

Magna Roof Systems

Rocket® TRUfusion™ Enterprise Integration With Teamcenter Drives Operational Excellence for a Leading Automotive Supplier

Magna Roof Systems (Magna) is a division of Magna Mechatronics, Mirrors, and Lighting Group. It is also part of Magna International, one of the world's largest manufacturers of mobility technology for the automotive industry. They are a global leader in roof technology and a complete system supplier and integrator of both hardware and software. With over 2.7 million roof systems produced, they offer deep systems knowledge of mechatronics related to the entire Magna ecosystem. Magna Roof Systems includes 1,150 employees, two manufacturing assembly sites, and two engineering development and sales offices across four countries.

Challenge

Magna works with dozens of partners, customers, and suppliers to fulfill stringent appearance, design, and quality requirements. Their innovative solutions allow clients to create both beautiful and functional vehicles. But, as necessary as that is, conforming to deadlines and precise design specifications can be even more critical. Slowing manufacturing lines or impacting warranty claims can quickly lead to supplier demerits, business risks, and extra costs. Operating efficiently in this expansive ecosystem requires solutions that streamline and manage information flow between participants.

Magna was one of the first customers to use Rocket® TRUfusion™ Enterprise solution to facilitate Product Design Data Exchange (PDX) and address the challenges. The team had the vision to improve their end-to-end PLM processes with better tools, greater integration, and automation. The initial results were outstanding.

When Magna Roof Systems decided to rely on Siemens Teamcenter Product Lifecycle Management (PLM) to

manage their product design data and orchestrate their design and engineering teams to drive business efficiencies, the company identified that the lack of integration between Teamcenter and Rocket TRUfusion Enterprise offered considerable potential for automating recurring manual processes. It could reduce costs in the range of 10 to 30 percent per transfer job depending on the volume of data sent and, most importantly, eliminate human errors that occur with manual processes.

Solution

Magna began working on this efficiency improvement in 2020. They started by approaching Rocket Software to review their TRUfusion Enterprise and Teamcenter integration solution and determine if it was what they needed. The two organizations had fostered trust during the initial TRUfusion Enterprise implementation, and users of Rocket TRUfusion Enterprise were very familiar and happy with the tool.





The decision to integrate Teamcenter and TRUfusion Enterprise has had no impact on the infrastructure, a relief to their IT team. Now, users can perform Product Design Data Exchange (PDX) transactions with customers and suppliers using Rocket's Teamcenter Plugin. The plugin's user interface (UI) allows users to effortlessly find and select product design data and the recipient. It then automates formatting, checking, renaming, and file exchange decisions, and the user just needs to press send. In the background, the solution extracts the selected product design data and processes it according to the options that were selected—all done in a batch process, eliminating work that is usually done manually.

This product design data process automation is critical to fulfilling original equipment manufacturer (OEM) customer mandates. Without complete integration, tracking how data was processed and which versions of the CAD data were sent from Teamcenter will become time-consuming. Now, every PDX transaction, both inbound and outbound, has a comprehensive audit trail that ensures the traceability of the product design data sent to and received from customers and suppliers. The time saved improved the productivity of Magna's design and engineering staff. Rocket's long-term partnership with Siemens also gives Magna peace of mind that TRUfusion Enterprise will integrate effortlessly with any new Teamcenter releases, further enabling users to take advantage of efficiency opportunities accompanying new features and capabilities.

In the following implementation phase, Magna employees will have the information they need readily available inside Teamcenter after receiving it from OEM customers. This is critical to speeding up product design decision-making and enabling design projects or new product introductions to be completed on time and within budget.



Implementing the TRUfusion Enterprise Teamcenter integration was the logical next step for us in our journey towards greater automation, productivity, and accuracy in our PDX. Throughout our established relationship with Rocket, we've received ongoing support that reassured us we were in good hands, so we didn't need to undergo an expensive and time-consuming transition to a competing solution to get the capabilities we needed. //

Sven Kafka

Engineering Team Leader,
Magna Roof Systems





Results

- By exporting and importing CAD and related data between TRUFusion Enterprise and Teamcenter, Magna saves significant time, eliminates the risk of human error, and facilitates compliance with OEM mandates. Hundreds of tasks are managed through TRUFusion Enterprise and Teamcenter each month. With increased automation, design and engineering staff can focus on their core skills and add value to the business by designing and manufacturing innovative rooftop products for their global customer base. With this integration, PDX is significantly streamlined compared to manual multi-step approaches.
- Without undergoing an expensive and disruptive transition, Magna gained the capabilities they needed to exchange CAD and related product design data in less time, with lower costs. Nearly 85% of Teamcenter jobs are already leveraging the integration, representing a big step forward in their modernization journey. Now they can be sure the data sent to suppliers and customers is the same as the data in Teamcenter, simplifying compliance with internal and external policies, standards, and best practices.
- Engineers and designers benefit from improved processes, saving them hours of work across tasks for increased productivity. Magna has the capabilities to execute complex design processes, enabling them to complete projects faster and more accurately to exceed their customers' goals.

Impact

1

Time-saving: Engineers and designers no longer need to spend hours per project saving, renaming, processing, and exchanging product design data with others.

2

Accuracy: Integration of TRUFusion Enterprise and Teamcenter enables product design data processing automation that reduces the likelihood of human error.

3

Maintenance: The partnership between Rocket and Siemens means their PDX system will always stay up to date with the new releases of each vendor's software.



Rocket Software partners with the largest Fortune 1000 organizations to solve their most complex IT challenges across Applications, Data and Infrastructure. Rocket Software brings customers from where they are in their modernization journey to where they want to be by architecting innovative solutions that deliver next-generation experiences. Over 10 million global IT and business professionals trust Rocket Software to deliver solutions that improve responsiveness to change and optimize workloads. Rocket Software enables organizations to modernize in place with a hybrid cloud strategy to protect investment, decrease risk and reduce time to value. Rocket Software is a privately held U.S. corporation headquartered in the Boston area with centers of excellence strategically located throughout North America, Europe, Asia and Australia. Rocket Software is a portfolio company of Bain Capital Private Equity. Follow Rocket Software on [LinkedIn](#) and [Twitter](#).

© Rocket Software, Inc. or its affiliates 1990–2022. All rights reserved. Rocket and the Rocket Software logos are registered trademarks of Rocket Software, Inc. Other product and service names might be trademarks of Rocket Software or its affiliates.

RS_MagnaCaseStudy_v4