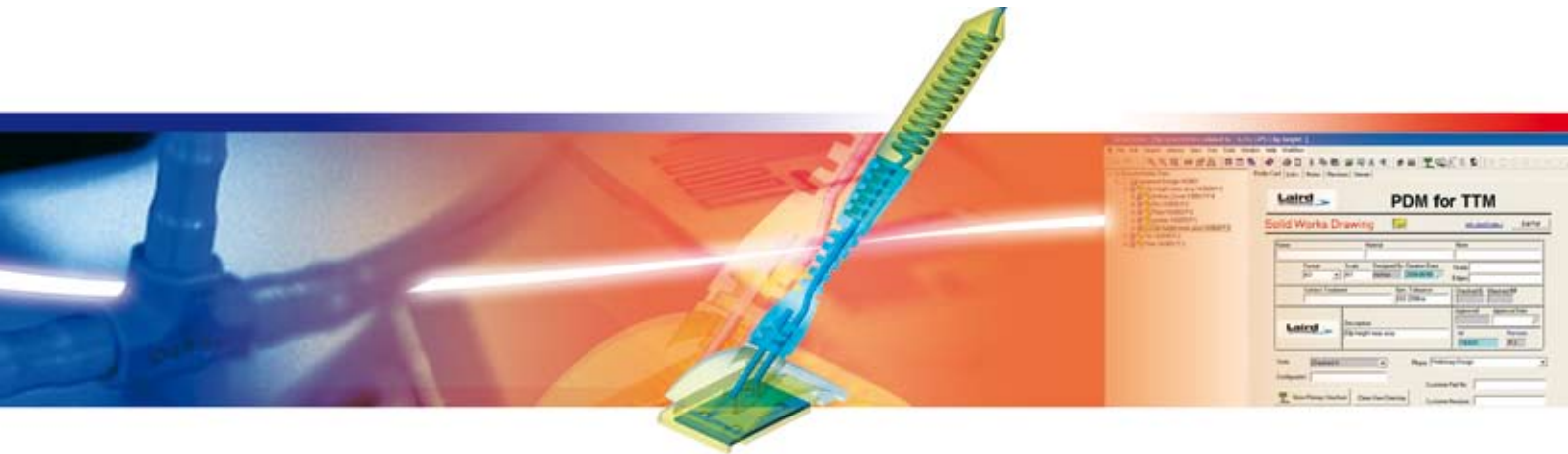


# Laird Technologies AB

ENOVIA SmarTeam makes finding data a snap



## Overview

### ■ Challenge

*Lack of tracking or standardization of processes and cumbersome document searches lead to loss of data, slow supply chain response times and go-to-market delays.*

### ■ Solution

*ENOVIA SmarTeam delivers multi-CAD (SolidWorks®, I-deas® and AutoCAD®) data management from a single repository and enables fast retrieval of accurate data through powerful search capabilities.*

### ■ Benefits

*Intellectual capital is now easily accessible, improving time-to-market by 30%; improved supply chain responsiveness has decreased RFQ turnaround time, helping Laird Technologies AB win more business and see significant improvements in customer satisfaction*

“When discussing specifications or documentation with a customer we have access to all related documents. The ROI involved in time saved looking for a document is immeasurable. Now that Laird Technologies AB is up and running on the system, what used to take hours, and sometimes days, now takes just minutes to handle.”

Hans Palm, Laird Technologies AB  
Customer Support Department Manager



### Market success leads to data glut

Laird Technologies AB, formerly AMC Centurion AB, is the world's leading designer and manufacturer of antennas. The company, based in Sweden, serves the world's leading cell phone manufacturers, including Motorola, Samsung, Nokia, Sony Ericsson, and controls 35% of the world market. But as Laird Technologies AB's orders grew, so did the problems of quickly accessing the data that would help to keep its business on a strong growth curve.

“Our document management situation was rife with challenges,” says Hans Palm, Manager of Laird Technologies AB's Customer Support Department. Laird Technologies AB's document management system contained most of the company's product data, but it needed a solid PDM system to make that data accessible.

### Non-standard processes burn time

“People were not following the same standards for storing or handling the massive amounts of documentation

involved in the Tier 1 manufacturing process, from customer request to supplier fulfillment,” Palm said. Lacking any standard workflow, their ad hoc treatment of these documents made it impossible to measure efficiency and resulted in an increased time to market and in the cost related to searching for document versions and reuse of information.

But the solution Laird Technologies AB chose also had to be able to manage the complexities of integrating with multiple CAD systems. “Why did Laird Technologies AB select ENOVIA SmarTeam from the beginning? It was totally a question of managing the CAD systems,” Palm said. “We are using different CADs for 2D, electrical and 3D design. We calculated the costs of the system using competitors, and it was over double the investment, over 100% more than the cost of ENOVIA SmarTeam! We had a budget of 1.5 million Swedish crowns and made the first step of our new Time to Market (TTM) initiative nicely with ENOVIA SmarTeam.



### Decreased RFQ turnaround time

"We now have a solution where all the documents needed, even for our largest customer, can be found in ENOVIA SmarTeam, including all the checklists, summaries and other items. By being able to respond so quickly and thoroughly with the right documents, we undoubtedly won some major business because of this rapid response capability."

### 30% reduction in time to market

"The main advantage of ENOVIA 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 realized a great return on revision handling. Laird Technologies AB'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, so you don't have to review the whole product line each time you have a major win. We anticipate reducing our time to market by 30% in a year or so when everyone is up, running and trained in the system."

### Stage 1: From 2D to 3D

Laird Technologies AB, together with ENOVIA SmarTeam reseller and implementer Maxiom Partners of Goteborg, Sweden, mapped out a three-stage process utilizing ENOVIA SmarTeam. They mirrored in the ENOVIA SmarTeam hierarchy Laird Technologies AB's Time-to-Market (TTM) process, including customers, suppliers,

item and contracts databases, indeed the entire marketing and CAD documentation, and using SmarTeam Workflow for ECO management.

Stage 1 involved changing from 2D to 3D design, and took six months to complete. Stage 1 went smoothly; ENOVIA SmarTeam was configured to match Laird Technologies AB'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 ENOVIA SmarTeam was very, very clever."

### Stage 2: Collaborative PDM

The second stage involved getting all the product-related documents into the new TTM process. Laird Technologies AB's development system clearly laid out the rules for the company's document management process, but there was no standard way of working.

"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. ENOVIA SmarTeam enables us to efficiently manage all documents from initial contact through product delivery. We now have total control over the whole development process and associated documentation, as well as the other business processes involved."

### Stage 3: Remote access

The third and final stage of the TTM project 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. Authorized users pass through a firewall and access a servlet on an information server that copies related drawings from the vault while encrypting their file names. ENOVIA SmarTeam is never actually touched by an outside user, allowing the supplier 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 their response time.

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Customer Support Department Manager



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