

Koito DDR Video – English voice-over

00'15	0:12	Koito Manufacturing Co. has been leading the lighting equipment industry ever since it developed Japan's first Fresnel lens for railroad signal lamps in 1915.	Mr. Okuma
00'15	0:12	Koito has since made major advancements in the lighting equipment field and today provides lights for the automotive sector, as well as the aerospace industry. The company continues to contribute to worldwide innovation, in particular, in terms of improvements in product safety.	Mr. Okuma
	0:25	Our goal is to increase by 25% Koito's share in the global automotive lighting equipment market – which is our core business. With these objectives in mind, the company has been working on enhancing its manufacturing framework in four regions including Japan, Asia, North America and Europe, as a global supplier with optimized manufacturing and expanded procurement for automobile manufacturers.	Mr. Okuma
00'00	0:03	Situation / Business challenges	
	0:11	The automobile industry is undergoing considerable change. Reorganization is taking place on worldwide basis. The resulting efforts to reduce time-to-market and costs are having a big impact on the automobile parts industry as well.	Mr. Okuma
	0:11	Products are being developed in shorter time periods, yet diversification, high-end functionality, and even the size of automobile lights are on the increase. As a result, the product development environment has become more complex.	Mr. Okuma
1:31	0:13	In response to this trend, Koito began to innovate its businesses processes across the entire enterprise by establishing a global framework for product development and manufacturing, and by creating a collaborative development environment.	Mr. Nakamura
	0:04	Wave starts	
	0:22	The company established itself as a leader in the industry by starting to use CATIA in 1985 for 3D design of products such as head lamps. CATIA is not simply a tool used to create geometry, but an important solution to shorten development cycles for the company.	Masahito Ishikawa, Manager Computer Aided Engineering
	0:14	In 2000, aiming to further reduce product development time while delivering high-efficiency products, Koito migrated to CATIA V5 and deployed SMARTEAM and DELMIA.	Masahito Ishikawa
	0:03	Objective1: high efficiency	
	0:24	Koito manufacturing applies CATIA V5 morphing technology which enables us to apply specification changes at the design phase in order to optimize engineering processes. For example, should a round fog lamp be replaced with a horizontal model, the overall geometry of the fog lamp components are automatically created reflecting the specifications of the horizontal replacement.	Masahito Ishikawa
	0:06	This results in 50 % fewer engineering changes and has made a great contribution to design efficiency.	Masahito Ishikawa
	0:05	ROI argument : - 50% design change	
		Objective2: Short term development	
	0:23	Before implementing our PLM solution, we used to create Bills of Materials just prior to creating the drawing. But with PLM, we developed a mechanism that enables parallel BOM creation with the digital mock. BOM data is crucial for all study processes of mass production. By delivering the data for the development process earlier, we were able to reduce development time by 40%.	Masahito Ishikawa
	0:05	ROI argument : - 40% Time-to-market	

		Objective2: Quality improvement	
	0:20	These days, innovative design is important to make head lamps more efficient and attractive. The CATIA V5 history function enables our designers to reduce their workload, cope with more complex products, and create designs that simply cannot be created with other products.	Masahito Ishikawa
	0:14	Moreover, with CATIA V5 knowledgeware for reuse of corporate intellectual property, it's possible to avoid errors and provides a design environment that facilitates creation . Thanks to this, it is now possible to prevent product defects beforehand and die modification cost has been reduced by half.	Masahito Ishikawa
	0:06	ROI argument : -50% Cost Reduction	
	0:15	We use SMARTEAM for management and sharing of engineering data, such as CATIA V5 designs. With each department and supplier connected through the collaborative environment, product quality has improved.	Masahito Ishikawa
3:14	0:37	Moreover, the company optimizes manufacturing processes such as assembly planning and robot simulation with DELMIA. In an embrocation or sealer application simulation, interference with nozzles is checked in the 3D virtual environment. Since it is possible to use simulation results by downloading them to the facility, work can proceed much more efficiently than if human operators were involved, especially in the case of complex products.	Masahito Ishikawa
	0:04	ROI argument : TBD	
	0:29	Koito adopted IBM and Dassault Systèmes PLM solutions because we particularly value the concept of the PPR hub, which carries out centralized management by linking Product, Process and Resources data. We consider them effective solutions that enable monozukuri, manufacturing in Japanese, to cope with business changes in the future and to manage product development across the entire life cycle.	Mr. Nakamura
	0:30	We need to advance innovation and improvement with bold out-of-the-box ideas, and to strengthen design capabilities and competitiveness in order to maintain our top position in the automobile lighting equipment industry. To achieve these objectives, we are going forward with our efforts to create a true collaborative environment with business partners and suppliers and expect that PLM Solutions will show their greatest force in this domain.	Mr. Okuma
		ROI conclusion "CIMdata performed an independent ROI study on Koito Manufacturing's implementation of CATIA V5, SMARTEAM & DELMIA"	
	5:52		

(in the bar) "Pay back period : 1.7 years"