

Case Study – Mark Brouwers

1. What benefits has DDM brought to your organization?

With the use of DDM we are now able to search and retrieve in a 'simple' way all of our engineering data like drawings, models, and technical documents. At the same time it also gives us an inside view of how vehicles' are assembled. We can do 'where-used' queries to analyze our products and can now share technical data throughout our entire company; sales data meets engineering data.



2. What influenced your decision to move away from PTC's PDM Link to DDM?

We implemented PTC's PDMLink 2 years ago and never got it up and running the way we wanted it. PDMLink as a product is a very complete package, maybe too complete for us. What we wanted was a lean mean engineering machine that could easily be integrated into our self-written MRP system. We didn't find that in PDMLink but DDM met these criteria. The philosophy behind DDM comes very close to our own. We created our own MRP system from the engineer's point of view, just like DDM does.

DDM implements a straightforward 'engineering' model whereas PDMLink acts more like a cumbersome monster. It takes an academic degree to manage PDMLink, let alone using it. There are that many functionalities that when something goes wrong, it can take quite some time to find and/or solve it. DDM in that manner has an open structure, based on SQL Server where you can easily find your way.

3. What benefit does the DDM EUM (Enterprise Update Manager) bring to your organisation?

Let me state it like this: without this function, I couldn't use DDM in our organization (not without some serious customization). We are an engineer-to-order company, so all of the engineering data generated in Pro/ENGINEER must be exported from DDM to our MRP system in a simple and robust way. I don't want the engineers to retype their bills of materials into an MRP system. When the engineer releases his model, the EUM is automatically triggered and an XML-file is generated. This generated file is picked up by a file watchdog and immediately imported into our MRP system. The data generated by the EUM is very complete: you can even export all the drawings, models... at the same time. Configuring the EUM is a 'piece of cake'.

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

The world we live in today is an information society with a lot of competitors on the market. Those who control their information are a step ahead of the competition, so DDM plays an important role in our company. Using a data management system makes sure that we construct our vehicles' in a consistent manner that shortens our time to market. So running a business without a data management system is commercial suicide.

5. Please make additional comments that you feel appropriate regarding DesignDataManager or the CSI organization/people?

Working with CSI has proven to be very smooth regarding some customization. Since they own and develop the product, you can almost ask for anything to implement. When you think of some functionality that is not yet available in DDM (an enhancement), this functionality is brought in and therefore available for all users in the next release.

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