

Case Study

GroupSystems Success Story: Nokia Telecommunications, Finland

Nokia Telecommunications: Planning for the Environment

Nokia, the world's largest cellular telephone manufacturer, had developed an environmental policy with the objective of sustainable development in accordance with the International Chamber of Commerce charter. To implement this policy, the Switching Platforms R&D department found that it needed to integrate environmental issues into its design process.

Nokia engineers needed to answer the question, "At what other stage could environmental concerns be efficiently addressed?" Interestingly enough they found out that more has been said about the need for design for environment than about how to implement it.

GroupSystems in Action

Nokia turned to GroupSystems to help them develop their design-for-environment development procedures. Idea-generating workshops using GroupSystems collaboration software were arranged for the product design experts. They decided to integrate Design for Environment into the product design at key "influencing points" in the product life cycle process, such as writing requirements and specifications.

The first GroupSystems workshop generated 90 pages of ideas, voting results, and survey results containing valuable feedback on the system. The ideas were well thought out and valuable to areas beyond just environmental aspects. The ideas were then examined and rewritten as checklists.

The checklists became the heart of Nokia's Design for Environment system. In the process, Nokia learned many valuable lessons about integrating environmental concerns into the design process. For example, that broad-based participation lowers resistance within the organization and encourages a positive attitude.

Customer

Nokia
Telecommunications,
Finland

Business Benefits of GroupSystems

- Generated over 90 pages of valuable information and results.
- Provided vital checklists for the Design for Environment system.
- Developed the procedures to actually implement environmental design changes.