

ARC INTERNATIONAL – shines bright in the glass and tableware market with CATIA V5 and SMARTEAM



“Strong ROI is crucial in a tight marketplace. In less than a year, our PLM solution based on CATIA V5 and SMARTEAM will have already paid for itself.”
– Guillaume de Fougères,
Director of Finance,
ARC INTERNATIONAL

The company wanted to cut development costs, deliver a wide range of innovative products and improve time-to-market for greater reactivity and competitiveness. “Optimising new product development is an integral part of improving our industrial processes,” Durand said.

CATIA V5 and SMARTEAM optimise development tool set

In 2001, ARC INTERNATIONAL launched a company-wide project to optimise its industrial tools. In 2002, as part of that project, the group selected a Product Lifecycle Management solution from IBM and Dassault Systèmes. The solution combines the 3D product development capabilities of CATIA V5 with SMARTEAM’s comprehensive data and lifecycle management features.

“We chose CATIA V5 and SMARTEAM as a long-term investment and because we have an excellent relationship with MDTVision, our local IBM Business Partner,” said François Meurisse, Head of Industrial Reorganisation Implementation, ARC INTERNATIONAL. “With CATIA V5 and SMARTEAM, we are positioning ourselves with the best tools available.”

Highlights

- *ARC INTERNATIONAL needed to diversify its product line and optimise new product development to beat pricing pressures in the tableware industry*
- **100 seats of both CATIA V5 and SMARTEAM**
To optimise its industrial tools, ARC INTERNATIONAL chose CATIA V5 for 3D product development with SMARTEAM for data and lifecycle management
- *CATIA and SMARTEAM allowed ARC INTERNATIONAL to improve its development processes by increasing innovation, reducing costs and improving time-to-market.*

Demanding market drives process improvements

ARC INTERNATIONAL is a leading maker of tableware with a long-standing tradition of providing innovative, beautiful products of high quality. But outsourcing and globalisation have driven prices down in the tableware market and demand is low due saturation and changes in consumer behaviour.

In the face of these challenges ARC INTERNATIONAL launched a five year growth strategy which included a focus on product development. “Strong downward pressure on prices forced us to diversify our product line, rethink our international distribution and improve the performance of our industrial processes,” said Philippe Durand, CEO, ARC INTERNATIONAL.

The CATIA-SMARTEAM solution gives ARC INTERNATIONAL the complete end-to-end product development capabilities it sought, from initial product conception to product and mold design and analysis and NC programming. "The real value of our CATIA V5 and SMARTEAM solution is its completeness," said Anne Moyaux, CAD Manager, ARC INTERNATIONAL.

Today, all new product designs at ARC INTERNATIONAL are created using CATIA V5, while data from EUCLID, the group's legacy computer aided design (CAD) tool, is progressively being transferred to CATIA V5. In addition, an interface has been created between SMARTEAM and INGRES, ARC INTERNATIONAL's in-house legacy PDM tool. Ultimately, SMARTEAM will be used to manage all CATIA V5 design data and associate documents, product analysis data and project working documents.



CATIA and SMARTEAM fit the bill

ARC INTERNATIONAL has realised significant process improvements since the implementation of the CATIA-SMARTEAM solution.

Elimination of interface and data conversion problems allows ARC INTERNATIONAL's creative and mechanical designers to work with the same tool. And because creative designers working with CATIA V5 are made immediately aware of technical constraints, designs can be technically viable from the outset of the design process.

Based on a study by CIMdata, the solution also has resulted in a 15-20 percent increase in design productivity (an estimated 265k€ saving per year) and a 50 - 80 percent reduction in complex design modification times. "Modifying the engraving on a glass is a good example," said Frédéric Daumas, Expert Designer, ARC INTERNATIONAL. "In CATIA V5, there are only two parameters to change, whereas in our former tool, I would have to start over from zero."

In addition, CATIA has yielded a 25-40 percent reduction in the time required for NC programming (a 123k€ saving per year) and a ten percent reduction in the actual machining time required for tool molds (a 40k€ saving).

"We achieve significant cost and time savings in the finishing phase of mold machining," said Philippe Beugin, Director Machining Department, ARC INTERNATIONAL. "With other software, the bit retraces areas that have already been milled. With CATIA V5, it only traces the remaining areas to be removed."

"The ROI from CATIA-SMARTEAM implementation is quite impressive," said CIMdata, in an independent ROI study at ARC INTERNATIONAL. "The pay back period is 0.8 years, the net present value of the investment is 1,362k€ and the internal return rate is 339 percent."

For more information

Contact your IBM Marketing Representative, IBM Business Partner or visit the IBM PLM Web site at: **ibm.com/solutions/plm**



IBM Product Lifecycle Management

Tour Descartes
La Defense 5
2, avenue Gambetta
92066 Paris La Defense cedex
France

The IBM home page can be found at **ibm.com**

IBM and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks, or service marks of others.

References in this publication to IBM products, programs or services do not imply that IBM intends to make these available in all countries in which IBM operates. Any reference to an IBM product, program or service is not intended to imply that only IBM's product, program or service may be used. Any functionally equivalent product, program or service may be used instead.

This case study illustrates how one IBM customer uses IBM and/or Business Partner technologies/services. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results. All information contained herein was provided by the featured customer and/or Business Partner. IBM does not attest to its accuracy.

IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware product may not be new and may have been previously installed. Regardless, IBM warranty terms apply.

This publication is for general guidance only.

Photographs may show design models.
Image by courtesy of ARC INTERNATIONAL

© Copyright IBM Corporation 2003
All Rights Reserved.