

Case Study - Michael Walters

1. Why did you decide to invest in a data management solution?

Hornby did not have an electronic design data control system in place prior to investing in DDM. The need to take active control of all development data through a single database was evident when considering the growth of the core brands of Hornby and Scalextric worldwide and the more recent acquisition of the Spanish model railway company Electrotren and Lima of Italy with its international brands, Lima, Jouef, Riverosi, and Arnold.



2. What kind of data management solution were Hornby looking for?

Hornby wanted a mid range package economical in cost, simple user interface, and with minimum systems administration.

3. How did DDM fit with your requirements?

DDM offered a system that satisfied the majority of our needs along with the flexibility of extending the system to suit specific CAD applications.

4. Were there any specific aspects of the DDM product range that you found essential to your enterprise?

The integration with AutoVue was significant in our selection as this offered company wide interaction with the development process.

5. How did DDM's 'Out of the box' functionality compare with 'high-end' product currently on the market?

Hornby felt that the high end systems available were unnecessarily complex when considering Hornby's current and future requirements.

6. How will DDM feature in Hornby's future?

With the expansion of the Hornby group and multiple production sites the DDM web server will allow the various members of the group to access data in a controlled and secure manner.

About Hornby Plc

Hornby – a name that means so much to so many. Whether 'memories' or 'hobby', above all the Hornby name stands for quality, reliability and service. The attention to detail on our new models undoubtedly marks a new era in modern image modelling from Hornby. Hornby trains were an instant success and the company was quick to introduce more engines and accessories. In **1925** the first Hornby electric train was produced, operating from a mains supply of 100-250 volts. By **1929**, Hornby had evolved a much safer system and electric models worked from a six volt DC source.

<http://www.hornby.co.uk>

