

MASCHIO harvests productivity bounty with CATIA V5 and SMARTEAM



"All companies face the same issue – meet the customer requirements and reduce the time-to-market. CATIA and SMARTEAM are the best answer." Massimo Crozzoli, IT Director, MASCHIO GROUP.

Highlights

- *MASCHIO GROUP needed to drastically reduce cycle times to have new agriculture machinery products ready for each new growing season. Outdated 2D and 3D CAD and PDM systems were standing in the way, preventing real product lifecycle management.*
- *MASCHIO chose a PLM solution based on CATIA V5 for 3D product development and SMARTEAM for collaboration and data management due to their proven ability to cut cycle times, improve quality and stimulate innovation*
- *Cycle times were cut by 55 percent, designer productivity increased 50 percent, stimulating more innovation and quality in one division improved 70 percent.*

Crop cycle shorter than product cycle

As a leading global supplier of agricultural machinery, including its MASCHIO brand soil preparation machinery and GASPARDO brand planting machines, Italy's MASCHIO GROUP is famous for helping farmers increase their productivity.

But the rapidly growing, 580-person company was facing productivity problems of its own due to outdated design software used by both MASCHIO divisions and outdated data management software used in one division. New products took 18 months to bring to market which is out of step with the 12-month growing cycle. Missing a critical deadline cost an entire year of potential sales.

In 2002, the team turned to IBM Business Partner CSR Italia, which had helped the GASPARDO division implement CATIA V5 from IBM and Dassault Systemes in 1999. Based on GASPARDO's positive experience with CATIA V5, the MASCHIO division decided to replace its 2D CAD system with CATIA V5, and both divisions chose SMARTEAM for product data management enabling a full PLM solution implementation.

CATIA V5 and SMARTEAM shorten cycle

The results have been nothing short of spectacular. Development cycle times have been cut 55 percent, from 18 months to eight months. Designers find they are 50 percent more productive, creating time to explore more design alternatives and resulting in more innovative products.

MASCHIO division, which moved from 2D to CATIA V5 3D has improved quality 70 percent. "We have reduced errors at the design stage, which were very costly to fix afterwards," said Lorenzo Asti, Project Manager, MASCHIO Technical Department. "CATIA also improves visualisation and decreases design time by 50 percent."

At GASPARDO, the number of physical prototypes required for each new product has been reduced, and so has the cost of each prototype. "In the past, doing a mould for test cost about 5,000 euros and took one month," said Paolo Grasso, Project Manager, GASPARDO Technical Department. "Now, with CATIA V5, STL prototypes cost 150 euros and require only two weeks. This represents an overall direct saving of more than 115,000 euros per year."



GASPARDO

With SMARTEAM, order restored

Lorenzo Asti, Project Manager of MASCHIO's Technical Department, says the division's designers are impressed with the power of SMARTEAM. "Now we can manage any type of information in the SMARTEAM database and link it to the project," he said. "Our design engineers say they are unable to imagine how they could work without SMARTEAM."

SMARTEAM helped MASCHIO shorten development cycles by spending less time on each change. "A designer can now immediately identify all projects where the part is used and verify the impact of the modification on the other projects," Asti said. "In the past, he had to open all assembly files one by one."

The right tools for successful growth

MASCHIO GROUP is a two digit growing company (18 percent in 2002) on a flat market. "Our strengths are to be able to capture and integrate local market needs, and quickly put on the market innovative products. Indubitably CATIA and SMARTEAM as PLM solutions are key to that success" – Paolo Cera, Marketing Director, MASCHIO GROUP.

More benefits on the way

MASCHIO GROUP plans to expand on its success. It will:

- *Implement CATIA V5 Manufacturing Solutions at TERRANOVA (a MASCHIO division), which produces 70 percent of components for both product lines*
- *Synchronise the MASCHIO and GASPARDO SMARTEAM databases so that parts common to both lines can be standardised*
- *Link SMARTEAM to the Group's enterprise resource planning (ERP) system to synchronise the bill of material – permitting better collaboration with purchasing*
- *Implement SMARTEAM web tools to share design information with other departments and with suppliers.*

For more information

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