



## Survey Shows Satisfaction with New Version of DESIGN-EASE: Its a Hit!

Surveys sent to DESIGN-EASE® software users came back with glowing comments about Version 2, which became available in June of 1991.

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*"A fantastic leap forward"*

Glenn Bassett, Quality Engineer, Litton

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*"A major improvement in an already solid package"*

Ken Kees, Quality Manager, Blount, Incorporated

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Users found that the ability to accept missing data came in handy for dealing with outliers or outright failures. Others praised the new flexibility in editing

designs: replicating any individual run, changing variable levels, or doing just about anything else with the chosen design.

The survey clearly indicated that those users who have not upgraded suffer from the lack of these and other features. They consistently rated the old, obsolete version of DESIGN-EASE lower than version 2, complaining about exactly those features which were improved.

Don't despair. Version 2 can still be obtained from Stat-Ease at a price of \$195, which includes the complete package, manual and all, now retailing new at \$395. Take it from users: satisfaction guaranteed!

## Buy Now, Upgrade Later: to DESIGN-EXPERT with 3D Graphs & Mouse

Start getting those mice in training, because they'll be doing some mountain climbing when version 3 of DESIGN-EXPERT® becomes available. New 3D graphics developed by Jim Mork, the newest programmer on the Stat-Ease development team, will show your peak response at a glance.

Other developers, led by Tryg Helseth, are putting the final touches in the new numerical optimizer, as well as some nifty enhancements to both the RSM and mixture design capabilities, including an increase in the number of variables handled.

Watch for news later this year on the new version of DESIGN-EXPERT, which will soon begin alpha testing. If you need it now, buy it. But you won't want to miss this upgrade - its the best mouse trap ever!

## Innovation in DOE to be Unveiled at Quality Congress

Pat Whitcomb will present a paper on a ground-breaking enhancement to normal plots of effects, now included in DESIGN-EASE. The paper, entitled "The role of Pure Error on Normal Probability Plots", will be presented at 9:45 a.m. on Wednesday, May 20th at the Opryland Hotel in Nashville. It shows how to more effectively make use of information from pure error estimates generated from replicate runs.

A trip to the Quality Congress, which is sponsored by the American Society of Quality Control, would be well worth the effort. In addition to informative papers, you can browse through vendor booths, including one for Stat-Ease with its latest software on display. Mark Anderson will be there to answer questions. We hope you can make it.

## Sign Up Now for 1992 Workshops

New schedules with a full slate of DOE and SPC workshops went out to all Stat-Ease clients in late December.

A new workshop, **Applied Regression for Technical Professionals**, will be presented for the first time in 1992. Take advantage of this hands-on presentation of techniques that, if applied properly, can help you glean valuable information from the mass of data on hand.

As in all of its workshops, Stat-Ease will put a practical spin on its presentation of regression, including many case studies reflecting real-life problems. Results from surveys of 1991 graduates showed an extraordinarily high level of satisfaction with **Experiment Design Made Easy and Advanced Experiment Design**, the core workshops in Stat-Ease's training program.

Call us at 1/612/378-9449 for a complete schedule, or a quote for private presentation. Demand seems to be coming back strong with the economy, so make reservations early.

## DOE Saves Clients Many \$100,000's

Returns from a comprehensive survey of Stat-Ease software users continue to roll in. The response rate has been tremendous, showing a high level of personal commitment.

Users have indicated great gains through use of the techniques. A sampling of these testimonials is printed on the back side of this newsletter.

Thank you to all who participated. A summary of survey results will be provided in the next newsletter.

## **Survey Reveals High Approval Ratings for Stat-Ease Software**

A survey conducted in late 1991 showed overall approval ratings of 3.65 for DESIGN-EASE and 3.57 for DESIGN-EXPERT on a scale of 1 (worst) to 5 (best). The comments below are drawn from these surveys.

- *"Very professional and very knowledgeable service."* Marcus Christerson, Akzo Coatings
- *"Best manuals in the business...bought 10 copies."* Bruce Leach, Sr Researcher, Vista Chem.
- *"Commitment to customer satisfaction/support has set Stat-Ease above other statistics software manufacturers."* Brian Hall, Sr Process Tech, Medtronic
- *"It is not often that a software application comes along that has the ability to contribute as much as yours has to our business."* Mike Gray, Sr Dev Eng, Advanced Gage & Tool
- *"Can put it away for 6 months, then use it again easily."* Jim Darabi, Mfg Eng, Rosemount
- *"Excellent service, always courteous and responsive."* Ralph Schure, Mgr Quality, Unocal
- *"DESIGN-EASE and DESIGN-EXPERT programs have revolutionized my product development activities and its become hard to imagine living without them."*  
Simon Dennington, Polymer Lab Mgr, Borregard Industries (Norway)

## **Designed Experiments Pay Off for Stat-Ease Clients**

- *"Reduced scrap and rework by 20%."* James Sizemore, Sr Parts Eng, Tiline, Inc.
- *"Saved \$200,000 per year."* Carol Parendo, Mfg Eng, Rosemount Aerospace
- *"Found optimum formulation in asphalt/polymer."* Harry Cline, Sr Eng, Owens-Corning
- *"Saved over \$1 million on design decision."* Norm Blizard, Tech Adv, Cummins Engine
- *"Reduced development time from 1 year to 4 weeks."* Tom Giacobbe, Mobil
- *"Speed increase = \$200,000 per year."* Bill Ward, Sr Mfg Eng, 3M
- *"We have saved literally 100's of thousands of \$ with your software. Rework and inspection has been eliminated and quality substantially increased."*  
Joe Collins, Process Engineer, Sola/Barnes-Hind (a Pilkington Visioncare Company)

## **Reviewers Rave About DESIGN-EASE and DESIGN-EXPERT!**

- *"The plot capabilities provided by DESIGN-EASE are intuitive, easy to use, and extremely responsive. ... We highly recommend it as a starting tool for creating and analyzing experiment designs."*  
"Experiment Design", Daniel McAuliffe & Clifford Hamel, Computer, 3/91, pp 86-92.
- *"DESIGN-EXPERT is, like DESIGN-EASE, extremely easy to use, flexible & accurate."*  
"DESIGN-EASE and DESIGN-EXPERT Version 2", Martin Gibson, Company Statistician, Jaguar Cars, Professional Statistician, 12/91, pp17-21.
- *"DESIGN-EXPERT is an excellent tool for performing simple, basic response surface analysis. It requires little learning time, has consistent menus and performs calculations very responsively."*  
"Experiment Design", Daniel McAuliffe & Clifford Hamel, Computer, 3/91, pp 86-92.

**From the Editor:** *Thank you for all the positive comments. Also got lots of suggestions to follow up on. If you like our software, try our workshops. If you've already been to a workshop, tell others to come. Any further comments? Contact customer and/or technical service at 612/378-9449.*



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