

# Case Study : Digital Data backbone and feedback loop

E2E Offerings

Domain Led Eng.

Smart & Connected World

Eng. Led Business Transformation

## Industry Type: Automotive Tyre Manufacturer

### Teamcenter Project Scope

- Green-field & Brown-field
- Teamcenter Upgrade
- 5 Stage NPDI setup
- Active Work Space Collaboration
- SAP-Teamcenter Integration
- L1, L2, L3 support

## Challenges

- With the increased demand from the global markets, compliance trails were peaking while adhering to the regional standards.
- Due to this, the new product initiation was dynamic and facing the supply issues from the tyre mould suppliers
- COO wants to have a single view of these supply demand KPI's incepting from the product development

## Solution

- R&D Business process Consulting & PLM product recommend
- End-to-End PLM Implementation aiming to create a digital backbone(Maturity level 4)
- Teamcenter infrastructure & Recommend
- Defining the Product Centric Business Data Model
- Implementing 5 stage NPD process
- Integrated Material Management, Supplier Collaboration, Active Workspace
- Legacy Data Migration Strategy

## Value and Benefits

- **Appx. 20% faster time to market** with reduced global compliance risks
- **15% reduction of design cycle time to production**
- **Redefinition of NPDI process** setup to compliment the global demand supply issues.
- **End-To-End digital Traceability** for Product Portfolio
- Introduced **feedback loop** for test Lab data Management
- Improved decision making for the CxO's.

Internal

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