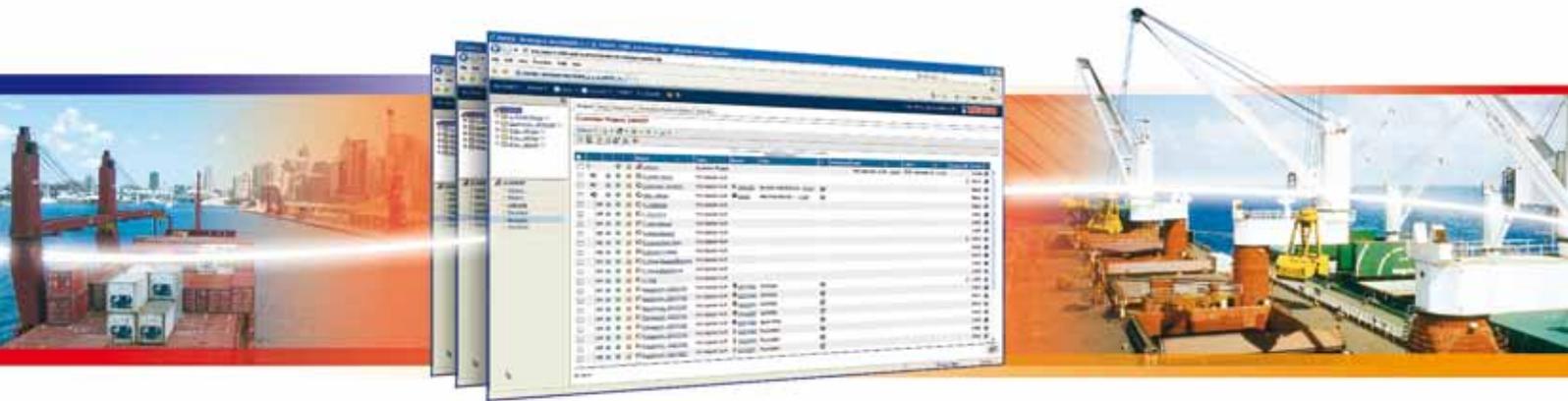# MacGregor

Improving process and data management with ENOVIA V6

MACGREGOR

Overview

■ *Challenge*
In order to deal with a sharp increase in customer demand and to take advantage of after-sales service opportunities, MacGregor's Cranes business line needed to improve efficiencies and streamline processes.

■ *Solution*
MacGregor uses ENOVIA V6 to structure its business processes, manage product data, and provide employees and partners with secure access to information.

■ *Benefits*
ENOVIA V6 helps MacGregor leverage its collective product intellectual property by better managing processes and data through improved collaboration, workflow management, and role-based access.

"ENOVIA V6 and SAP is an excellent combination. Parts are created in the PLM environment and assigned part numbers and other related information by SAP."

Leif Sundin
Applications and process development specialist
MacGregor

Cranes for the maritime industry

MacGregor Cranes is the world's leading marine cargo crane supplier with 33% of world market share. MacGregor is a brand of Cargotec Corporation, a global leader for cargo handling solutions. The MacGregor Cranes business line is part of the group's Merchant Ship Division. Other MacGregor business lines include Dry Cargo, RoRo (roll-on, roll-off), and Self Unloaders. The Cranes business line has 155 employees in Sweden, China and Korea, and is headquartered in Örnsköldsvik, Sweden.

MacGregor has a wide variety of cranes, some of which can lift up to 450 tons. "We propose both standard cranes with predefined configurations and tailor-made cranes based on customer specifications," said Leif Sundin, Applications and process development specialist, MacGregor. "Our emphasis on product quality makes MacGregor Cranes the Rolls Royce of cranes."

A sharp rise in orders

In 2007, MacGregor Cranes experienced tremendous growth in customer demand for its cranes resulting in a sharp increase in orders. Sundin said, "This jump was partially due to the fact that ship owners who had been holding back on replacing aging ships were ready to make the necessary investments." The company quickly realized that it would have to improve its customer responsiveness or risk losing credibility. "The increase put a strain on our way of working," said Sundin. "We knew that we would have to improve our processes if we were to efficiently deal with the growth we were experiencing at the time."

Global service network

MacGregor's cranes have an average lifespan of 20 years, and the aftermarket for parts and service is an important growth driver for the company. "We have a service network that is worldwide, which distinguishes us from our competitors,"

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declared Sundin. "The high potential of this business requires that we make our service organization more productive and reactive to customer needs."

To increase that reactivity, MacGregor wanted to deliver more information from its new sales business lines to the after-sales organization, and to do so in a more streamlined fashion. "We can increase the efficiency of our service network by giving it easy access to detailed information on each customer's product configuration," explained Sundin. "With the BOM being the core of a product's definition, giving them access to it would increase service quality and reactivity."

ENOVIA V6 – SAP integration

A MatrixOne user since 1998 for document management, MacGregor implemented ENOVIA V6 in 2009 to revamp its business processes and improve data management. Today, ENOVIA V6 is integrated with SAP, MacGregor's ERP system. ENOVIA V6 enables global access to all product information and supports MacGregor's product development processes from concept engineering designs to after sales and services. "ENOVIA V6 and SAP is an excellent combination," said Sundin. "Parts are created in the PLM environment and assigned part numbers and other related information by SAP."

Extended access to information

ENOVIA V6 information is accessed by MacGregor's employees in Sweden, China and Korea. With production based in Asia, the company soon plans to extend this access to its production partners. "As opposed to sending drawings by email, as was previously the case, our production partners can access the system and retrieve the information they need using a role-based access approach while preserving the security of our network and information," commented Sundin.

Single version of the truth

Sundin sees a number of benefits to using ENOVIA V6 PLM. "All of our data is in one place, eliminating islands of information that were previously dispersed in different databases, and which were not in sync with each other or necessarily up to date. Users find it easier to locate the information using the 'where used' functionality and by navigating through the relationships in the data model."

Think PLM

ENOVIA V6 has prompted a mini-cultural revolution at MacGregor by helping transform the company's approach into a PLM way of thinking. "We are putting more controls in our processes, for example in how we manage engineering changes," said Sundin. "We now have workflows to make sure that everything is done in the right way and that the data goes to the right person for processing. There's traceability and we can literally visualize our processes."

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Images courtesy of MacGregor

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