

ABOUT WHIRLPOOL CORPORATION ■ 1



Jeffrey L Burk
PMO Director
Global Product Organization

Key Whirlpool Experiences

- GPO IS Strategy and Planning
- Director Marketing - Small Appliance Business
- Director NAR Laundry Technology Center
- Global Planning & Strategy for Fabric Care
- Consumer Product Innovation - Refrigeration
- JV Operations start-up in Mexico
- 10 yrs global design, development, system eng.



Fred Bellio
CIO
Global Product Organization
Global Information Systems

Key Industry Experiences

- PLM Practice Director – Mercury PLM Services
- Business Transformation Director at Mercury Marine
- PLM Strategy and Deployment at Bombardier Aerospace
- Offshore Technology Center Setup
- Product Development Process Development
- Lean Six Sigma Green Belt
- 14 yrs structure & system design [aerospace industry]

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LEADING PORTFOLIO OF BRANDS



World's #1 major appliance company
 \$19 billion in revenue
 ~70,000 employees
 Products sold in more than 170 countries
 Leading portfolio of brands



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WHIRLPOOL CORPORATION: 100 YEARS IN THE MAKING



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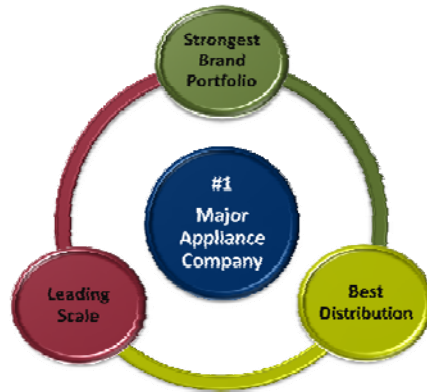
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A CENTURY OF SUCCESS ... A FOUNDATION FOR GROWTH



Foundational Strengths



Growth Opportunities



Geographic Expansion



Product Innovation & Product Line Offerings



New Products and Businesses

Long-term Value Creation: leveraging our foundation while investing in 'product' to drive growth

A DYNAMIC LANDSCAPE . . . NEW CHALLENGES, NEW OPPORTUNITIES



- Blurring of electronics industry with home appliance industry
- New global competition now includes traditional electronics players
- Emergence of Asia as a viable and significant consumer market
- Economic turbulence leads to consumer pessimism in mature markets

Respond more rapidly to market demand

Meaningful innovation

Broader line of product offerings

Cost and quality: essential yet not sufficient

Scale as an advantage

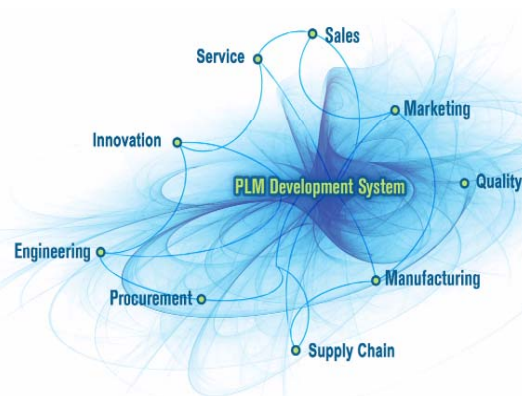
Whirlpool must respond by transforming our business and specifically our product development processes and competencies

CONSTELLATION IS A PROGRAM CHARTERED TO DELIVER A WORLD CLASS PRODUCT DEVELOPMENT SYSTEM

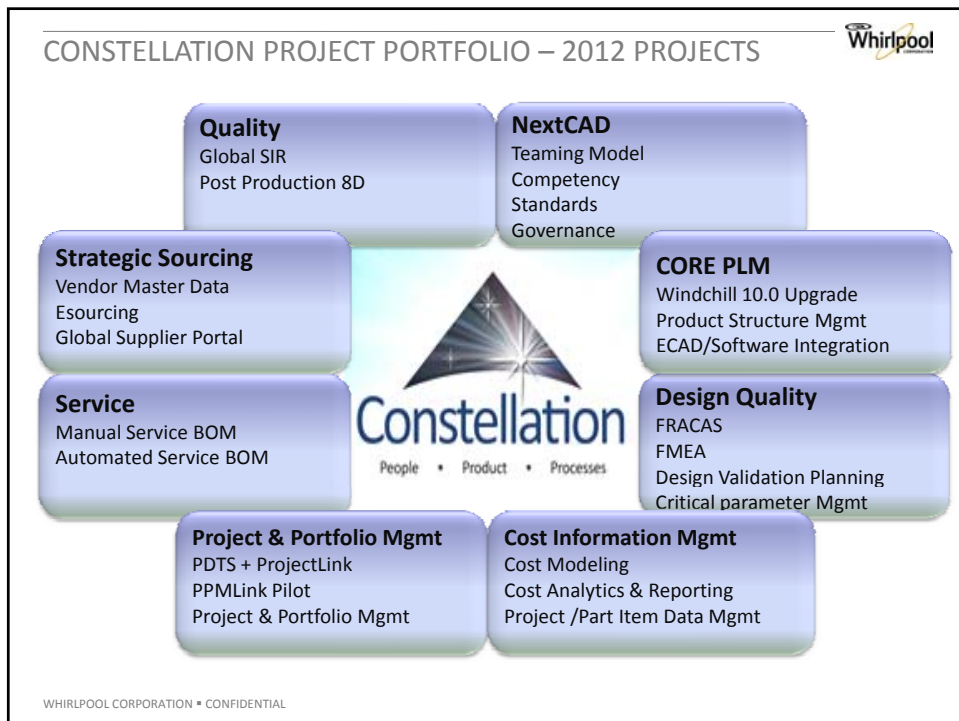
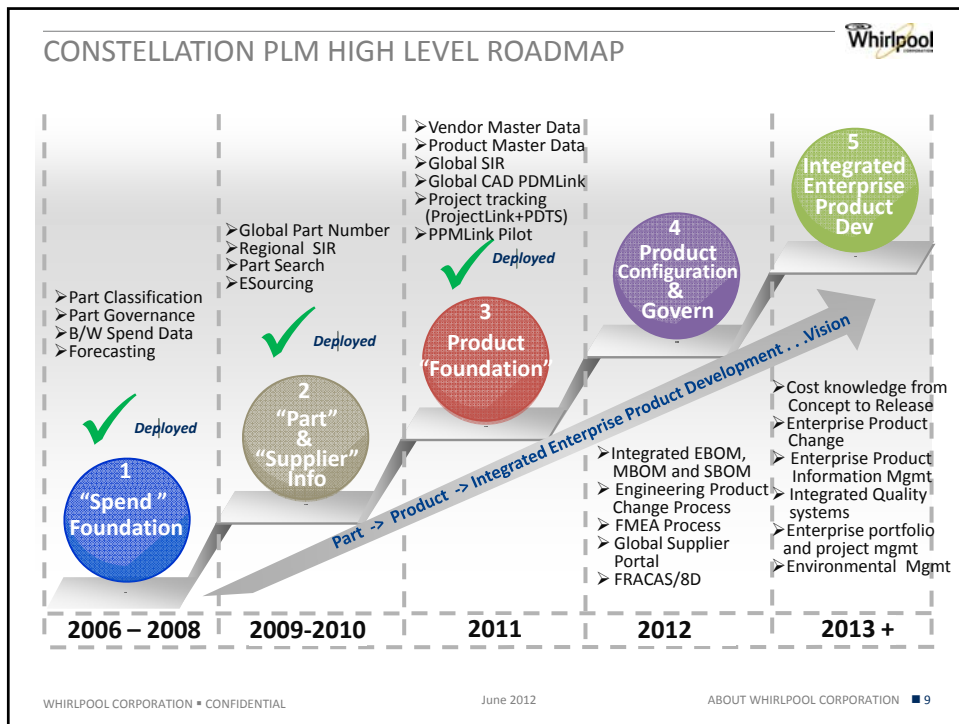
- Leverage **global footprint and scale**.
- Enable end-to-end **lean product development**
- Enhance **collaboration** across functions, geographies, & supply chain
- Provide a real time **single source of product information**



Speed, cost, quality



Constellation supports Whirlpool's efforts to transform our enterprise product development and product delivery processes

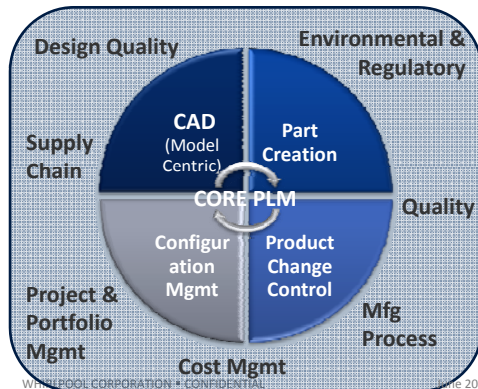


APPROACH TO PLM



Philosophical Framework

- Link to key business strategies, transformations, processes
- Drive the enterprise perspective to ensure company benefits
- Aspire to 'off the shelf' and 'out of the box'
- Primary consideration placed on strategic partners' solutions
- Executive Sponsorship – needed to ensure alignment and proper decision making



Execution Approach

- Focus on the core or basics first
- Manage project portfolio with a PMO
- Partner with PTC
- Majority of resources internal
- Deploy in phased approach

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■ 11

BENEFITS EXPECTED



- Shorter product development cycles
- More consumer relevant innovation
- More product variants from fewer platforms
- Best cost and best quality position
- Leverage Whirlpool's size, resources, geography



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■ 12

PTC AND WHIRLPOOL



History

- Whirlpool one of PTC's first ProE customers in 1986
- ProE becomes Whirlpool's [exclusive] CAD tool of choice 1990
- Begin transition to Windchill for [CAD] PDM in 2007
- Whirlpool/PTC strategic PLM partnership formed in 2010

Products Currently Used or Being Deployed

ProE/CREO	MathCAD	Arbortext
Windchill ProjectLink	Mentor Graphics	Isodraw
Windchill PDMLink	MKS	Product View
WQS	PPMLink (Pilot)	

Planned or being explored

WPA
SuMa
MPMLink

LOOKING FORWARD



Phased Approach

- Begin with core capabilities; product design, configuration, and change control
- Expand through value chain; supply chain, manufacturing, service, etc.
- Build on core capabilities to support quality management, cost management, project & portfolio mgmt, environmental & regulatory requirements, etc.

Continue to leverage PTC partnership

- Challenge PTC with new business needs and opportunities
- Leverage PTC knowledge and new product offerings
- Continue to drive improved integration with other enterprise applications

PLM is not a one time event, it is a journey

Thank You