



Valladolid, 17 y 18 de octubre de 2013



XVIII Congreso de Calidad en la Automoción

Eficiencia en la Innovación “exploración explotación”

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fagoredertaldea



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➤ Quienes somos y que hacemos

➤ A donde vamos.....

.....Y como.....



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MONDRAGON

HUMANITY AT WORK

Finanzas

- Negocio bancario
- Entidad de previsión social
- Seguros y leasing

Industria

- **Automoción**
- Componentes industriales
- Construcción
- Bienes de equipo
- Bienes de consumo
- Servicios Empresariales

módulos y componentes

- Fagor Ederlan Taldea
- Mapsa
- Ecenarro
- Grupo Maier
- Cilkautxo
- Fpk
- Batz Sistemas

chassis powertrain



Distribución

- Distribución alimentaria
- Viajes
- Actividades hortícolas y ganaderas

maquinaria y utillaje

- Matrici
- Batz troquelaría
- MB Sistemas
- Aurrenak
- Loramendi
- Fagor Arrasate

Conocimiento

- Universidad: 1
- Centros tecnológicos: 12
- Recursos destinados I+D+i

Pertenecemos a Mondragon

el mayor grupo cooperativo del mundo





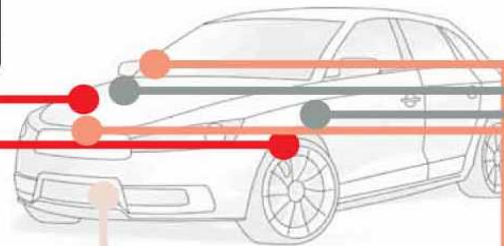
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Mondragon Automoción

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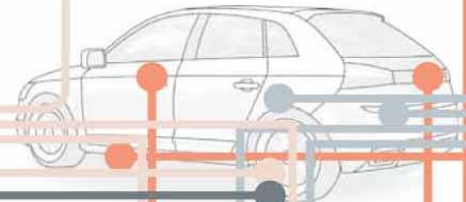
cikautxo S.COOP.



MAIER TRANSFORMACIÓN DE PLÁSTICOS



BATZ



MAPSA

@cenarro cold forming specialists

FR LIGHTWEIGHT TECHNOLOGIES



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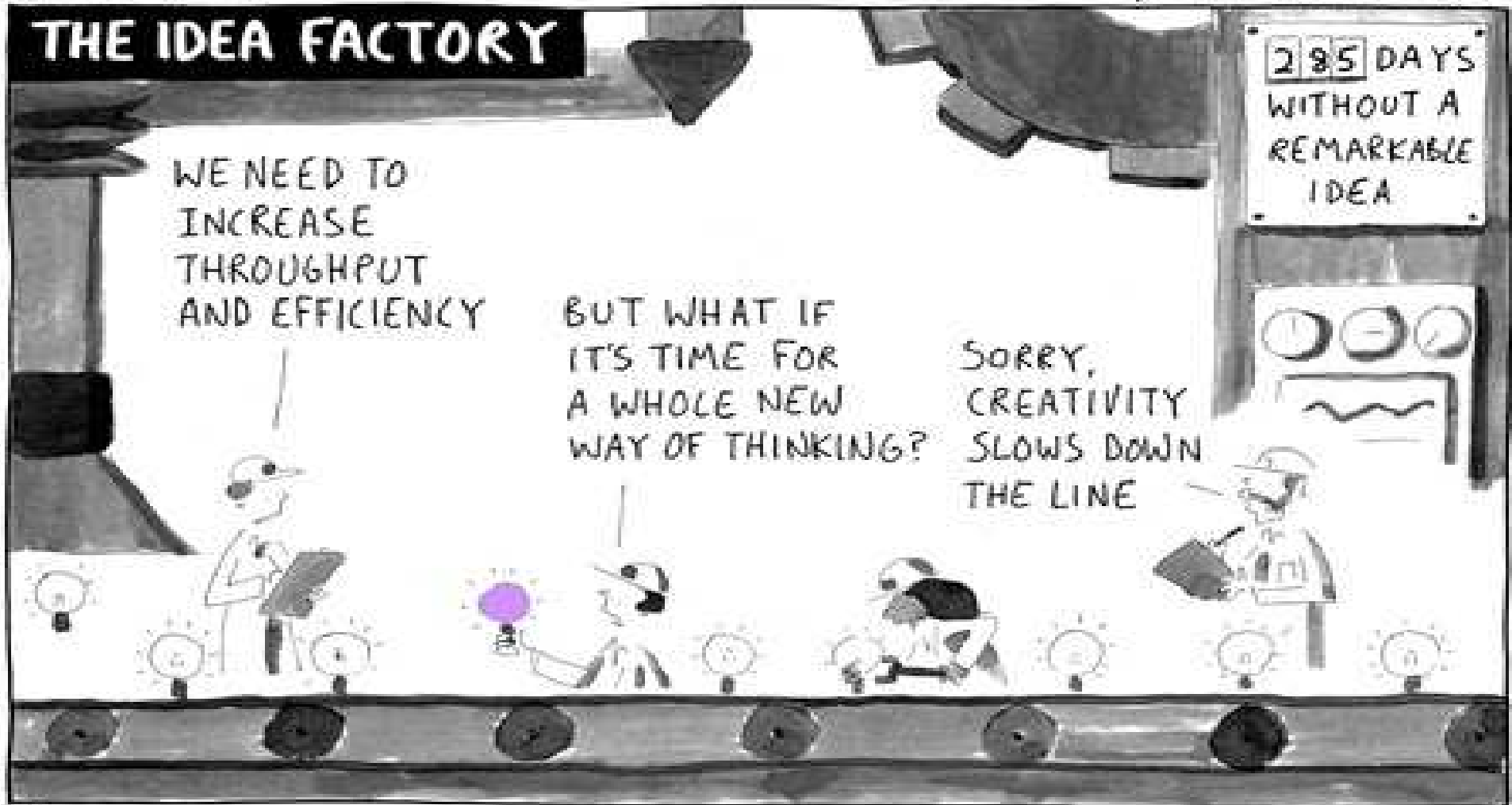
Eficiencia en la Innovación

“exploración explotación”



BRAND CAMP

by Tom Fishburne



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TOM FISHBURNE.COM

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“7 *conceptos*”

- el dato, como elemento posicionador,
- el reto, como elemento transformador,
- la acción, como suma de actividades
- la visualización innovación tecnológica, desde la función
- la selección, como elemento de origen de la eficacia
- la gobernanza, como elemento de la eficiencia
- El partenariado, como elemento clave en el complemento de las competencias ausentes o a desarrollar



0.- EL DATO

Probabilidad de vida de una empresa en años

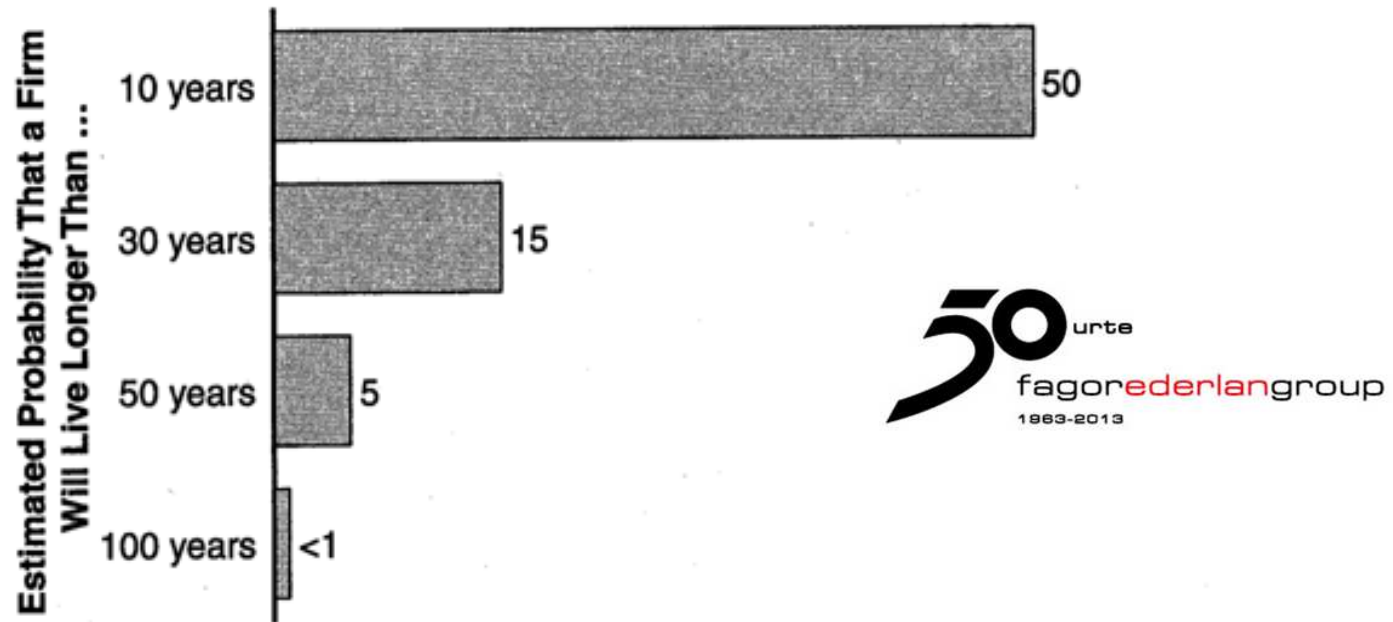


FIGURE B.3 The Relation between Firm Age and Probability of Survival

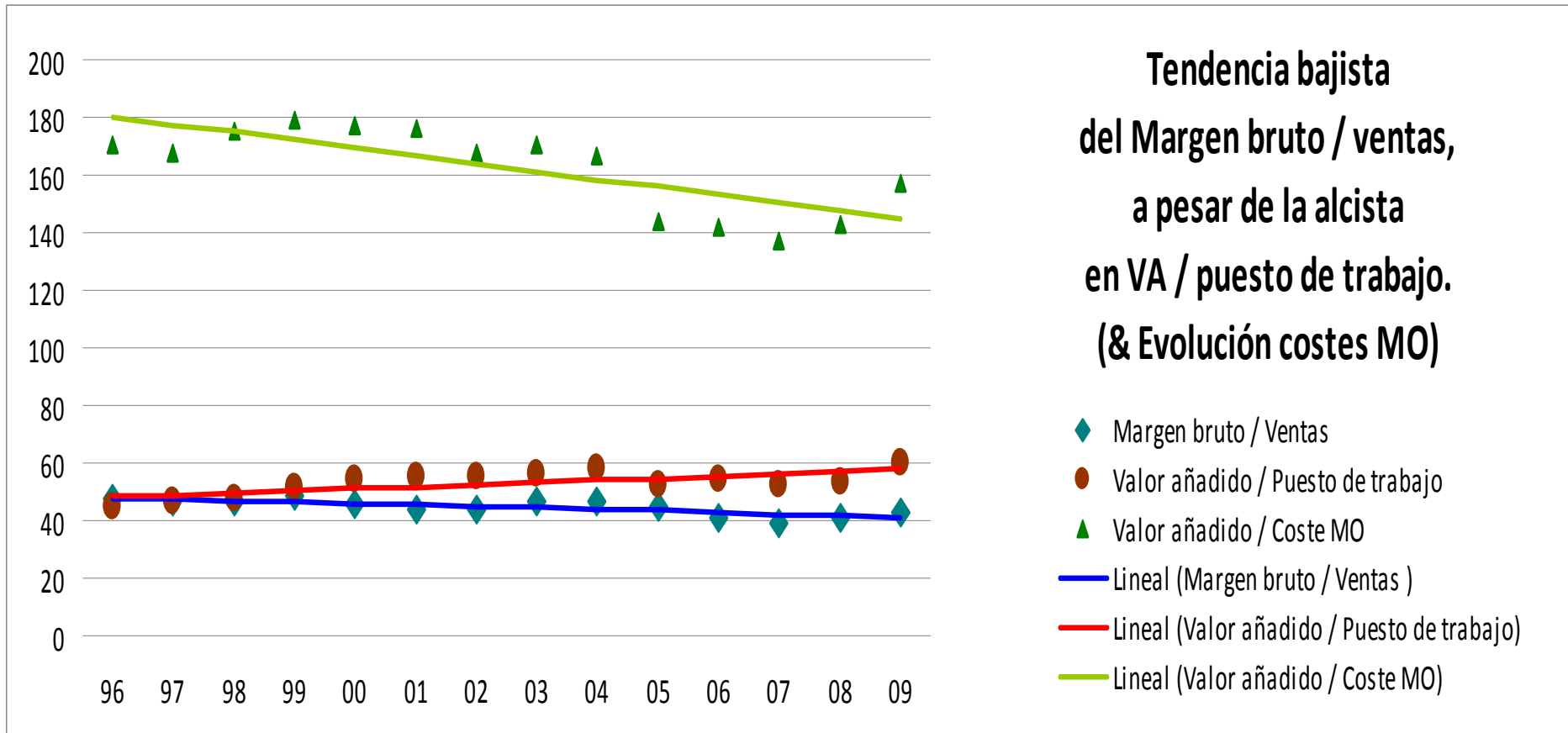
Data source: Loderer, C., K. Neusser, and U. Waelchli 2009. *Corporate Geriatrics: Aging, Survival, and Performance*. Berne, Switzerland: University of Berne, research paper.



0.- EL DATO



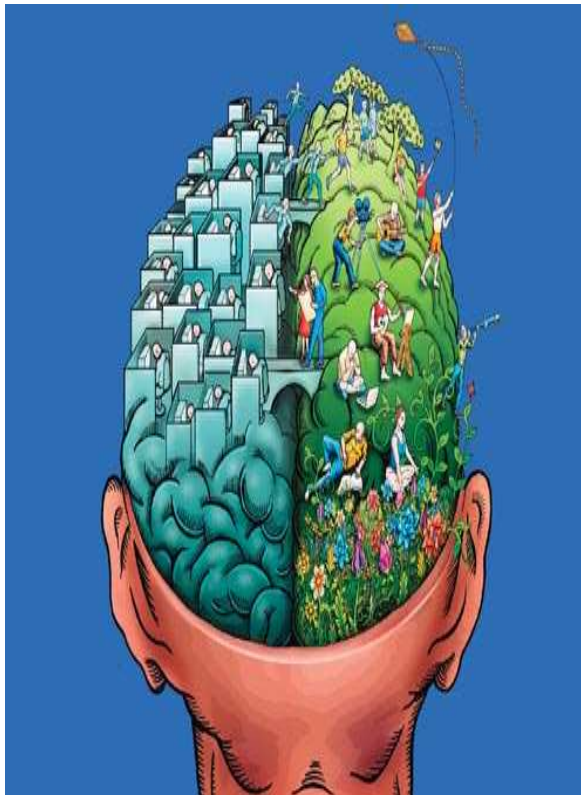
Evolución VA/PT, VA/MO y MB/V desde 1996:





2.- EL RETO (ISEA Centro de Innovación y Emprendimiento promovido por la División de Ingeniería y Servicios Empresariales de la Corporación MONDRAGON) Mikel Orobengoa

Se trata de aplicar el “**Principio de la sincronización entre la exploración y la explotación**”, según la cual la supervivencia a largo plazo de las organizaciones empresariales se fundamenta en la habilidad para llevar a cabo.....:



La empresa ambidiestra

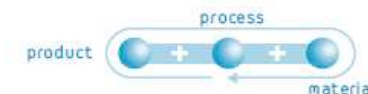
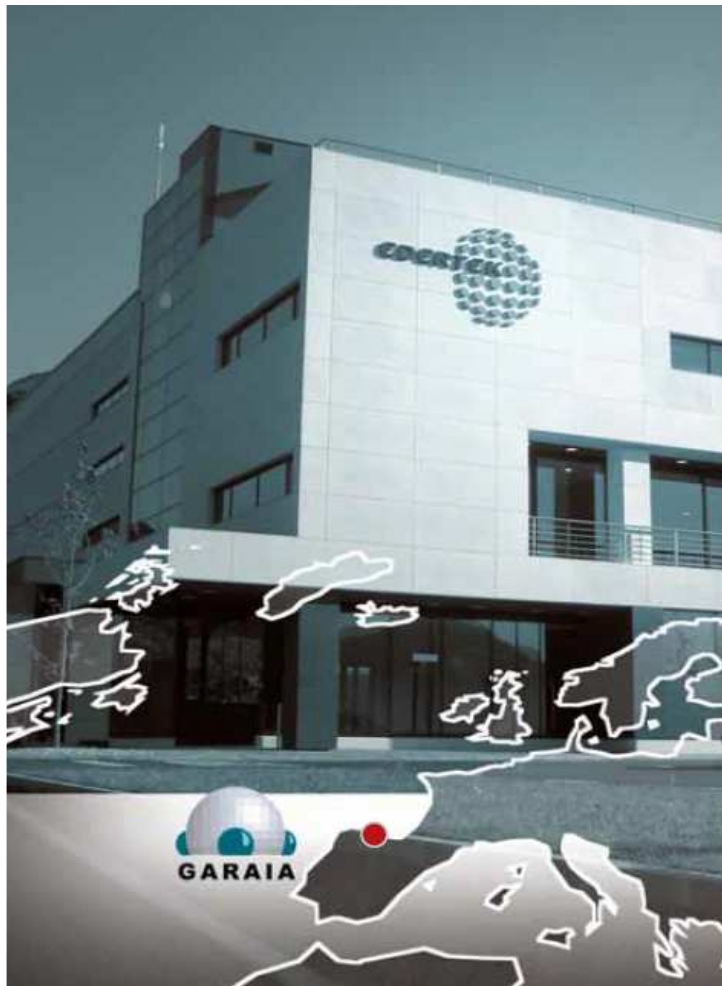
- **Una explotación** suficiente, sacando partido de los productos, mercados y negocios actuales,....,
- ...Con protagonizar suficientes actividades de **exploración**, intensificando la búsqueda de nuevas oportunidades de negocio de futuro.



3.- LA ACCION- PROPUESTA



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Edertek: our technological centre

Innovation is the key driver for Fagor Ederlan Group activity and generation of new business

Edertek, our Research and Development centre, registered as Science and Technological agent is located in the Garaia Innovation park, collaborating with companies and Technological agents such as Mondragon University, Ikerlan and Tecnalia/iK4.

Our alliances leads us to bring to the market leading products, latest process technologies and innovate material solutions.



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3.- LA ACCION - POSICIONAMIENTO



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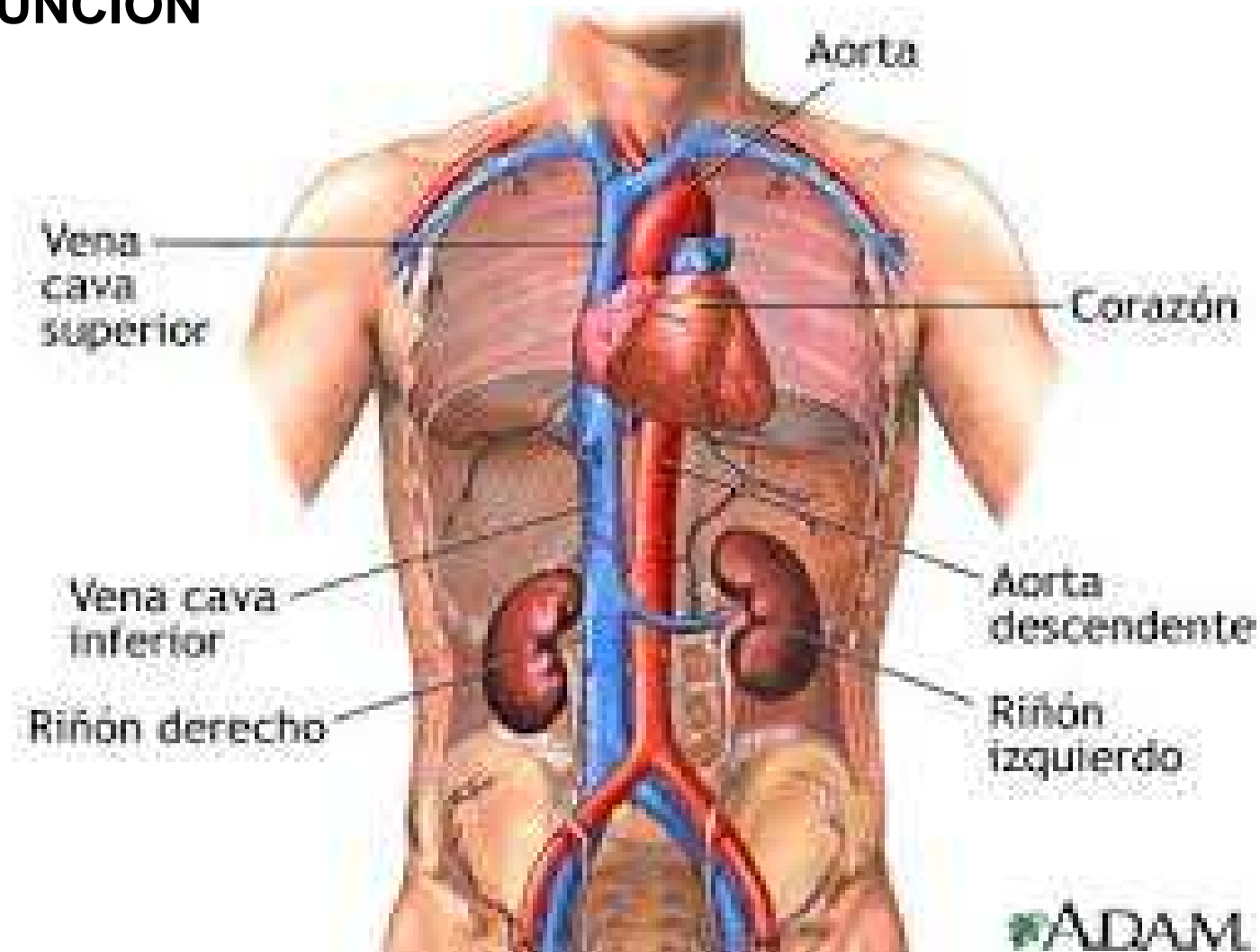


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4.- LA VISUALIZACION – INNOVACION DESDE LA FUNCION

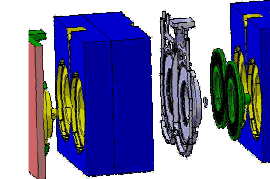
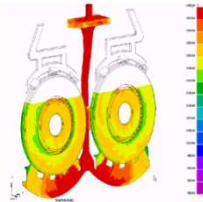
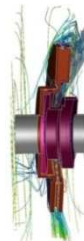
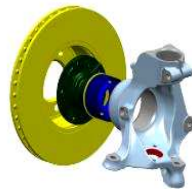
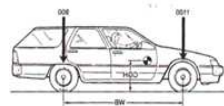
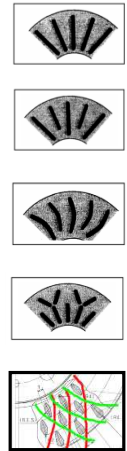
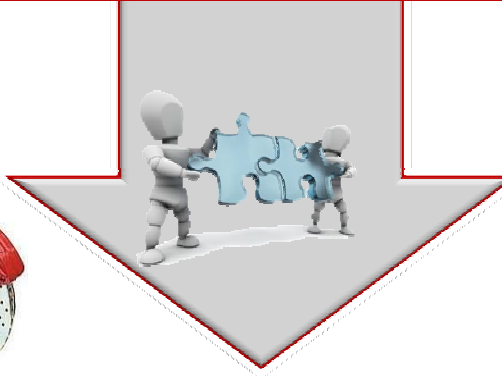
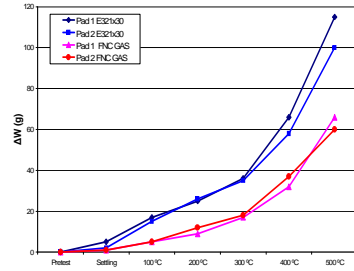
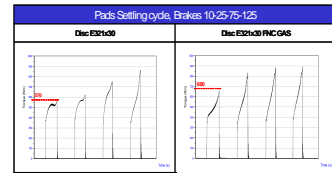
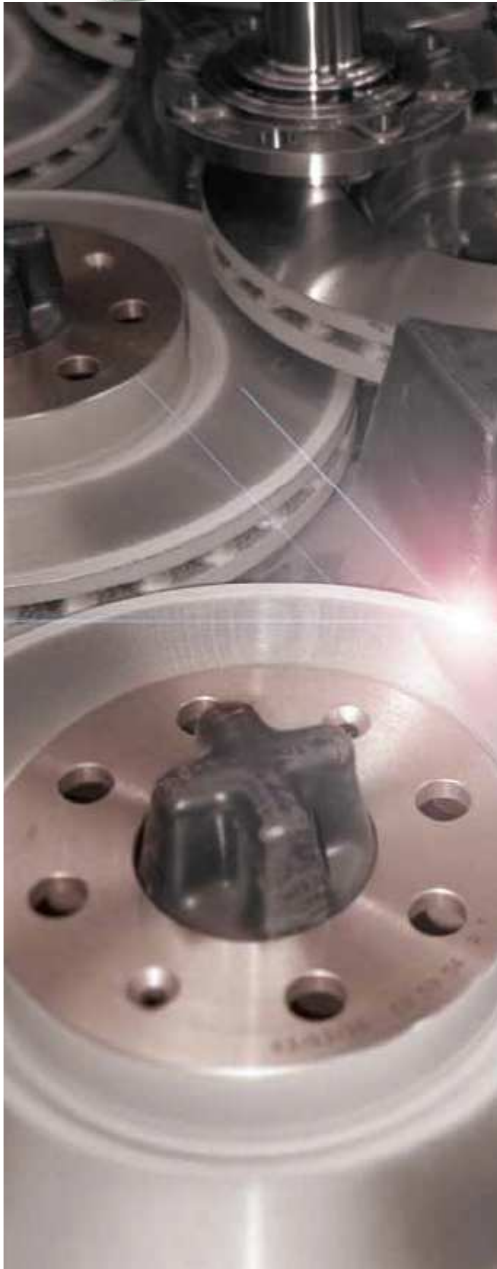




DISCOS DE FRENO

Retos
Función

- EDERTEK Reduccion Peso
- EDERTEK Conductividad Térmica
- EDERTEK Coning
- EDERTEK Sonico NVH
- EDERTEK Geometricas LRO
- EDERTEK Desgaste
- EDERTEK Corrosion
- EDERTEK Estetica y Personalizacion
- EDERTEK Freno Motor/Vehiculo Elect





Innovative Fe:
Disipación
Metalurgia



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MATERIALES Y TECNOLOGIAS POTENCIALES EN SOLUCIONES INNOVADORAS A PRODUCTO

| Mat / TEC | Gravedad Hztal | Gravedad Vcal | Baja Presion | Alta Presion | Estampación | Mecanizado | Tratamiento Termico | Recubrim. | Assy |
|------------|------------------------|------------------------------------|-------------------------|---|--------------------------------|--|---------------------|--------------------------------|---|
| Fe Gris | Blocks /Head | Discs - Drums | | | | Blocks/ Heads Discs- Drums Knuckles - Control Arms | Blocks/ Heads | NUEVOS RECUBRIM. Discs | BI METALES /2 PIECE ROTOR Discs |
| Fe Nodular | Knuckles / Control Arm | Callipers/ Knuckles / Control Arms | | | | Callipers/ Knuckles / Control Arms | | Knuckle/ Control Arm | Callipers/ Knuckles / Control Arms (Fr.Corn /Rear Axle) |
| Al 1ª Fus | | | Knuckles / Control Arms | | | KNUCKLES AL Wheels | KNUCKLES AL Wheels | AL Wheels | KNUCKLES |
| Al 2ª Fus | | | | Clutch /Oil Pan /Front Covers / Bed Plattes | | Trans &Clutch /Oil Pan /Front Covers / Bed Plattes | | | Trans &Clutch /Oil Pan /Front Covers / Bed Plattes |
| Aceros | | ACERO INOX/ CERAMIC CARBON | | | Ball joints/ Pernos / Fittings | | | Ball joints/ Pernos / Fittings | |

DISCOS MMC AI

NUEVAS ARQUITECTURAS RESPUESTA A LA FUNCION





5.- SELECCIÓN DE PROYECTOS



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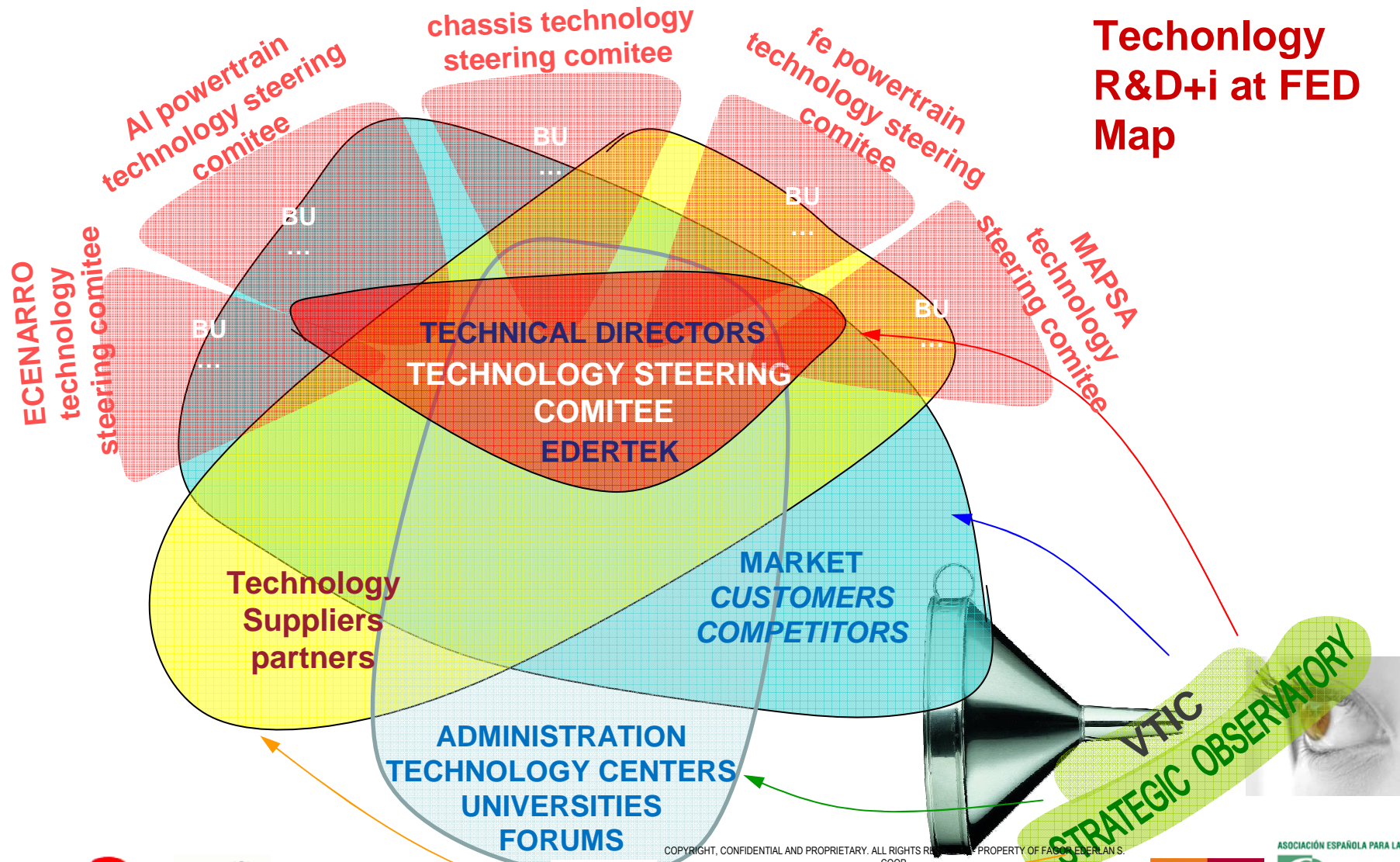
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6.- GOBERNANZA

Technology R&D+i at FED Map



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7.- PARTENARIADO- COMPETENCIAS ADYACENTES

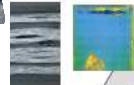
IK4 CIDETEC
Research Alliance

IK4 AZTERLAN
Research Alliance



Manufacturing → Testing → Validation

Quality control



Coupon fabrication



Testing



MONDRAGON
UNIBERTSITATEA



Manufacturing

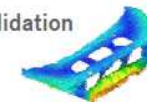


Specification

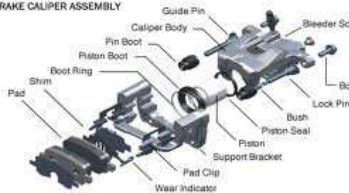


Approval of method

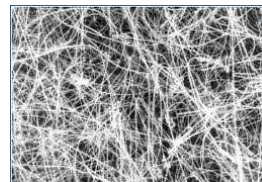
Validation



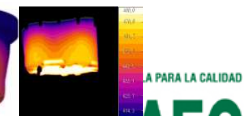
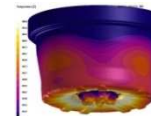
EXPLODED VIEW OF
BRAKE CALIPER ASSEMBLY



neoker
Fibras de alúmina monocristalinas



IK4 LORTEK
Research Alliance



PARA LA CALIDAD
AEC



7.- PARTENARIADO- COMPETENCIAS ADYACENTES

MODELO DE IDENTIFICACIÓN DE OPORTUNIDADES DE NEGOCIO

Modelo mixto dinámico: redes + observatorio



CONOCIMIENTO

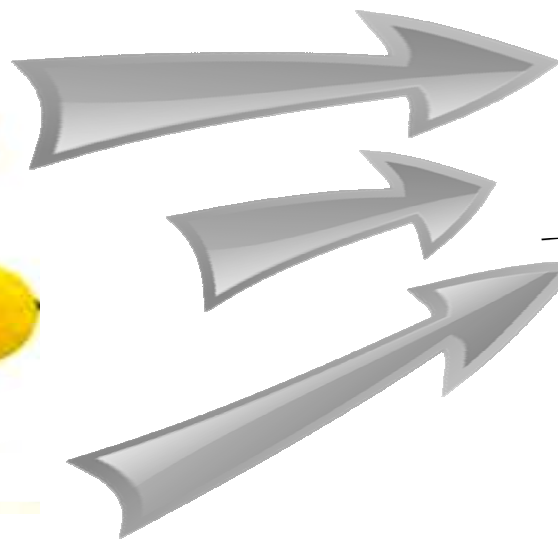


VECTORES DINÁMICOS DE CONEXIÓN



VIGILANCIA SISTEMÁTICA O FOCALIZADA

RED DE IDENTIFICACIÓN DE OPORTUNIDADES



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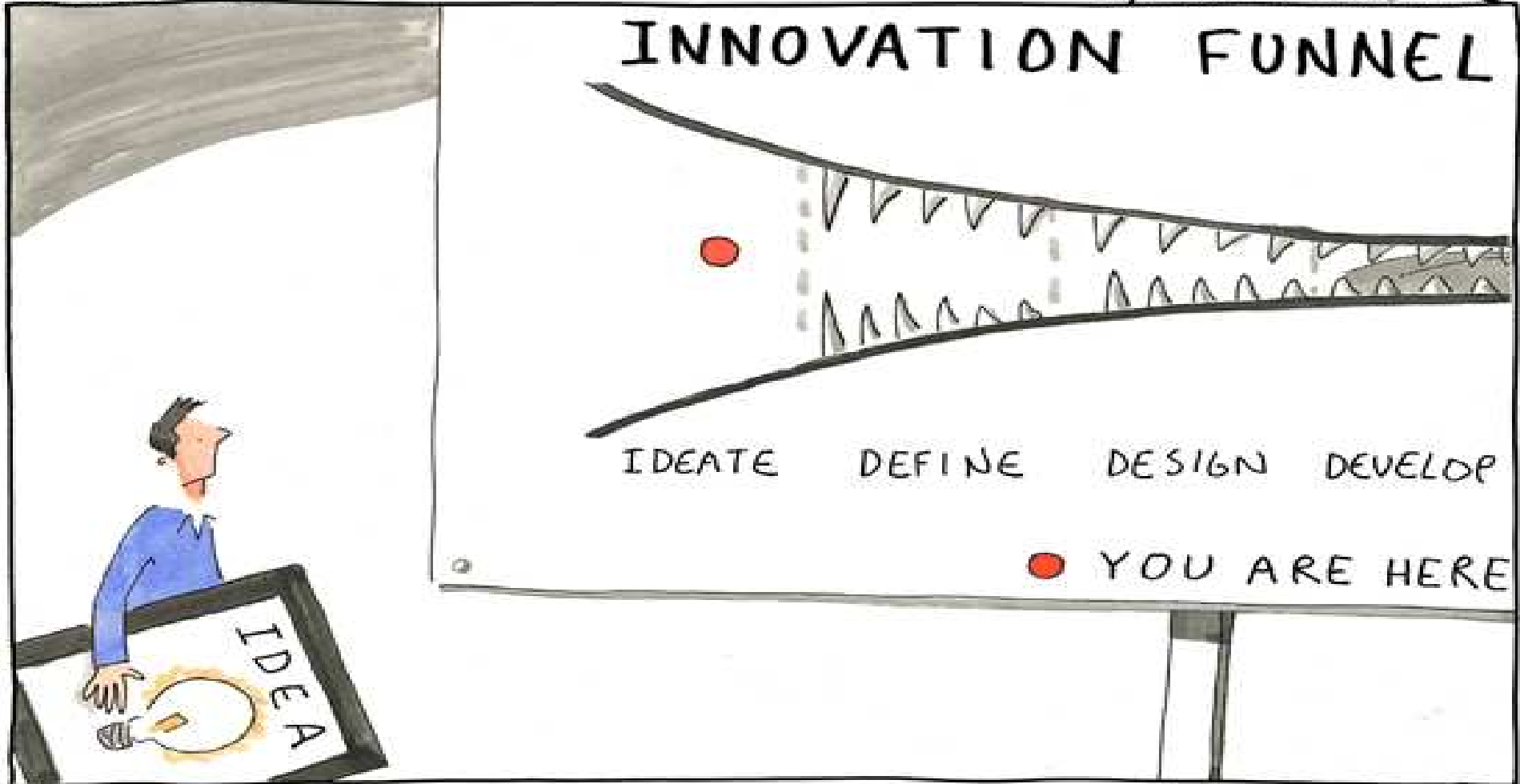




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BRAND CAMP

by Tom Fishburne



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