
DDM Case Study : AVENT Baby Products

Case Study - Phil Driver, Technical Designer

1. What benefits has DesignDataManager brought to your organisation?

The management, access and issue control of our Pro/ENGINEER® data. Data can be retrieved from a large database with the use of known parameters. This means that the database is controlled by the software and not an individual.

2. What influenced your choice to choose DesignDataManager over alternative PDM systems?

This is more difficult to answer. I believe price and simplicity were the main influences.

3. Has DesignDataManager directly influenced decreased development timescales at your company?

DDM successfully stores our Pro/ENGINEER part and drawing and assembly data for quick and easy retrieval. And with the addition of the Web client meant this information is available company wide.

4. Could you envisage working without data management? Please expand on this if you wish?

No I believe it is an essential part of the CAD package. It's like buying a new BMW and not servicing it.

About AVENT Baby Products

AVENT was launched in 1984. AVENT radically redesigned the baby bottle to closely resemble the natural feeding process and give mothers the freedom to combine breast and bottlefeeding with ease, whether the bottles are used to give expressed breast milk or formula.

AVENT believes that breast milk is the preferred nutrition for babies. AVENT also believes that it is ultimately every mother's right to make her own personal decision as to how to feed her baby, and AVENT will support her in whatever personal choice she makes.

90% of our products are designed and made in our award- winning factory in England which is certified ISO 9001, the highest quality standard for design and manufacture.

AVENT products consistently receive 'Best Buy' Awards from the national press, mother & baby magazines and the women's press. They are also regular winners within the annual Mother & Baby Magazine Awards.

<http://www.aventbaby.com>

