



INDUSTRY-FORUM

10. & 11. Februar 2009 | Augsburg

Purchineering – New ways of process optimisation for standard- and purchasing parts in praxis



PURCHINEERING

Einkauf- & Engineeringprozess zusammenführen

CADENAS Professional Service GmbH, Essen

www.purchineering.de

- **Strategy – Concept – Implementation**
- **Purchineering in practical implementation**
- **Advantages for suppliers and end customers**



GEMEINSAME ERFOLGE
2008

Ausgabe Januar 2009

DAS NEUE CADENAS MEETING CENTER

PARTNER WORKSHOP
PARTSOLUTIONS WORKSHOP
CATALOGSOLUTIONS WORKSHOP
UND VIELES MEHR



UNSERE TOP STORES IM JAHR 2008



Geometrische Ähnlichkeitsuche von CADENAS wird bei Airbus eingesetzt
→ Seite 4



Festo AG & Co. KG und CADENAS GmbH unterzeichnen Rahmenvertrag
→ Seite 6



Teilmanagementlösungen von CADENAS bei LSW
→ Seite 7



Jürgen Heimbach, CADENAS GmbH

Das war das CADENAS Jahr 2008...

Liebe CADENAS-Kunden und -Partner,

ein äußerst erfolgreiches Jahr 2008 liegt hinter uns. Wir möchten uns bei Ihnen bedanken für das Vertrauen, das Sie uns entgegen gebracht haben und die tollen, erfolgreichen Projekte, welche wir mit Ihnen realisieren durften.

Zusammen mit Ihnen konnten wir die Initiative PURCHINEERING als Marktstandard ein Stückchen weiter nach vorne bringen. Sicherlich kommt die berechtigte Frage auf: Was bedeutet PURCHINEERING und was ist die Motivation zu PURCHINEERING?

Seit Jahren ist die Rede von »Supply Chain Management« (»Lieferantenketten-Optimierung«). Jeder spricht zwar davon, doch keiner praktiziert es! CADENAS hat es sich zur Aufgabe gemacht und die Erwartungen weit oben angesetzt, genau diesen Lieferanten-Abnehmer Prozess in die Realität umzusetzen. Um darin auch wirklich erfolgreich zu sein, sind diverse Zielgruppen nicht wegzudenken! Auf der Lieferantenseite sind dies die Abteilungen Vertrieb, Marketing und Technik. Auf der anderen Seite stehen die Abnehmer mit den Abteilungen Engineering, Einkauf, Controlling und Management. Wie im Business üblich muss man sich hier die Frage stellen: Wie profitieren die verschiedenen Zielgruppen von diesem Prozess?

Wenn man heute die Kommunikation und das Vorgehen zwischen Lieferant und Abnehmer ansieht, dann wird zwar oft eine sinnvolle durchdachte technische Auswahl getroffen, diese aber oft nicht in die Tat umgesetzt. So wird der Einkauf heute in nahezu allen Unternehmen weltweit nur am monetären Erfolg und am Rabatt-Ergebnis gemessen. Das eigentlich wichtige, was aber nur sehr wenig bedacht wird, ist die Verbesserung der internen Prozesse, zu denen die Datengrundlage, welche der Lieferant bereitstellt gehört. Sind die Daten für das Engineering in der täglichen Arbeit wirklich brauchbar? Wie ist die Interaktion der Daten im Mechatronik Bereich? Sind die Informationen für E-Techniker und Maschinenbauer enthalten? Kann das Marketing am Ende das Ganze in ein fotorealistisches Bild umwandeln? Und was ist wenn am Ende des Tages der Lieferant das Teil ändert oder aus dem Sortiment nimmt? Wie bekommen all diese Parteien diese Änderungen mit? Diese immensen Kosten werden oft nicht erfasst bzw. quantifiziert. PURCHINEERING bedeutet, dass Einkauf (PURCHASE) und Engineering in Zukunft stärker miteinander agieren.

Gerade in einem Jahr 2009 in dem man von einer Rezession und immensen Kosteneinsparungen spricht muss der Markt umdenken und den Lieferanten-Abnehmer-Prozess neu strukturieren. Seien auch Sie am Puls der Zeit und lassen uns gemeinsam die Initiative PURCHINEERING in die Tat umsetzen, um speziell unseren Wirtschaftsraum »Europa« noch schlagkräftiger und konkurrenzfähiger zu machen.

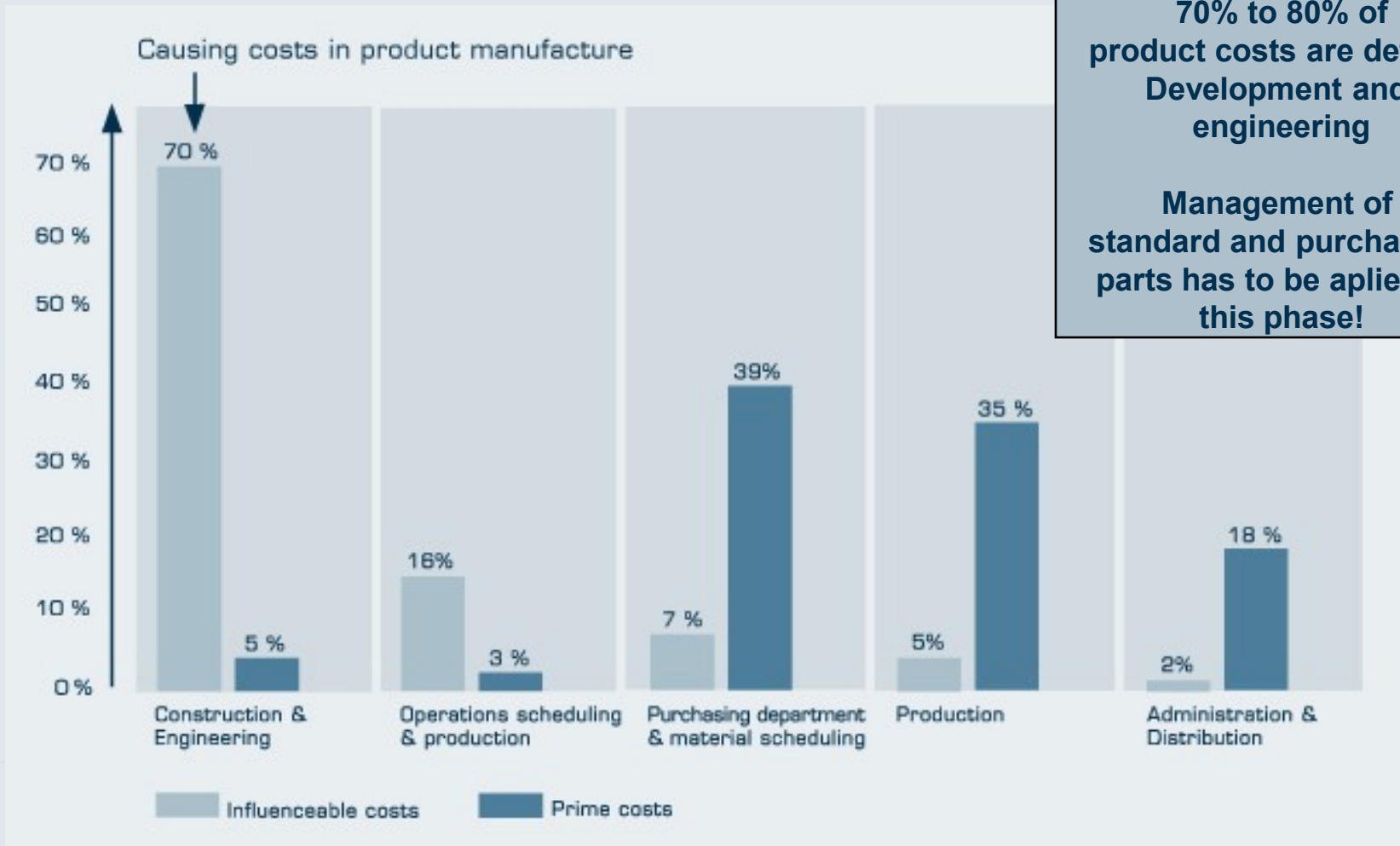
Ich wünsche Ihnen und Ihrer Familie einen erfolgreichen Start ins Jahr 2009 und alles Gute.



Ihr Jürgen Heimbach



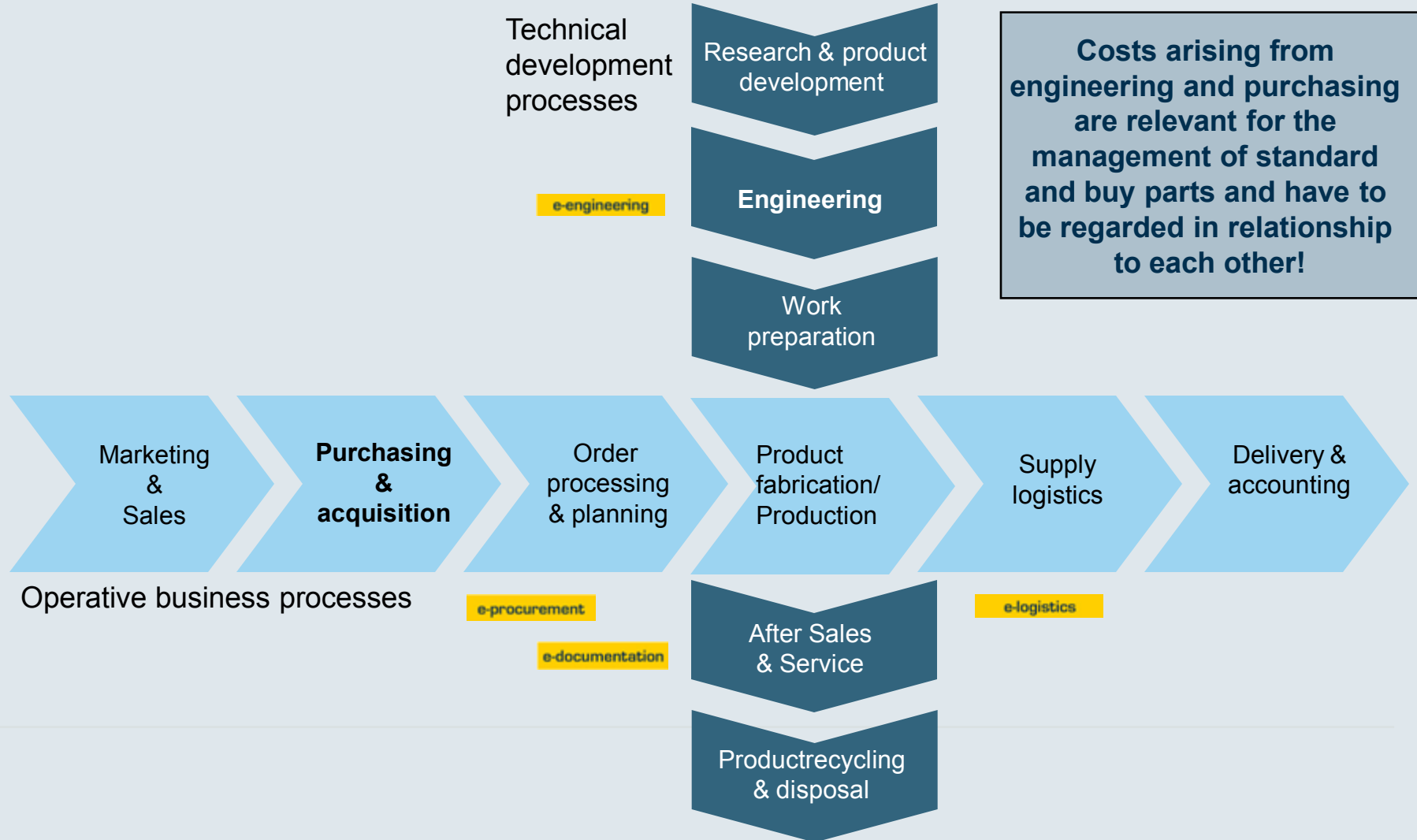
Strategy – Concept - Implementation



70% to 80% of product costs are defined Development and engineering

Management of standard and purchasing parts has to be applied in this phase!

Strategy – Concept - Implementation





Strategy – Concept - Implementation

Requirements of customers from the engineering departments:

- Up to date supplier data(data sheet, line of article characteristics, native CAD/CAX-data)
- Alignment of commonly used data in engineering (CAD/PLM) and purchasing (ERP) via interfaces
- Increasing reuse (standardisation) of company and catalog parts
- Shorter search times for all users of the company...

... with the intention:

- Accelerated development and release cycles (further optimisation of the engineering processes)



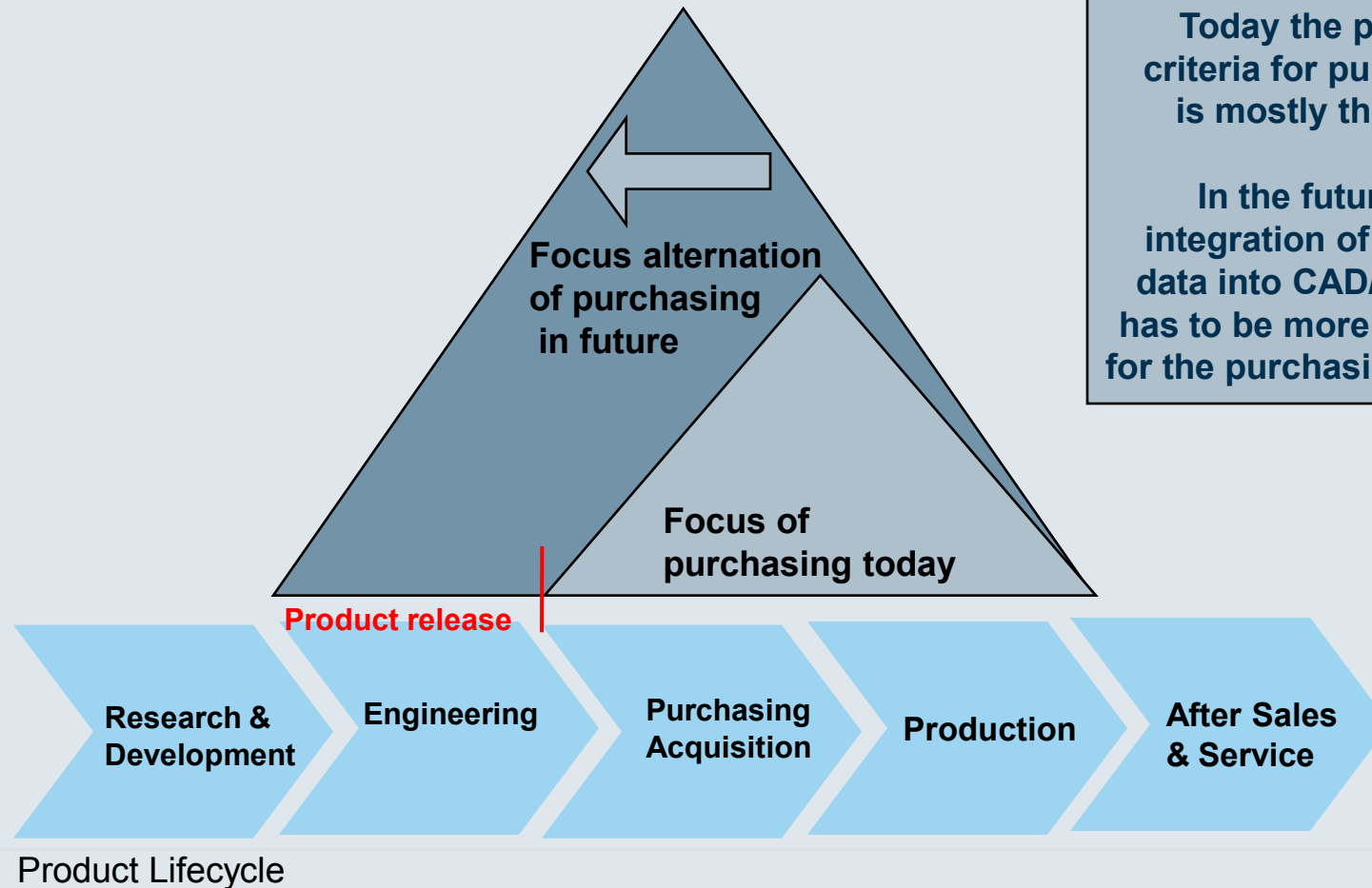
Strategy – Concept - Implementation

Requirements of customers from the purchasing department:

- Enhancement of data quality in ERP (mostlySAP)
- Enhancement of productivity in purchasing
- Strategic cooperation with A customers and retailers
- Cost reduction due to global acquisition management

... with the intention:

- Optimised acquisition and logistics (further optimisation of the purchasing processes)



Today the primary criteria for purchasing is mostly the price!

In the future the integration of supplier data into CAD/PLM/ERP has to be more important for the purchasing decision

Supplier benchmark(for standard and purchasing parts) in purchasing as of today:

Price (40%)

- **Price**
- Terms & Conditions
- Cooperation
- Cost-management
- Local presence

Delivery time (30%)

- **Delivery time**
- Delivery quantity
- Bills of delivery
- Flexibility
- Wrapping

Quality (30%)

- **Quality**
- Test documents
- Correction of defects
- Certification

Supplier data integration (0% ?)

Supplier benchmark(for standard and purchasing parts) in purchasing in the future:

Price (20%)

- **Price**
- Terms & Conditions
- Cooperation
- Cost-management
- Local presence

Delivery time (20%)

- **Delivery time**
- Delivery quantity
- Bills of delivery
- Flexibility
- Wrapping

Quality (20%)

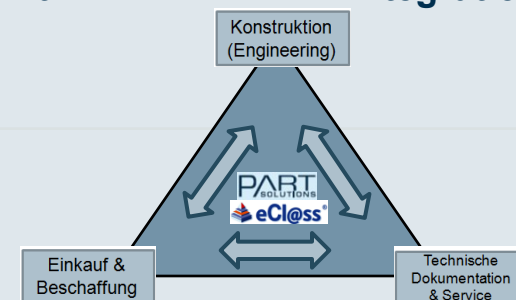
- **Quality**
- Test documents
- Correction of defects
- Certification

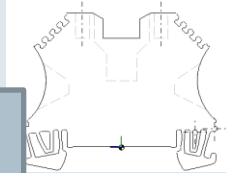
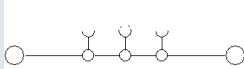
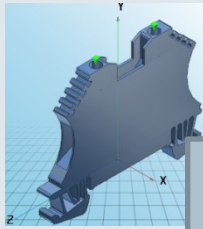
Supplier data integration (40%)

- **Supplier data integration in CAD/PLM/ERP**
- Cooperation
- Innovation
- Technology
- Reliability

Purchineering can be understood as the next step in optimising the supply chain and standardising standard and purchasing parts:

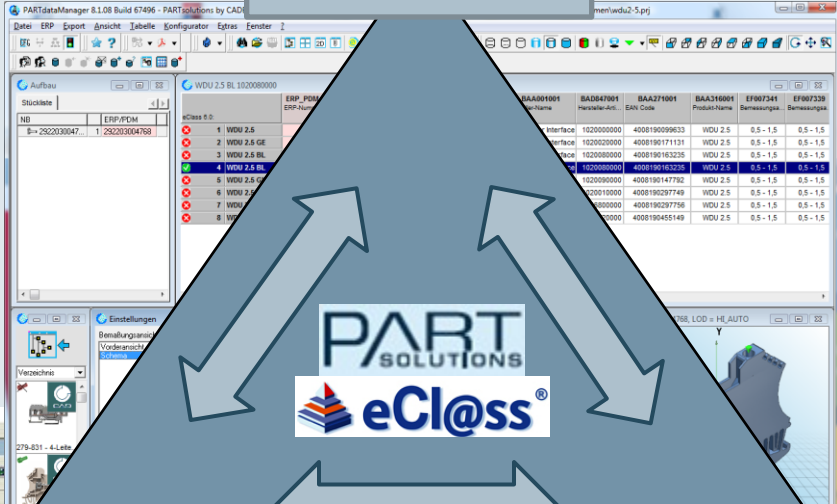
- The expression **purchineering** has its origin in the connection of the two fields purchasing and engineering.
- Purchineering means that the **Purchasing** of standard and purchasing parts should be more harmonised with the requirements of **Engineering** and **After Sales & Service (technical documentation)** in the future.
- An electronic product catalog by CADENAS in combination with a PIM system offers **suppliers** today more than ever the possibilities of central data maintenance and administration of the required data.
- On the side of the **end customer** these product data can be used lossfree and updated on a regular basis by using **PARTsolutions/PARTcommunity with CAD/PLM/ERP-integration.**





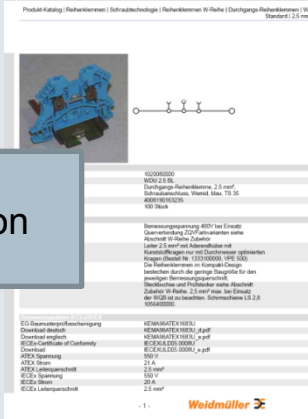
Engineering

The implementation and integration of supplier data of standard and purchasing parts in CAD/PLM/ERP is done with PARTsolutions standard interfaces!



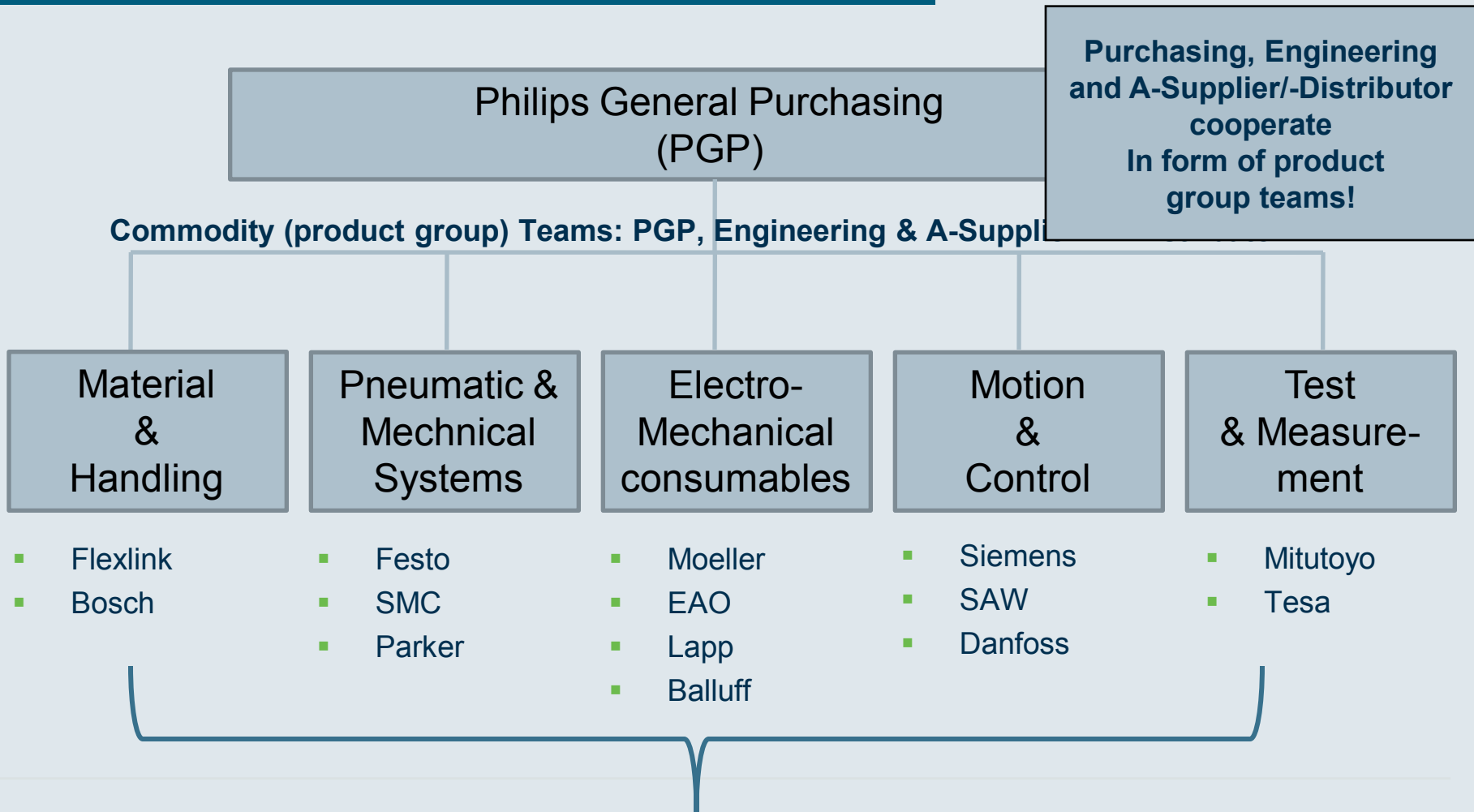
Purchasing & Acquisition

Technical documentation & Service





Purchineering in practical implementation

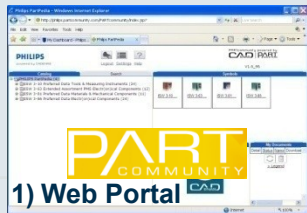
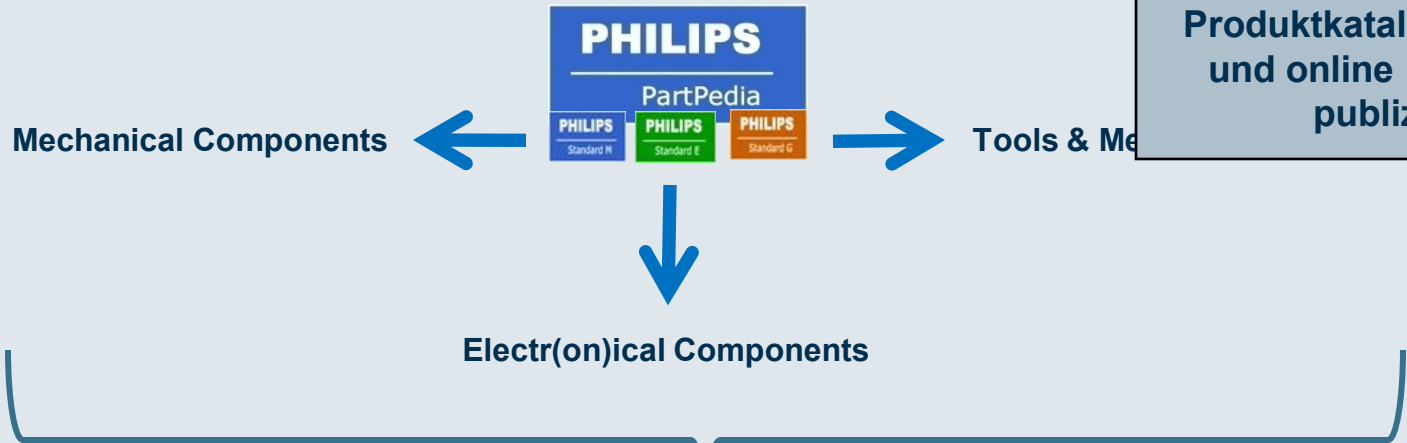


Preferred parts database (standard- and purchasing parts / MRO parts)

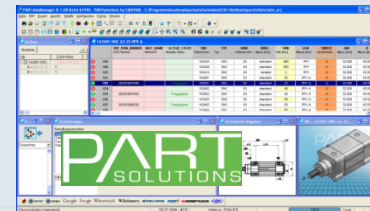
Purchineering in practical implementation

The database– PartPedia- (Standard- and supplier parts / MRO parts) contains parts containing mechanical and electr(on)ical components and tools & instruments.

Bevorzugte Norm-/Zukaufteile werden als Elektronischer (eCATALOGsolutions) Produktkatalog gepflegt und online und offline publiziert!

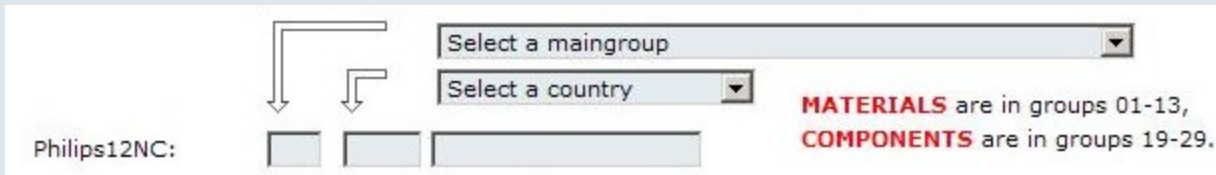


2) Gedruckte Bücher



3) Lokal als PARTsolutions Add-On

Philips uses a twelve digit unique code number – the so called 12NC:



Philips12NC:

Select a maingroup

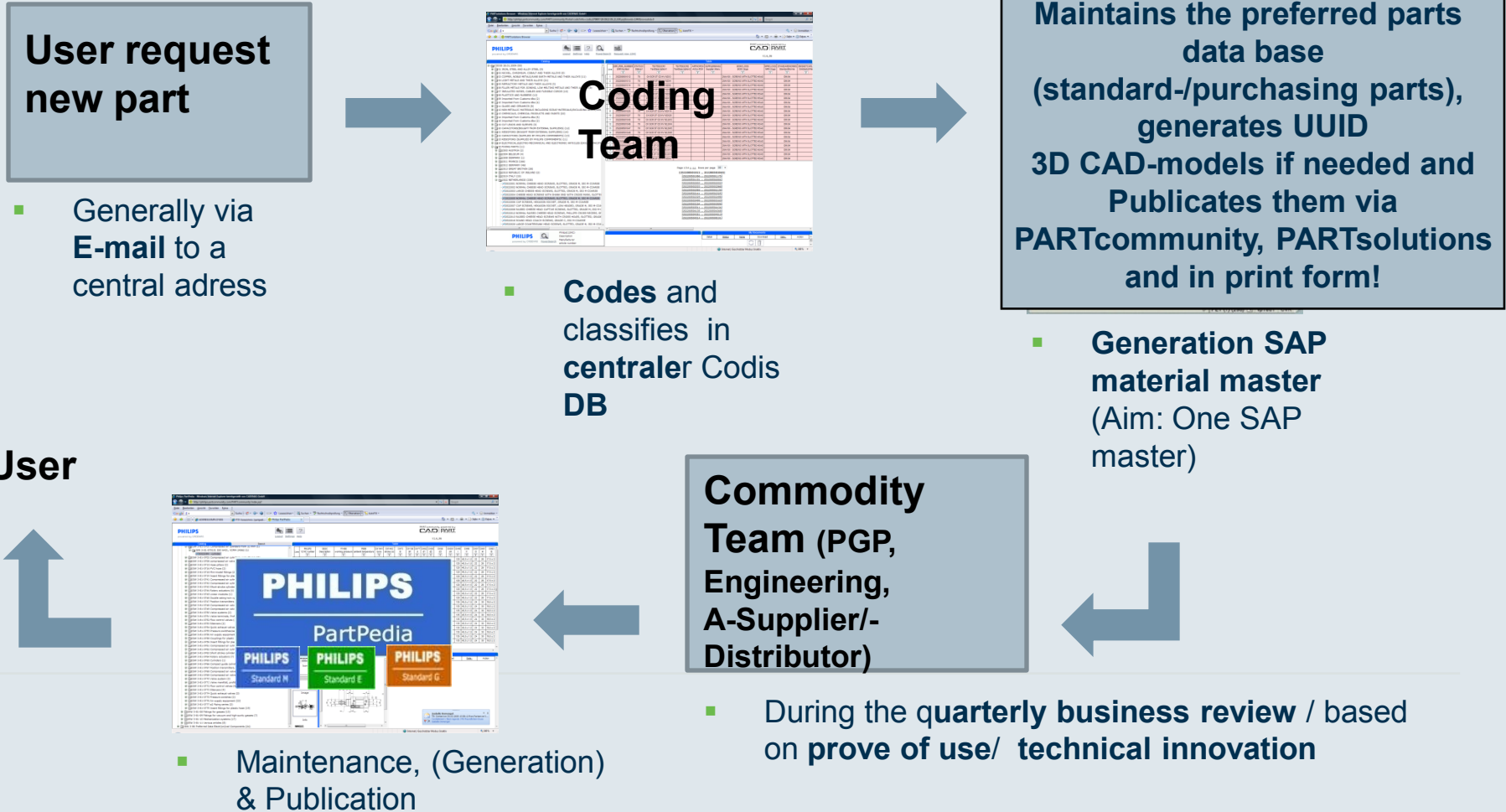
Select a country

MATERIALS are in groups 01-13,
COMPONENTS are in groups 19-29.

Every used standard and purchasing part can be identified by a unique code number (12NC) which is known throughout the company!

- ⊕ 19 CUT LEADS AND SLEEVES (3)
- ⊕ 20 CAPACITORS(BOUGHT FROM EXTERNAL SUPPLIERS) (12)
- ⊕ 21 RESISTORS (BOUGHT FROM EXTERNAL SUPPLIERS) (14)
- ⊕ 22 CAPACITORS (SUPPLIED BY PHILIPS COMPONENTS) (13)
- ⊕ 23 RESISTORS (SUPPLIED BY PHILIPS COMPONENTS) (11)
- ⊕ 24 ELECTRICAL,ELECTRO-MECHANICAL AND ELECTRONIC ARTICLES (EXCL. CAPACITORS,RESISTORS, 'BUILDING BRICKS',EL.TUBES AND SEMI-COND.) (24)
- ⊕ 25 FIXING PARTS (11)
- ⊕ 26 MACHINE PARTS, MACHINES AND TOOLS (10)
- ⊕ 27 'BUILDING BRICKS' FOR ELECTRONIC/ELECTRIC APPARATUS OR SYSTEMS (8)
- ⊕ 28 EQUIPMENT FOR OFFICES AND FACTORIES;PERSONAL PROTECTION;PACKAGING;DOM.ARTICLES;TOOLS FOR PAINTERS ETC.;TRANSPORT;STATIONARY (11)
- ⊖ 29 ACCESSORIES FOR PIPELINES FOR CONVEYING MATERIALS;CONTROLS;HANDLES,BUTTONS,KNOBS ETC.;CONSTRUCTIONAL ART.;HINGES AND LOCKS (11)
 - ⊕ 2903 AUSTRIA (2)
 - ⊕ 2904 BELGIUM (11)
 - ⊕ 2906 BRAZIL (1)
 - ⊕ 2911 FRANCE (24)
 - ⊕ 2912 GERMANY (34)
 - ⊕ 2913 GREAT BRITAIN (31)
 - ⊕ 2915 INDIA (1)
 - ⊕ 2919 ITALY (14)
 - ⊕ 2922 NETHERLANDS (42)
 - ⊕ 2931 SWEDEN (4)
 - ⊕ 2932 SWITZERLAND (10)

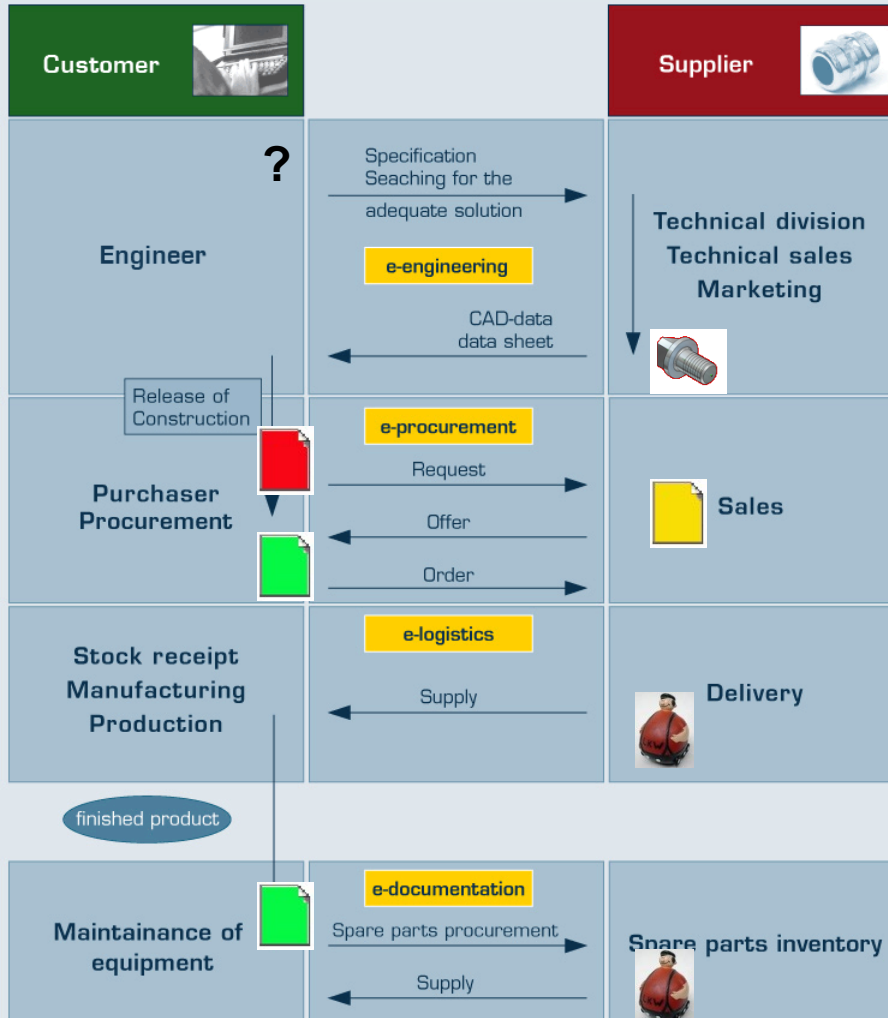
Request new standard/purchasing parts, code, generate in SAP, pub





Advantages of suppliers and end customers

Advantages for suppliers and end customers



Further process optimisation with purchineering

-

By combining purchasing and engineering processes

-

in longterm cooperations With A-suppliers



Advantages for suppliers and end customers


Advantages for suppliers (of standard and purchasing parts):

- Maintenance of only one database (perhaps in combination with PIM)
- Availability in native (customer) CAD
- Direct influence on the products used
- Benefit argument adverse to the price / + differentiator against the competitors
- Correct order data

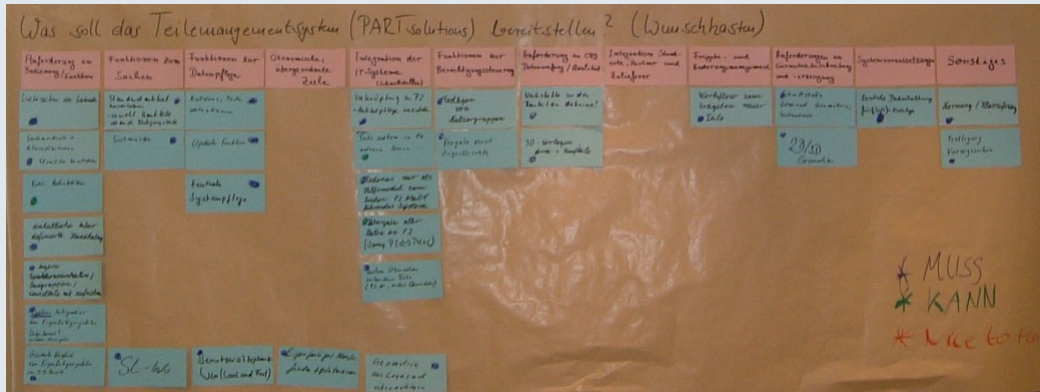
Advantages of end customers (in mechanical engineering,...):

- Increase of reused standard parts
- Productivity increase in engineering, purchasing and after sales & services (technical documentation)
- Increase of (material) master data
- Ensuring data quality

FAIR AND EXHIBITION PROGRAM FOR FEBRUARY, 10TH

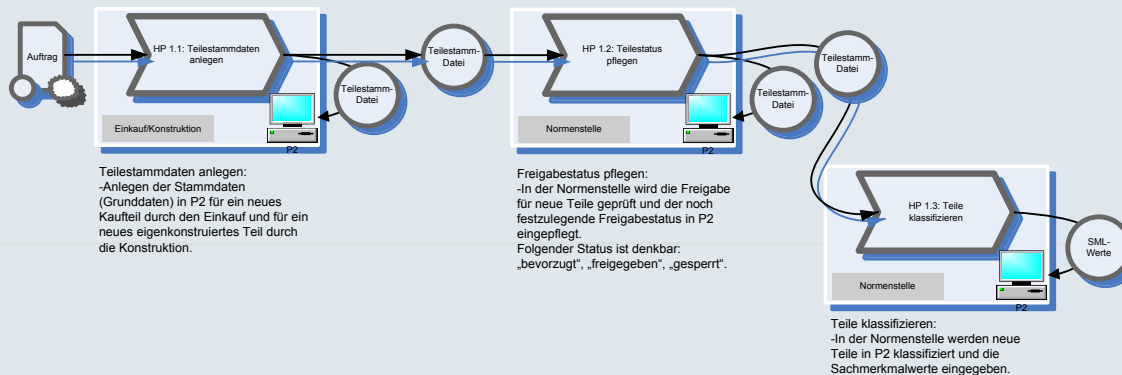
		August-Märker Room I	August-Märker Room II	Rudolf-Diesel Room
		Workshop I	Workshop II	Forum
Jakob-Fugger-Haal Intelligent Parts Management Intelligent Parts Consolidation		Bartholomäus-Weiser-Room Electronic Product Catalogue		
10:45 OPENING AND SALUTATION IN THE FUGGER HALL				
11:15 PURCHINEERING – New ways of improving processes for standard and supplier parts in practice - Strategy – Concept – Realization - PURCHINEERING in actual use - Advantages for suppliers and end customers CADENAS GmbH, Mr. Dipl.-Ing. (FH) Markus Poppinghuys	Creating Customer Loyalty and Acquisition of new customers by using PARTcommunity - Extension of technical competence of a C-part service provider through PARTcommunity - Winning new contacts in the construction sector - Actively winning new clients through targeted marketing strategies Würth Industrie Service GmbH & Co. KG, Mr. Andre Schmalz	Workshop Electronic product catalogs live! Tutorial for the creation of catalogs for CD, internet, 3D PDF data sheets and product configurators.	Support Center Demo environments for CADENAS software solutions Our CADENAS Customer - Care - Team is at your disposal all day.	Tips & Tricks for the usage of PARTsolutions First insight for the environment with ERP – integration by means of "Beispiel-LinkDB"
12:15 Saving expenses in the LSW engineering and purchasing process - Standard parts management: roadmap and goals - IT Tools: SolidWorks, PRO.FILE, SAP PARTsolutions & PARTcommunity - In addition: GEOMETrical Search and further cost reducing LSW Maschinenfabrik GmbH, Mr. Dipl.-Ing. Peter Zander	MISUMI presents GWOS (Global Web Ordering System): Now launched in Europe - eCatalogue evolution: From the paper catalogue to configurable components online - Technical realization of the QCT (Quality, Cost & Time) concept - Paradigm resolved: Configurability and usability Misumi Europa GmbH, Mr. Wolfram Lenz			
13:15 LUNCH				
14:15 Collaboration and standardization at library-parts for tool design at BOSCH - Implementation of a shared cross-departmental database supported standard and supplier parts library - Cooperation with external service providers - Reason for buying and storing by standardizing standard and supplier parts Robert Bosch GmbH, Mr. Bernhard Dicker	WAGO ProServe - from CAE to CAD - User generates logical circuit diagrams in the CAD system - Supported by ProServe Software by extending articles on the basis of WAGO Logics - CADENAS supports the automatic export of data into every CAD system WAGO Kontakttechnik GmbH & Co. KG, Ms. Dipl.-Ing. Simone Brinkmann-Tewes	Workshop Parts management and Parts consolidations live!	Support Center Demo environments for CADENAS software solutions Our CADENAS Customer - Care - Team is at your disposal all day.	14:15 Initiative PURCHINEERING 
15:15 New Markets, New Standards? Challenges within an OEM-oriented, heterogeneous CAx-Environment - CAx-methods - Increase in efficiency in the construction sector - Standard parts management AVL List GmbH, Mr. Dr. Klaus Zamazal	<i>Information about this speech are not available, yet.</i> Siemens AG, Mr. Gerd Koziel			
16:15 END OF THE EVENT				
18:00 RECEPTION IN THE GOLDEN HAAL IN AUGSBURG'S TOWN HALL				
19:00 EVENING EVENT IN THE PARKLOUNGE				

Inventory of the situation as today and generation of the should-be concept:

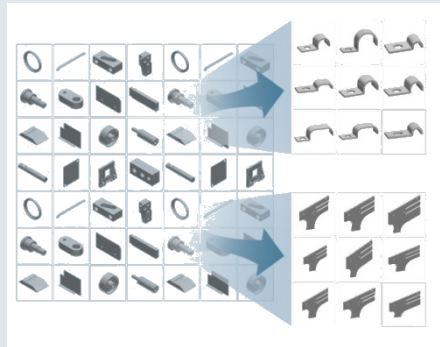


Business process analysis and modeling:

HP 1: Teilstammdaten erfassen und pflegen



Thank You FOR YOUR ATTENTION



QUESTIONS?

FEEDBACK?

NEXT STEPS?

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