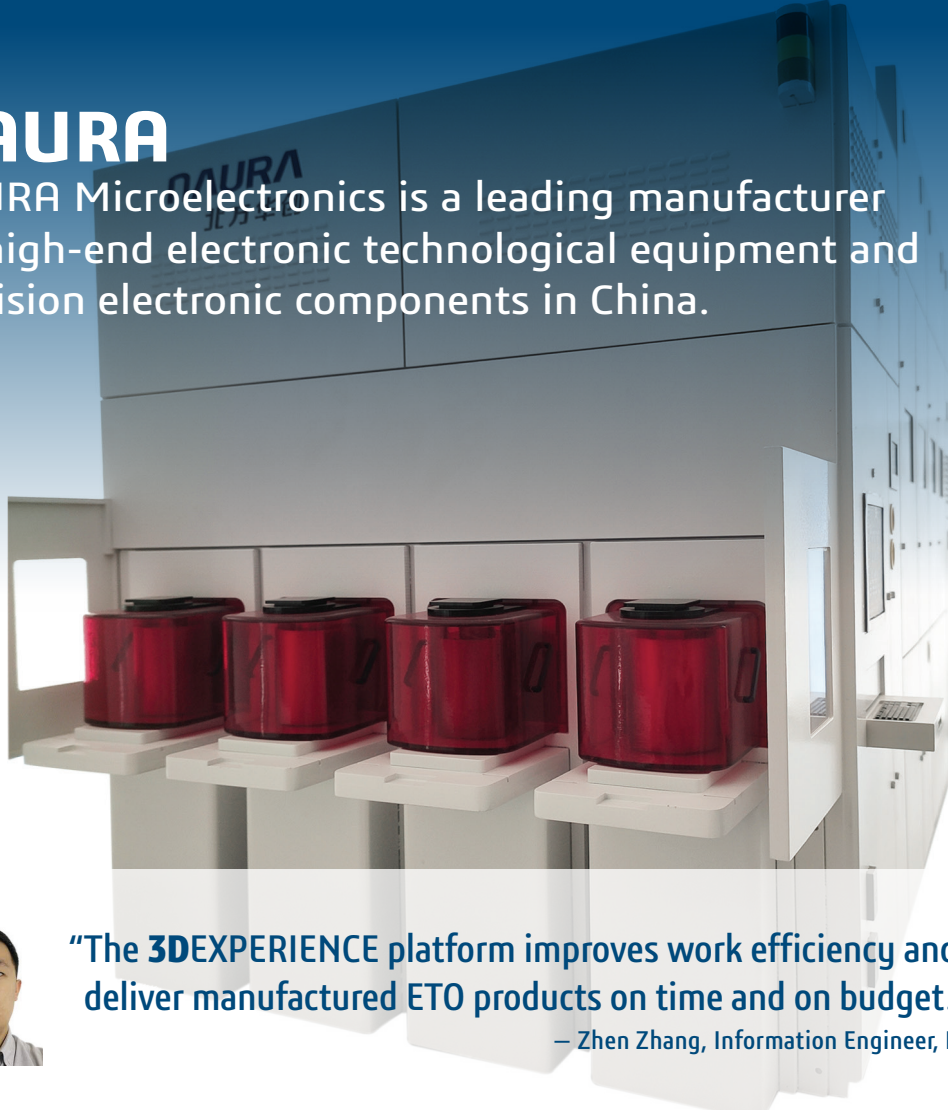


NAURA

NAURA Microelectronics is a leading manufacturer for high-end electronic technological equipment and precision electronic components in China.



“The 3DEXPERIENCE platform improves work efficiency and enables us to deliver manufactured ETO products on time and on budget.”

— Zhen Zhang, Information Engineer, NAURA Microelectronics

Challenge

Products that are Engineered to Order (ETO) require continuous monitoring and assessment on the engineering and sales side to better master complex product structures and processes. NAURA Microelectronics needed to rapidly introduce a new product development model to achieve business optimization and digital transformation as its current ETO model reached its limitations.

Solution

The company implemented the 3DEXPERIENCE® platform to provide a comprehensive solution for digital process design, product definition based on structured models, and accurate enterprise-level BOM management.

Benefits

With the 3DEXPERIENCE platform, NAURA Microelectronics enhanced collaboration between design and manufacturing, helping the design division to significantly improve work efficiency with design re-use. The platform helped to achieve faster lead times as knowledge is shared companywide, and it enabled the company to expand its technological advantage to be a top electronic process equipment supplier.