Revolutionizing Product Management with PLM:
How Aras Innovator Streamlined Operations for Amulet Hotkey in Just 20 Days
COMPANY BACKGROUND

Industry: High Tech Electronics
Founded: 1990
Employees: 51-100
Product: Specialized computer hardware infrastructure solutions providing best-in-class power and security in data-intensive work environments.
Location: Devon, UK

CHALLENGE

Inconsistent management of product data through spreadsheets and several disconnected systems impacted data quality and productivity.

SOLUTION

Aras Innovator hosted on the cloud with Amazon Web Services (AWS) with industry-specific High Tech Electronic capabilities.

BENEFITS

- Quick implementation; the cloud-hosted Aras PLM solution was delivered to the team in just 20 days.
- Today, Amulet Hotkey has access to a unified system for product document and part material management, including bill of materials (BOM) management. Because the company serves customers in heavily regulated industries, strict data security control was an important system requirement.
- Having one go-to system and strict data security control has positively impacted business processes. One example is external collaboration. As a result, Amulet Hotkey went from spending 3-4 weeks on assembling and sending data packages to third party manufacturers, to just three minutes.
INTRODUCTION

Amulet Hotkey designs and manufactures specialized computer hardware for data centers, control rooms, and other demanding work environments. Amulet Hotkey has been a trusted business partner for more than 30 years. Known for their innovative designs, high performance, and superior reliability, Amulet Hotkey also offers professional services, including system design, integration, and support. Clients range from SMBs to global enterprises across the governmental, financial, and defense industries.

Their flagship product is the CoreStation remote workstation suite. It offers industry-leading GPU (graphics processing unit) rack density and provides the infrastructure to build remote access computer resources. The remote workstations are accessed securely via the hardware client and host devices.

The endpoints use advanced compression and protocol optimization techniques to provide a high-performance remote desktop experience, even over low-bandwidth connections. The end-to-end solution allows remote users to securely access remote desktops from anywhere as if sitting in front of the computer itself.

Engineering and product data were managed in a custom-made system. Over time, however, bill of materials (BOMs), change notes, designs, and alternative components became too complex and cumbersome to handle with the in-house system. Multiple people input all data manually using different tools like spreadsheets and word processing documents. It made the captured data prone to errors. Gathering information from various data silos within the company could take several weeks.

“So, we needed to find a system that could encompass all that into one data package, and PLM was the obvious system of choice. We wanted to become more efficient in building up the BOMs and managing change — that prompted us to look into implementing a PLM system,” says Matthew Allitt, director of engineering at Amulet Hotkey.
DATA SECURITY IN THE CLOUD WAS A GAME-CHANGER

Due to the company’s busy day-to-day business demands, Matthew and Nick preferred a PLM system with a cloud-based data management structure. With Amulet Hotkey serving two heavily regulated industry sectors, finance and defense, strict data security control was a top requirement. So, when Matthew’s colleague, Nick Redfern, evaluated the different vendors in the PLM market, only one solution was the right fit for Amulet Hotkey.

“All vendors were offering good products, but they were based on a multi-tenant cloud hosting platform, meaning that multiple accounts are simultaneously looking at the same instance. That makes the risk of data corruption and crossover much bigger. The data would also be in somebody else’s hands, not the company’s. That made the potential very small,” says Nick Redfern, New Product Introduction Engineer at Amulet Hotkey. He continues:

“We worked with Minerva, and they offered us a single instance hosting of our PLM system, which would be on the Aras web server in a location of our choice. That has given us the security we require as well as the flexibility we need. Aras was configurable from day one. That all gave us all the confidence that we would be successful with Aras because we could map how we work and handle our unique challenges in a way that would work for us and not be a burden.” Minerva Group was an Aras Partner and reseller of the Aras Innovator PLM solution. The company initially engaged with Amulet Hotkey to sell and implement Aras Innovator. In January 2022, Minerva Group merged with Aras Corporation.
FROM 3 WEEKS TO 3 MINUTES

The first version of the cloud-hosted Aras Innovator PLM instance was delivered to the team in just 20 days. That made it possible for Nick to prove the solution to the Amulet Hotkey management. Once Nick Redfern and the team received the green light, they could input product data and bring the system up to speed to handle the first product line.

They soon realized the benefits of capturing all product data in a single system with complete interconnectivity and change control.

“In the past, it used to require four people to spend 3-4 weeks to assemble data packages and send them to a third-party manufacturer—and that was a torturous exercise—it was exactly such a scenario that made us realize we needed to find a PLM system,” says Nick Redfern. He continues:

“After we brought Aras on board, we analyzed how long it would take us to get all that data into PLM and ship the data package out. It took three minutes! We went from 3-4 weeks of effort to get all information from our various silos around the company to three minutes. We could package the data in a format we could transmit to a third-party manufacturer in just three minutes. Most people were incredibly surprised. And they realized this was exactly what was missing over the preceding years we did this. The step change was remarkable, and most people recognize that.”

Today, both the engineering and manufacturing teams at Amulet Hotkey fully leverage the speed and accuracy that Aras Innovator provides.

“I think that is an excellent indication of the power of electronically captured data where it is all interconnected. Once the data is captured within the PLM system, the change control system makes sure that the data is updated with the latest revision anywhere and with access to the right people. So, Aras has served us well and continues to do so. We have confidence in the solution and are certain that we can continue to configure it to fit future needs,” says Nick Redfern.
Aras provides the most powerful low-code platform with applications to design, build, and operate complex products. It’s technology enables the rapid delivery of flexible, upgradeable solutions that build business resilience. Aras’ platform and product lifecycle management applications connect users in all disciplines and functions to critical product data and processes across the lifecycle and throughout the extended supply chain. Airbus, Audi, DENSO, Honda, Kawasaki, Microsoft, Mitsubishi, and Nissan are using the platform to manage complex change and traceability. Visit [www.aras.com](http://www.aras.com) to learn more and follow us on Twitter and LinkedIn.