Challenge:
DONG YANG E&P needed to improve the efficiency of its development teams and their ability to collaborate throughout the product development lifecycle.

Solution:
The company chose the 3DEXPERIENCE® platform and its industry solution experience for high tech companies, HT body, to boost collaboration and productivity.

Benefits:
Innovation increased due to enhanced interaction between team members and early detection of design issues spiked from 5% to 45% increasing product quality and helping to minimize downstream manufacturing issues.

“The 3DEXPERIENCE platform provided our company with an opportunity to create an enterprise-wide collaborative platform,” Youn-Ik Nam, Managing Director of R&D at DONG YANG E&P, said. “With HT body we can estimate the cycle time from the early stage of development to manufacturing and fine tune the diversification of the supply chain. The results were remarkable. As a result, the rate of early-problem identification before product completion, which was about 5%, increased nearly tenfold to 45%. Going through a thorough pre-verification process before completing a product allows us to obtain an accurate manufacturing-ready design that helps minimize manufacturing errors at the mass production stage while further improving the quality of our products,” he said.

In today’s experience economy, high tech products must boast more than just functional or technical prowess, they must also seduce consumers at an emotional level. Increased collaboration helps DONG YANG E&P create innovative products that enhance the customer experience. “HT body promotes innovation because project stakeholders have more opportunities to interact with one another, exchange ideas...
and explore more design options. This improves the way our electronic devices are designed and produced,” Youn-Ik Nam said.

"Moreover as product lifecycles in the high tech industry are considerably shorter than in other industries, from three to six months, with HT body, we make faster decisions thanks to more accurate product management. For example, with the 3DEXPERIENCE platform and HT body, project teams and decision makers at DONG YANG E&P have a precise view of the current project status and can react quickly. Consequently, delays that occurred during product development decreased to less than 10%.”

GOAL TO BECOME THE WORLD’S TOP SWITCH MODE POWER SUPPLY MANUFACTURER

Now that the foundation is laid, DONG YANG E&P is preparing for another leap forward. Currently, 45% of design issues are detected early in the development process. The company plans to expand its use of the 3DEXPERIENCE platform to improve on that rate, as well as ramp up communication among employees across all stages of product development from planning to design and through to production. “This will further boost innovation and help detect errors before product manufacture,” Youn-Ik Nam said.

“DONG YANG E&P’s greatest competitive advantage is its fast technological response to customer demand,” Youn-Ik Nam said. “We were able to reinforce our competitiveness with Dassault Systèmes’ HT body and the 3DEXPERIENCE platform, and since it is a scalable platform, as we evolve, we will expand the way we use it as well,” he concluded.
Focus on DONG YANG E&P
Manufacturer of switch mode power supplies, chargers, DC converters and solar inverters.

Products: switch mode power supplies, cell phone chargers, DC converters, solar inverters

Revenue: KRW 520 billion / US$ 472 million (2012)

Employees: Approx. 4,850 (Korea: 450, China: 3,000, Vietnam: 1,400)

Headquarters: Jinwisandan-ro, Jinwi-myeon, Pyeongtaek-shi, Gyeonggi-do

For more information
www.dyenp.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 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com