

ABOUT US



Ubidyne is a startup company leading the industry of digital wireless technology for mobile users. It was founded in 2005 headquartered in Ulm, Germany with offices in US & China.

Strong Investor Base: Ubidyne has been financed by six of the world's leading Venture Capital firms including



Glmv



Awards:



Find more on our webpage www.ubidyne.com

UBIDYNE ACTIVE ANTENNA



Our Product consists of Ubidyne designed and specified Chips, electronic components and PCB assemblies as well as the corresponding control Software & Firmware



UBIDYNE ANTENNA EMBEDDED RADIO

PLM MARKET EVALUATION



PLM market evaluation started almost 3 years ago (Nov 2007). The need to start setting up a Product Lifecycle Management solution was recognized. The idea was to start lean, but early.

These were the main conclusions:

- 'Big players' (Siemens, SAP, IBM, ...) on the PLM market by far too expensive for SMB companies like Ubidyne
- PLM setup needs some initial support from PLM vendors or their partners. Therefore a base in Mid-Europe was a must.

PLM DECISION



Finally, *Agile Advantage* – the SMB solution of huge *Agile PLM* – was the tool which matched most of Ubidyne needs.

But: During internally struggling with still high Front-Up Licensing Costs, Agile Software Corp. was acquired by Oracle Corp. which went along with uncertainty about the future of the *Agile Advantage* product.

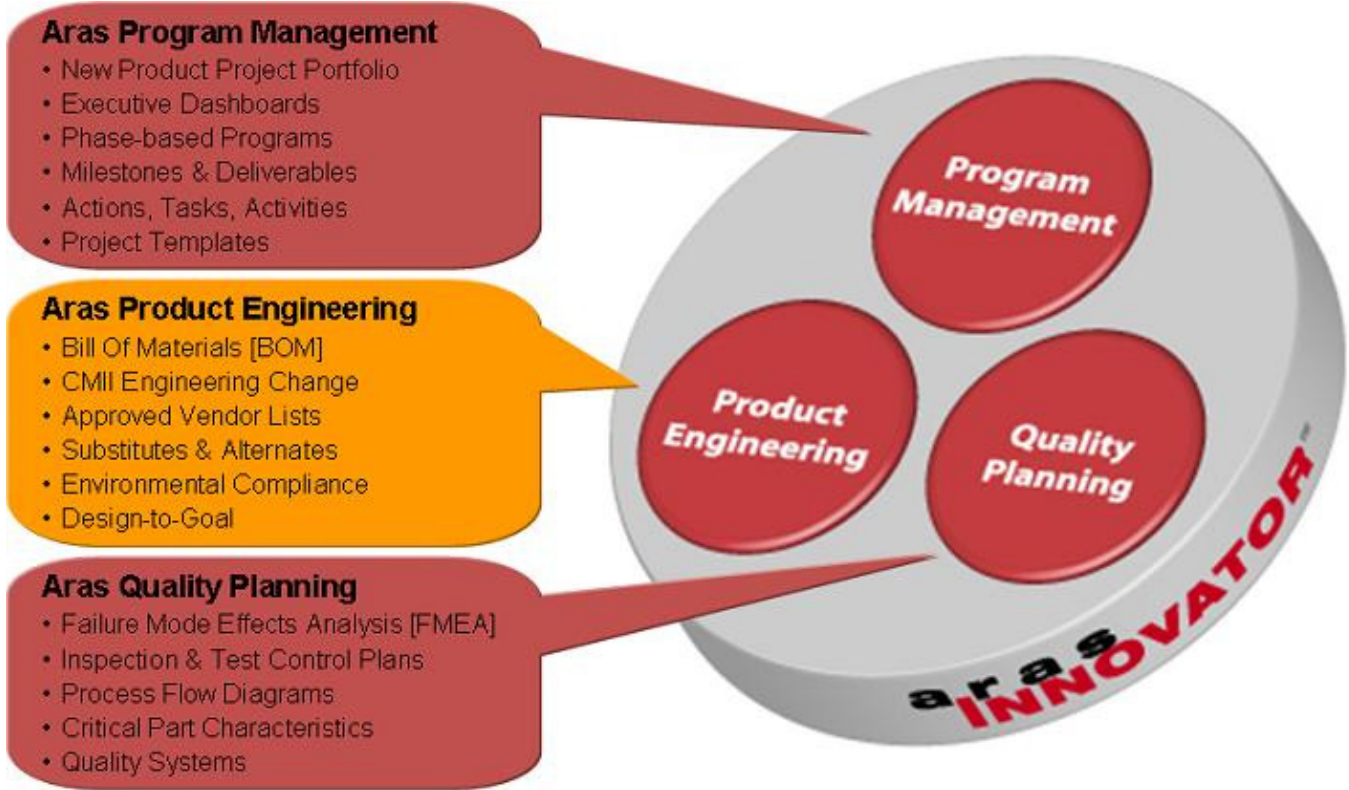
If Agile SMB product would be discontinued, a forced upgrade to even more `expensive` Enterprise solution could not have been done by Ubidyne.

ARAS – FIRST CONTACT



A phone call changed everything: the Aras headquarter for EMEA opened nearby in Switzerland and contacted us offering an Enterprise Open Source PLM solution covering our needs

(combine PM, PE and QP) and coming without up-front licenses fees



ABOUT ARAS INNOVATOR



First Impressions (after presentation by Aras Sales):

- Covered most of the functionality which was regarded to be important for initial use as Ubidyne PLM application
- Nicer looking GUI (Web application)
- Based on (in house) Microsoft Infrastructure
- Fully customizable application (by yourself once framework is understood)
- Modular and extensible platform

ARAS ADVANTAGES



Why Aras Innovator was chosen to become the Ubidyne PLM solution:

- NO LICENSE FEES – OPEN SOURCE BUSINESS MODELL
- Lean effort to customize and introduce a basic productive PLM
- Experts supporting initial setup available in Germany
- (optional) Subscription contract includes hotline support and free Admin trainings (though only in the U.S. two years ago)
- Possibility to order additional services from Aras contractor

Enterprise Open Source – The Better Choice

INITIAL IMPLEMENTATION



2Q2008: Decision pro Aras Innovator V9.0.1

Common Workshop to setup Ubidyne Processes & Data Types, Roles & Permissions, UI (Basic forms), adapted Workflows, ...

3Q2008: `Go Live` using:

- Document Management
- Part (BOM) Management
- Change Management (=Release Process)

Starting to setup PLM was done early – before finalizing the first Product – which gave us

=> time to understand and use PLM

=> time to adapt and finetune PLM processes to exact needs

IMPLEMENTATION STEPS



Rough timeline of Aras Innovator setup at Ubidyne:

4Q2008: Add Vendor Parts using Innovator Batch Loader

1Q2009: Add Part Costs to track Product Costs

2Q2009: Adapt Change Management handling

3Q2009: Upgrade to major release Innovator V9.1 SP4

4Q2009: Fine-tune Roles, Upgrade to SP5+SP6

1Q2010: IT upgrade: Win Server 2008 / SQL 2008 / IIS 7

2Q2010: Upgrade to major release Innovator V9.2 SP1

3Q2010: Prepare major changes in Document Management and
Release Process

CURRENT PLANS (near-term)



Following Enhancements are planned for the next 6 months:

- Use `Projects` allowing relation to Documents and Parts
- Improve Review & Release Process by splitting common used ECN (Engineering Change Notice) into a `DCN` for Documents Reviews and `PCN` for Part Change control
- Introduce Project Management capabilities of Innovator
 - scheduling methods, automatic activity assignment
 - map Ubidyne Phase-Gate process
 - collect Project deliverables
- Keep using the most recent released version of Innovator

FURTHER IDEAS & PLANS



- Include Partners, Customers and OEMs
 - provide external access
 - automated data exchange
 - setup Change Request process
 - allow Problem reporting
- Introduce
 - Quality Planning
 - Requirements Management
 - Issue Tracking
- Improve Usability
 - support other clients like Mac or iPhone (not just Win + IE)
- Interfacing of Aras PLM to ERP System



CHANGE
THE WAY YOU
THINK ABOUT
WIRELESS



Aras PLM Software

Open. Proven. Advanced.

Business Ready Solutions for
Today's Global Enterprises