

Fu Yu makes a choice

The Situation

“We cannot focus just on engineering issues; we have to remember that we are running a business. With Solid Designer we know that we have the best tool for working with customers and customer satisfaction is what leads to company success.”

Chee Keong Tan, Manager, Research & Development Department



The Challenges

In order to make a profit by delivering the best customer service at the same time as keeping operational costs down Fu Yu must:

- Be able to communicate and discuss design information with customers whatever software format they are using.
- Ensure that new members of staff are able to contribute to design projects quickly.
- Produce customer approved designs within very tight timescales.
- Share and discuss emerging designs with customers, wherever they are located.

The Solution

- Ccreate's Solid Designer modeling software.

The Results

- Better use of resources because engineers new to the software are fully productive within the first month.
- Design time has been cut significantly because processing is significantly quicker than with Fu Yu's other software packages.
- Design freedom, creativity and speed have increased because engineers do not have to work within the constraints of a history based software.
- Solid Designer takes up fewer computer resources compared to Fu Yu's history based software.
- Using Ccreate software Fu Yu's R & D department is poised to cut overhead costs and make a key contribution to the overseas growth of the company.

Company profile

Fu Yu Manufacturing Limited was established in 1978 and began fabricating small plastic injection moulds and manufacturing plastic injection moulded parts.



In 1985 the company extended its operations to include various sub-assembly processes. It is now the leading supplier of plastic injection moulds and custom-made plastic injection moulded parts in Singapore. Providing a comprehensive one-stop service from product design through production to final assembly, Fu Yu has manufacturing facilities in Malaysia, China and Mexico.



Fu Yu Manufacturing's primary role is that of a service provider and it aims to meet the needs of its customers as closely as it can. It therefore decided that, as it grew, it would expand vertically along the supply chain so that its customers could benefit both from an integrated service and the efficiency cost savings this would create. The Research & Development (R&D) Department, which provides front end design services, was set up as part of this approach.

"The R&D arm is an extension of Fu Yu's core business," said Chee Keong Tan, manager of the department. "We aim to provide existing clients with design in addition to moulding and tooling services. We also plan to attract completely new clients at the design stage and then provide downstream activities."

In order to be ready to meet its customers' needs, the department has to maintain three different types of mechanical design software. One of these is primarily for use at the manufacturing stage; one is Solid Designer which Fu Yu bought in order to work with Hewlett Packard (HP), a long term client. The other is a history based package. As Fu Yu gradually became one of HP's key suppliers, supporting it more and more closely, it found that it was using Solid Designer more than the other software it had. It therefore bought more seats.

"We were all happy to be using Solid Designer more often because it is the software we all prefer to work with" said C K Tan. "And we are in a good position to compare the different packages. Solid Designer is friendlier, it does not take long to learn and it is easy to use. I've trained five people over the last six months. Within a month new users can cover the basic module and move onto some advanced features. As a result they can start on real time projects with very tight timescales. This allows for better use of resources."

He continued: "It is also quick. Processing is definitely a lot faster because there is no history to account for. This makes a significant time saving when either starting a design or making an alteration. When files get big, processing can be very lengthy in a history-based software. Solid Designer saves quite a lot of time. As end users we do see the difference. The time we spend designing is less."

In addition, the engineers at Fu Yu find that the cut and paste feature of Solid Designer is extremely useful. "Our other software does not allow us to cut and paste and then connect together. This is very, very powerful. Solid Designer allows us to do a lot of things we cannot do in our other packages. For example, with a history-based package the

user has to be very disciplined. With Solid Designer the design can start at any point. There's no need for a well planned route. With Solid Designer engineers find they can do anything they want and still maintain valid models."

Fu Yu's R&D department also finds that Solid Designer does not require the extensive computer resources needed for other software.

Several of Fu Yu's engineers previously used a history-based software. "The feedback I get, once they have tried Solid Designer, is that they prefer it. Certainly if I were to design a part myself I would use Solid Designer anytime. We see that it gives a fast turnaround time for design. This helps our department and the business as a whole. We started using Solid Designer because of our clients, now it is our software of choice even though other departments within the company do not use it."

When the R&D department has completed a design it simply transfers Solid Designer files to the manufacturing facility where the files are easily converted as part of the tooling and fabrication process.

Whilst the R&D Department is part of a larger business it is a self sufficient unit which has to cover all operating costs. Chee Keong Tan has to chart a way forward and profit is important. "We are very dependent on the business we bring in and high overheads would be detrimental. We need to be aware of what work we have coming in so that we do not overspend. One of our challenges is to be careful in choosing software. Maintaining software is costly. We now find that 95% of the time we use Solid Designer and so we are looking at how to run on one platform. Solid Designer allows us to communicate between different platforms so we can work closely with clients whatever format they are using."

Chee Keong Tan is now thinking of the next step. "I know that if we upgrade to One Space Designer, working across platforms will be even easier; and with One Space Designer's web communication facility, we will be able to support our overseas clients very easily and cost effectively. I expect to make a proposal to management within the next few months. This will have a clear cost justification. At the moment we are mostly supporting local customers so we are able to meet for face to face technical discussions, however the company is planning to expand operations within China. We will be dealing with new customers and travel will not be so easy. We will need to be ready to communicate across platforms and via the web."

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