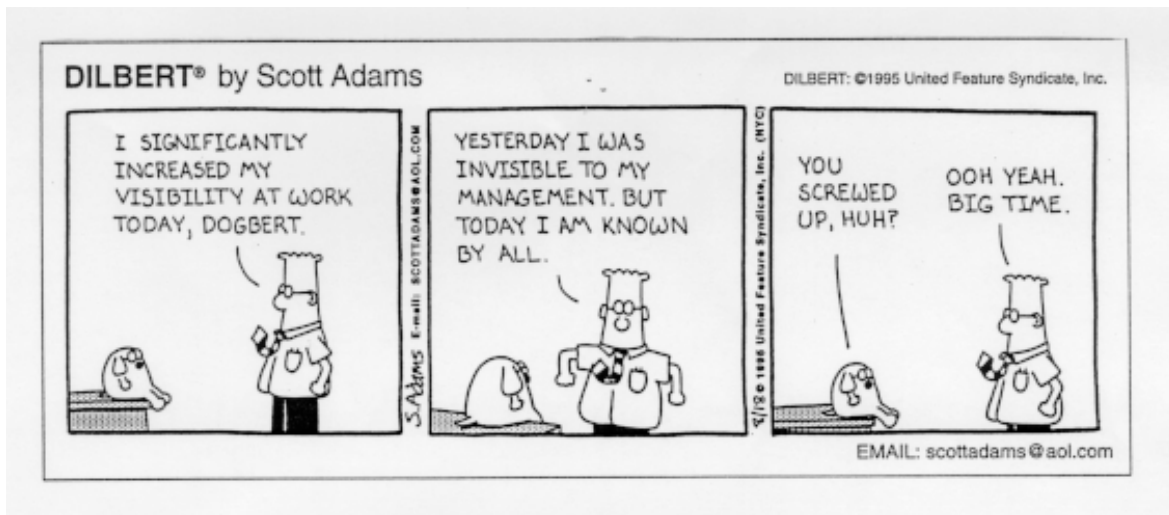




**DURA BOTICS™**  
MAKING ROBOTICS MAKE SENSE

## WHY AUTOMATION PROJECTS FAIL



- 1 NO EQUIPMENT SPECIFICATION
  - NOT RECOGNIZING THAT SPECIFICATION DEVELOPMENT IS A 2-STEP PROCESS
    - PRELIMINARY SPECIFICATION(Trolling for budgets/concepts)
    - FORMAL SPECIFICATION
- 2 CLOSING ON AN AUTOMATION CONCEPT WITHOUT RESEARCHING THE VARIOUS POSSIBILITES
- 3 INCORRECTLY ESTIMATING THE COST OF AN AUTOMATION PROJECT
- 4 FAILURE TO VISIT PROSPECTIVE AUTOMATION HOUSE VENDORS
- 5 NOT ENOUGH TECHNICAL CAPABILITY IN HOUSE FOR THE END USER
- 6 FAILURE TO INVOLVE THE PRODUCTION PEOPLE
- 7 POOR COMMUNICATION WITH THE VENDOR
- 8 SHIPPING THE EQUIPMENT BEFORE IT IS READY
- 9 PERFORMANCE CRITERIA FOR ACCEPTANCE – NOT WELL DEFINED!
- 10 FAILURE TO SUPPLY VENDOR WITH UP-TO-DATE DRAWINGS AND PARTS (Ref: Budget & Planning)
- 11 FAILURE TO DESIGN THE PRODUCT FOR AUTOMATION  
(*REALLY THE FIRST STEP!*)
- 12 USING THE WRONG TECHNOLOGY  
(i.e. Should have used robots; should not have used robots)

OUR JOB IS TO MAKE SURE THAT ALL PARTIES SUCCEED!

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