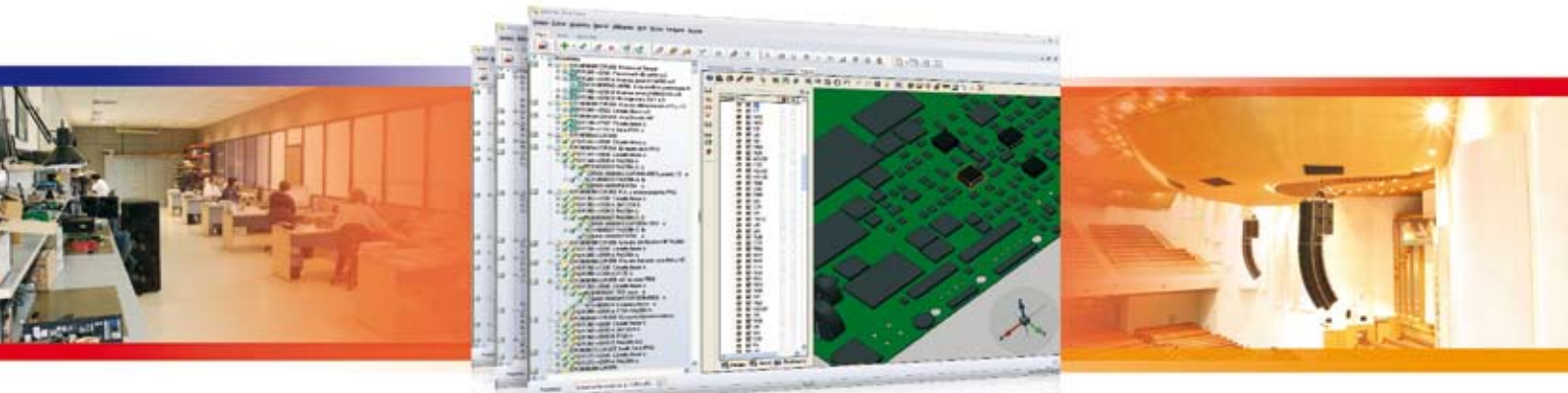


Master Audio

Optimizing information management with ENOVIA



Overview

■ Challenge

Faced with a growing number of employees participating in multiple projects, Master Audio needed improve the flow of accurate information across the company.

■ Solution

Master Audio selected ENOVIA SmarTeam to provide a single source of information that ensures rapid access to up-to-date product information for employees.

■ Benefits

ENOVIA saves employees time when searching for product data and guarantees that the information the company shares with suppliers is accurate.

Master Audio, located near Barcelona, Spain, specializes in the design, development, and marketing of professional sound equipment for all kinds of applications, from small bars or concert halls to big venues such as stadiums or open-air live concerts. An export-oriented company, Master Audio is present in more than 30 countries and derives 70% of its revenue from international sales. The company's portfolio proposes over 50 products ranging from amplifiers (power electronics) and loudspeaker enclosures (electro-acoustics) to signal processors (digital signal processing).

In addition to high quality products and customer service, ongoing product innovation is central to the company's sales strategy, including a dedicated R&D department. "Our primary objective is to bring innovative ideas to market efficiently and to differentiate ourselves from the competition by providing intelligent solutions that meet the needs of our clients," explained Joan A. Amate, R&D Director, Master Audio.

In the competitive sound equipment market, Master Audio has developed advanced methods to manage information flow. Since it works in tandem with local and international suppliers to produce metal structures and printed circuit boards, it is essential that the information that is exchanged be accurate in order to ensure compliance with industry standards.

Striving for advanced product data management

In the past, Master Audio documents and processes were manually shared between the R&D department and the rest of the company. But increased employee participation in different projects as well as a burgeoning staff highlighted the urgent need for accurate information flow. Master Audio needed a solution that would manage product data efficiently and enable the company to define, create and utilize its various methodologies and processes. Everyone involved in development needed to have easy access to information and full control of document



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R&D Director
Master Audio



versioning. Access to document history and traceability was considered essential to prevent duplication of information. A “unique data” model was therefore the ideal scenario.

ENOVIA: a solution that evolves with the company

After benchmarking a number of solutions, Master Audio decided to adopt ENOVIA. “We chose ENOVIA SmarTeam because this fully integrated and scalable solution best suited the current needs and future objectives of our company in terms of growth and evolution,” said Amate. “The flexibility and modularity of the ENOVIA product portfolio was also a significant reason for our choice,” said Amate. Master Audio also plans to use ENOVIA’s Workflow option to improve product modification processes and new product creation.

ENOVIA SmarTeam is currently used in R&D and the company has plans to implement this solution, in the near future, to other departments such as purchasing, sales and manufacturing. “With ENOVIA SmarTeam, we are looking to dissociate information from people and instead link it to projects,” explained Amate. “This will provide the purchasing and production departments with access to reliable up-to-date data without having to chase the R&D engineers

for information. Collaboration between departments helps employees focus on higher value matters, without being distracted by purely administrative tasks.”

Data integrity and easy access to information

Progress has already been made in terms of information access and time saved performing low-value tasks for R&D, purchasing and production teams. “Since information was previously linked to people, we frequently had problems every time we needed to request information from someone who happened to be out of the office. We have eliminated these interruptions and now we only work with the latest version of each document,” said Amate. Other key factors include error-proof transmission of information to suppliers, as well as the guarantee of data integrity, all contributing to improved time to market and product quality.

ENOVIA SmarTeam is fully integrated with Master Audio’s ERP system. In the near future, the company will also link the solution with its design and electronics applications. The ultimate goal is to define all product development processes in ENOVIA and to have the system manage these processes by using built-in check points to verify that each workflow is executed as planned.

“Working with ENOVIA SmarTeam will provide the purchasing and production departments with access to reliable up-to-date data without having to chase R&D engineers for information.”

Joan A. Amate
R&D Director
Master Audio



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