

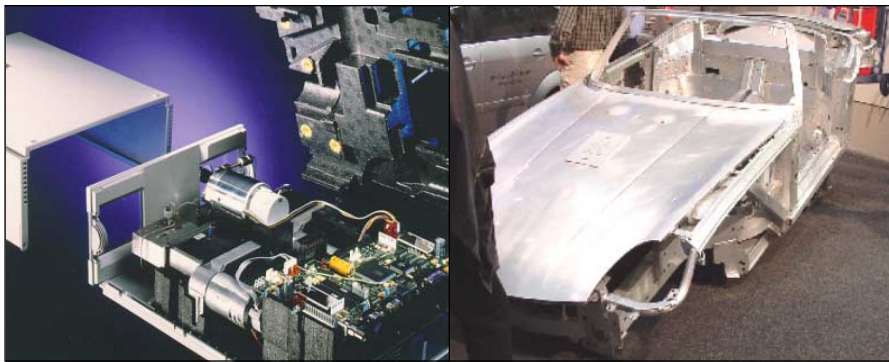


# SMiTO Exceeds Customer Expectations

## The Situation

“With CoCreate solutions we develop products twice as fast as with other CAD systems, which enables our customers to get their products to market faster.”

*Thorsten Lutz, Managing Director, SMiTO*



## Company profile

SMiTO is one of Germany's leading expert service providers in sheet metal design and also offers CAD-related services for the machinery and



## The Challenges

- Many CAD systems are not particularly intuitive, which makes for slow product development.
- With many systems it is difficult to import, use and export data so that often new models have to be created.
- Integrated communication tools that allow for viewing and working online and in real time are not offered in many CAD systems.

## The Solutions

- Implementation of OneSpace Designer Drafting, OneSpace Designer Modeling, OneSpace Collaboration and Sheet Metal

## The Results

- High level of customer satisfaction, which leads to recommendations and increased revenue
- Ca. 50% faster product development when working with complex components
- Very good CAM link so that other processes can be carried out more quickly (rapid prototyping)
- Considerable reduction in costs due to vast time savings in the development phase
- Ca. 80% shorter assembly time for a new product

electronics industries. SMiTO is known for its speed, creativity and know-how, and usually even exceeds customer expectations.

Founded in 1999, SMiTO provides development, training, consultation, support, engineering e-services and tailor-made solutions for its customers.

Well-known companies such as Agilent, Trumpf, M&W Zander, Wölfle, Liebherr and Vitra, just to name a few, take advantage of SMiTO's extensive know-how and provide them with many pace-setting projects.



“Parametric CAD systems slow many phases of product development,” says Thorsten Lutz, managing director at SMiTO, of his experience. “This is especially true when working with large components. And with most parametric systems there are problems with the import and re-use of data from other MCAD systems, so that models usually have to be reworked or even recreated. It takes considerably longer to design with a parametric system than with a non-parametric system such as CoCreate’s OneSpace Designer Modeling. We simply cannot afford to work slowly and expensively. Our main task is to help our customers get innovative products to market faster and cheaper.”

“Another big disadvantage of parametric CAD systems,” says Lutz, “is that the designers have to concentrate so hard on operating the system that they can’t focus on what’s important – namely developing innovative best-in-class products for our customers. Suggestions for improvement and new ideas are very hard to implement into a design, which causes us to lose a lot of time and increases our costs significantly. Designers who do not regularly use a parametric system are at an extreme disadvantage because they have to practice with the system first before starting a project. The hostility our designers feel toward these non-user-friendly systems prevents them from being creative and enjoying their work – the very elements mandatory in maintaining a strong competitive edge,” says Lutz. “With CoCreate solutions, we just do not have these problems.”

“We needed a fast, compatible, flexible and user-friendly CAD solution that we could work creatively with and that would bring us low-cost, high-quality innovative results. That’s why we chose CoCreate solutions,” says Michael Schmidt, managing director at SMiTO.

Schmidt sites one example of the success they have had. “With OneSpace Designer Modeling we were able to develop a highly innovative, inexpensive, low-noise ventilation product for one of our customers.” Lutz continues, “The OneSpace solution allows us to work twice as fast with complex components. And, the compatibility of OneSpace Designer Modeling to other MCAD systems helped us get the product ready for market much faster than we could have with a parametric system. We had no problems importing and using data from our customer’s suppliers.”

Because of the time saved and the user friendliness of the CoCreate system, SMiTO was able to concentrate on additional services for its customer. Thanks to further innovative technologies such as E-PAC®-Technology (Electronic Packaging Assembly Concept), a worldwide patented frame and housing concept for electronic components, SMiTO reduced costs dramatically and shortened the assembly time by up to 80%.

“The end product had no screws, it just had to be put together. This concept is unique,” says Lutz. The product was developed in only six weeks.

The customer recommended SMiTO internally for sheet metal solutions and is considering implementing OneSpace Collaboration for reviewing designs online in real time. “It pays to collaborate online even if the customer is as close as two driving hours away. A half day is lost in transit alone and misunderstandings that arise through telephone conversations and faxing are completely eliminated, which appreciably increases overall productivity,” concludes Lutz.

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