

Integration of Omnify PLM and SAP Helps Avid Eliminate Duplicate Data Entry and Improve Communication between Design and Manufacturing

Customer

From the most prestigious, award-winning productions, to music and movies made at home, **Avid®** creates the technology that people use to make the most listened to, most watched and most loved media in the world. The shows, commercials, and news programs you watch on TV. The entertaining video and film stories you see on the web and on the big screen. The personal audio and video treasures that people make at home to preserve their favorite moments in life.

Challenge/Situation

Operating 24 hours a day, 7 days a week with worldwide partners and suppliers, Avid was looking for a way to improve product development efficiencies in order to maintain its high level of product quality, and simultaneously create a unified environment for its global product development teams to easily find and share product information in real-time.

The company was managing product data in multiple systems that did not interface with each other. This environment resulted in the duplicate entry of data into various systems. For example, Engineering Change Orders (ECOs) were implemented twice; once in a Lotus Notes ECO database and then a second time into their **SAP®** application. "Because our systems were disconnected, it required us to manually enter duplicate information," stated Peter Hagearty, Director of Quality and Technology for Avid. "This was not a very efficient process and led to a higher opportunity for error." Searching for information was also a difficult task and required someone to search four to five different areas in order to find what was needed.

"Our ultimate goal was to create a central location for data and knowledge sharing throughout the evolution of a product."

-Peter Hagearty, Director of Quality and Technology, Avid

Key Benefits

- Eliminate duplicate data entry
 - Direct data sharing with SAP
 - Improve data integrity/accuracy
 - Ensure new products are built to the latest revision
 - Improve design and manufacturing communication
- Time and cost savings
 - Eliminate hand-entering information in multiple databases
 - Eliminate need to use up resources sending change information to suppliers
 - Real-time access to information for global suppliers
 - Accelerate ECO and new product processes
- Business-ready solution
 - Cost-effectively scale to accommodate new users
 - Seamlessly add users/sites as needed
 - Minimal consulting/training for new users
 - Open technology platform for integration with **Mentor Graphics DxDataBook** design environment
 - Open technology platform for integration with **SAP** application
- Customer-focused
 - Professional support staff
 - Reach out to customer for new features and functionality
 - Flexible/fulfilled all Avid requests

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Customer Goals

Centralized Repository for Data and Knowledge Sharing

The company set out to find a Product Lifecycle Management (PLM) system in order to help streamline its product design and development processes for Avid video products. “Our ultimate goal was to create a central location for data and knowledge sharing throughout the evolution of a product,” said Hagearty. “We also needed to make sure procedures were controlled and data was archived.”

Avid was very diligent in finding the right PLM vendor to meet their needs. They were in search of a system that included key features such as:

- Integrated ECO processing
- Complete Bill of Material (BOM) processing and management
- Document Management
- Open technology platform for bi-directional data sharing with their SAP application
- Proven integration with various engineering design environments

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Omnify Solution

Cost-effective and Scalable

After researching six PLM vendors over a five-month period, Avid selected the Omnify Empower PLM solution. “Omnify Software provided the most cost-effective solution that met all of our baseline needs for a PLM system and more,” stated Hagearty. “In addition, the fact that Omnify reaches out to the customer for new features and functionality made their solution most appealing to Avid.”

Avid has doubled the number of users accessing the Omnify Empower PLM system since implementing in 2008. There are approximately 150 users leveraging Omnify to manage and/or access information with multiple departments utilizing the system including: Manufacturing, Engineering, Logistics, and Purchasing, as well as external sites. “Omnify is a scalable and intuitive solution so we can add users/sites as needed almost seamlessly with minimum additional consulting and training,” commented Mr. Hagearty. “Omnify also offers a flexible support team - pretty much anything we ask for they give to us, within reason, to help us achieve our goals.”

Customer Success

Improved Engineering and Manufacturing Collaboration

Implementing Omnify has allowed the Avid Video business unit to meet their goal of creating a central repository for product information. All of Avid’s various systems, including their ISO (International Standards Organization), ECO and Test Procedures have been consolidated into one database. “Omnify has given Avid a focal point and a communication tool to allow both manufacturing and engineering to improve communications with product development”, said Mr. Hagearty.

CUSTOMER SUCCESS

With Omnify, Avid engineers can easily manage prototype BOMs and parts in a single location. A direct link from the Omnify Empower database to **Mentor Graphics DxDatabook™** allows engineers to select parts and access all part data such as symbols, device name, component package, and documentation from Omnify without leaving their design environment. Duplicate data entry has been eliminated through bi-directional sharing of information between the Omnify Empower PLM system and SAP. New parts and ECOs are created and managed in Omnify and then the information is automatically pushed to SAP. In turn, cost data from SAP is automatically uploaded into Omnify for engineers to access early in the design cycle, helping them to make better design decisions.

“The SAP/Omnify interface has worked great since the first day we turned it on,” stated Mr. Hagearty. “Centralizing product data with Omnify not only allows engineers to easily access information and trust that the information is accurate, it also enables manufacturing to gain visibility into what is being designed.”

In order to reduce resource requirements and accelerate their ability to globally distribute information to their supply base, Avid’s supply chain partners have controlled access to the Omnify database. With suppliers participating in the ECO notification process, they have the information they need to pull new BOM and/or new Approved Vendor List (AVL) information in real-time, accelerating ECO and new product processes and ensuring new products are built to the latest revision. “Allowing suppliers to gain access to specific information within Omnify with permissions can be a tremendous cost savings for Avid by eliminating the need for us to use up resources sending change information to suppliers,” said Mr. Hagearty.

Leveraging Omnify Software to create an efficient product design and development process supports Avid’s commitment to delivering award-winning digital audio and video solutions and providing their customers with innovative technology.

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