

Strategy 2 Market and PLAYBOOK Join Forces to Improve Time to Market

Strategy 2 Market and PLAYBOOK partner to provide a demonstrated solution to improving time to market.

Chicago, IL ([PRWEB](#)) September 19, 2016 -- [Milwaukee Valve](#) has updated their product development process by incorporating lean product development methods and tools significantly improving their time to market.

This initiative was led by [Strategy 2 Market](#), a product development consulting firm, with support from [PLAYBOOK](#), a lean project management software company.

Strategy 2 Market conducted an assessment to determine the biggest roadblocks in Milwaukee Valve's product development system then recommended a lean approach to product development. Part of the solution included PLAYBOOK, a lean project management software tool that enhances visibility, improves communication and ensures team members stay on tasks.

John Labellarte, Vice President and Chief Operating Officer from Milwaukee Valve had this to say about the implementation of Strategy 2 Market's recommended lean approach:

"We have been working with Strategy 2 Market and we have definitely seen the throughput and the ability to stay on task and on schedule.... A product development cycle is something now that we really understand with consistency, demonstrated repeatability, and the ability to hit and exceed schedule expectations."

Milwaukee Valve Company, founded in 1901, is internationally recognized for its state-of-the-art manufacturing facilities and innovative new products covering a wide range of commercial, marine and industrial applications.

Strategy 2 Market is a product development consulting firm that helps companies increase growth and decrease product development complexity with extensive expertise in process, portfolio management, and resource management. They work with organizations to develop and implement lean systems that are easy to maintain and are repeatable.

PLAYBOOK lean project management software empowers teams to increase performance and speed to market.

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