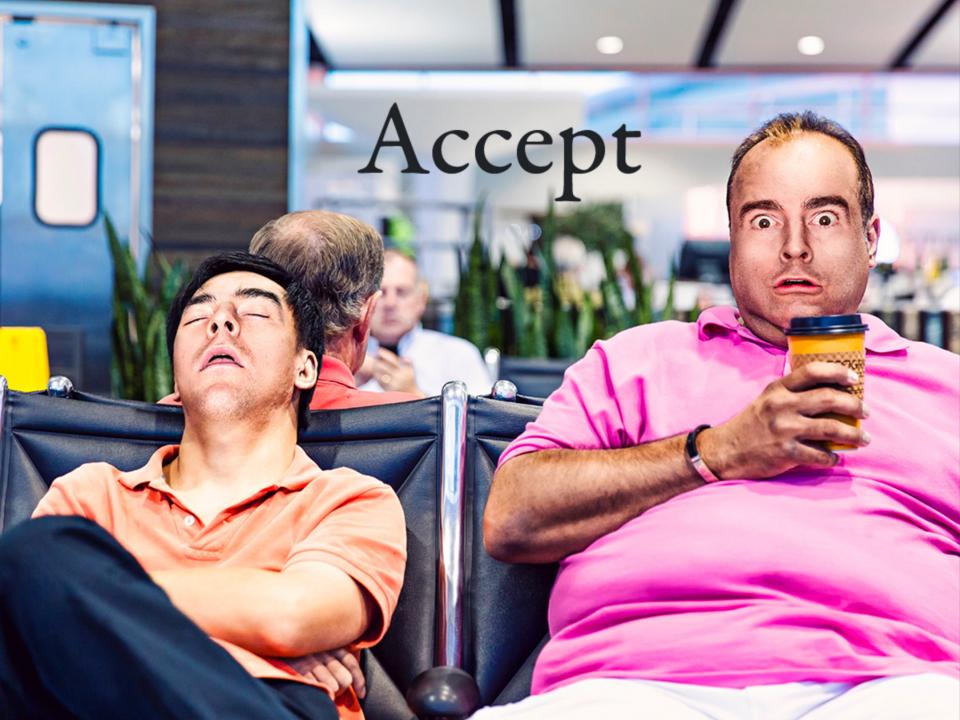
# What To Do When A Customer Requests MTBF

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#### Panic







### Let's say...

We are creating a new type of vehicle...

we have reliability goals and a model

we share the motor goal with the vendor

they change the goal to an MTBF value

## What can you do?

#### Seriously, what can you do?







**Panic** 

Restate goal

Accept

# What Should You Do?

#### Supplier Changes Goal



Do they understand the request?

You provide a clear goal.

They convert to goal to MTBF







#### Supplier only does MTBF



Do they know what they are doing?

The data sheet only has MTBF

You want to compare to goal







# Supplier Doesn't Undersand MTBF



How to they create reliable products?

You provide a goal

They clearly do not understand MTBF







#### Next Steps



We really need to use a common language

Educate

Reinforce

Require

Request Data

Example

Provide both MTBF and Reliability

#### More Information

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