

# Industrial Equipment

## Customer Presentation - Overview



# Content

1

Macro Process

2

Main Pains / Value Proposition

3

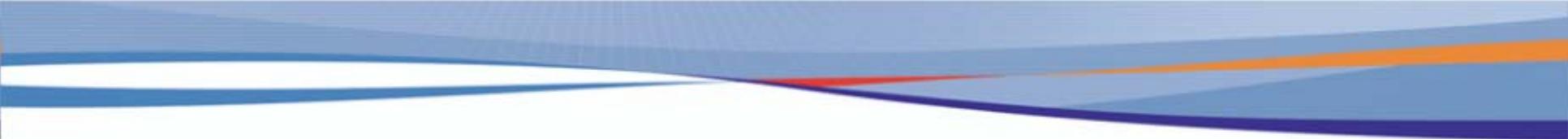
Solution / Benefits

4

Customer References

5

Customer Testimonials



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 **Macro Process**

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**1**

# Industrial Equipment Macro Process

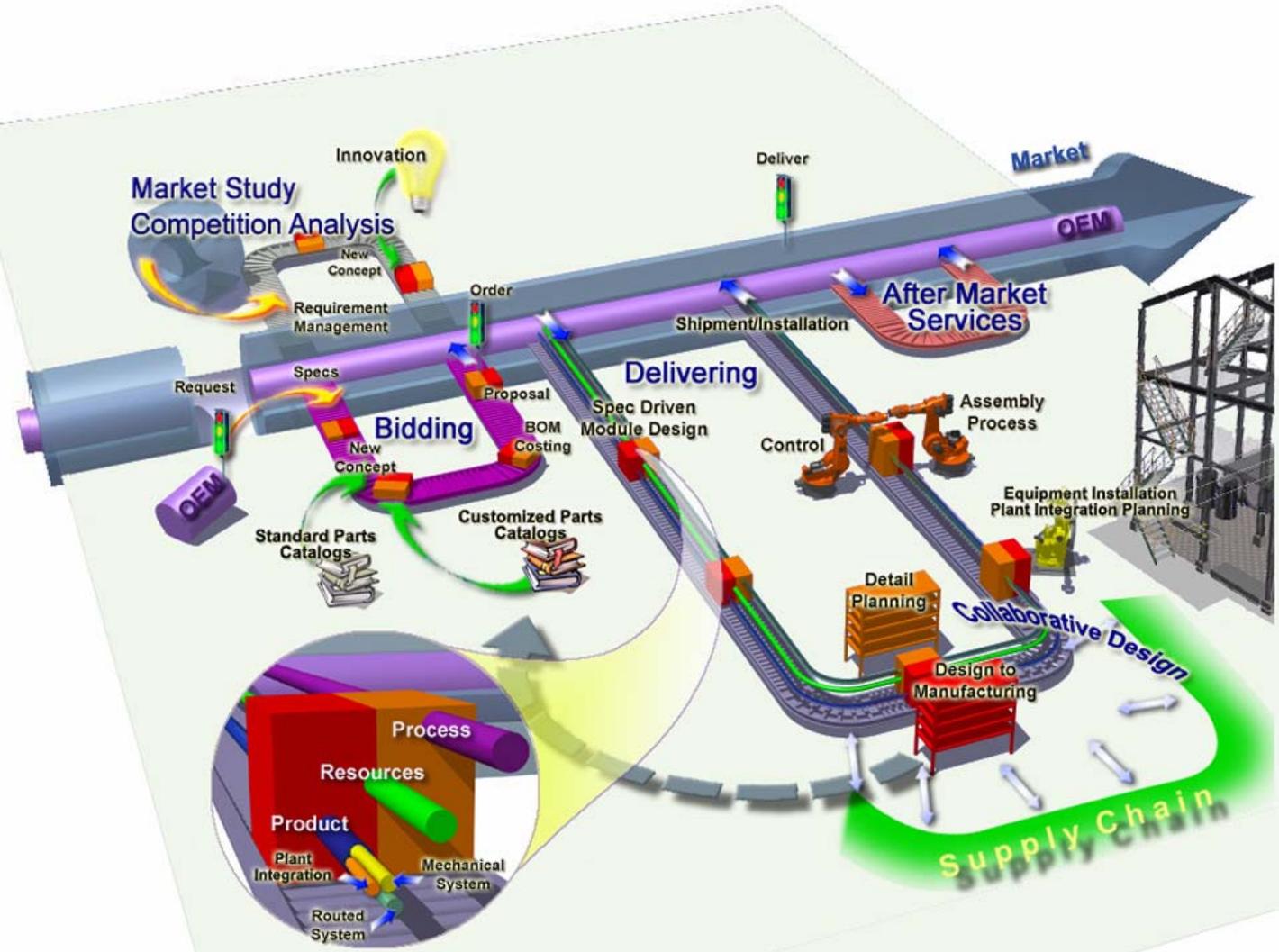




→ Main Pains / Value Proposition

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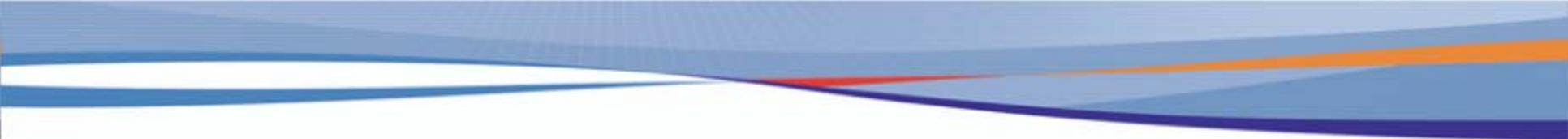


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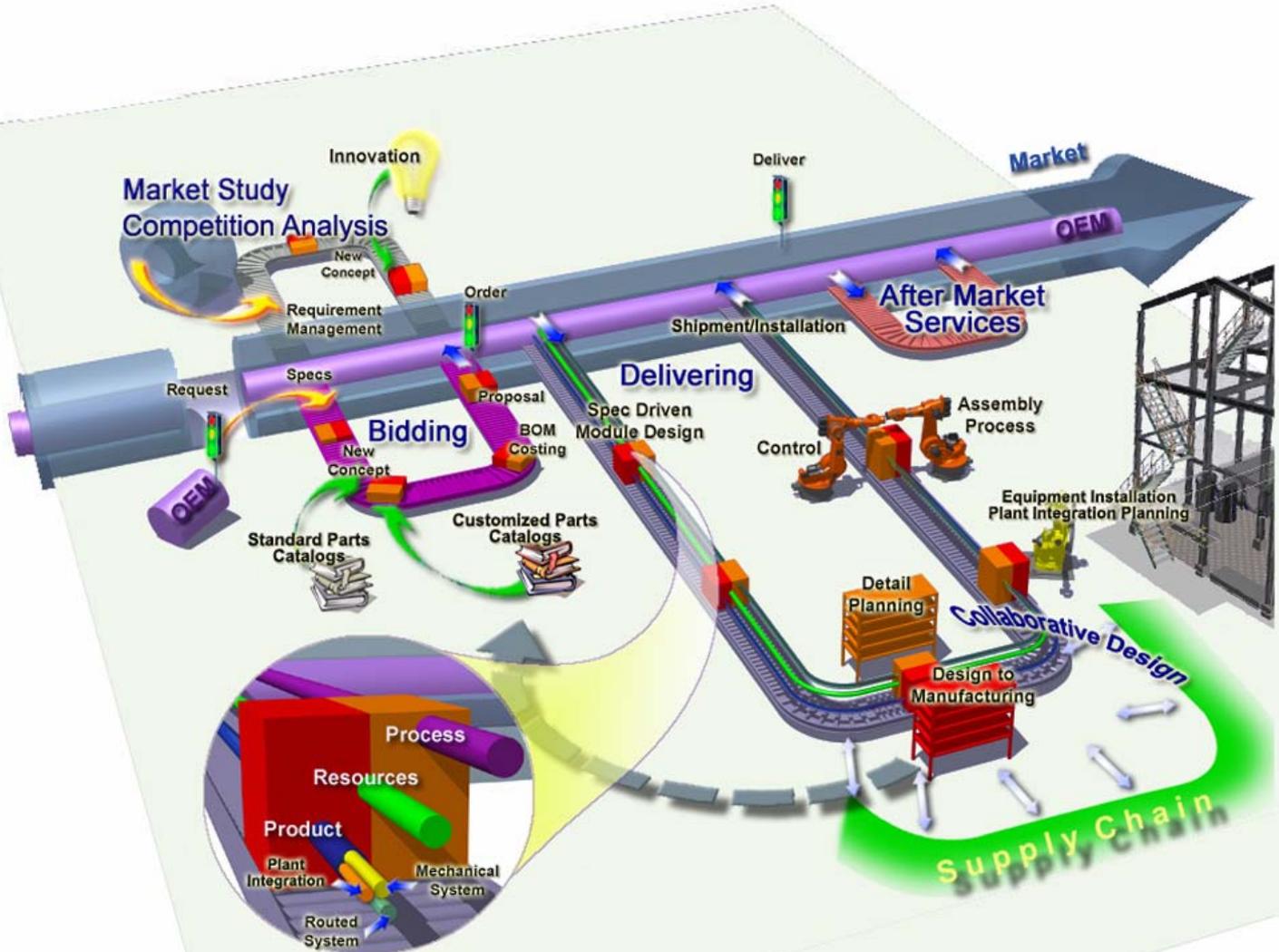
customers needs



→ **Solutions / Benefits**

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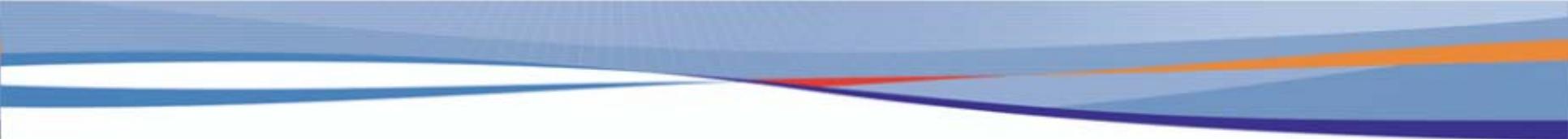
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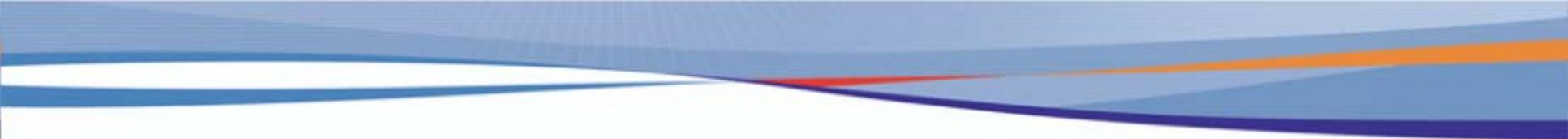
 **Customer References**

**4**

# Customer References



For more details see References Presentation ...



  **Customer Testimonials**

**5**

# Customer Testimonials



*“The reason for choosing CATIA was ... we found nobody who could offer us integration between Mechanical and Plant design.” –  
“On some systems, by using CATIA, we expect to have up to 90% reduction in engineering time. On average we expect to have 30% reduction on engineering time on engineered process systems.”*



*“We needed to communicate between our Tucson, AZ headquarters, five worldwide subsidiaries, and our primary parts suppliers. With SmarTeam we have a solution that can leverage the Internet to allow our users and partners to view the intellectual assets, without requiring expensive authoring tools needed to create them.”*



*“CATIA and SMARTEAM allow us to realize concurrent engineering. This process enables a team of engineers to work simultaneously on various parts of the future product. Therefore we save time. CATIA V5 really help us to meet our corporate objectives !”*

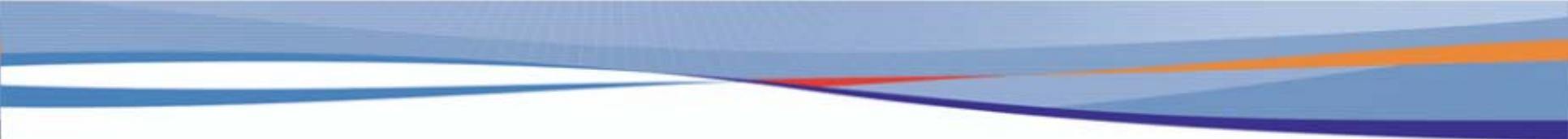


*“Plant owner and operators must maximize productivity while minimizing maintenance costs and related downtime. We want maximum availability... With CATIA digital mock-up and reviewing tools, the commissioning data is digitally available and other information is always current, always online.”*



Thank You





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 **Backup Slides 1**

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# Customer Pain n°1



■ **Pain: Need to reduce Cycle time for Bidding / Build To Order**

	Reason	Value Proposition	Capabilities
1	Product Modularization and Platform strategy	Reduce bid time cycle by capitalize previous projects and making them available within an intelligent database	RFQ Process management Re-use previous bid knowledge and configuration
2	Restart from scratch each time	Manage families of machine where new project are derived from previous	Capitalize each project (and each BOM) into a single environment managed by an intelligent database using specific queries
3	Too long Engineering to Order process	Integrate the business to move to systems integration capability and make the development process more consistent	Standardize product development based on re-use Capture product developments & manufacturing knowledge
4	Linear vertical processes during the design phase	Concurrent engineering of 3D Design, electrical tubing, assembly and validation (inspection).	Integrated platform for design and simulation (kinematics, NC, inspection) based on the same unique data



# Customer Pain n°2



## ■ Pain: Rapid change in customers needs

	Reason	Value Proposition	Capabilities
1	Few differentiation by product design & service capability	Increase rate of product innovation Increase responsiveness to customer requirements	Rapid product morphing integrated and advanced styling capabilities Advanced multi-discipline DMU Requirement management and specification driven design
2	Few innovation due to the time spent for design modification	Lower cost & time to make late changes and control innovation around new technology	Ease of late change in development process Efficient project management
3	Too many customer changes due to their expectations	Use standard family of machine as much as possible to integrate the customer expectation into the engineering cycle Focus engineering resource on specific requirements	Customer management of the evolution of the project by accessing the data whenever needed Associative standard corporate assemblies and project databases



# Customer Pain n°3



■ **Pain: Increasing product complexity and demands of international standards**

	Reason	Value Proposition	Capabilities
1	Implement quality standards	Reduce cost on product audit trails Integrate product Development across organization	Standard part catalogs, knowledge ware for embedding design rules BOM management with easy customization
2	Rigid product generally not or poorly reusable	Reduce test and prototype evaluation costs by enhancing product modularity	Generative scalable analysis synthesis solution Integrated management of test and maintenance information
3	Difficult to ensure the quality	Achieve product certification and compliance requirements at the very first time in order to support testing and certification process	Requirements management & certification processes control Collaborative process and design re-use management



# Customer Pain n°4



■ **Pain: Increasing delays and cost due to lack of co-ordination between different teams, locations, BUs and suppliers**

	Reason	Value Proposition	Capabilities
1	De-located teams generating a lack of communication and much more iterations	Share the same information platform and planning Reduce technical re-work and minimize risks	Design publishing enabling concurrent engineering Coordinate product development through change management Multi-discipline (ECAD, SW, CAD) Collaborative Workspace
2	Bad integration of the Supply Chain	Ease access to the suppliers data Integrate the suppliers into the OEM planning	De-located collaborative environment Skeleton methodology made possible by the publication of accurate elements



# Customer Pain n°5



■ **Pain: Provide After Market Maintenance Service. Build cooperate Knowledge database for quick reuse of the right information**

	Reason	Value Proposition	Capabilities
1	Lack of relationship with customer and teams	Secure services business before done by third-party. Provide feedback from customer for future product improvements and product innovations	Well Structured database of equipment product configurations in PDM system. Easy data access in collaborative environment.
2	Repetition of old-fashioned tasks	Improved and more cost-effective services Natural Area of additional business growth	PDM and product versioning. Easy data review for none CAD users. Capture digitally assembly and disassembly processes. Build in corporate knowledge for advanced decision procedures.
3	No capitalization of the maintenance procedures	Enhance maintenance documentation with mounting/unmounting process videos of the machine mock-up	Create video on DMU operations like fitting Annotation management and screen captures within various scenes OLE links to corporate documentation



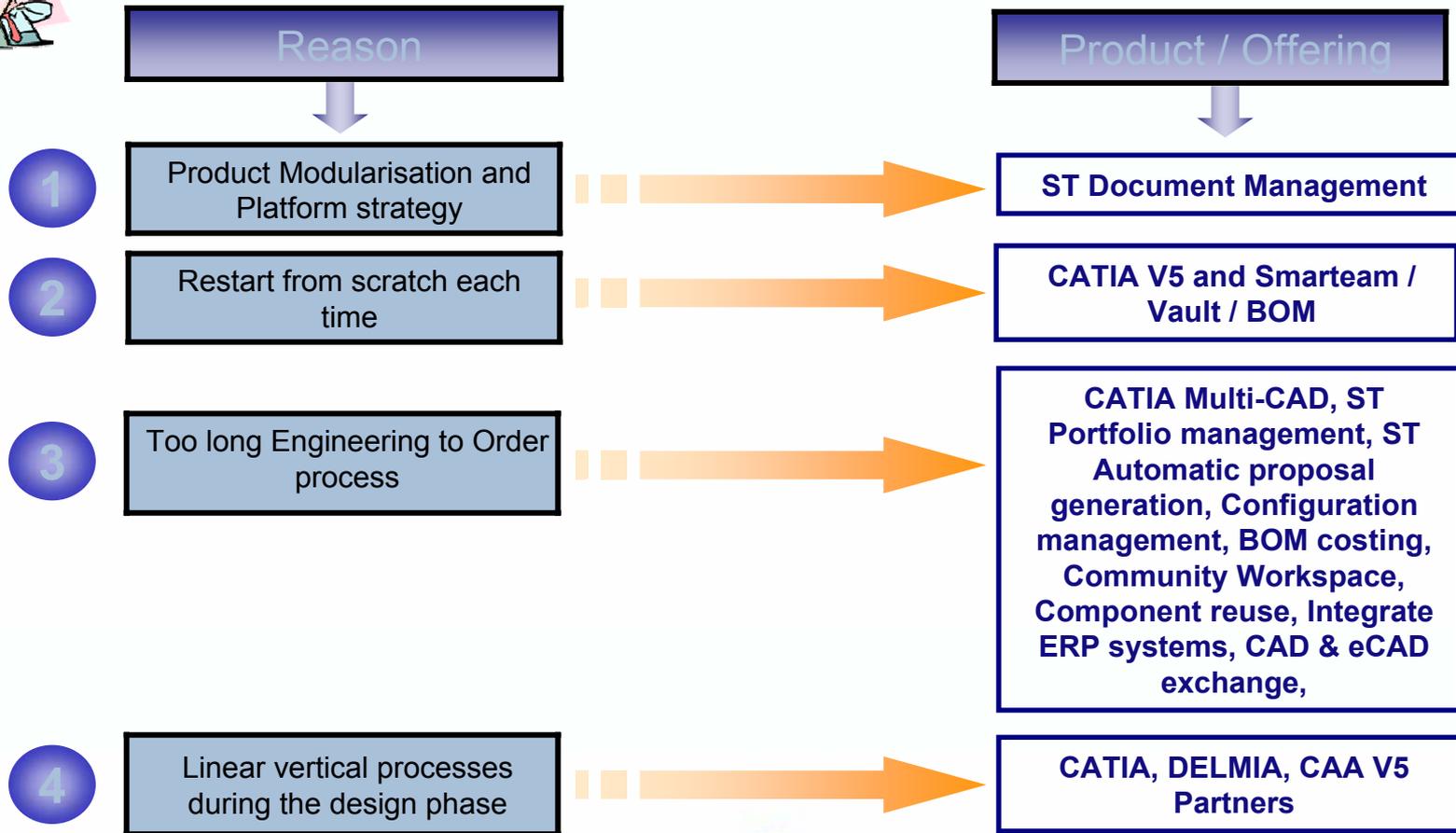


**Backup Slides 2**

# Customer Challenge n°1



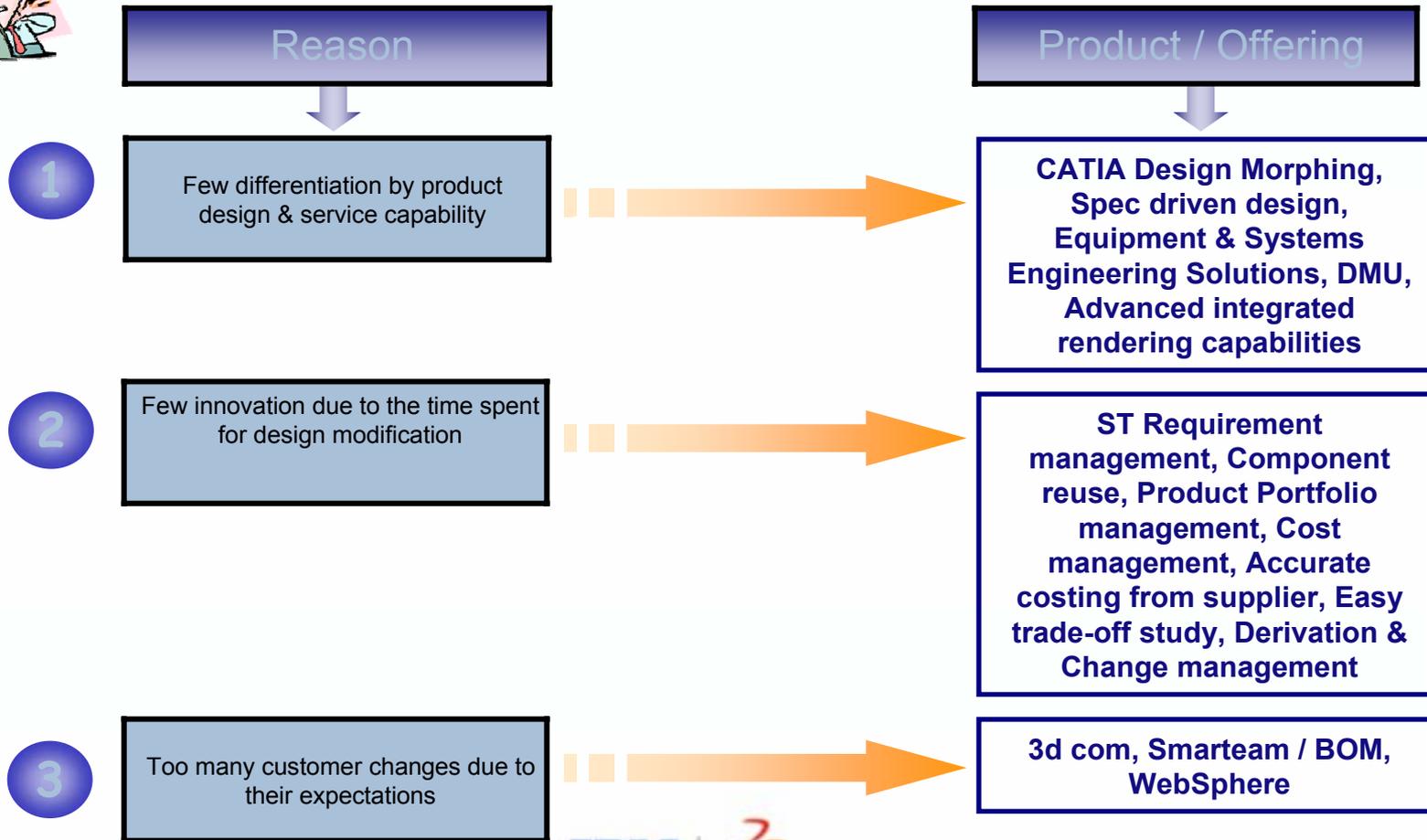
■ **Pain: Need to reduce Cycle time for Bidding / Build To Order**



# Customer Challenge n°2



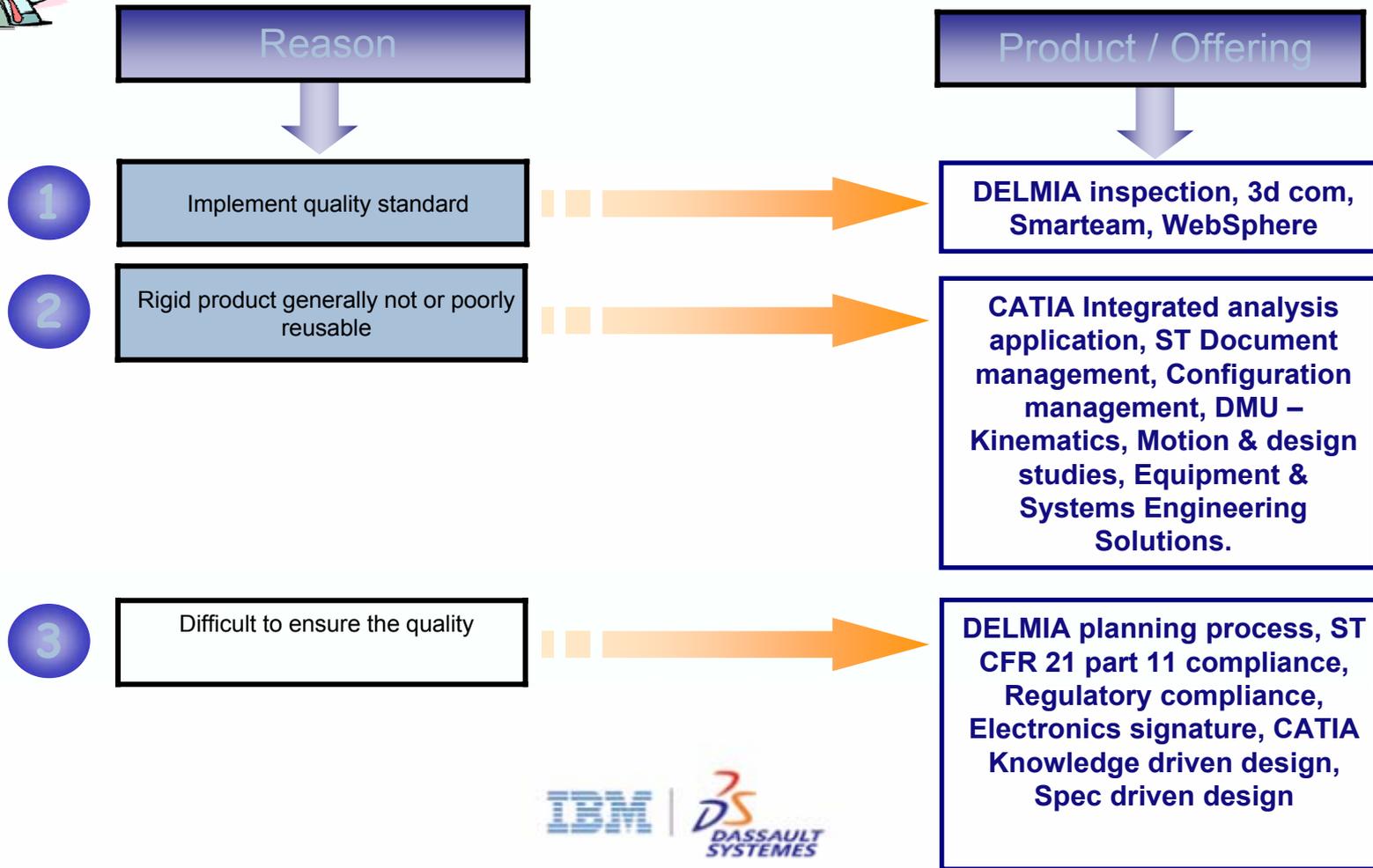
## ■ Pain: Rapid change in customers needs



# Customer Challenge n °3



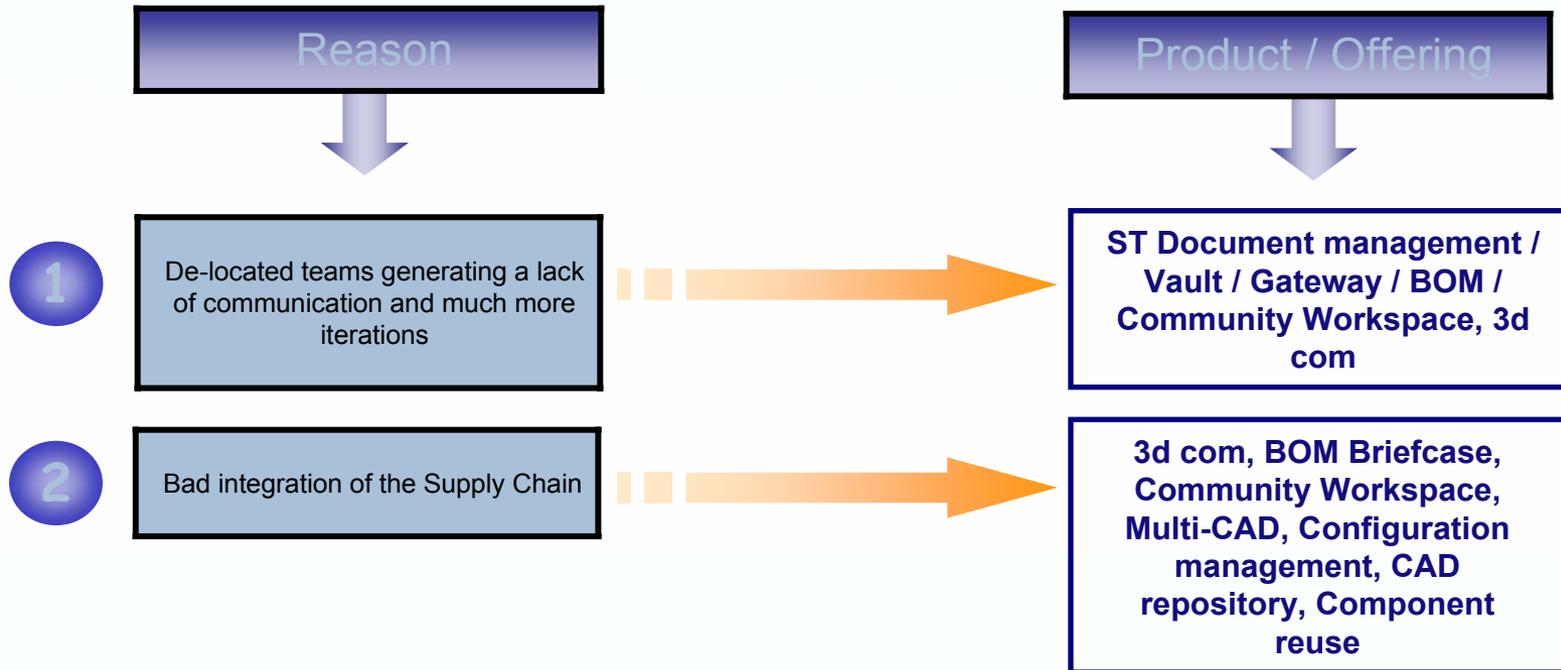
- **Pain: Increasing product complexity and demands of international standards**



# Customer Challenge n°4



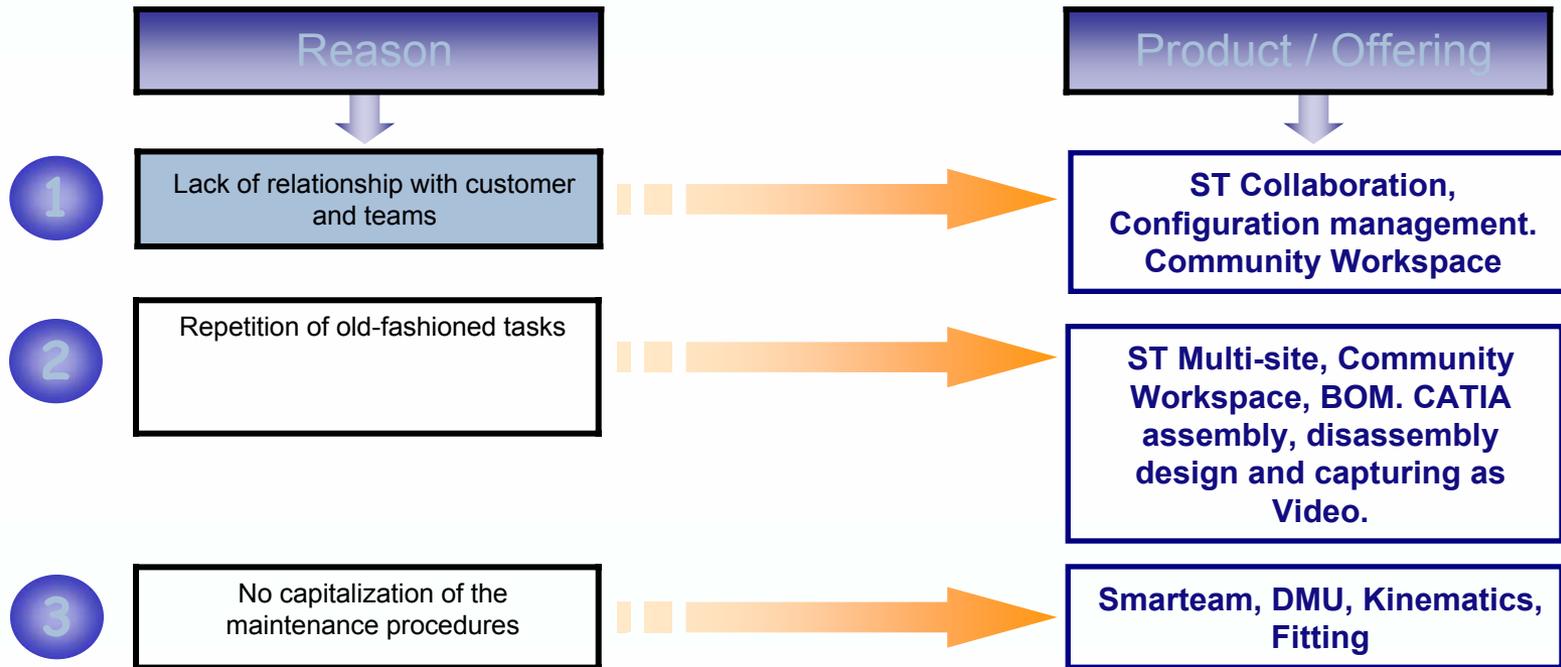
- **Pain: Increasing delays and cost due to lack of co-ordination between different teams, locations, BUs and suppliers**



# Customer Challenge n°5



- **Pain: Provide After Market Services. Build cooperate Knowledge database for quick reuse of the right information**





**Backup Slides 3**

# Customer benefits



Maegerle AG

*“Since implementing the IBM solution, Maegerle has been able to more **effectively reuse existing data while shortening the time required for product development...** Maegerle has **improved the quality of its products...** Now able to recognize potential design-related challenges earlier in the development stage, which **minimizes re-works over the product development cycle.** Overall key benefits include:*

- *Successful migration of other CAD data*
- *Ease of use of CATIA and SMARTEAM*
- *Powerful and easy-to-use data management system*
- *User-friendly solution that allows for a quick learning curve*
- *Strong support from IBM and Dassault Systemes.”*

**JaeGon Kim, Director, Central R&D Division, DHIM.**



# Customer benefits



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**JaeGon Kim, Director, Central R&D Division, DHIM.**



# Customer benefits



Kalmar Industries

*“We know that we will save money, become more effective and reach the market faster with CATIA V5 ”*

*“It creates **greater efficiency** within the whole group because we now have a **common platform**“*

*“We could only work in 2D, with CATIA V5, **we are able to work in 3D throughout the entire organization**”*

**Mats Karlsson, project leader , Kalmar Industries**

*“**CATIA V5 supports the whole process of an engineering company, including design, computations, manufacture, information management and simulations**”*

**Pär Nobring, project manager, Semcon**



# Customer benefits



MDS SCIEX

*“With the implementation of CATIA V5 our product development teams can get back to working on efficient design solutions and others within the company can take advantage of the capabilities offered.*

- *Designers and engineers need to spend their creativity and energies solving technical problems.*
- *Tap into extensive CATIA V5 product family to further enhance the efficiency of our entire product development process.*
- *CATIA V5 is putting "Focus and Enjoyment" back into design at MDS SCIEX today.”*

**George Valaitis, COE News Net**



# Customer benefits

**EISENMANN**

Eisenmann Grenoble

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*“To launch our new subsidiary in Grenoble, we selected the CAD/CAM/CAE system with solutions tailored to our needs. CATIA V5 and especially its CATIA Team PDM product will enable us to share our product data more efficiently, which facilitates all aspects of our product development processes and helps us optimize our processes throughout our entire enterprise.”*

**Joses Rodrigues, research director, Eisenmann Grenoble**



# Customer benefits



NSC Schlumberger

*“The results were beyond what we had hoped for”*

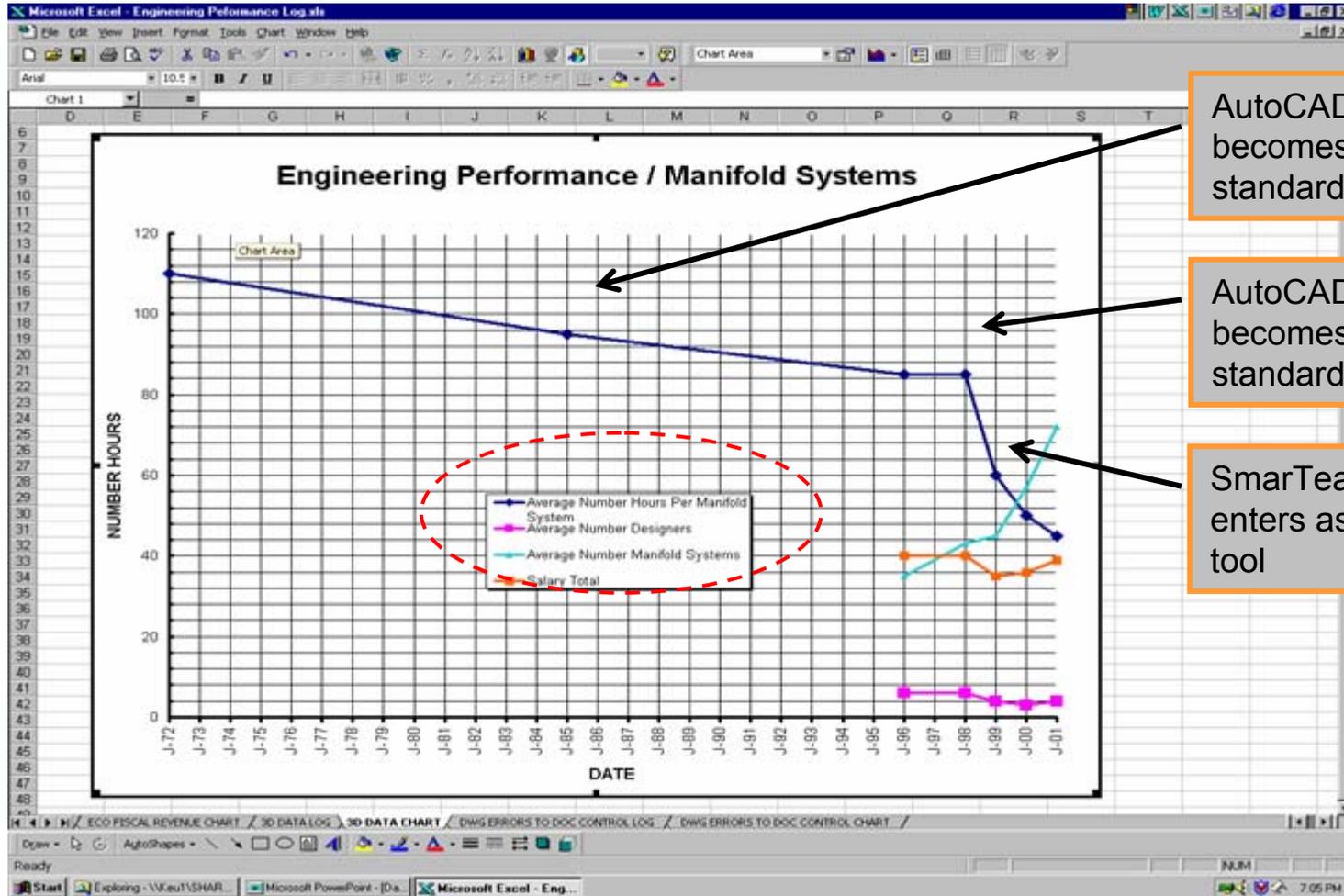
*“Our goal is to achieve similar results across our other four subsidiaries, **using collaborative work processes and managing the product lifecycle from the bidding**”*

*“With the help of IBM, we are exploiting **powerful PLM solutions and methodologies**, essential to growing our market share“*

Gerard Gaire, director of Research and Development, NSC Schlumberger.



# Business Case Scenario 1/2



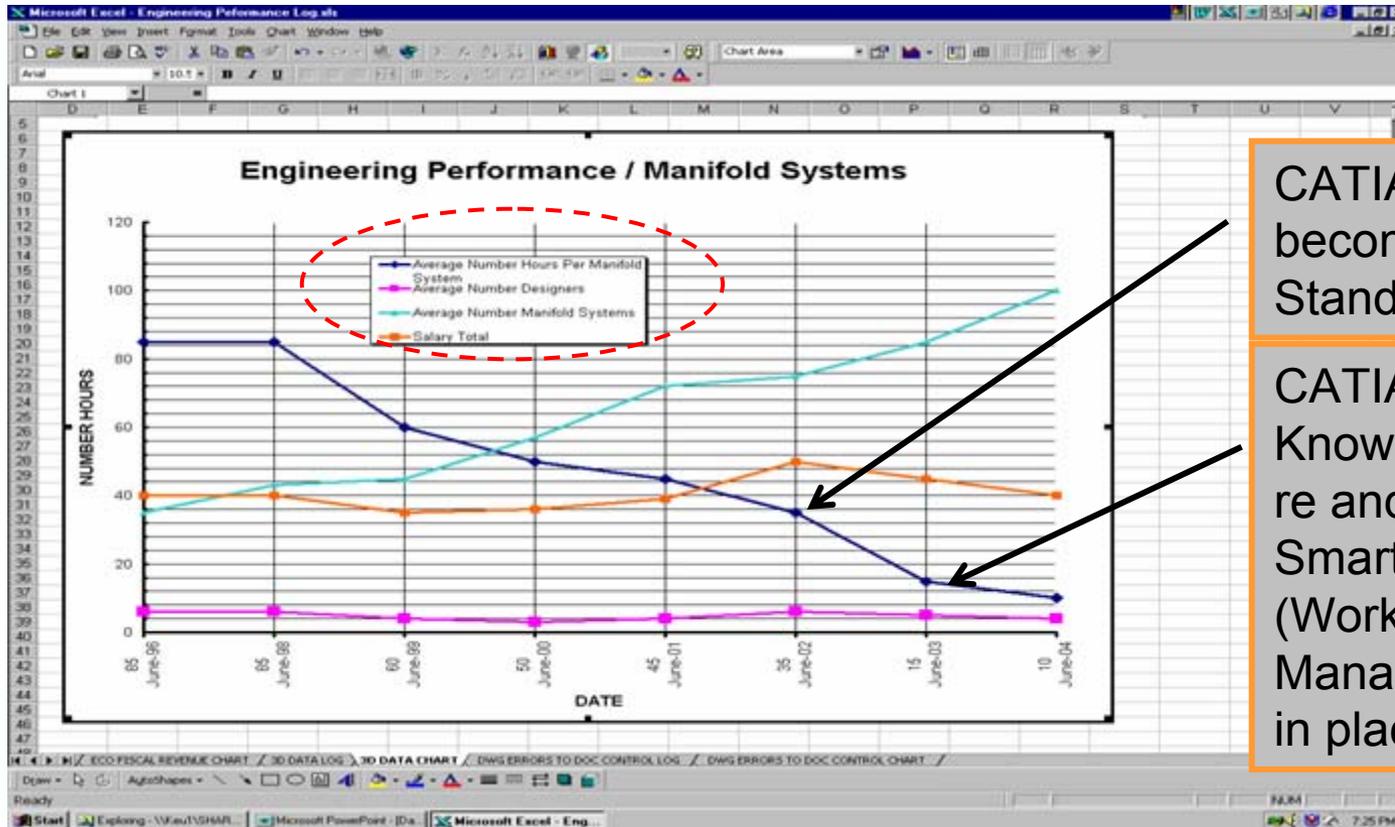
AutoCAD 2D becomes standard

AutoCAD 3D becomes standard

SmarTeam enters as PDM tool



# Business Case Scenario 2/2



CATIA V5 becomes Standard

CATIA V5 Knowledgeware and SmartFlow (Workflow Management) in place



# Customer benefits



Krebs Engineers

*“If we added BOM data to our drawings, how could we get it automatically into our ERP system ? Some data such as Part Number, were entered five times or more, from the time an order was brought in-house until its release to manufacturing. We sought to eliminate some of those redundant steps.*

*We needed a black box to transfer our Bill of Material data from the design environment to the manufacturing environment where work orders are created.*

*Up to now the modeling of a new design could easily take eight hours. Now I anticipate 3D, BOM-ready CATIA designs can be completed in two to three hours, maybe less. Our current AutoCAD drawings can be linked with SMARTEAM, allowing us to maintain legacy data, while we increase our use of CATIA.”*

**Mark Holmberg, Engineering Manager, Krebs**



# Customer benefits



Krebs Engineers

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*“We took an aggressive approach, made commitments and have made significant implementation process in a very short time. We can enter a few data points and create an entire hydro cyclone system, including the feed distributor, tanks, covers and bolt holes.*”

*...SMARTEAM is enabling Krebs to link together its extended enterprise in ways not possible before. It's important for us to be a global manufacturer, especially with our new product lines, and that means building with the same quality and standards worldwide. SmarWeb and SMARTEAM are opening that door for us...”*

**Mark Holmberg, Engineering Manager, Krebs**



# Customer benefits



Krebs Engineers

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