

**Laird**  
TECHNOLOGIES

**Microsoft**

**maxiom**  
SYSTEMS



# Laird Technologies AB Boosts Business with ENOVIA SmarTeam



Laird Technologies AB reduced time to market and operational costs by controlling their end to end development process and associated documentation with ENOVIA SmarTeam and Microsoft's SQL Server engine.

Laird Technologies AB is a leading supplier of components to multinational telecommunication equipment manufacturers such as Motorola, Samsung, Nokia and Sony Ericsson. Growth of the company's business and product line generated problems with quickly accessing product data. Consequently, engineers had a difficult time finding the information they needed to do their jobs. This resulted in increased time to market as well as high development costs. "Our product document management (PDM) situation was a rather challenging one", said Hans Palm, Laird Technologies AB Customer Support Department Manager. "We had poor document control and no way of managing document revisions." Problems linked to accessing information also hindered reuse of designs and Laird

Technologies AB's other intellectual property. This resulted in a significant amount of redundant engineering work.

## EFFECTIVE CONTROL OF PRODUCT DATA ACROSS THE ENTERPRISE

Laird Technologies AB decided that they needed a powerful PDM solution to enable quick access to their product data. They opted for ENOVIA SmarTeam and developed complementary services based on Microsoft's powerful SQL Server engine. Microsoft is the main environment at Laird Technologies AB and it was critical to find a PDM system that would fit within this environment. "ENOVIA SmarTeam is conveniently built right into the Microsoft Office environment," said Palm. "This compatibility, thanks to the partnership between Dassault Systèmes and Microsoft, makes ENOVIA SmarTeam more secure, reliable, efficient and easy to use."

"The development department at Laird Technologies AB now uses ENOVIA SmarTeam for all product document and process management. They now have total control over the entire development process and associated documentation", comments Palm.

ENOVIA SmarTeam helps increase innovation by allowing easy access to corporate intellectual capital. Real-time collaboration with

suppliers has also been made possible. Laird Technologies AB, whose implementation is serviced by Maxiom Systems, created a supplier database in ENOVIA SmarTeam making information accessible via the Internet on a secure website. The solution was based on standard Microsoft features to achieve secure web access while protecting the integrity of the central SQL Server database.

## INCREASE IN BUSINESS AND CUSTOMER SATISFACTION

By taking control of its product development processes with ENOVIA SmarTeam, Laird Technologies AB has significantly cut product design and RFQ turnaround time resulting in a 30% reduction in time to market. This has improved customer satisfaction and generated new business in a market where being the first supplier to market with an innovative new product is a considerable success factor. ]

**For more information:**  
[www.lairdtech.com](http://www.lairdtech.com)

