

MARATHON GEXIN ELECTRIC

Established in 1996 in China, MARATHON GEXIN ELECTRIC manufactures and sells generators.



"The **3DEXPERIENCE** platform ensures our business operation is compliant, fast and efficient."

— Dr. Zhou, Chief Engineer, Marathon Gexin Electric

Challenge

Marathon produces brushless synchronous 1-phase and 3-phase generators for the global market. The company needed to simplify and enhance the collaboration across different disciplines to improve work efficiency, data accuracy and shorten the time to market in a rapidly growing market.

Solution

The company adopted the **3DEXPERIENCE**® platform to expedite its processes by providing a unified and consistent product definition and to manage its different entities in engineering, sourcing and on the shop floor.

Benefits

With the **3DEXPERIENCE** platform, Marathon built and managed efficient collaboration processes across the entire organization. Having a single data source improved the accuracy and quality of its products, and led to a significant decrease in time to market.