

ASSESSMENT OF RELIABILITY IMPLEMENTATION IN MANUFACTURING ENTERPRISES

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ABSTRACT

Purpose: The increasing internationalization of markets make the creation of competitive advantages more difficult. Companies have to be faster, better and more economical than their competitors in order to survive. Reliable products offer the capability to develop competitive advantages. To achieve the reliability objectives, a systematic approach of reliability actions and supporting methods is necessary. The integration of reliability activities into companies with regard to company size and industry has not been quantitatively determined.

Methodology: An international survey drawing upon literature was applied. Evaluations are based on descriptive and inductive statistics.

Results: The empirical study reveals reasons for applying reliability management in industry, the extent of applied reliability methods and performed reliability actions to achieve reliability objectives and used reliability data. The results are differentiated according to company size and industry.

Research implications: The results of this study are applicable to companies which have already dealt with reliability issues. Further studies should consider a cross-section status of reliability implementation in industry, as well as they should contain extended actions and methods of reliability.

Value of paper: This research relates to the status of reliability management implementation in international industry. There are shown significant differences in industries and company size. The results show potentials in reliability management and can be used as benchmark.

KEYWORDS

reliability management, reliability programs, reliability methods, manufacturing sector, reliability capability.

Introduction

The increasing internationalization of markets makes the creation of competitive advantage more difficult. Companies have to be faster, better and more economical than their competitors to survive in the market. Reliable products offer the capability to develop competitive advantages. When buying a new car, the reliability as a decision criterion is more important than design or price [1]. However, the high reliability requirements on motor vehicle do not conform to increasing vehicle recalls [2].

The reasons for unreliable products are versatile. On the one hand, products become more complex due to the increasing integration of mechanics, electronics and software [3]. On the other hand, development time and budget decline. Development faces conflicting objectives to realize high quality in less time and at low costs. An efficient deployment of reliability actions and methods are necessary to overcome this hurdles [4]. While superior reliability leads to competitive advantages, unreliable products result in extensive consequences for the company.

Defective products lead to direct costs, for instance warranty and goodwill or indirect costs, like loss of market share and damage to customer relationships. Furthermore, the public perception of the company can be affected and legal obligations may follow [5].

Previous research on the implementation of reliability program plans [6] or the validation of the reliability capability model [7] show important approaches of reliability and where weaknesses are. A general overview of the implementation of reliability activities, methods and data in industry as well as the determination of statistically significance does not exist.

Research objectives and methodology

Study objectives and design

The objective of the study is to determine to which extent actions and methods of reliability are implemented in manufacturing enterprises. Following sub-questions are derived to identify enterprise' awareness of reliability importance:

- Which objectives are pursued by companies?
- To what extent are reliability actions performed in product life cycle to achieve reliability objectives?
- What methods are applied in industry and which are rated as valuable?
- Which reliability data are used to analyze and determine the product reliability?
- Which differences exist with respect to company size and industry background.

To answer the questions a survey drawing upon literature was constructed [8–11]. The survey was conducted between December 2014 and February 2015. Content of the questionnaire is:

- classification of economic activity, quantity of employees and sales of the participant's company;
- classification of respondent's activities in departments and in product life cycle phases as well as specification of the region of the predominant field of respondent's activity;
- selection of reliability actions according to the respondent's field of activity, which are conducted by the respondent or by the company and description of further conducted reliability actions;
- selection of reliability methods which are conducted by the respondent or by the company and assessment of reliability methods applied by the respondent in terms of experience, efforts and benefit;
- selection of used reliability data, barriers for using reliability methods and reliability objectives, which are important to the company.

For this purpose, 166 reliability experts were directly consulted in business networks and in reliability symposia. With a response rate of 21.1% 35 data sets were used. The survey was distributed additionally into nine reliability engineering groups of a business networking portal. The potential range is 77,000 group members without consideration of multiple group memberships. 55 data sets are used. In total there are 90 data sets available. Since the participants are experts in the field of reliability engineering, the data have a high validity.

Composition of the respondents

The respondents are composed of international reliability experts. 36% come from North America, 33% from Europe, 17% from Asia and 9% from South America.

Figure 1 represents the industries of respondents regarding to the Statistical Classification of Economic Activities in the European Community. To keep the questionnaire lean, some industries have been summarized and some have been further detailed. The following analysis considers the seven most represented industries (A to G). The size of the company is classified as follows.

- 19 small and medium-sized enterprises (SME): employees < 250 or sales < €50 million,
- 34 large enterprises (LE): 250 ≤ employees < 25,000 or €50 million ≤ sales < €5 billion and
- 33 very large enterprises (VLE): employees ≥ 25,000 or sales ≥ €5 billion.

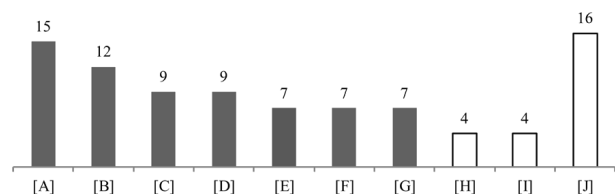


Fig. 1. Represented industries in the survey.

- A Manufacture of **computer**, electronic and optical products (Comp)
- B **Mechanical** Engineering (Mech)
- C **Repair** and installation of machinery and equipment (Rep)
- D Manufacture of **motor** vehicles and motor vehicle parts (Mot)
- E Manufacture of **electrical** equipment (Elec)
- F Manufacture of **aircraft** and spacecraft (Air)
- G Manufacture of **chemicals** and chemical products (Chem)
- H Manufacture of coke, refined petroleum products and nuclear fuel
- I Manufacture of glass and glass products, ceramics, processing mineral products
- J Miscellaneous

The main represented departments by the participants are research and development (24.4%), quality management (17.8%), asset management (17.1%), project management (12.2%) and production (5.7%). Other areas, like disposal, supply chain management or innovation management are less represented.

Reliability activities are implemented within the entire product life cycle, see Table 1. The product life cycle phases originate from [9]. The data show a focus on product development for taking early influence on product reliability and operation to analyze the field behavior as well as to improve future product developments. The information of the participants' allocation in product life cycle serves as a filter regarding the question of the reliability actions execution. There are only actions listed that correspond to the selected product life cycle phase to increase the significance of the answers.

Table 1
Represented product life cycle phases in the survey.

| Product life cycle phase | Quantity | Percentage |
|--------------------------------|----------|------------|
| Predevelopment | 36 | 15.1 |
| Detail development | 42 | 17.6 |
| Qualification and verification | 42 | 17.6 |
| Production planning | 8 | 3.3 |
| Production | 20 | 8.4 |
| Assembly | 13 | 5.4 |
| Operation planning | 8 | 3.3 |
| Operation | 38 | 15.9 |
| Aging | 24 | 10.0 |
| Decommissioning | 8 | 3.3 |

The quantity of respondents is not sufficient to obtain a complete overview of implementation status of reliability activities in industry. However, the information density is higher than in a cross-section survey by interviewing reliability experts. Therefore, the following statements refer to those companies which have already implemented a reliability program in their company.

To determine the influence of industry or company size on reliability activities, objectives, methods and data significance tests are performed in 95.5% (bright orange*/bright green**) and 99.7% (dark orange****/dark green***) confidence intervals. Orange colored cells (*, ****) indicate a significant or high significant negative difference of the sample to the data set and green colored cells (**, ***) a significant or high significant positive difference.

Objectives of companies to ensure product reliability

The questionnaire includes reliability objectives of [8] and [10]. The IEC 60300-1 lists advantages of reliability management, for example to increase security, reduce impact on environment or reduce the life cycle costs [8]. According to LEVIN and KALAL, purchase decisions are not based on price or quality, but increasingly on perceived product reliability. The increase of reliability and the simultaneous reduction of life cycle costs are central objectives in introducing reliability within the entire product life cycle. The result is, for example, less scrap, rework and field failures [10].

In Table 2 the results about reliability objectives of the interviewed companies are summarized and are listed depending on company size and industry. Significant differences are highlighted. In contrast to LEVIN and KALAL, the industry does not attach the same importance to a high perceived reliability while minimizing costs. In the foreground, there are directly measurable objectives, as minimizing field errors, achieving the expected reliability objectives or ensuring product functionality. Other key objectives are related with financial obligations resulting from low reliability, such as product recalls or warranty and goodwill costs.

Depending on company size, the objectives are not significantly different with exception of the preservation or expansion of security. Very big companies attach more importance to product security than smaller companies. Companies manufacturing electrical equipment consider the listed targets more important than other industry. Safety, manufacturing, and environmental factors are subordinated pursued on average level. Preservation of production or manufacturing capacity is relevant for chemical industry, while the reduction of field failures or warranty costs due the character of chemical products play a minor role. Contrary to expectations, the reliability goals of aerospace are on average. The reduction and control of risks are even below.

In order to achieve competitive advantage through reliable products, it is essential that customers as well perceive the reliability of the product on point of sale. Further research has to identify corresponding product characteristics which have to be considered in product development to get the objective and perceived reliability balanced.

Table 2
Represented product life cycle phases in the survey.

| Quantity [%] | | | Reliability objectives | Quantity [%] | | | | | | | |
|--------------|----|-------|--|--------------|------|------|-----|------|--------|-----|--------|
| SME | VE | VLE | | All | Comp | Mech | Rep | Mot | Elec | Air | Chem |
| 63 | 68 | 82 | Reducing field error | 69 | 80 | 83 | 67 | 78 | 100 | 71 | 29* |
| 47 | 68 | 82 | Achievement of the expected reliability | 68 | 73 | 42 | 56 | 89 | 86 | 71 | 71 |
| 68 | 62 | 64 | Ensuring product functionality | 63 | 60 | 67 | 89 | 78 | 100** | 57 | 29 |
| 47 | 59 | 70 | Reduce and control risks | 58 | 73 | 50 | 67 | 78 | 100** | 14* | 71 |
| 47 | 59 | 67 | Improve product quality | 57 | 80 | 58 | 33 | 89 | 100** | 43 | 29 |
| 58 | 53 | 67 | Reducing risk of product recalls | 57 | 80 | 58 | 67 | 78 | 86 | 29 | 43 |
| 42 | 53 | 67 | Reducing warranty and goodwill costs | 54 | 73 | 58 | 56 | 78 | 86 | 57 | 14* |
| 42 | 50 | 70 | Minimize life-cycle costs | 53 | 60 | 42 | 44 | 56 | 86 | 43 | 57 |
| 58 | 41 | 67 | Reduction of scrap and rework | 52 | 60 | 33 | 56 | 78 | 86 | 57 | 71 |
| 42 | 41 | 52 | Preservation of production or manufacturing capacity | 43 | 40 | 17 | 44 | 67 | 57 | 14 | 100*** |
| 32 | 35 | 55 | Increase the perceived value of the product | 40 | 47 | 17 | 33 | 89** | 100*** | 29 | 14 |
| 42 | 38 | 42 | Reduce the impact on the environment | 39 | 33 | 25 | 56 | 56 | 57 | 14 | 57 |
| 0* | 29 | 45*** | Preservation or expansion of security | 28 | 20 | 17 | 22 | 56 | 57 | 43 | 29 |

Reliability actions to achieve objectives

Implementing reliability programs support the achievements of the mentioned reliability objectives. A reliability program defines the organizational structure, responsibilities, procedures, processes, and resources. They are used to control reliability actions in all product life cycle phases. Implementing reliability programs by planning, executing and controlling documents of project or product-specific actions found on the reliability plan. Aim of the reliability plan is the description of the processes to ensure product reliability. Reliability actions, a part of a process, are performed throughout the product life cycle. The life cycle is divided into the four phases of development, production, operation and disposal, and further divided into the steps of planning, implementation and testing [9].

The Table 3 shows the product life cycle phases and a summary of the performed reliability actions recommended by [9]. The phases of pre-development, detailed development, qualification and verification, production, operation and ageing are considered in detail. The phases of production planning, operation planning and procurement as well as disposal are not subject to detailed consideration, since less than 20 participants are available. Therefore, significance is diminished. Differences in industry are not considered. The sample sizes are small, since only respon-

dents were taken into account, which are involved in the phase and are attributable to the industry.

For example, the participation in market research and studies on reliability during pre-development show potential of extended performance. This includes the determination of reliability and warranty requirements of the customers, the determination of the actual product reliability situation and comparable products from competitors or the willingness of the market to pay for additional costs [9].

The results show a high implementation of recommended actions by industry, particularly in product development. These high values also result in the fact that the content of actions is described generally and the respondent rather agrees to questions than to decline them. Furthermore, the recommended actions do not constitute a general and complete character. A catalogue of potentially necessary and specifically described actions could be helpful for companies to implement reliability programs systematically.

There is a main focus on performed reliability actions in the three phases of product development. Since in early stages of development there can be largely taken influence on reliability. The high performance of actions in operation are due the required field data. There are no significant differences in the considered industries. In detailed development small and medium sized enterprises pay significantly less attention to reliability actions.

Table 3
Conducted reliability actions of interviewed companies in product development and product utilisation.

| SME [%] | VE [%] | VLE [%] | | Reliability actions in specific product life cycle phase | [%] | |
|---------|--------|---------|--|---|---|----|
| 100 | 94 | 94 | Predevelopment | plan reliability contributions to the studies in development | 94 | |
| 100 | 88 | 100 | | establish the responsibilities, interfaces, processes and methods | 92 | |
| 50 | 81 | 88 | | participate in all market analysis and studies | 81 | |
| 100 | 100 | 100 | | special reliability studies to establish weaknesses with respect to technology, feasibility and the necessary qualification | 100 | |
| 100 | 100 | 100 | | assess, coordinate and define reliability targets depending on the risks and availability requirements | 100 | |
| 100 | 94 | 100 | | classify the system functions and the hardware and software involved, and establish the type and scope of the analysis | 97 | |
| 100 | 88 | 94 | | break down the reliability targets and write down as performance specifications or similar documents | 92 | |
| 67**** | 100 | 100 | | Detail development | plan the reliability activities, describe the activities | 95 |
| 67* | 94 | 100 | establish the work content, the costs and the deadlines | | 93 | |
| 83 | 94 | 100 | control the execution of the work packages | | 93 | |
| 83* | 100 | 100 | qualitative reliability analysis to assess the failure possibilities and the combined failure statuses | | 98 | |
| 83* | 100 | 100 | assess the main influencing parameters of the failure possibilities, compile the load ranges, assess failure rates and failure probabilities | | 98 | |
| 83* | 100 | 100 | identify weak points and problem areas | | 98 | |
| 67* | 100 | 100 | initiate design improvements to reduce fault possibilities, weak points and problem areas | | 93 | |
| 83 | 94 | 100 | carry out quantitative reliability analysis to assess the effectiveness of the design improvements and to verify the achieved reliability | | 95 | |
| 100 | 100 | 100 | Qualification & verification | | plan the qualification | 98 |
| 100 | 94 | 100 | | | verify reliability targets | 98 |
| 100 | 88 | 88 | | control the qualification and verification process considering the approval procedure with respect to reliability | 86 | |
| 100 | 100 | 100 | | synthesis of individual reliability analysis to form statements/verifications on a higher level or on the overall system or product level | 100 | |
| 86 | 94 | 100 | | initiate improvement or corrective measures if reliability is not achieved | 93 | |
| 100 | 88 | 100 | | compile verification documents regarding the achieved reliability and safety for authorities and customers | 93 | |
| 100 | 94 | 94 | | present and justify the verifications towards authorities and customers | 93 | |
| 100 | 100 | 94 | | execute reliability and qualification tests | 95 | |
| 80 | 90 | 100 | | Production | detailed planning of the reliability activities of this phase which are necessary to secure the process | 90 |
| 80 | 80 | 100 | | | control the reliability activities and initiate corrective measures if deviations are identified | 85 |
| 80 | 80 | 100 | assess trends of the defined characteristics for process optimisation | | 85 | |
| 100 | 90 | 100 | assess the main influencing parameters on the process faults or weak points of the process, carry out a cause analysis and evaluation, | | 95 | |
| 100 | 90 | 100 | initiate corrective measures for process improvement or elimination of the weak points | | 95 | |
| 60 | 80 | 100 | document the process and the products produced | | 80 | |
| 88 | 88 | 85 | Operation | plan, schedule, and control measures to maintain the reliability in detail | 84 | |
| 75 | 88 | 85 | | initiate changes/improvements if target specifications are not achieved | 82 | |
| 100 | 94 | 100 | | evaluate operation and fault data, assess operation reliability and identification of problem areas | 95 | |
| 100 | 81 | 85 | | adapt and revise the measures for the maintenance of reliability on the basis of operation experience | 84 | |
| 100 | 88 | 92 | | document the operation and the relevant reliability activities for the maintenance of safe operation | 89 | |
| 100 | 91 | 100 | | Aging | initiate measures to maintain the reliability and, in particular, the safety of the ageing product | 92 |
| 100 | 82 | 100 | product observation and documentation of all measures to maintain safe operation | | 88 | |
| 100 | 91 | 100 | evaluate operation and fault data, trend assessment, identify ageing areas | | 92 | |
| 100 | 91 | 78 | adapt the reliability activities to the ageing product characteristics | | 83 | |
| 67 | 82 | 89 | assess additional costs incurred due to increased maintenance work | | 79 | |

Application of reliability methods

The application rate of reliability methods is listed in the Table 4. Most of the methods are listed in [9] as methods for reliability analysis and reliability testing. In addition, methods such as fuzzy logic or design of experiments from standard literature were included [12, 13]. There are further methods that are assigned to reliability.

In the survey, respondents could evaluate methods in terms of knowledge, effort and re-use of data when applying to ensure meaningful data. They could evaluate the methods in terms of methodological knowledge (1 basic knowledge to 5 expert), effort (1 low to 5 high) and re-use of knowledge and data generated (1 barely to 5 comprehensively).

The methods failure mode and effect analysis, fault tree analysis or block diagram are proven in the interviewed industries, see Table 4.

While Petri nets, fuzzy logic or neural networks are not widely used. The low application of sneak

circuit analysis or zonal safety analysis could justify in the limited field of application. The usage of methods does not significantly differ depending on company size in general. The design of experiments, Monte Carlo simulation and status analysis increase with company size in contrast.

Computer, electronic and optical industries apply methods above average, especially burn-in or highly accelerated life tests. The electrical equipment industry is characterized by extended application of methods like failure reporting, analysis, and corrective action systems or production reliability acceptance tests. However, there is no statement about the frequency of application. The methods can be applied in company, for example from case to case or in all product developments. In the survey the method terminology of the standard is listed to avoid misunderstandings. Since the meaning of methods are different for everyone. Therefore, a clear definition is required.

Table 4
Applied reliability methods of interviewed companies.

| Quantity [%] | | | Reliability methods | Quantity [%] | | | | | | | | |
|--------------|-----|------|---|--------------|-------|------|-----|------|-------|-------|------|--|
| SME | VE | VLE | | All | Comp | Mech | Rep | Mot | Elec | Air | Chem | |
| 84 | 88 | 100 | Failure mode and effect analysis | 90 | 87 | 100 | 89 | 89 | 100 | 86 | 100 | |
| 90 | 88 | 91 | Risk analysis | 88 | 93 | 92 | 78 | 78 | 100 | 86 | 100 | |
| 74 | 85 | 91 | Safety analysis | 83 | 87 | 83 | 78 | 78 | 100 | 86 | 100 | |
| 74 | 79 | 79 | Fault tree analysis | 77 | 80 | 92 | 56 | 89 | 71 | 100 | 71 | |
| 74 | 71 | 73 | Block diagram | 70 | 87 | 50 | 78 | 78 | 100 | 100 | 71 | |
| 63 | 65 | 82 | System analysis | 69 | 80 | 75 | 44 | 78 | 100 | 86 | 57 | |
| 74 | 59 | 82 | Life data analysis | 69 | 87 | 83 | 56 | 78 | 100 | 71 | 57 | |
| 74 | 68 | 64 | Failure reporting, analysis, corrective action system | 66 | 67 | 67 | 78 | 56 | 100 | 86 | 29* | |
| 47 | 62 | 76 | Statistical process control | 61 | 80 | 42 | 56 | 78 | 100** | 43 | 57 | |
| 47 | 50 | 82** | Design of experiments | 59 | 87** | 50 | 33 | 89 | 86 | 57 | 43 | |
| 58 | 59 | 55 | Reliability growth | 56 | 67 | 50 | 67 | 67 | 71 | 71 | 57 | |
| 53 | 68 | 49 | Hazard analysis | 56 | 40 | 50 | 44 | 44 | 57 | 71 | 86 | |
| 58 | 47 | 61 | Software reliability analysis | 52 | 53 | 58 | 44 | 56 | 71 | 57 | 43 | |
| 37 | 53 | 61 | Highly accelerated life test | 50 | 87** | 42 | 22 | 67 | 86 | 57 | 29 | |
| 47 | 32* | 73** | Monte carlo simulation | 50 | 73 | 67 | 0* | 67 | 71 | 29 | 71 | |
| 42 | 53 | 55 | Event tree analysis | 50 | 33 | 67 | 44 | 44 | 57 | 71 | 86 | |
| 47 | 44 | 58 | Reliability demonstration test | 49 | 87** | 33 | 22 | 56 | 86 | 100** | 0* | |
| 37 | 41 | 58 | Reliability determination test | 44 | 73* | 42 | 22 | 56 | 71 | 71 | 14 | |
| 47 | 38 | 52 | Production reliability acceptance test | 43 | 67 | 25 | 22 | 44 | 86** | 43 | 29 | |
| 32 | 44 | 52 | Burn-in test | 42 | 93*** | 8* | 11 | 56 | 71 | 57 | 29 | |
| 26 | 27 | 49 | Bayesian methods | 34 | 47 | 33 | 22 | 56 | 71** | 14 | 29 | |
| 47 | 29 | 27 | Human factor analysis | 32 | 27 | 17 | 44 | 33 | 14 | 71** | 29 | |
| 5* | 21 | 42** | Status analysis / Markov models | 26 | 33 | 8 | 0 | 56** | 57 | 29 | 43 | |
| 26 | 24 | 15 | Zonal safety analysis | 20 | 0 | 17 | 33 | 11 | 29 | 43 | 14 | |
| 16 | 18 | 24 | Sneak circuit analysis | 19 | 33 | 0 | 0 | 22 | 57** | 29 | 0 | |
| 5 | 15 | 30 | Fuzzy logic | 18 | 20 | 25 | 0 | 33 | 14 | 14 | 14 | |
| 0 | 12 | 18 | Neural network | 11 | 13 | 25 | 0 | 11 | 14 | 14 | 14 | |
| 0 | 3 | 18 | Petri nets | 9 | 7 | 8 | 0 | 11 | 14 | | 14 | |

In Fig. 2, methods depending on the benefit-effort-ratio and usage are shown. A distinction and interpretation can be made between the following quadrants.

- I. Above-average method application and above-average method benefit-effort-ratio: Methods like design of experiments or risk analysis are perceived as efficient and are used. Due to the high application, the benefits should be further optimized.
- II. Above-average method application and below-average method benefit-effort-ratio: System analysis or failure mode and effective analysis are widespread, but the efforts are estimated higher than the benefits. The use of the methods is to question, or benefits must be strengthened, for example data obtained from the FMEA have to be considered in following projects or are used in earlier stages of development.
- III. Below-average method application and below-average method benefit-effort-ratio: Methods like fuzzy logic or status analysis are perceived as inefficient and also are slightly applied. Further fields of application have to be developed, benefits for industry have to be highlighted and efforts by developing software have to be reduced. Further education and training should be considered.
- IV. Below-average method application and above-average method benefit-effort-ratio: Human factor analysis or Petri nets are efficient, but the application rate is low. The benefits have to be better advertised.

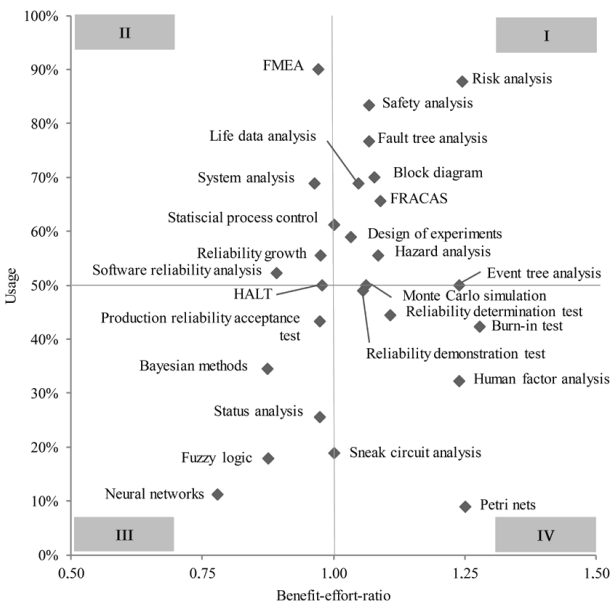


Fig. 2. Success and Usage of reliability methods.

Application of reliability data

Reliability data can differ in raw and derived data depending on degree of processing. Raw data include, for example identification data, loads or failure data. They are correspondent to the objective of reliability study and subject matter. Derived data are aggregated information from raw data as failure rates or failure probabilities [14]. Results of reliability analysis are not included. In the survey the following reliability data sources throughout the product life cycle are considered [15, 16]:

Reliability data sources in product development

- Failure rates catalogues: contain failure rates for different parts and components and are based on very large data collections.
- Expertise: is an important source for assessing the reliability of products. In particular, interdisciplinary teams enable effective compression of acquired knowledge into an overall picture of the product reliability.
- Lifetime calculations: assume an estimation of the external load and the material properties. The results of lifetime calculations provide estimates of product reliability.
- Testing: is the experimental evidence of product reliability and is understood as an additional testing effort.

Reliability data sources in manufacturing

- In-process product testing: is performed as reliability tests in addition to functional testing in the context of quality assurance. The objective of these tests is to fulfil requirements. Known methods are highly accelerated stress screening or audit.

Reliability data sources in operation

- Customer surveys and technical hotlines: In customer surveys, information are often collected to improve reliability. Technical hotlines are used to support service center when these have questions for repair or failure of products. Thus, particularly, complex fault patterns and previously unknown fault patterns can be recorded.
- Public statistics: are especially used for measuring customer satisfaction, but can contain information about the failure probability at system level. Thus, potential failure modes and weaknesses of products can be determined.
- Warranty and goodwill data: provide relevant reliability data due to the fulfilment of legal claims.
- Extended warranty and goodwill data: provide failure causes that occur after the statutory warranty period due to a longer period of product observation.

Table 5
Used reliability data of interviewed companies.

| Quantity [%] | | | Reliability methods | Quantity [%] | | | | | | | | |
|--------------|----|------|--|--------------|------|------|-----|------|--------|-----|------|--|
| SME | VE | VLE | | All | Comp | Mech | Rep | Mot | Elec | Air | Chem | |
| 63 | 71 | 82 | Expertise | 70 | 73 | 75 | 56 | 78 | 71 | 57 | 100 | |
| 53 | 65 | 79 | Lifetime calculation | 64 | 73 | 75 | 67 | 89 | 100 | 57 | 43 | |
| 58 | 77 | 64 | Testing | 64 | 87 | 75 | 44 | 67 | 100 | 71 | 57 | |
| 63 | 56 | 64 | Maintenance data collection | 58 | 27* | 75 | 89 | 22* | 57 | 57 | 71 | |
| 58 | 53 | 42 | Failure rates Catalogs | 50 | 47 | 75 | 56 | 33 | 71 | 86 | 29 | |
| 47 | 47 | 61 | Warranty and goodwill data | 50 | 60 | 58 | 56 | 78 | 100** | 43 | 14 | |
| 42 | 50 | 52 | In-process product testing | 47 | 67 | 50 | 11* | 78 | 100** | 29 | 14 | |
| 21 | 32 | 61** | Direct data collection at the product | 40 | 47 | 42 | 33 | 33 | 57 | 14 | 57 | |
| 32 | 29 | 58** | Extended warranty and goodwill data collection | 39 | 40 | 58 | 22 | 78** | 100*** | 29 | 14 | |
| 26 | 21 | 36 | Customer surveys and technical hot-lines | 27 | 40 | 33 | 11 | 22 | 57 | 14 | 29 | |
| 32 | 35 | 15 | Public Statistics | 27 | 40 | 25 | 11 | 22 | 43 | 29 | 29 | |
| 5 | 9 | 18 | Social media (forums, networks, blogs, etc.) | 11 | 7 | 25 | 11 | 11 | 43** | 0 | 0 | |

- Maintenance data: are collected during operation throughout the product life and offer the opportunity to collect reliability data on unusual and intact products throughout the entire product life cycle.
- Direct data gathering at the product: means that reliability data as well as key data items are detected automatically by the product itself or by the aid of other components.
- Social media: provide a platform in which users exchange information about the characteristics and defects of products.

In Table 5 the used reliability data are summarized. The companies use particular reliability data sources from product development as testing, lifetime calculation or expertise. Advanced sources in operation as social media, direct data gathering at the product or extended warranty and goodwill data offer further potential for reliability analysis. Customer surveys or public statistics are rarely used, which is may due to the low data quality.

Companies that produce electrical equipment, are characterized by an above-average use of available reliable data sources. Furthermore, very large companies are more likely to handle necessary investment than smaller companies, for example to collect data directly on the product.

The use of reliability data shows areas to unlock potential for further reliability analysis. [16] show opportunities to collect and analyze field data from the internet. Data from forums are similar to real data sets. This makes it possible to obtain field data at product level to detect field failure priorities outside the warranty period.

Conclusions

The study builds on the results of an international survey of reliability experts from various industries. Objective of the study is to assess the status of implementation of reliability in enterprises in terms of objectives, actions, methods and data depending on company size and industries. Results of the study are summarized as follows:

1. The industry do attach the importance to directly measurable reliability objectives such as minimizing field errors, achieving the expected reliability or ensuring product functionality. Other key objectives are related with financial obligations resulting from low reliability, such as product recalls or warranty and goodwill costs. The objectives differ significantly in the industry for electrical equipment and chemical industry, but not in company size.

2. Achieving the objectives requires a structured approach. The results show a high implementation of recommended reliability actions by industry, particularly in product development. However, gaps are recognizable as the lack of participation in market analysis and studies.

3. There are many methods like failure mode and effect analysis or fault tree analysis which are proven and not significantly differ depending on company size or industries, while Petri nets, fuzzy logic or neural networks are not widely used. The low application of sneak circuit analysis or zonal safety analysis is justified in the limited field of application.

4. The matrix of method application level and benefit-effort-ratio shows potentials and deficits of reliability methods. For example, widely applied

methods like systems analysis or failure mode and effective analysis, are rated as inefficient. There are deficits in the further use of the generated knowledge. While the human factor analysis is considered to be efficient, it is not reflected in a corresponding application level.

5. The companies particularly use reliability data sources from product development as testing, lifetime calculation or expertise. Advanced sources in operation as social media, direct data gathering at the product or extended warranty and goodwill data offer further potential for reliability analysis.

In summary the status of the implementation of reliability in business is high. However, there is shown a lot of potential for improvements. Since the study is limited to companies that are already familiar with reliability, no statement about the general distribution of reliability management is possible. Impact of the results may be the adaptation of reliability methods and activities with regard to the industry and company size to increase the benefits. The available data have to be better integrated and linked to reduce efforts.

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