

Cummins Engines

(video case)

Duration: 14 minutes

Abstract: Cummins Engines makes advanced, fuel-efficient diesel power systems and engine-related components and specializes in customized diesel engine production. Shipping more than 1,000 engines per day to customers and dealers on every continent, Cummins has a long history of innovation, from winning performances at the Indianapolis 500 to the first natural gas-fueled engine to pass California's tough emissions regulations. This case focuses on the Signature 600 engine, the newest and most advanced diesel engine on the market. (Video duration: 14 minutes)
www.cummins.com

How/When Use:

- To discuss how statistical quality control is used to enhance quality.
- To discuss data from a statistical quality control program can be used in other functional areas of business.
- To discuss longitudinal studies (Customer Council), and when and how they are used.
- To discuss how a communication Web site can also be used for compiling information.
- To discuss how special events (Cummins Signature 600 Tour) can be used for competitive intelligence gathering.

Company Background:

Cummins Engines is a Fortune 500 company founded in 1919 with its headquarters in Columbus, Indiana. It makes advanced, fuel-efficient diesel power systems and engine related components, and specializes in customized diesel engine production, shipping more than 1000 engines per day to customers and dealers on every continent and purchasing engines for use in every conceivable situation and climate. Cummins has a long history of innovation, from pole performance at the Indianapolis 500 to the first natural gas fueled engine to pass California's tough emissions regulations. Cummins operates four strategic business units: power generation, automotive, industrial, and filtration. With more than 25,000 people around the world and 5400 authorized Cummins distributors, Cummins has the world covered. The Signature 600 engine is the newest and most advanced diesel engine on the market. It is so powerful and smooth in operation that it captured the competitor's attention during the kick-off promotional event.

Company URL: www.cummins.com

Video Content and Discussion:

The Signature 600 engine is the newest and most advanced diesel engine on the market. It is so powerful and smooth in operation that it captured the competitor's attention during the kick-off promotional event. Parts of this video are extracted from a corporate video introduction to Cummins' quality control programs. The video describes how customer and supplier relationships, and the information shared within these relationships led to the Signature 600 engine.

Case Study Questions:

1. What type of data is generated by Cummins statistical quality control program? And what does the collection of this information permit Cummins to do?
2. How is longitudinal study data different than cross-sectional study data?
3. How might employee input influence the creation of a new powerful engine like the Signature 600?
4. How could managers of the various strategic business units use tracking of web connections by customers and suppliers?

