**Challenge:**
To better respond to growing demand from overseas markets, Asia Agricultural Machinery needed to grow its product portfolio, improve product quality, shorten development time, and enhance collaboration with industry partners.

**Solution:**
The company chose Dassault Systèmes’ 3DEXPERIENCE® platform, adopting 3D as its universal language for design and collaboration, to help it deliver agricultural equipment that is more customized, connected and sustainable than ever.

**Benefits:**
The company slashed product development time by more than half, increased design accuracy and quality through better collaboration, and strengthened data security by centralizing all data in an integrated system.

Managing data in an integrated environment also reduced the time spent on designs as well as design errors, thus drastically accelerating the product development cycle. “With the 3DEXPERIENCE platform, our product time to market has been reduced from two to three years to one year,” Ahn said. “These improvements also became possible after integrating scattered paper drawings and 2D drawings into a single digital management system.”

“By implementing CATIA V6, we not only shortened product development time, we were able to benefit from its ability to instantly transform any idea into a 3D design and to generate molds that can be mass produced in no time,” Ahn continued. “Our engineers can test their various ideas, which was impossible with a more costly and time-consuming 2D approach. Overall, we have improved product quality and reduced product development time.”
Asia Technology Machinery also uses 3DVIA Composer to rapidly transform its CATIA designs into high quality product documentation and technical illustrations. “We recently used 3DVIA Composer to produce our new product brochure,” said Ahn.

**Better data management and multi-site collaboration**

The 3DEXPERIENCE Platform, including its ENOVIA application for collaborative innovation, enables Asia Agricultural Technology to manage all its product data in a single instance and to benefit from powerful collaborative capabilities.

Generating bills of materials was previously done manually, but is now an automatic process with ENOVIA. The company saw the consistency of its E-BOMs improve and noticed a drastic reduction in data omissions or errors when transferring data to M-BOMs. “We expect this will provide anyone in the company with the ability to access accurate data and through collaboration to drive innovation even further,” Ahn said. “We also plan to expand the use of ENOVIA V6 throughout the company by establishing an enterprise-wide integrated system that integrates and manages all company data,” Ahn said.

**Collaborating with partners through 3DEXPERIENCE**

Asia Agricultural Machinery plans to extend collaboration with other global agricultural machinery companies and to grow as a global green company. It has a close technological partnership with Germany’s CLAAS, a leading agricultural machinery company, which also uses the 3DEXPERIENCE Platform. With this in common, both companies boosted collaboration to an unprecedented scale.

“Our goal is to become the world’s foremost agricultural machinery company,” Ahn said. “Adopting the 3DEXPERIENCE Platform, which is used by some of the world’s leading agricultural machinery companies, was the obvious choice for Asia Agricultural Machinery. We have plans to expand our use of the 3DS applications, by adding SIMULIA for virtual product simulation and DELMIA for digital manufacturing to our installation in the future,” he concluded.
Focus on Asia Agricultural Machinery
Korea’s leading agricultural machinery manufacturer

Products: Agricultural Machinery (cultivators, speed sprayers, binding machines, tractors, combines, rice transplanters)

Headquarters: Daegu Metropolitan City, Korea

For more information
www.asiakor.com

Our 3DEXPERIENCE® Platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 170,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com