

CASE STUDY

Leading Global Automotive Interiors Supplier

Leading global automotive interior company puts pedal to the metal

Industry leader leverages Rocket® solutions to facilitate collaboration with customers and deliver innovative automotive experiences to market faster.

Working behind the scenes to build today's innovative automotive interior experiences is one of the industry's true trailblazers, redefining how people relax, work, and play in their vehicles. Equipped with robust design and manufacturing capabilities, this industry pioneer is helping vehicle manufacturers worldwide redefine what it means to be behind the wheel in an age where assisted driving technologies are increasingly the norm and self-driving cars are just around the corner. But with hundreds of clients and thousands of individuals collaborating to create their winning designs, the growing company found using spreadsheets to manage users and design information increasingly untenable. They desperately needed a better way to handle their data.

That's where Rocket TRUfusion™ Enterprise came in. Designed expressly for the needs of large manufacturing organizations that rely on global supply chains, TRUfusion Enterprise automated the supplier's tedious and error-prone manual data exchange processes, a step which the company reports has saved their teams thousands of hours per year. "Automating the exchange of CAD and PLM data enables our designers to focus on their core activities, which are making our clients' ideas come to life," said the supplier's chief operations officer. "With Rocket TRUfusion Enterprise, we're not only responding faster to quotes, change requests, and other iterative steps throughout the product lifecycle, but we're also delivering a truly collaborative design experience for our customers."





Like other businesses in the industrial design space, the supplier uses computer aided design (CAD) software to create and store their automotive interior designs. The supplier needed a solution that could take their CAD files, which are notably complex in structure, and integrate them with their product lifecycle management (PLM) software. For that, TRUfusion Enterprise, with its out-of-the-box support for popular PLM systems such as Siemens Teamcenter® and its ability to translate CAD data into different formats as required by businesses' unique needs, was exactly what the global supplier needed. "It handled everything with ease," the chief operations officer said. "We've been able to pass around files between employees and customers without losing any data integrity."

But it's not just efficiency that they've gained with TRUfusion Enterprise, the company reports. As automotive interior designs often interact with carmakers' valuable intellectual property—and represent valuable IP on their own—the supplier's automotive partners began requiring layers of security that spreadsheets simply couldn't handle. The company's partners can now rest easy knowing TRUfusion Enterprise monitors and logs every file processing and exchange step automatically, generating a complete audit trail. "It's a single record of truth," said the chief operations officer.



Rocket TRUfusion Enterprise allowed us to gain complete control over our data exchanges. Our employees are happier, our partners are happier, and with new, more efficient processes driving sales and promoting faster time-to-revenue, our bottom line is happier, too. //

*Chief Operations Officer
Leading Global Automotive Interiors Supplier*