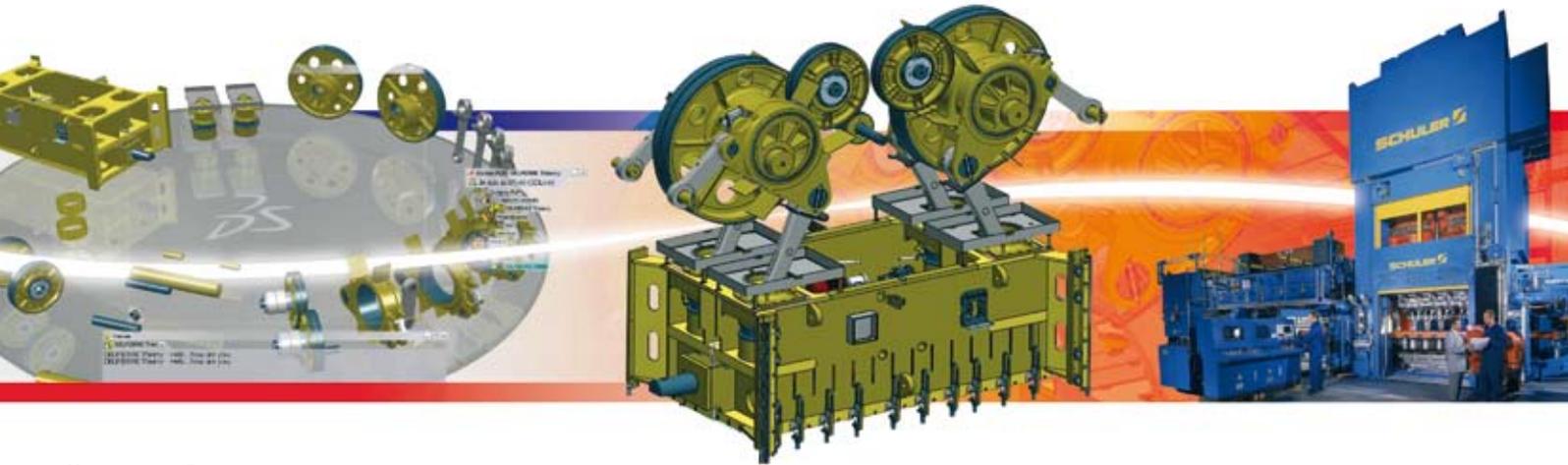




# Schuler

Leveraging intellectual property with V6 PLM



## Overview

### ■ Challenge

*To maintain its leadership position in the metalforming industry, Schuler must constantly exceed customer expectations on innovation, product quality, and service*

### ■ Solution

*Schuler chose the single V6 PLM platform that links engineering practices and enterprise business processes to help it take maximum advantage of its intellectual property*

### ■ Benefits

*The open, scalable V6 PLM platform ensures that Schuler's geographically dispersed engineers and suppliers can work together in real-time to leverage corporate knowledge and increase productivity and innovation*



### World leading manufacturer of press systems and metalforming solutions

Founded in 1839 as a metal fitter's shop, Germany's Schuler AG has become the leading global manufacturer of mechanical and hydraulic metal forming products, systems and services, with 2006-07 sales of €725 million and a workforce of 5,710. At the forefront of developing transfer and servo presses widely used across the automotive industry, Schuler pioneered hydro forming technology for contouring tubes in the 1990s. Its presses are also used in minting and solid forming. Schuler has ten forming system sites in Germany, and sites in Brazil and China, with advanced technology sites in Germany and the U.S.

"Schuler's number one business challenge is to satisfy the ever-changing requirements of our customers such as automotive manufacturers," said Joachim Beyer, member of Schuler's Board of Directors. To maintain its reputation as the undisputed leader in the metal forming sector, Schuler must constantly demonstrate its commitment to innovation, product quality,

and customer service. This means reacting quickly to new market opportunities and delivering the technologically superior products its customers expect.

### A history of success with DS PLM

Schuler's work sites in Europe, Asia, and the Americas are each responsible for different product parts and processes. The presses themselves are huge, custom-tailored machines comprising more than 30,000 parts with a lifetime of up to 30 years, presenting enormous data management and coordination challenges. This complexity requires real-time data sharing and decision making among geographically dispersed engineers, suppliers, and customers.

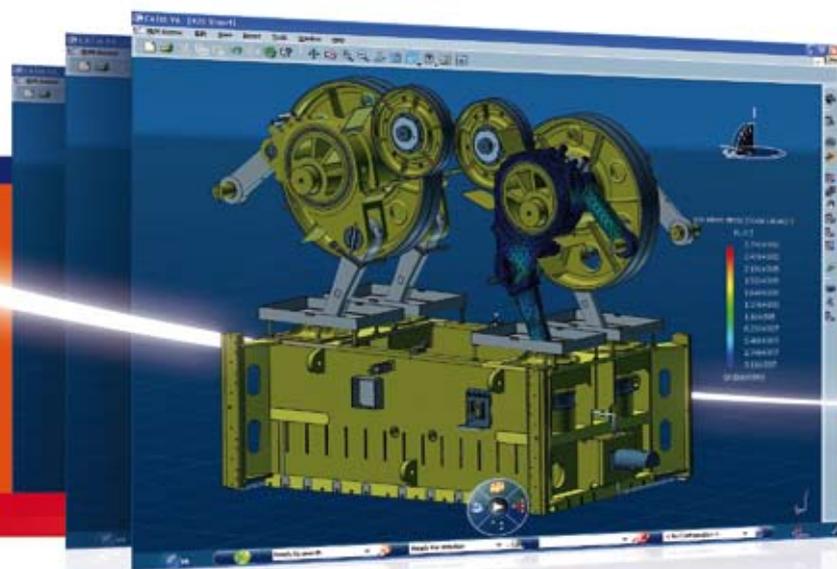
To address these development challenges, Schuler began using Dassault Systèmes' version 4 Product Lifecycle Management (V4 PLM) solutions in 1996 and migrated to V5 PLM in 2003. "At Schuler, we hire the best engineers," said Beyer. "They need the best tools. That is why we choose PLM from Dassault Systèmes."



"With V6 PLM, we and all of our stakeholders worldwide will be able to connect, collaborate, and leverage our collective knowledge simultaneously to develop better products faster."

Walter Knoblauch, PLM Manager, Schuler





“With the single V6 PLM platform, we’ll be able to develop products more efficiently because all of our product and process information will be available in the unified V6 environment.”

Dieter Laube, PLM Administrator, Schuler

V6 PLM would enable Schuler to further leverage worker knowledge and skills, and provide its global development teams with the right tools for concurrent engineering. “We need a solution that will help us make the most of our intellectual property (IP),” said Walter Knoblauch, PLM Manager, Schuler. “This means enabling all our stakeholders to work together and run with their ideas.”

#### **V6 - the evolution of PLM**

V6 PLM is the next evolutionary step in Dassault Systèmes’ line of PLM solutions. It is an expansion of DS’s strategy to help companies take maximum advantage of their intellectual property. V6 PLM places the end-product consumer both at the beginning of the product lifecycle by incorporating real-life customer behavior in the product requirements, and at the end by allowing them to simulate and experience the end-product in real life. V6 is destined for all types of users, many outside the traditional set of PLM customers, as well as to those in online communities.

V6 PLM offers Schuler a single Service Oriented Architecture (SOA) platform that serves both its multi-discipline engineering groups and extended enterprise. The V6 collaborative platform delivers flexibility, open standards, scalability and industry-specific solutions. It will help Schuler

accelerate product innovation by bridging the company’s enterprise business processes and engineering practices.

#### **Single PLM platform for IP management**

Schuler can manage all of its product-centric IP from idea to product experience on the single V6 platform. This includes all product-related information or knowledge necessary to design, manufacture, and deliver products to market, as well as modeling applications for engineering disciplines and collaborative business processes that span the entire product lifecycle.

“V6 PLM could help us to manage our process and product data more efficiently by grouping all this IP in a single environment,” said Dieter Laube, PLM Administrator, Schuler. “For me, the system will be easier to manage because everyone at Schuler will have the same information at the same time.”

#### **Online collaboration and product authoring**

V6 PLM will allow Schuler stakeholders to create and collaborate in real-time from remote locations via a basic Web connection. For example, engineering teams could display, manipulate or design parts concurrently in Germany and Brazil.



“Online remote collaboration reduces the problem of bandwidth and latency time,” said Knoblauch. “Our engineers could connect and work together simultaneously on the same product and actually model in 3D using CATIA in real-time. Distance is no longer a problem.”

“With remote online creation and collaboration, we could be more flexible and reactive,” said Martin Schmeink, Engineering Manager Automotive Business Unit, Schuler. “We would allocate work to sites around the world where resources or

expertise are available. We also use outside contractors for designing in order to meet demand. V6 could help us to simplify the process of connecting these small offices. It would be a great way to adjust to our workload.”

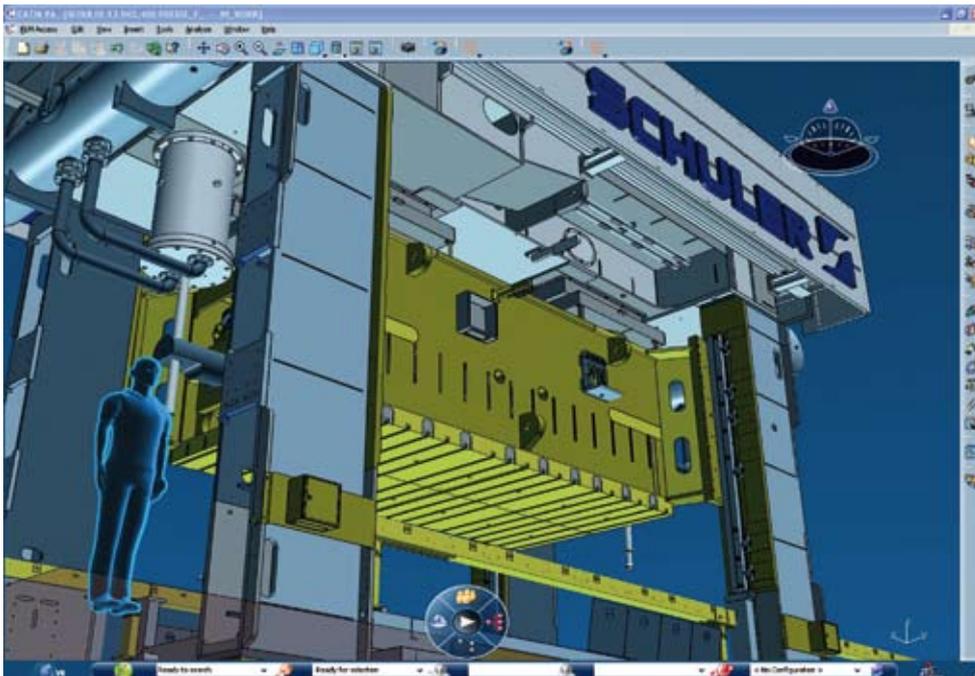
**Global collaborative innovation**

V6 PLM will enable Schuler engineers, suppliers, and customers to collaborate and innovate on a large scale via the Web. The company will be able to harness the collective intelligence and creativity among these online communities to design



“Having our engineering and manufacturing practices integrated with our business processes would better connect my designers to the rest of the company and our suppliers. They would have a better chance of getting their designs right the first time. We would save time and money.”

Martin Schmeink , Engineering Manager, Automotive Business Unit, Schuler



complex products concurrently in real-time at any level of detail. Likewise, business users will be able to collaborate across common business processes, or leverage engineering information.

“Schuler could benefit from V6 because it can handle large scale projects,” said Laube. “More disciplines will be able to collaborate and the size and the complexity of assemblies will not be a limiting factor. Plus, V6 is based on an SOA platform. That means we could easily plug it into our existing environment.”

### Turnkey PLM business processes

V6 integrates engineering practices with enterprise business processes on a single platform that spans the entire product lifecycle from program management to compliance management to sourcing. In addition, as it provides interoperability with virtually any other enterprise application, this will enable Schuler to access and leverage diverse data sources to be used in the context of PLM.

“Having engineering and manufacturing practices integrated with business processes would better connect my designers to the rest of the company and our suppliers,” said Schmeink. “For example, if my engineers could instantly access sourcing and compliance information, they would have a better chance of getting their design right the first time. We’d save time and money.”

### Lifelike experience

The intuitive V6 PLM user interface based on 3DLive brings Schuler’s IP to life in 3D for its technical and non-technical staff alike. Users can find information, experience the product, and collaborate in an immersive online 3D environment. “What I like about the V6 interface is that I can find any information I need instantly because it is clear and easy to use,” said Andreas Schäfer, CAD Manager Hydraulic Presses, Schuler. “It’s easier to work with geometry on the screen than with words that you find in a traditional interface.”

The intuitive, lifelike experience provided by V6’s interface helps users conceptualize, develop, and deliver products in a shared environment over the Web. Its immersive quality provides easy search, navigation, and collaboration capabilities for a real-time snapshot of a product’s status throughout its lifecycle. “I think the biggest benefit of 3DLive for Schuler is better communication and therefore better products,” said Knoblauch.

### Lower total cost of ownership - breakthrough ROI

With a single platform requiring only one server to install and maintain across all IP Modeling and Collaborative Business Process applications, V6 PLM delivers a substantial increase in return on investment (ROI) by lowering the cost of adoption and reducing the time necessary to deploy a full PLM solution.

“With V6, there is only one server for the entire system,” said Laube. “This means only one server to install, customize, administrate and maintain, which will reduce our IT costs overall. We’d also be able to deploy faster because integrating new sites would be easier.”



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Andreas Schäfer, CAD Manager Hydraulic Presses, Schuler



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