



Clarion Malaysia

Shortens design time by 20% with V6 PLM Express



Toshiyuki Nakazaki
Deputy Managing Director
Clarion Malaysia

We have always been a Dassault Systèmes supporter because of the capability and value that its solutions deliver. V6 PLM Express provides us a new way of doing things, is aligned with our objective, and offers great scalability at a competitive price.

Challenge

Clarion Malaysia was facing the twin challenges of rapid technological advancements and lower-cost products from the competition.

Solution

Dassault Systèmes' V6 PLM Express with various mechanical and styling modules was chosen to improve productivity, innovation and creativity.

Benefits

With V6 PLM Express, Clarion Malaysia has shortened design time by 20 percent, inspired innovation among its designers, and sharpened its competitive edge.

Making automotive AV products for the global market

Formed in 1970, Clarion Malaysia (CM) designs and manufactures automotive audio and video products and accessories. It is a joint venture between Japanese firm Clarion and Tone Trading Sdn Bhd of Malaysia.

CM develops In Car Entertainment (ICE) systems for customers in Asia (excluding Japan and China), India, the Middle East, Commonwealth of Independent States, and South Africa. Among its key customers are Nissan, General Motors, Tata, and Malaysian automakers such as Proton, Perodua and Naza. While most Japanese companies serve mainly Japanese customers in their region, CM is unique in that about 70% of its business is generated in Malaysia with foreign companies.

Increasingly competitive business environment

CM ventured into research and development (R&D) in 1993 and began using Dassault Systèmes' (DS) product lifecycle management (PLM) software in 2000. As a progressive company that is constantly looking at ways to innovate, the company sought to improve its design process and reduce design time. Rapid technological advancements were making the market more competitive. Substitute products from players outside the industry were penetrating the market, leading to customers' demanding for lower-cost products. "We are aware that technology is a key factor than could increase our productivity and give us the competitive edge. Hence, we began looking for a solution that could help us in improving productivity, innovation and creativity," said Toshiyuki Nakazaki, Deputy Managing Director of CM.

V6 PLM Express wins in price and scalability

Though a CATIA user since Version 4, and looking for a data management system, CM decided to explore all options available in the market. After shortlisting three possible solutions and evaluating their capabilities, the company selected V6 PLM Express based on significant improvements in efficiency, cost, and the enablement of industrial, mechanical, and electronic design groups, as well as other departments, to work together concurrently in real time via a simple Web connection in a completely secured environment. Designed for small and medium-sized companies, DS' V6 PLM Express (CATIA, ENOVIA, SIMULIA,

DELMIA, 3DVIA) delivers a single PLM platform and out-of-the-box solutions for all PLM business processes, available to anybody, anywhere, spanning engineering groups, business and end users which enable rapid deployment, ease of use, scalability and low total cost of ownership. Users benefit from the intuitive V6 interface. They manage PLM business objects and documents within ENOVIA using Microsoft Windows Explorer and its familiar "cut and paste" and "drag and drop" functions, as well as benefit from similar design methodologies found in V5.

"We have always been a Dassault Systèmes supporter because of the capability and value that DS delivers. V6 PLM Express has a lot of new functions, is aligned with our objective, and offers great scalability at a competitive price," said Nakazaki.

Having pre-defined data customization and ready to use PLM environment, the solutions has been implementing in just a few weeks timeframe.

Shortened design time

The new solution is designed to run on "on-the-web" through a collaborative infrastructure available for all internal departments making people to work concurrently in real time and taking the right decision faster, helping to cut product development time. "We can now have total control over the entire PLM and communicate better with our customers and suppliers. As a result, product design time has reduced by 20%," said Nakazaki. Thanks to a

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Toshiyuki Nakazaki | Deputy Managing Director | Clarion Malaysia



combination of significant improvements in terms of usability, functions, and sharing their knowledge and ideas in real time, engineers can also learn quickly from their mistakes and reduce the number of errors for future projects.

Catalyst for innovation

With its ease of use and lifelike aspects of 3DLive, all actors of the company including the high management could know see through a 3D Dashboard the maturity level of the various projects in a matter of a few minutes as compared to a few days or weeks in the past, the solution has proven to be a catalyst for innovation. "One of the key benefits is that it provides us a new way of doing things. The solution inspires our design engineers to try out new things in new ways, which is really critical for today business," said Nakazaki.

Sharpening its competitive edge

Upgrading to V6 has given CM the competitive edge it needed. The ability to share data and design quickly keeps the company ahead of the competition. "Being online enables faster and effective communication and more importantly, gets our team ready for cloud computing," said Nakazaki, who is considering adopting cloud computing. CM is now able to create new products with better time to market. Its customers, who are using V6, appreciate the initiative on technical collaboration. "We are very impressed with DS for its cutting-edge solution and courage to challenge the status quo," said Nakazaki.



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