

BRP selects aPriori's Product Cost Management platform

Submitted by: aPriori

Tuesday, 29 May 2012

- Power sports manufacturer will use software to reduce product costs and accelerate time to cost reduction -

London, UK - 29 May 2012 – aPriori (<http://www.apriori.com/>), a provider of product cost management software solutions, today announced that BRP (Bombardier Recreational Products Inc.), a leader in motorised recreational vehicles, has selected aPriori's software platform to help identify product cost savings and shorten the time it takes to realise cost reductions in production. The software platform will be used in product engineering, cost engineering and sourcing to lower the cost of new and existing products.

aPriori's Product Cost Management software platform

(http://www.apriori.com/product_cost_management_overview.htm) is a flexible and powerful costing engine that enables engineering, manufacturing and sourcing personnel to quickly and precisely determine the cost of a part or product by automatically pulling geometric and feature information from a computer-aided design (CAD) model (<http://www.apriori.com/products-cad-integration.htm>). The software also leverages intelligent cost models to determine reasonable default inputs once the user has selected the manufacturing process, materials and the factory or region where a product or part will be produced. As a product evolves through the development lifecycle, users have the ability to refine the cost by providing detailed inputs and overriding defaults to create a should-cost for negotiation or a manufacturing estimate. Using this new level of cost knowledge, companies can make more informed design, production and sourcing decisions and significantly reduce product costs without impacting product quality.

"aPriori's real-time cost assessments will provide our personnel with powerful data and tools to identify quantifiable savings in material, tooling, labour and overhead when evaluating alternative designs, manufacturing processes and sources," said Christian Lecomte, vice president, Procurement for BRP. "This enables them to make well-informed decisions to drive significant costs out of products both pre- and post-production."

"aPriori provides true cost visibility to everyone in the organisation that impacts cost," said Stephanie Feraday, president and CEO of aPriori. "This enables BRP to attack cost at every opportunity and translates into bigger savings opportunities, earlier in the product lifecycle."

About aPriori

aPriori software and services generate hard-cash product cost savings for discrete manufacturing and product innovation companies. Using aPriori's real-time product cost assessments (<http://www.apriori.com/product-cost-management-for-engineers.htm>), employees in engineering, sourcing and manufacturing make more-informed decisions that drive costs out of products pre- and post-production. With aPriori, manufacturers launch products at cost targets, maximise savings in re-work projects and never overpay for sourced parts.

To learn more about aPriori and its product cost management solutions and services, visit www.apriori.com

(<http://www.apriori.com/>). To see an overview demonstration of aPriori, click here
(http://www.apriori.com/57c40ef7-be81-4d74-b6ca-a8c21ca6a48c/flash_demonstrations.htm).

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