

WiTricity

Implementing PLM Early On Gives Emerging Wireless Electricity Company a Boost

Customer

Imagine a future in which wireless electricity makes everyday products more convenient, reliable, and environmentally friendly. [WiTricity Corp.](#) is working to make this a reality, developing wireless electricity technology that will operate safely and efficiently over distances.



The company was founded in 2007 to commercialize an exciting new technology for wireless electricity invented by world renowned physicists from the Massachusetts Institute of Technology (MIT). With a growing list of global clients in industries including consumer electronics, automotive, medical devices and defense, WiTricity has emerged as the leader for IP and expertise in highly resonant wireless power transfer.

Challenge

WiTricity was a typical start-up company with a small team managing design information in Excel spreadsheets. Even with the minimal amount of data they were managing, they were experiencing the chaos of manual processes. Spreadsheet revisions were constantly changing with no formal change control process or centralized repository location. They needed to replace their Excel spreadsheets with a more formal and controlled automated system.

When WiTricity began their search for a solution, they were considering an entry-level parts management product primarily because it had a very low price point. During their research, WiTricity learned that the parts management product had limited functionality and would not be adequate to meet their long term needs. Some of the team at WiTricity had experience with Product Lifecycle Management (PLM) solutions and knew that this type of technology could resolve their need for centralized and automated product information management processes. Finding a solution that was both affordable and scalable was the challenge.

Quick Facts:

Company

- WiTricity

Industry

- Wireless Electricity

Company Size

- Start-up/Small

Key Benefits

- Start-up friendly price tag
- Full functionality to meet their current and future needs
- Scalable to grow as their team/company grows
- Integration with **Mentor Graphics** engineering design tools
- Integration with their **Microsoft Dynamics GP** ERP system
- Controlled and efficient engineering processes
- Eliminate chaos of managing engineering changes with Excel spreadsheets



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Solution

Functionality, Scalability and a Start-up Friendly Price

While searching for products, WiTricity's local Mentor Graphics software sales and services partner, [Trilogic](#), proposed Omnify Empower as a viable solution. Empower was ideal for a start-up company like WiTricity. It offered a price that was competitive with the part management system, yet also provided the full functionality and scalability they needed to meet their short and long term goals. In addition, Omnify Empower integrated with WiTricity's existing engineering design environment, Mentor Graphics [PADS](#) and their [Microsoft Dynamics GP](#) Enterprise Resource Planning (ERP) system.

"As we started to evaluate solutions, we really wanted to find a product that could meet our needs as a small technology start-up and delivered the best value," stated Matt MacDonald, Vice President of Engineering for WiTricity. "The Omnify Empower PLM solution was a perfect fit for us because it delivered functionality, scalability and a start-up friendly price tag."

"The Omnify Empower solution was a perfect fit for us because it delivered functionality, scalability and a start-up friendly price tag. We could not function without Empower today as it is an essential tool to make sure our electrical and mechanical design teams are in sync and our engineering processes are controlled and efficient."

Matt MacDonald, Vice President of Engineering, WiTricity

Customer Success

Implementing PLM Early On Positions WiTricity for Future Success

Omnify Empower eliminated the need for WiTricity to have to transition from an entry-level product to a new, more robust system like Empower in the future. By implementing a PLM solution early on, WiTricity was able to adopt controlled processes for managing dynamic product information such as Bills of Materials (BOMs), engineering changes and product documentation, which would set them up for success as the company grew.

Today, WiTricity uses Omnify Empower integrated with their electrical and mechanical design tools as well as their ERP system. They also have their contractor securely log into Omnify Empower to access early product information to build boards in a more efficient manner. "We could not function without Empower PLM today as it is an essential tool to make sure our electrical and mechanical design teams are in sync and our engineering processes are controlled and efficient," stated Mr. MacDonald. "It truly meets our needs as a growing company. We have grown from just three users to about twenty and the product has scaled with us." With Omnify Empower in place, WiTricity is positioned to continue to effectively design products that are leading the global wireless power industry.



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