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Viktor Anderson
Director of Engineering
Structural Concepts

Structural Concepts Corporation Achieves Enterprise PLM Success

Recognized Leader Leverages Aras® Solutions to Drive New Product Development & Introduction

Structural Concepts achieves competitive advantage over other providers by delivering display case solutions specifically configured to a customer's unique needs, with the highest level of quality and customer service. The company is a leader in providing foodservice, supermarket and convenience store operators such as Starbucks, Wal*Mart, Hilton Hotels, and Safeway with specialized products designed to merchandise grab 'n go products, bakery, deli, floral, produce and other specialty foods and perishables.

Structural Concepts Corporation is a US-based company located in Michigan with over 30 years of expertise designing and building innovative temperature controlled display cases. Structural's market is highly competitive, and its customers are large companies with stringent demands that include many product requirements. In fact, 80% of Structural Concepts' orders require customer-specific custom engineering.

Structural Enterprise Systems

- ▶ PLM: Aras Innovator Solution Suite
- ▶ Platform: Microsoft Windows Server, SQL Server, .NET Framework
- ▶ ERP: Epicor ERP
- ▶ CAD: SolidWorks

Innovation Focused Growth

Several years ago Structural Concepts growth began to accelerate, and business processes started to experience difficulties. In effect, the company was becoming a victim of its own success. A lack of visibility into ongoing client projects was adversely affecting Structural's ability to meet customer



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deadline commitments as the company continued to win new business and gain market share. In addition, the engineering lead time for new orders was increasingly being challenged by competitors.

Executives realized that they needed to transform the engineer-to-order development into a configuration-oriented process based on platforms to streamline the new business proposal estimation, quoting, and engineering required.

Leveraging PLM for Build-to-Order

Management quickly recognized the need for more effective cross-functional collaboration and coordination of customer specifications, deadline commitments, and change requests to speed the proposal and new product development and introduction (NPDI) process.

Structural Concepts sought an enterprise Product Lifecycle Management (PLM) solution that would bring together the NPDI transformation to support the overall corporate strategy moving forward.

“As a growing company, we really needed an enterprise PLM solution that would support our business strategy and fit into our Microsoft environment,” said Viktor Anderson, Director of Engineering for Structural Concepts.

Structural Deploys Aras Solution

To address these initiatives, Structural implemented the Aras Innovator® solution suite for enterprise Product Lifecycle Management (PLM) including:

- ▶ Product configuration proposal process for faster, more accurate quoting
- ▶ Customer requirements & product specification management
- ▶ New product program management with executive dashboards for the NPDI process
- ▶ Engineering bill of materials (BOM) and product structure for configuration control
- ▶ Document and file control with online change management workflows
- ▶ Pre-production manufacturing process planning

- ▶ Enterprise-wide collaboration across engineering, marketing, quality, and operations

Structural Concepts now uses the Aras Innovator open source software solution suite for enterprise PLM to manage the New Product Development & Introduction (NPDI) processes to achieve better visibility and shorter development cycle times.

Business Benefits

- ▶ Innovative, award winning new product designs
- ▶ 32% increase in revenues over 2 years
- ▶ NPDI productivity increase of 67% for over \$675,000 ROI to date
- ▶ 50% reduction in new product lead time

Delivering Business Results

Since implementing the Aras Innovator solution suite Structural Concepts has experienced significant improvements in both the company's top line revenues and bottom line profitability. With NPDI lead time reduced by nearly 50% and order-to-delivery throughput increased by 40%, the company has increased market share and Structural's revenue increase is particularly impressive when considering the rising tide of international competition.

“Our revenues have increased by 32% since implementing the Aras enterprise open source solution,” said Viktor Anderson, Director of Engineering for Structural Concepts. “We understand the competitive advantage Aras gives us.”

In addition to top line revenue growth, Structural Concepts' enterprise PLM implementation has delivered significant ROI. Productivity is up 67% supporting a customer project order throughput flow volume increase to over 500 per year with the same staffing levels translating into savings of \$675,000 to date. Moreover, product platform standardization has increased product configuration reuse and will enable the company to rationalize the number of platforms by more than 50% moving forward.

