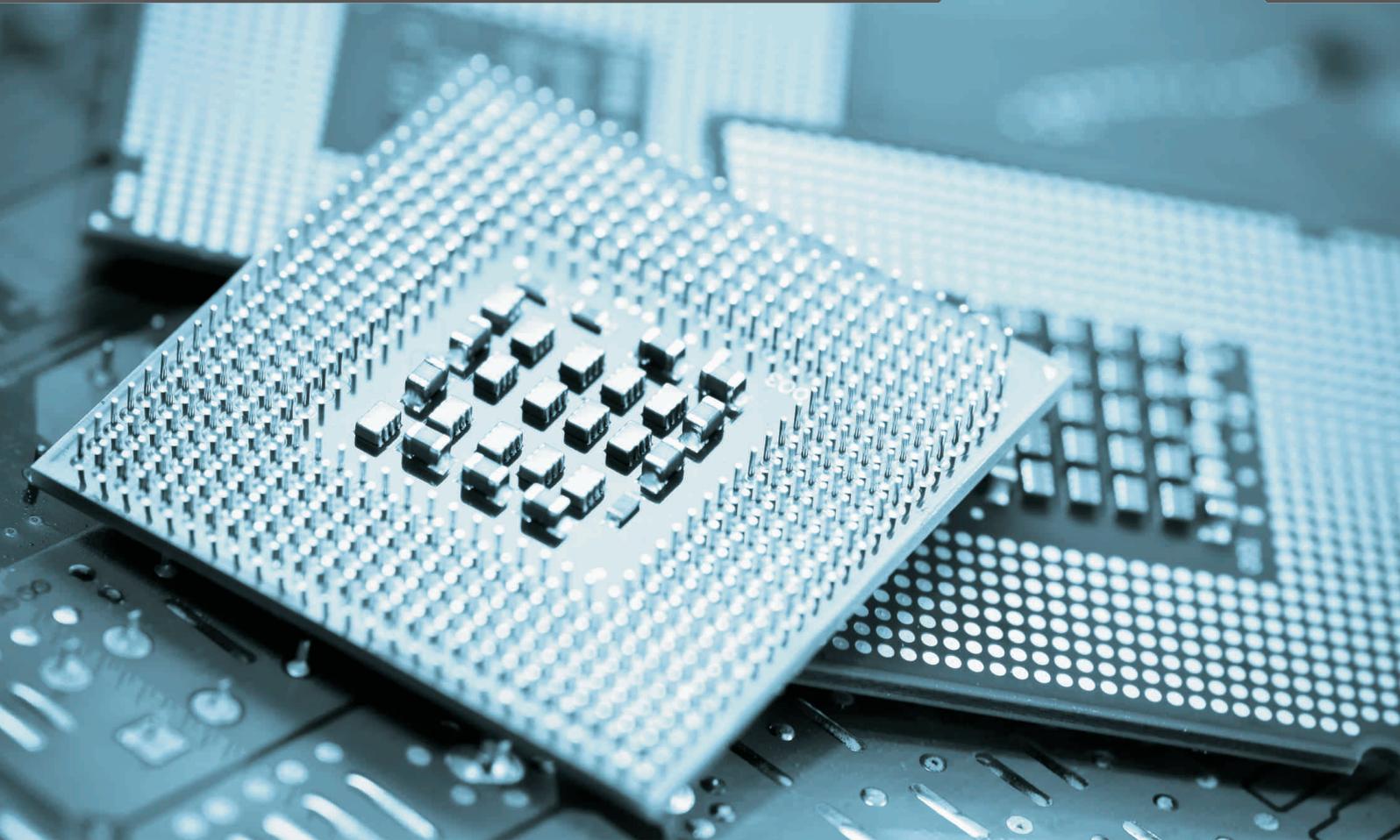# Global Graphics Computing Giant Improves Agility with Better Alignment of Product Development Processes to Business Growth

SITUATION

Over the years, the Customer's business and product development processes had evolved to align with their aggressive business growth. However, the existing product development system was proving inadequate in meeting the new business requirements.
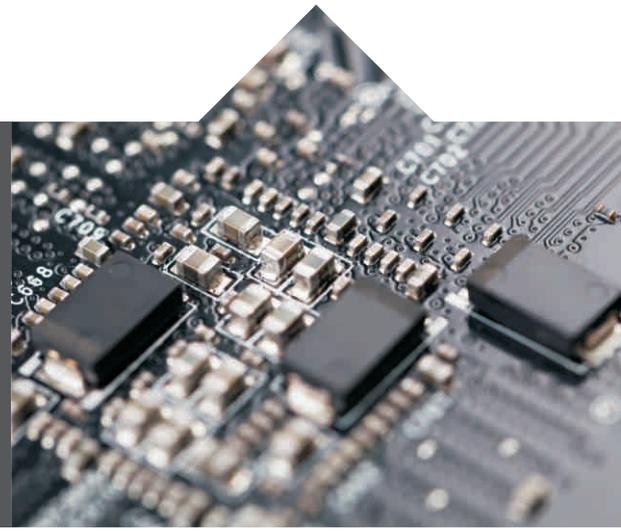
IMPACT

The Customer's current business processes and their existing product development system were disconnected. This had an immediate effect of inefficiencies creeping into their product development. The existing system had limited traceability of product data and was not designed to be scalable for a growing business.

RESOLUTION

Our solution helped the Customer transform and migrate product development data and processes into the latest PLM platform designed in accordance to their business strategy. This alignment improved the Customer's agility to keep pace with their rapid business growth.

The Customer

A global technology company based in Santa Clara, California and is a leading manufacturer of graphics processing units (GPUs), as well as system-on-a-chip (SOCs) units for the mobile computing market.

The Need

The constantly evolving Hi-tech industry necessitates enterprises to continuously improve to stay ahead of competition. With decreasing life span of products, it is crucial to get the time to market right in order to avoid obsolescence.

In 2008, the Customer moved from Oracle Agile to Windchill 9.0. Four years on, their product development processes changed with the demands of the growing business, but their existing product development platform was not able to accommodate the changes. Data was not catalogued correctly which made retrieval and use a difficult task. Data had increased exponentially during this growth period and inefficiencies of the system were hurting product development. There was a compelling need to bring in a user friendly intelligent system with improved traceability while incorporating the latest technologies.

Their recent re engineering of business processes meant that the product development system had to be overhauled and moved into the latest Windchill 10.1 platform.

Business Benefits

Our solution enabled multiple benefits for the Customer:

• An intuitive and user friendly system

• Increased traceability of product design data

• Better classification of Parts, Documents enabling quick search and reuse

• Improved user interface with strong emphasis on visuals

• Seamless integration into downstream enterprise systems

• Greater supplier collaboration for component systems

The Solution

One of the largest migrations for ITC Infotech, the transformation and migration of 75+ million data to Windchill 10.1 impacted more than 2000+ users spread across multiple locations. Data engineers worked on 75+ million records to transform and migrate into the new system. Transformation was a challenging task considering the complex business logic. Using PTC's Windchill Bulk Migrator (WBM), data was extracted from the legacy system, transformed and loaded into the new 10.1 system with 100% data accuracy. The clustered infrastructure setup was fine tuned to achieve the maximum throughput which kept the downtime minimal. Along with migration, critical business processes like integration with the downstream ERP system, ECAD integration using BOM loader and supplier collaboration was implemented.

ITC Infotech's PLM Practice

ITC Infotech shares a decade-long strategic partnership with PTC and is a leading provider of PTC Suite of Products. We have Centres of Excellence in specialized PLM technologies and are frontrunners in innovative methods, processes and skills in the PLM space. ITC Infotech has the largest number of PTC certified consultants and seasoned industry experts within depth knowledge of PLM.

The company has worked with some of the leading Aerospace & Defence, Automotive, Industrial Equipments, Hi-tech, Oil & Gas, Retail, Apparel and Footwear (RFA) and Consumer Goods companies across the world.

For more information, please write to:
contact.us@itcinfotech.com

www.itcinfotech.com