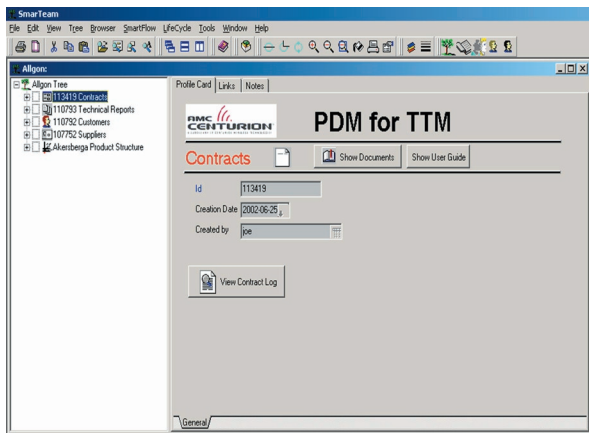


# AMC Centurion AB SMARTEAM makes finding data a snap



*"When discussing specifications with a customer we have access to all related documents. The ROI involved in time saved is immeasurable."*

– Hans Palm, Manager, AMC Centurion Customer Support

## Highlights

- *Lack of tracking or standardisation of processes and cumbersome document searches lead to loss of data, slow supply chain response times and go-to-market delays.*
- *SMARTEAM™ delivers multi-computer aided design (CAD) data management from a single repository and enables fast retrieval of accurate data through powerful search capabilities.*
- *Intellectual capital is now easily accessible, improving time-to-market by 30 percent, improved supply chain responsiveness has decreased request for quotation (RFQ) turnaround time, helping AMC Centurion win more business.*

## Market success leads to data glut

AMC Centurion AB, a subsidiary of US-based Centurion Wireless Technologies, Inc. (formerly a division of Allgon AB), is a leading developer and manufacturer of mobile antennas. Based in Sweden, AMC controls 35 percent of the world market, including leading cell phone manufacturers Motorola, Siemens, Samsung, Nokia, Sony and Ericsson. But as AMC Centurion's orders grew, so did the problems of quickly accessing the data that would help to keep its business on a strong growth curve.

## Decreased RFQ turnaround time

"We now have a solution where all the documents needed, even for our largest customer, can be found in SMARTEAM, including all the checklists, summaries and other items," said Hans Palm, Customer Support Manager. "By being able to respond so quickly and thoroughly with the right documents, we undoubtedly won some major business."

## Value of managing multiple CAD systems

"Why did AMC Centurion select SMARTEAM from the beginning? It was totally a question of managing the CAD system. We are using different CADs for 2D, electrical and 3D design. We calculated the costs of the system using competitors, and it was over 100 percent more than the cost of SMARTEAM. We had a budget of 1.5 million Swedish Krona and made the first step of our new Time to Market (TTM) initiative nicely with SMARTEAM."

### 30 percent reduction in time to market

"The main advantage of SMARTEAM has been the ability to find a document from an old product, as old as three years, and use it immediately," Palm said. "We have also realised a great return on revision handling. AMC Centurion's savings in cost and time-to-market are great. All important data information is now stored in a database around the product. It is very easy to search for different types of antennas in the system. We anticipate reducing our time to market by 30 percent in a year or so when everyone is up, running and trained in the system."

### Stage one: From 2D to 3D

AMC Centurion, together with SMARTEAM reseller and implementer Maxiom Partners of Goteborg, Sweden, mapped out a three-stage process utilising SMARTEAM. Using SMARTEAM Workflow for ECO management, Stage one involved changing from 2D to 3D design and took six months to complete.

Stage one went smoothly – SMARTEAM was configured to match AMC Centurion's legacy revision system. "With over 100 templates in the system this was not quick work, but it went smoothly," Palm said. "By the time we completed the first step, we had gained experience in the world of PDM and discovered that SMARTEAM was very, very clever."

### Stage two: Collaborative PDM

The second stage involved getting all the product-related documents into the new TTM process. "Document management was holding us back, restricting the way we could turn around a project," Palm said. "We needed to get the structure and documents into the system to follow up quickly from customer contact to customer deliverable. With SMARTEAM we now have total control over the whole development process and associated documentation."

### Stage 3: Remote access

The third and final stage of the TTM initiative involved creating a supplier database to link drawing documents to preferred suppliers. The goal was to make the information accessible via the Web on a secure site. SMARTEAM allows the company's suppliers secure and immediate access to only their relevant drawings, while protecting the integrity of the central database. This saves critical time in the supplier selection process while allowing the preferred supplier to reduce its response time.

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