

EBOHR Watch

Optimizes product design and innovation with V5 PLM



Overview

■ Challenge

To compete with foreign manufacturers, EBOHR needed to speed time-to-market of new products and respond quickly to customer demand with innovative designs.

■ Solution

With CATIA V5 and ENOVIA SmarTeam, EBOHR has established an enterprise-wide collaborative design platform to increase efficiency and improve communication internally and with customers.

■ Benefits

Using the V5 PLM solution, EBOHR has increased its competitiveness in the marketplace by promoting design efficiency, increasing innovation and quality, and reducing development cycles.



"We quickly realized that V5 PLM solutions from Dassault Systèmes could single-handedly solve all of the core problems we faced in our product innovation processes."

Tao Li, General Manager, EBOHR Watch

EBOHR
依波表

Maintaining competitive advantage through innovation

EBOHR Watch is a famous Chinese watch brand and after 15 years of rapid development has become the leading domestic watch maker in China. EBOHR Luxuries International, Ltd. specializes in designing, manufacturing and marketing mid- to top-range watches under the EBOHR brand.

The company, which boasts almost 800 employees, believes that while brand building, quality and information management are the core to successful enterprise development, R&D based product innovation is the driver.

Competition in the watch industry in China is extremely fierce. Although domestic makers lead in sales volume, foreign imports command nearly 80% of total revenues.

Currently, EBOHR develops more than 50 new styles and 20 new cases each

year. According to the national business information center, the EBOHR brand is ranked in the top three in the Chinese watch market.

To build and retain competitive advantage, however, EBOHR knew it needed to maintain a strong focus on independent product innovation.

"To meet the challenges of the highly competitive marketplace, we've made product R&D our top priority among EBOHR's four main departments," said Tao Li, general manager, EBOHR. "Because only with continuous product innovation can we adapt to the changing requirements of the market and secure the capital necessary to mount a strong challenge against our competition."

Driving innovation with V5 PLM

EBOHR believed a Product Lifecycle Management (PLM) system could help it meet the challenges of the marketplace.

"We knew that a PLM system could exert



two key core effects on our business,” Tao said. “First, it would establish a design platform that would allow our R&D personnel to increase development efficiency through collaboration. And second, using 3D digital mock-up, we could facilitate communication between our customers and marketing personnel, allowing us to adjust product configurations and structures at any moment.”

Tao said EBOHR believed the V5 PLM solution from Dassault Systèmes could quickly help the company achieve 3D visualizations of products, allowing engineers to communicate effectively and accurately and work concurrently and collaboratively.

“The more we developed an in-depth understanding of the solutions, the more we realized the true excellence of the products’ performance,” Tao said. “We quickly realized that PLM solutions from Dassault Systèmes could single-handedly solve all of the core problems we faced in our product innovation processes.”

EBOHR chose CATIA V5 and ENOVIA SmarTeam to promote its company’s product innovation capabilities and add new energy to the planned rapid growth and

development of the company. V5 PLM keeps EBOHR right on time “Before, each designer used the software he was good at, which led to difficulties when it came to final document management and sharing designs among individual designers and with the rest of the team,” said Kong Le, assistant general manager and information director, EBOHR.

CATIA V5 has helped the company achieve collaborative design.

“Engineers can all complete their work concurrently on the same operation interface and the final compiled designs incorporate the good qualities of each engineer’s work,” says Yan Gaosheng, vice general manager and design director at EBOHR. “This infinitely increases work efficiency, reduces product development cycles and optimizes the entire product design process.”

3D product models designed with CATIA V5 can be demonstrated and visualized on the Web without installing any software. By allowing customers to evaluate different views and point out product requirements and specifications in real-time, Gaosheng says, designers are able to easily perform custom design to meet customers’ needs and requirements.

“Dassault Systèmes intensively analyzed our key requirements and we have gained dramatic effects in promoting design efficiency, complexity and quality while reducing development cycles,” Gaosheng says.

With the help of V5 PLM solutions from Dassault Systèmes, EBOHR is building world-famous watches and differentiating its products and company in a competitive marketplace.

“Dassault Systèmes intensively analyzed our key requirements and we have gained dramatic effects in promoting design efficiency, complexity and quality while reducing development cycles.”

Yan Gaosheng, Vice General Manager and Design Director, EBOHR



Dassault Systèmes
9, quai Marcel Dassault, BP310
92156 Suresnes Cedex France
Tel: 33 (1) 40 99 40 99

CATIA®, DELMIA®, ENOVIA® and SIMULIA® are registered trademarks of Dassault Systèmes or its subsidiaries in the US and/or other countries.

Images courtesy of EBOHR Watch

© Copyright Dassault Systèmes 2006.
All Rights Reserved.

Ref: RF_Y_66IAT_EN_200611

The Dassault Systèmes home page can be found at www.3ds.com

