DASSAULT SYSTEMES

TRANSPORTATION AND MOBILITY CASE STUDY

HSIN CHONG GROUP

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Challenge:
Facing strong competition in the global market, automotive parts manufacturer Hsin Chong Group wanted to improve the efficiency of its bidding process to transform its bids into wins.

Solution:
Hsin Chong Group adopted Dassault Systèmes' **3D**EXPERIENCE platform, including its *Bid To Win* industry solution experience to integrate the information and resources of its global production sites and offices in a single environment.

Benefits:
Bid To Win streamlines Hsin Chong's tender process, enables all departments to foresee and remedy potential issues in the bidding process early, and facilitates governance across the company.

TOTAL SOLUTION

Established in 1966, Hsin Chong is one of the top five automotive part manufacturers in Taiwan with a product portfolio ranging from mechanical parts to interior parts to mold tooling. Hsin Chong Group has more than 20 manufacturing sites and offices worldwide, and its products are adopted by famous automotive companies in the US, Europe and Japan.

Hsin Chong has been facing strong competition over the past few years from many large and small platforms and factories established in China. Hsin Chong is aware that it needs to become a total solution provider for its customers to survive in this competitive landscape. The way to do this is to effectively integrate the information and resources of its global sites and offices in one environment to provide customers with a complete solution that is reliable, effective and cost efficient.

TECHNOLOGY-ENABLED INNOVATIVE COMMUNICATION

To accelerate its expansion, the company relies on precise and timely decision-making so that an overseas company can operate independently. However, as the organization matures, it needs to review past developments to identify the reasons behind these decisions and their resulting success so that its subsidiaries are aligned in terms of language and corporate culture. The ultimate goal is to control the quality of its products as demanded by international automotive companies and to accelerate its response as demanded by automotive companies. Hsin Chong, therefore, needed a solution that enables fast access to accurate data.

Hsin Chong adopted Dassault Systèmes' **3D**EXPERIENCE® platform and its applications CATIA, ENOVIA and SIMULIA for design, R&D, verification, analysis and simulation. In addition, the management team spent a considerable amount of time evaluating tools to integrate the massive amount of data accumulated over the years and to manage its bidding process in the future. Hsin Chong decided to implement the *Bid To Win* industry solution experience to further improve data collection, cost estimation and bidding processes so that customers can benefit from the latest and most cost-effective solutions.

"There's a lot of data generated between departments during project execution. It's hard to integrate all the data and use our resources properly," said Jeffrey Xsi, VP, Fuzhou R&D Center and chairman's special assistant, Hsing Chong. "We sometimes waste time communicating back and forth. With *Bid To Win*, we can group the R&D, design, manufacturing and sales departments on the same platform, which facilitates access to the latest information. This enables us to beat the competition to provide customers with the most cost-effective solutions, products and support."

It is usually very difficult to integrate design and engineering data; engineers work independently because they cannot share information in real-time throughout the design process.

"Hsin Chong needs to quickly identify resources in big data to address market challenges and provide customers with reliable, effective and cost-efficient products and solutions. This is the key to winning new business and customer trust. Dassault Systèmes' 3DEXPERIENCE platform and its *Bid To Win* solution help Hsin Chong gain a competitive advantage on the market."

— Jeffrey Hsi
Chairman's special assistant, Hsin Chong

30%

Hsin Chong cuts post production engineering changes by 30% using the **3D**EXPERIENCE platform

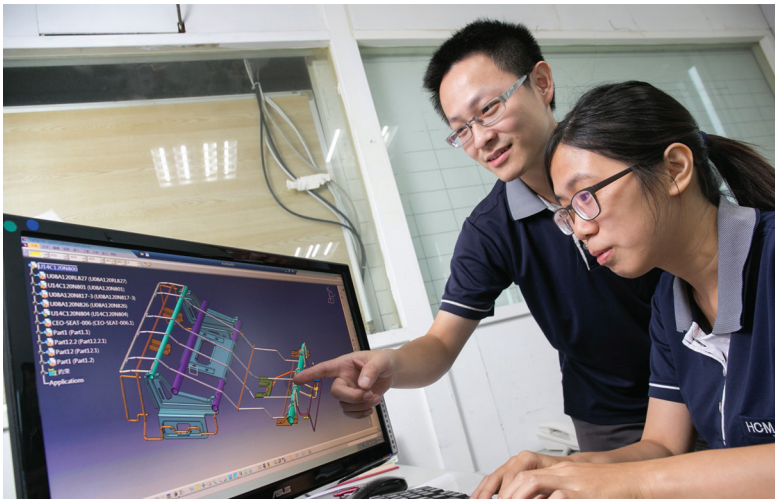
Consequently, the design data is not synced, which leads to repetitive efforts with similar or identical design outcomes, which is a waste of resources and can even delay projects. "The **3D**EXPERIENCE platform has improved our productivity," Jeffrey Xsi said. "Post production engineering changes have been cut by 30%."

QUALITY AND SPEED IMPROVEMENT

Bid To Win gives supervisors and operators visibility into a project's progress, resource needs and potential design issues allowing them to offer appropriate and timely guidance and recommendations that help ensure proper execution and improve work efficiency. This is a very positive point for both Hsin Chong and its customers and reinforces Hsin Chong's positive image and ability to work as a team. "If you ask our customers how they perceive us, the response I hope to get is that Hsin Chong is a valued partner using the latest technologies and offering reliable, effective and cost-efficient products," Jeffrey Xsi said.

Hsin Chong adopted *Bid To Win* in 2015 in its Taiwan and Fuzhou offices. The system is being modified and fine-tuned so that it can be adopted by Hsin Chong's various other production sites and offices in the future. The company hopes that by the time it is fully implemented and all its information from various operational sites as well as Dassault Systèmes' recommendations are integrated, that it can build a system of its own to improve quality and speed of communication. This system will greatly reduce production cycle time and resource integration time and costs.

As a long-term strategic partner, Dassault Systèmes will continue to provide Hsin Chong with its global resources, latest technologies and professional advice to build a sustainable **3D**EXPERIENCE platform. "We look forward to implementing more Dassault Systèmes' solutions to help us further enhance our customers' experience," Jeffrey Xsi said.



Top image: With **3D**EXPERIENCE platform, engineers could share information in real-time throughout the design process.

Bottom image: Hsin Chong cuts post production engineering changes by 30% using the **3D**EXPERIENCE platform.