

SECURISTYLE

A window on success with CATIA V5 and SMARTEAM





Securistyle Objectives

-  **Increase innovation to penetrate new markets, while respecting international safety standards**
-  **Reduce product development time and costs in response to customer and worldwide competition pressure**
-  **Streamline bidding process to develop high-quality proposals to customers more rapidly**



“To meet all customer requirements with the best products, we are convinced that with CATIA V5 and SMARTEAM we have the best solution for the continued development of our company.”

Paul Cook, Managing Director,
Securistyle

Company Overview

From its UK headquarters in Cheltenham in Gloucestershire, Securistyle is one of the world’s most advanced manufacturers of window hardware with more than 45 million pairs of friction hinges used around the world. Exporting across the globe to more than 50 countries, Securistyle designs and manufactures market-leading friction hinges, handles and lock mechanisms for all types of window frames.

Securistyle’s full product range is designed for worldwide use in commercial, residential and public sector applications. With a 340-strong workforce, Securistyle achieved an annual turnover of 36 million euros last year with consistent annual growth.

Securistyle holds around 40% of the UK market for friction hinges. Today, its main objective is to attain the same position right across the world.

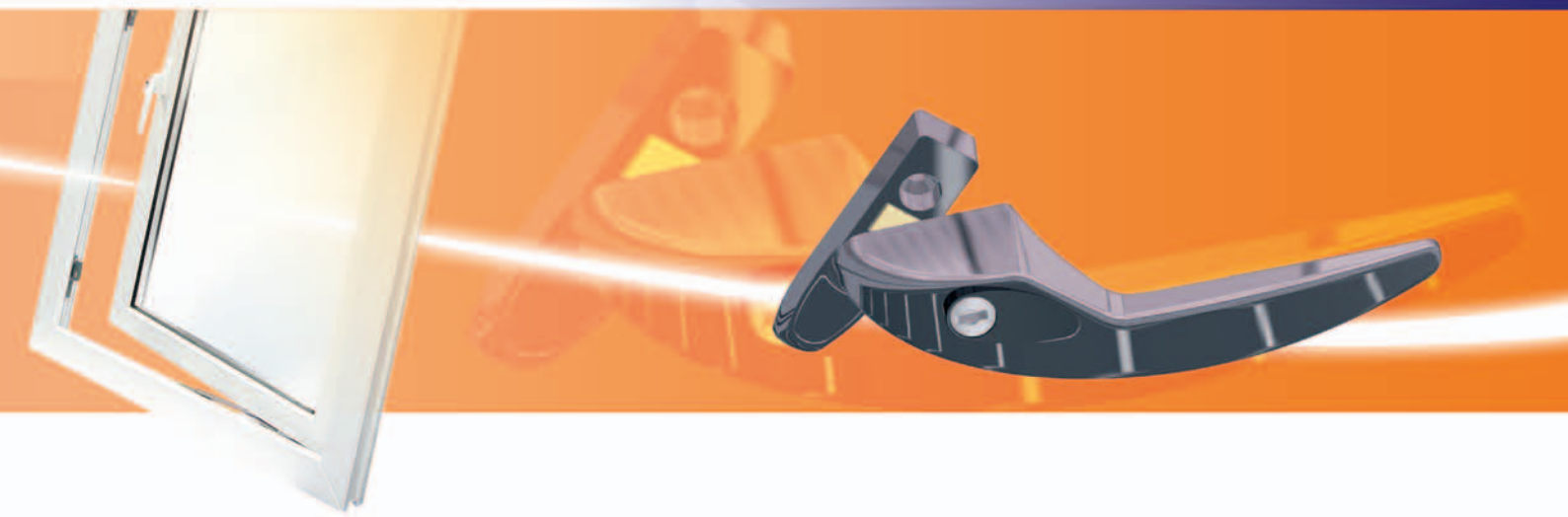
Business Challenges

“A few years ago, we only produced standard products. Today our new products must be unique, right on the market and protected by patents,” says Grant Stratford, Technical Manager, Securistyle.

Constant innovation in product development, while complying with local regulations and safety standards, is crucial to Securistyle’s penetration of the international market. The company must also reduce time-to-market and cut costs in response to customer demand and downward price pressure from worldwide competition.

Finally, Securistyle must respond to customers’ requests quickly with the best proposals possible to ensure that all design specifications are incorporated into the tailor-made end product.

To address all these challenges and become a full window-hardware solution provider, Securistyle decided to enhance its product development processes.



Solution

Securistyle previously worked mainly with a 2D system and faced strong design challenges when tackling 3D products such as handles, gearboxes and the increasingly complex components used in hinges. In addition, specialized architects' requirements combined with rapid legislative changes within the industry instigated the need to change towards an alternative system.

In 2001, Securistyle defined its key objectives for expanding the company's market position. This included selecting a Version 5 Product Lifecycle Management (V5 PLM) solution from Dassault Systèmes. This solution combines the 3D product development capabilities of CATIA V5 with the data and lifecycle collaboration features of SMARTEAM.

"We chose CATIA V5 and SMARTEAM not only because of their unique capabilities but also because we have an excellent relationship with Applied PLM, our local business partner, which implemented the project and always provides us with good support," says Richard Gurnin, Senior Project Engineer, Securistyle.

CATIA V5 and SMARTEAM, the right choice

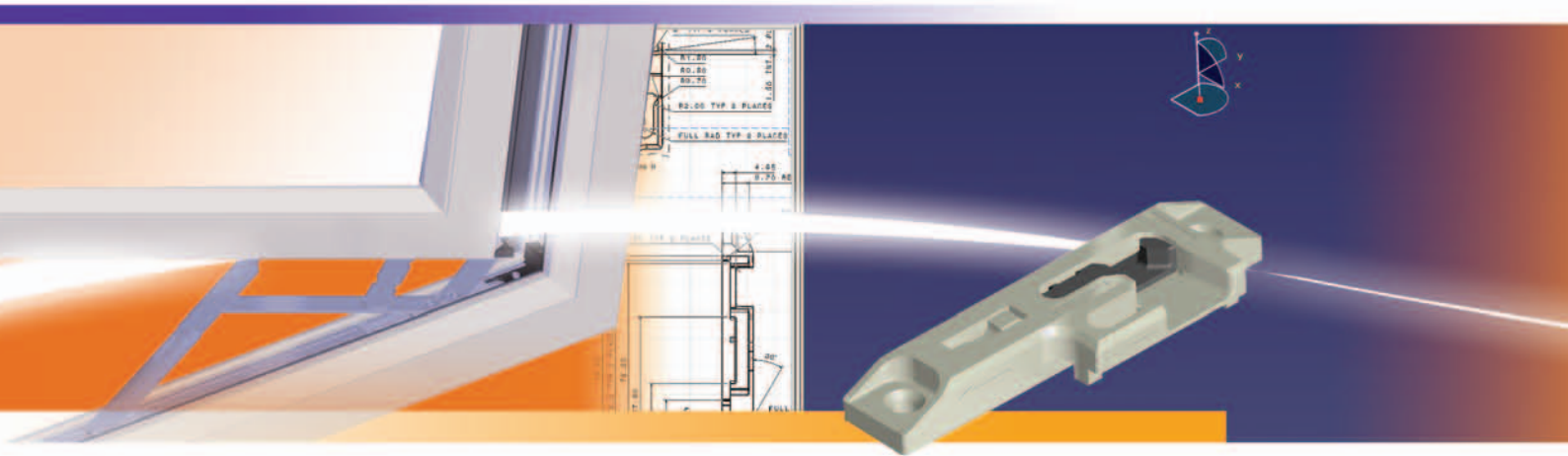
To face all their challenges, Securistyle's management decided to modify the company's design processes to produce new products more rapidly. Their aim was to manage data communication between Securistyle and its customers in order to provide prompt and professional responses to customer enquiries. Extensive benchmarking was undertaken to establish and determine the best system for Securistyle to adopt. Today, five CATIA V5 and SMARTEAM seats are in use at Securistyle.



"We wanted a user-friendly system we felt confident about. This solution should grow with our company. Only CATIA V5 and SMARTEAM V5 PLM solutions fit all of our requirements."

Grant Stratford, Technical Manager,
Securistyle





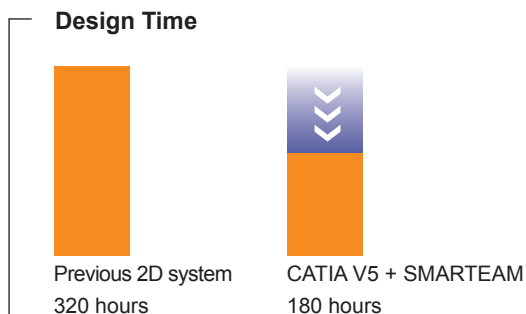
Results

Increased innovation

With CATIA V5's advanced styling and visualization features, Securistyle can now design, validate and easily demonstrate to architects and specifiers all of the ideas and innovations the company has to offer. CATIA V5 enables Securistyle to be involved in front-end business and to develop more innovative window hardware to meet perpetually-changing legislation and very specific requirements from architects. "Our capability to offer more innovative products helps us to position ourselves as a window-hardware solution provider and even to influence the legislation. This distinguishes us from Far-East competitors who only design low-cost commodity products," says Grant Stratford.

Reduced development costs and time

"For new products, we have reduced design time by up to 44%* and overall development costs by up to 60% which gives our company the flexibility it needs to meet customer requirements right first time," adds Grant Stratford.



Cost and time reductions have been gained throughout the development cycle, some of which are listed below:

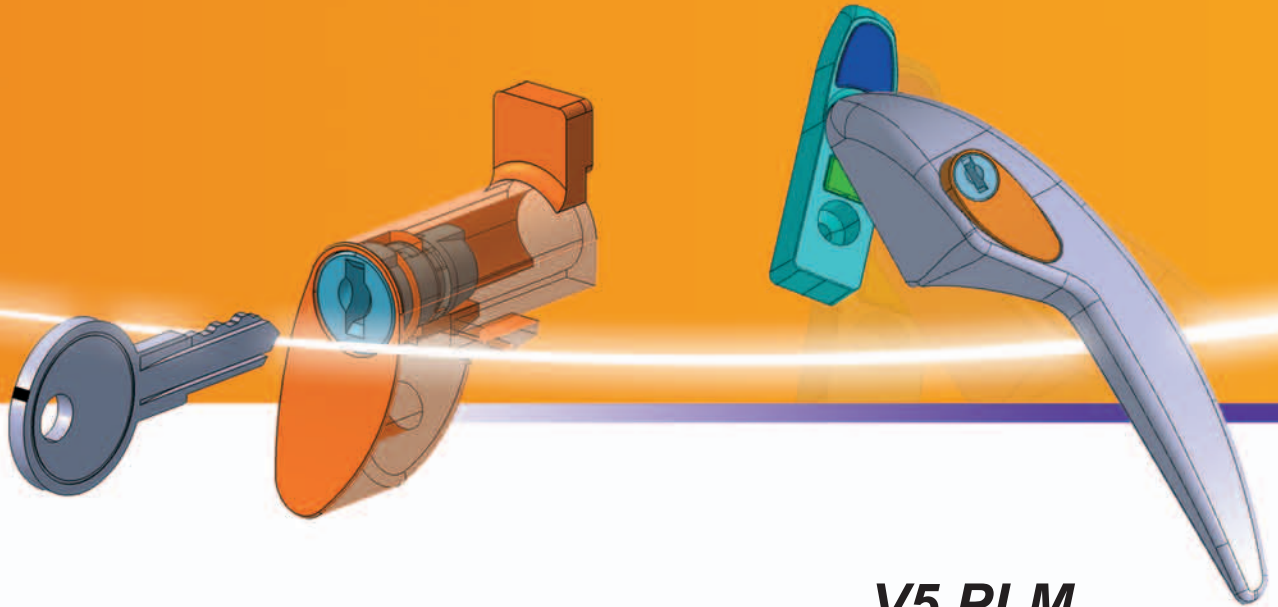
- Thanks to the assembly and tolerance analysis capabilities of CATIA V5, and SMARTEAM's ability to control and revise document management, Securistyle has cut the number of design errors by 50%:

*all figures based on an independent study performed by CIMdata



"With CATIA V5 and SMARTEAM, we are now guiding the market in terms of innovative products. Now we can advise architects. We are really sharing our common creativity."

David Walsh, Export Sales Manager, Securistyle



V5 PLM Key Benefits

- This generates a time savings of 65% for design change management (27k€), and an 80% cost reduction at manufacturing stage (115k€) to correct errors.
- This reduces the number of prototypes. In the past, Securistyle needed three successive prototypes per project to validate their design, now they generally only need one. "The elimination of two prototype iterations out of three can save up to three months per project and represents a direct saving of up to 29k€ per year."
- In addition, the flexibility of CATIA V5 parameterization combined with the process standardization capabilities of SMARTEAM enables designers to more thoroughly interrogate new design options and to adapt existing validated designs for a new project: costs of designing a new part from an existing one have been halved, which represents a savings of 72k€ per year.

Increased business revenues

With CATIA V5, Securistyle also streamlines the bidding process as it provides more accurate cost calculation using weight estimates of parts. "With SMARTEAM, we have deployed a collaborative participation of Sales, Production, Testing and Quality. All departments can visualize the last updated information. Hence, we provide our customers with more accurate answers to their enquiries," says John Mayes, Technical Customer Services.

Reduced time-to-market and bid preparation time directly impacts revenues. "By reducing our time-to-market by two to three months, we have generated an average of 20% more sales revenue per project," says Paul Cook, Managing Director. "In the coming years, we plan to increase by 50% the number of projects we can launch using the same number of designers."

-44%
Design time
Design time has been cut from 320 hours to 180 hours

-60%
Development costs
Reduction in overall development costs improves company flexibility

-66%
Prototype costs per year
Prototype iterations have been reduced from three to one after moving from 2D to CATIA V5

+20%
Revenue per project
Two to three months earlier-to-market generates 20% more sales on average for each new product



Independent ROI study

CIMdata performed an independent Return on Investment (ROI) study on Securistyle's implementation of Dassault Systèmes V5 PLM solution. The study was based on interviews with Securistyle personnel and on data about the benefits of the V5 PLM solution as well as the cost of its deployment (software, hardware, training, maintenance, ramp-up and administration). CIMdata's ROI model calculated the overall ROI for a six-year period.

Securistyle's overall ROI is impressive with a short payback period and a high internal rate of return.

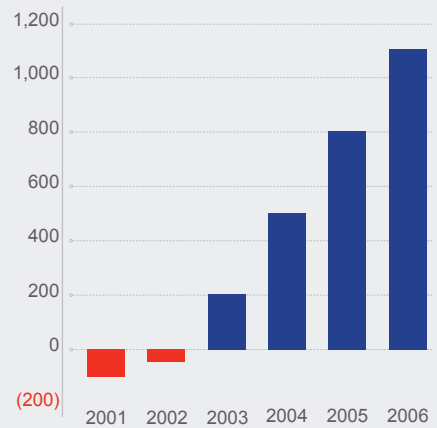
Findings

- the pay back period is 1.7 years
- the net present value of the investment (the cumulative discounted cash flow) over six years is 1,120k€
- the internal rate of return is 140%

CIMdata is a leading and independent worldwide consultancy specialized in PLM strategy

CIMdata

Cumulative Discounted Cash Flows - k€





Future

Securistyle will expand the deployment of its V5 PLM solution with SMARTEAM Web products throughout all departments in the company (Quality, Production, Purchasing) to enable them to share all design information created by the design office. This deployment will secure product lifecycle collaboration with standard Web browsers and will enable the entire company to contribute to product development.

Securistyle also plans to improve communication between preliminary studies and the design office with SMARTEAM's workflow capabilities. This workflow automation and change management solution facilitates engineering changes by streamlining business processes.



“Our old way of working was slow, inaccurate and costly. With CATIA V5 and SMARTEAM we are now getting to market faster and generating additional revenues.”

Richard C. Gurmin, Senior Project Engineer,
Securistyle

V5 PLM for the Fabrication & Assembly and Consumer Goods Industries

Dassault Systèmes has been working with major Fabrication & Assembly (F&A) and Consumer Goods (CG) manufacturers and suppliers for more than 20 years to provide a range of leading PLM solutions.

DS V5 PLM solutions cover the product development needs of F&A sectors such as machinery manufacturing for industry, construction, mining, paper, printing, textiles, the industrial equipment sector and other specialized production and process domains.

It covers the requirements of CG sectors including furniture, white goods, home and garden, leisure, personal goods, and watches and jewelry, and consumer packaged goods.

CATIA V5, ENOVIA, DELMIA and SMARTEAM enable F&A and CG manufacturers to remain competitive by increasing innovation, reusing company knowledge and part design, standardizing processes, ensuring quality, increasing flexibility, and reducing product development costs.

For information about DS V5 PLM solutions for F&A and CG industries, visit www.3ds.com

The Dassault Systèmes home page can be found at www.3ds.com

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As world leader in 3D and in PLM (Product Lifecycle Management) solutions, the Dassault Systèmes group brings value to more than 80,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire life cycle of products from conception to retirement.

Dassault Systèmes V5 PLM offering includes integrated solutions: CATIA, DELMIA, ENOVIA and SMARTEAM. CATIA® is a registered trademark of Dassault Systèmes. DELMIA® is a trademark of Dassault Systèmes. ENOVIA® is a registered trademark of Dassault Systèmes. SMARTEAM® is a registered trademark of SmarTeam Corporation Ltd.

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