Omnify Software

Redline communications

Redline Communications Achieves 100% ROI in First Year of Using Omnify - *able to bring products to market more quickly, reduce rework and meet customer demand*

Customer

Located in Markham, ON, Redline Communications has established itself as a global leader in wireless broadband technologies. Redline designs, manufactures and markets a large roster of carrier-class, standards-based wireless products, which includes its new RedMAX family of WiMAX products. Using industry leading OFDM technologies, Redline's award-winning products provide unmatched, high capacity, non-line of sight solutions with proven performance, reliability and security. Ideal for a variety of access, backhaul and private network applications, Redline products are meeting the needs of carriers, service providers and enterprises worldwide.

Redline is a principal member of the WiMAX Forum™, and was first in the world to market an 802.16 compliant product. Over 20,000 installations of Redline products have been deployed in 60 countries on 6 continents through a global distribution network of over 80 partners.

Challenge/Situation
Geographically dispersed product development team

With a large and geographically dispersed product development team, Redline Communications was searching for a software solution that would integrate all their Bill of Materials (BOMs), Engineering Change Orders (ECOs) and part data into a single repository that could be easily and immediately accessible by everyone involved in the product development process.

As Redline grew its product family and international operations, it realized the Access solution it had been using for storing part data did not offer the security, automation, or integration into their engineering tools that they required. In addition, Redline could not integrate their Access database with the mechanical engineering data stored in Excel spreadsheets. They needed document and revision control for all of the various files involved in their product design to ensure data integrity and improve product development processes. They also needed an easy way to manage data for evolving environmental compliance regulations.

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Key Benefits

- **100% Return On Investment (ROI) in first year**

- Improved Communication and Efficiencies
  - Streamlined communication with all external partners
  - Shortended communication cycles both internally and externally
  - Assured data quality by eliminating human error
  - Reduced scrap and rework
  - Decreased engineering change cycles
  - Decreased prototype development cycles
  - Easily meet customer demands
  - Able to focus on core competencies
  - Speed time-to-market

- Flexible, Business-ready Solution
  - Seamless, out-of-the-box interface with **OrCAD CIS**
  - Open system for future application integrations
  - Custom user permissions for security
  - Rapid implementation/no downtime
  - Lower price point than competitive products

- Support
  - Unsurpassed customer support
  - Respond to customer input in product development

- Compliance
  - Able to meet Restriction of Hazardous Substances (RoHS) regulations

RedMAX 4C Mobile WiMAX platform will enable operators to maximize the reach and achieve the customer density required for a profitable carrier business model.

Customer Goals
A solution that truly understood engineering development

In evaluating tools for product lifecycle management (PLM), Redline required a solution that could be leveraged by the engineering department primarily, but could also provide an easy-to-use interface that would enable engineering to easily incorporate other divisions' requests, comments and approvals, both internally and externally, into their design environment. "When we were reviewing PLM solutions it was extremely obvious to us that Omnify was developed by a team that truly understood engineering development," said Rami Abbas, Manager of Engineering Services at Redline Communications.

Redline wanted to gain complete control of all data files shared among product development teams from engineering through production. They needed a single system to control documents that offered ECO tracking, electronic signoffs, revision control, and history tracking as well as file vaulting capabilities. Because the system would be used by various departments and levels, the product would have to provide a secure structure to set user priorities and restrictions.

A key requirement was that the PLM solution could easily integrate with their EDA (Electronic Design Automation) environment, **OrCAD Capture CIS**. In addition, they were looking for a system that was open and scalable to allow for future integrations with other applications such as their Financial and Purchasing systems.

Time was another critical factor in selecting a solution. Redline did not want their engineers to experience any disruption in work to risk delays in product development. Nor did they have the time to dedicate to lengthy implementations.

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Rami Abbas, Manager of Engineering Services Redline Communications

Omnify Solution
Up and running in two days without disruption in development

"We were on the brink of selecting Agile Software because we had employees who were familiar with the system. But after being introduced to Omnify we found that they truly understood our business needs and delivered a solution with out-of–the-box functionality that supports our development and engineering processes," stated Abbas. Omnify provided Redline Communications with a solution that fit their need for control over BOMs, ECOs, and Documentation. Omnify's Web Services-based approach to delivering its solution supported Redline Communications' integration demands. Omnify seamlessly integrated with Redline's ORCAD Capture CIS environment, to further speed the product development process. Redline leveraged the file vaulting option and set up user permissions in Omnify to limit access to certain documents in order to maintain a secure environment. The engineering team was linked to the Omnify database in less than a day without any disruption in development. The entire PLM solution was up and running in only two days.

"We were impressed with Omnify's off-the-shelf capabilities for engineering change orders and bill of materials processing," said Afifi. "We have been further impressed by how easy it is to integrate the solution with our existing systems."

Omnify PLM is used on a daily basis by the engineering and operations departments at Redline and its local Contract Manufacturing and offshore Design partners. In developing new products and new parts, as well as customized solutions for client requests, Redline is able to manage the entire process, from request, to idea inception, to delivery of product, all in a single location via Omnify PLM.

Redline is also leveraging Omnify to develop their products to adhere to Restriction of Hazardous Substances (RoHS) environmental regulations. Within Omnify, they are tracking the material composition of components and applying attributes to determine parts that meet or do not meet compliance. In addition, Redline vaults all of the associated documentation (Certificates of Compliance) and exports data into BOM reports to quickly identify compliant and non-compliant components.

"Since partnering with Omnify, a key quality that has really stood out for us is the high level of customer service Omnify provides," continued Abbas. "Each time we want to enhance our integration the service team is always available to help us complete the project." Mr. Abbas also added, "the Omnify PLM system has continued to assist us with our multiple design departments and has continued to provide dependable customer service for any and all enhancements or integrations we planned." "It's been a dependable workhorse over the years and continues to satisfy our current needs."

Return on Investment
100% Return on investment in first year

Omnify has helped Redline improve the communication of engineering changes among all departments by documenting the events in a systematic manner. This has led to a decrease in their prototypes development cycle which in turn has greatly improved their turnaround time, speeding time-to-market.

Having their external partners leveraging the system has dramatically reduced the communication cycle. Omnify has enabled Redline to streamline its communications with its design center in Romania through a single system. They can sign-off on ECOs and BOMs online and Redline no longer has to update the replicated Access database at that site. This has saved an invaluable amount of time in addition to increasing the quality of data.

"We achieved 100% return on investment from Omnify in the first year and we expect our return to be even greater in the future," stated Jim Dickerman, Vice President of Engineering at Redline. "Omnify enables Redline Communications' engineers and extended support team to bring products to market more quickly, reduce rework and meet customer demands. The streamlined processes created by Omnify PLM free the engineering staff to continuously focus on creating innovative broadband and wireless products."