

AM Communications utilizes the Internet to integrate its South Asian (India) operations unit into a unified Product Development environment.

ICEPak™ manages Product Data and the Change control process.

Solution Overview

Company

AM Communications
Quakertown, PA
www.amcomm.com
Mike Quelly

Industry

High Tech (Network Equipment)

NetIDEAS Solution

ICEPak™ Hosted Windchill

Partner

Creative System Dynamics

AM Communications, Quakertown PA, designs, manufactures and markets network monitoring systems that include hardware & software to the broadband communications market, primarily for cable television systems. As a publicly traded company, AM always seeks to bolster profits and increase revenues. In order to achieve these business objectives, they have recently undergone some realignment within their various departments to exploit the revenue producing capabilities that each possesses (e.g. contract manufacturing, outsourced engineering services) beyond their ability to support their existing product lines. “In order to facilitate this new trend in our business direction, we realized that several initiatives were required and our data management architecture needed an upgrade”, said Mike Quelly, VP of Engineering at AM Communications. Achieving integration with their South Asian engineering operations in India was a major requirement.

While each major department has internal needs, several key threads were found to be the critical elements of reaching their business goals.

- 1) Collaboration (internal and with their supply chain and customer base),
- 2) An overall stronger level of data management,
- 3) Better and faster processes, and
- 4) Product information availability throughout the product lifecycle.

“For my engineering division, I have an offshore engineering staff [in India] that is a ½ day offset from my Pennsylvania team, maintaining a consistent database of product information and incorporating automated workflows across geographically dispersed locations will help me create a more uniform team that can work projects around the clock,” said Quelly. Vinod Franklin, Chief Operations Officer of Nestronix (AM’s Manufacturing Division), also likes the ability for his department to have more collaboration with the Engineering Division, “... the availability of the product information to the manufacturing division early in the design process is considered to be a necessity for speeding our new product launches or quickly responding to engineering changes”.

AM’s manufacturing division, Nestronix, is a contract manufacturer in addition to producing AM’s own products. In order to exploit their excess capacity, Nestronix needs to collaborate with their customers throughout the design/build process and flow information to their suppliers in shorter timeframes. “Our ability to quickly source parts from our suppliers is critical to our ability to deliver to our Customers deadlines”, said Franklin.

How ICEPak will improve AM Communications’ current situation:

NetIDEAS is providing an ICEPak instance that will be able to resolve all of the initiatives specified by AM Communications. Thomas Rassmann, President of NetIDEAS noted, “By incorporating an ‘outside the firewall’ collaboration and PDM solution into their daily operations, AM will realize a tighter collaboration with its supply chain, business partners, and customers and



For More Information

For more information about NetIDEAS products or services, please visit our Web site or call us at (856) 914-9410 (US).

<http://www.netideasinc.com>

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the ASP model is ideal for a smaller manufacturer like AM.” “I’m looking for ICEPak’s automated ECN process to greatly improve the labor-intensive problems that we’ve been having with our paper-based processes”, noted Quelly. Quelly further stated that, “By getting our data organized and visible, all of our employees should realize more value-added tasks rather than administrative and/or redundant efforts.”

NetIDEAS will maintain the application and the infrastructure as the ASP, so AM’s limited IT resources can focus on their other enterprise applications. NetIDEAS’ 24/7 help line also offloads the administrative burden that is required to support their India-based sister company.

NetIDEAS offered AM an overall lower total cost of ownership than other alternatives that they investigated, and implement AM’s site in one month. "NetIDEAS level of support has gone far beyond anything that I had imagined", said Quelly. When asked to quantify what he felt his ROI was on using ICEPak, Quelly responded, “We simply could not operate with our India based organization without ICEPak”.

Benefits:

- Hosted Windchill was an order of magnitude cost savings over doing it themselves
- ICEPak was implemented in 30 days (something that traditionally takes 9-12 months)
- Quality of data to the user and the extended enterprise
- Cycle time reductions for new products and engineering changes
- Virtual co-location of geographically dispersed teams

