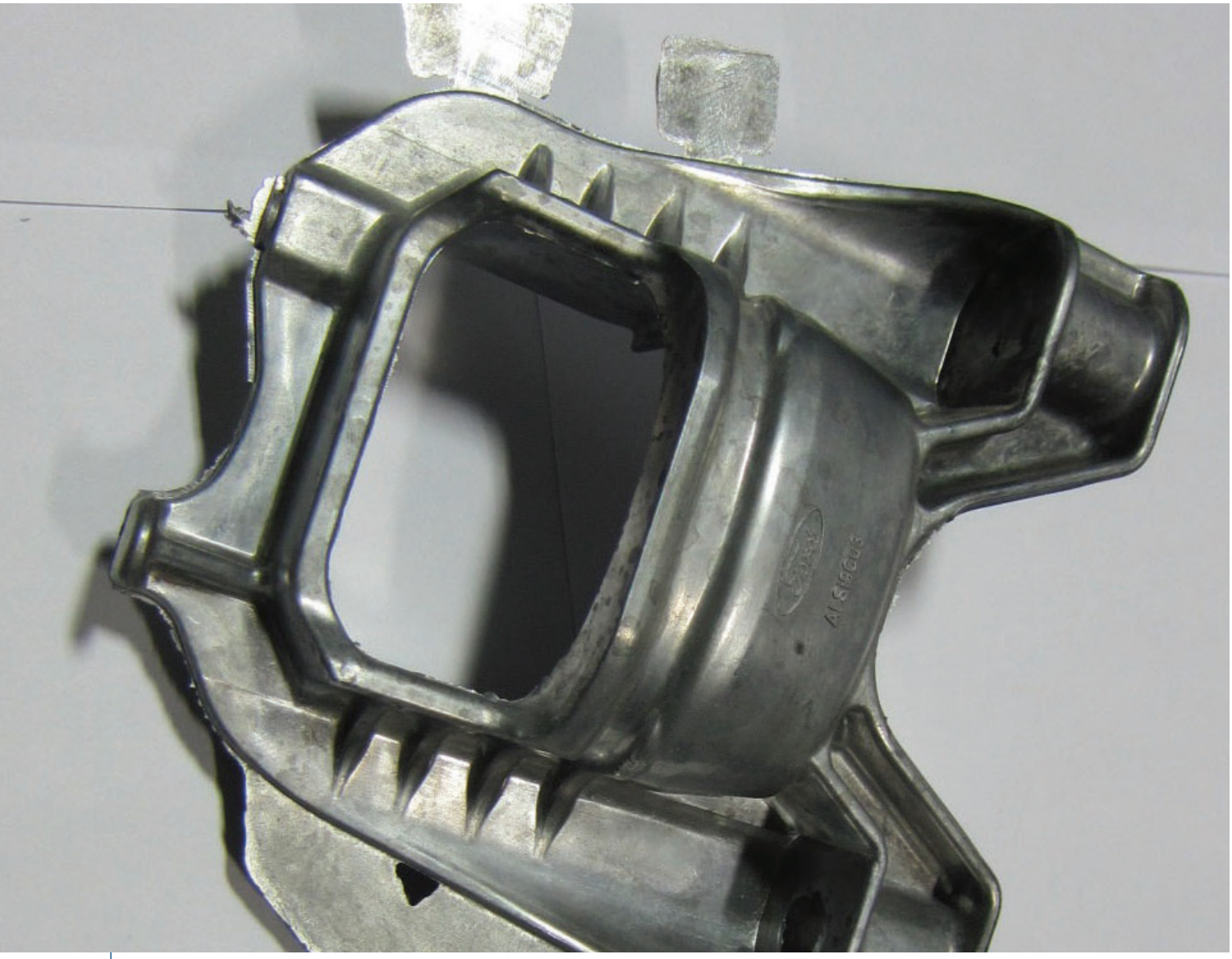
DASSAULT SYSTEMES

SOLIDWORKS

SRS DIECASTING PVT. LTD.

SUPPORTING PART-CASTING MANUFACTURING BUSINESS GROWTH WITH SOLIDWORKS SOLUTIONS



With SOLIDWORKS design and product data management solutions, SRS Diecasting has cut its development cycles in half, resulting in shorter lead-times and a 60 percent boost in tooling throughput.

SRS

Challenge:
Establish internal design capabilities to shorten tooling development cycles and increase throughput to support growth.

Solution:
Implement SOLIDWORKS Standard design, SOLIDWORKS Professional design, and SOLIDWORKS Enterprise PDM product data management software.

Benefits:
- Cut development cycles in half
- Increased throughput by 60 percent
- Eliminated scrap and rework
- Improved interactions with customers

SRS Diecasting Pvt. Ltd. contract-manufactures pressure die-cast components for large original equipment manufacturers (OEMs), in the automotive and consumer appliances industries that develop their die-cast tools in-house. Established in 1985, SRS has continued to grow and now serves leading global manufacturers, such as Hella, Honda, LG, Mahle, Trelleborg, and others.

Prior to 2005, SRS focused on manufacturing diecast parts and outsourced tool manufacturing. However, when company management decided to invest in a tool manufacturing facility, they realized they would need an internal design capability to efficiently handle anticipated business growth, according to Design Manager Arup Dhar.

"In the beginning, SRS was a relatively small organization but with good expertise in the die-cast tool and manufacturing process," Dhar explains. "Back then, the company didn't need its own design software and utilized outside designers whenever CAD capabilities were required. As the company's business volume grew, we needed to invest in our own CAD design and CNC machining tools to compete successfully.

"Our customers expect tooling delivery and first parts within six to eight weeks," Dhar continues. "With our prior method of outsourcing CAD and CNC services, it was taking twice as long—sometimes more than 16 weeks—to complete projects, which is way too long when your business is growing and you want to not only retain customers but also attract new customers and increase business volume with existing customers. We simply had to use 3D design software to become more efficient and improve quality to support growth."

SRS evaluated several 3D systems before selecting SOLIDWORKS® Standard design software. "We chose SOLIDWORKS because it was extremely user-friendly, was the first to offer bidirectional connectivity between 2D and 3D, provided greater value for the price, and was aligned with the SRS business philosophy, which is 'Faster. Better. Cheaper.'" says Managing Director Supreet Jain. The company has since added SOLIDWORKS Professional 3D design software and the SOLIDWORKS Enterprise PDM (EPDM) product data management system to automate development workflows and support continued business growth.

CUTTING DEVELOPMENT CYCLES, BOOSTING THROUGHPUT

Since implementing SOLIDWORKS design and PDM solutions, SRS has cut its development cycles in half, consistently completing projects within six to eight weeks, while simultaneously increasing production throughput by 60 percent. "By implementing SOLIDWORKS and EPDM, we've reduced development cycles dramatically and grown production throughput by nearly 60 percent because we have the necessary tools for optimizing parts for manufacturability and efficiently completing tooling and production," Dhar stresses.

"For example, whenever parts come in from customers, they frequently require patches or modifications for manufacturing reasons, especially with complex parts," Dhar points out. "Using SOLIDWORKS, we can quickly optimize the parts for manufacturability, and then proceed through the workflow automation established with the EPDM system, both of which make us more efficient and productive."

"Our use of SOLIDWORKS DFM [Design for Manufacturability] tools has been very effective because it helps us identify and resolve manufacturability issues prior to tooling development. DFM allows us to give customers a range of options so they can understand the trade-offs involved and choose the approach that's best suited to their product, budget, and time frame."

— Arup Dhar, Design Manager

LEVERAGING DESIGN FOR MANUFACTURABILITY TOOLS

SRS relies on SOLIDWORKS Design for Manufacturability (DFM) tools to optimize parts and tooling prior to production. With access to capabilities such as undercut, draft, and parting line analysis, the company can evaluate the manufacturability of parts and then make recommendations to the customer on both part and tooling changes to improve the production process. The use of SOLIDWORKS DFM tools has enabled SRS to eliminate scrap and rework because it no longer encounters manufacturability surprises.

"Our use of SOLIDWORKS DFM tools has been very effective because it helps us identify and resolve manufacturability issues prior to tooling development," Dhar notes. "DFM allows us to give customers a range of options so they can understand the trade-offs involved and choose the approach that's best suited to their product, budget, and time frame."

IMPROVING CUSTOMER INTERACTIONS

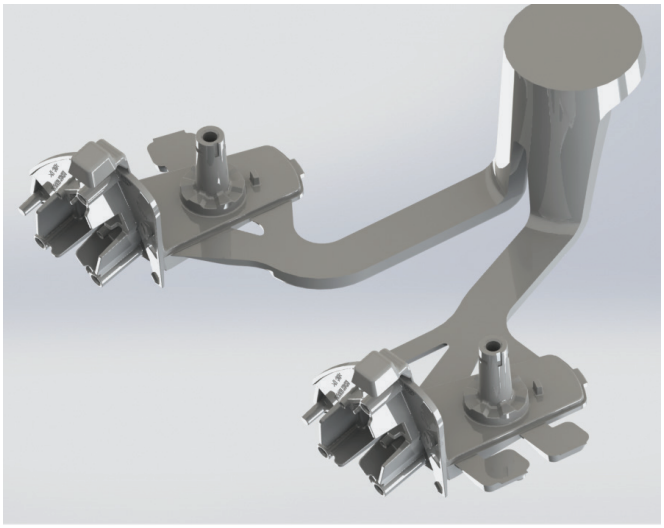
The implementation of SOLIDWORKS software has also helped SRS improve interactions with its customers because of the software's advanced visualization and motion animation tools. For example, the company can show customers in 3D why a design needs to be modified or demonstrate a specific issue related to manufacturability.

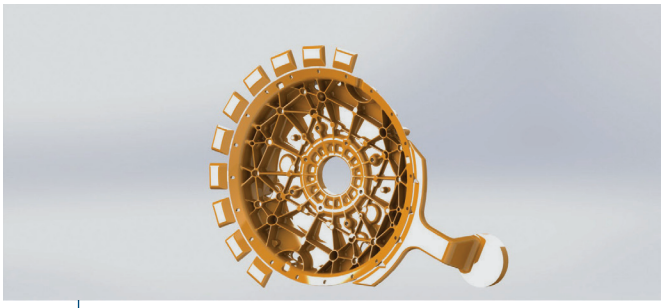
"It's easier and more effective to show customers concepts like core and cavity, parting-line placement, and manufacturability issues using SOLIDWORKS 3D visualization tools than trying to explain them," Dhar says. "We can create renderings or animations to demonstrate the diecasting process—how the die opens and closes, how the part ejects, etc.—and document why we need to modify the part to improve manufacturability. The ability to show customers the reasons for our recommendations helps to engender greater customer confidence in our capabilities and expertise."

Focus on SRS Diecasting Pvt. Ltd.
VAR: TechSavvy Engineers Pvt. Ltd.,
New Dehli, Dehli, India

Headquarters: 132 Rozka Meo Industrial Estate
Sector 19, Sohna - 122103
Haryana, India
Phone: +91 124 403 1295

For more information
www.srsdiecasting.com





SRS Diecasting leverages SOLIDWORKS Design for Manufacturability (DFM) tools to evaluate the manufacturability of parts and then make recommendations to customers on the part and tooling changes that will improve the production process.

DASSAULT SYSTEMES | The **3D**EXPERIENCE® Company

Americas
Dassault Systèmes
175 Wyman Street
Waltham, Massachusetts
02451-1223
USA

Europe/Middle East/Africa
Dassault Systèmes
10, rue Marcel Dassault
CS 40501
78946 Vélizy-Villacoublay Cedex
France

Asia-Pacific
Dassault Systèmes K.K.
ThinkPark Tower
2-1-1 Osaki, Shinagawa-ku,
Tokyo 141-6020
Japan