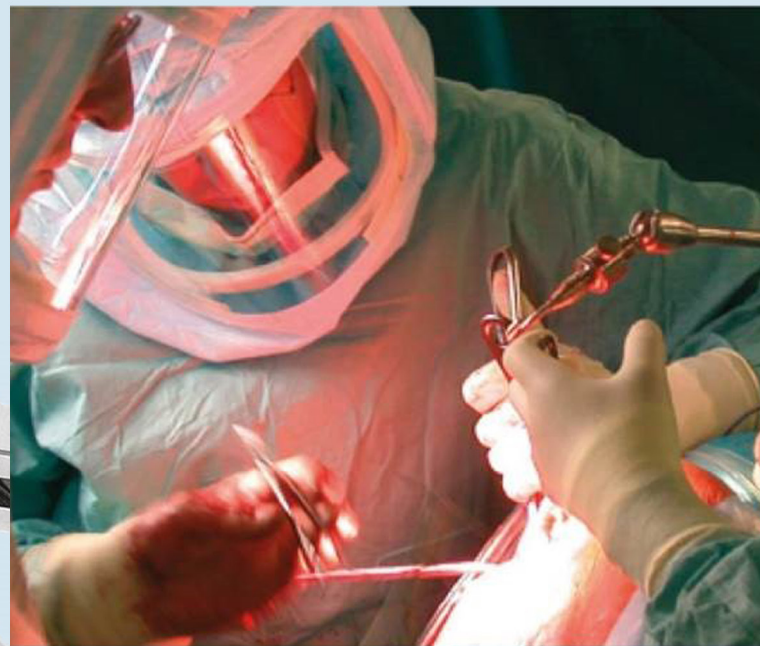


GEOMED MEDIZIN-TECHNIK GMBH & CO. KG

STREAMLINING THE DEVELOPMENT OF SURGICAL AND DENTAL INSTRUMENTS WITH
SOLIDWORKS AND 3DEXPERIENCE WORKS SOLUTIONS

Case Study



GEOMED added 3DEXPERIENCE Works solutions to its existing SOLIDWORKS installation to improve collaboration and communication between its design teams in Germany and Indonesia, improving the product development workflow and release processes, and shortening design cycles, for its comprehensive line of high-quality surgical and dental instruments.

Challenge:

Improve collaboration and eliminate design errors related to misunderstandings due to language issues between German and Indonesian teams and delays relating to a five- to six-hour time difference by moving product development into the cloud.

Solution:

Add design, data management, collaboration, and communication solutions from the **3DEXPERIENCE** Works portfolio, which operate on the cloud-based **3DEXPERIENCE** platform—including Collaborative Designer for SOLIDWORKS, Collaborative Designer for AutoCAD, Collaborative Industry Innovator, and 3DSwymer roles—to its existing SOLIDWORKS 3D CAD and AutoCAD 2D drawing installation.

Results:

- Improved product development flow and release processes
- Shortened design cycles
- Reduced errors related to misunderstandings
- Overcame language barrier between German and Indonesian design teams

GEOMED® Medizin-Technik GmbH & Co. KG has been producing a comprehensive line of high-quality surgical and dental instruments for more than 100 years. With its headquarters based in Tuttlingen, Germany, an internationally known center for medical technology, and a production facility at its factory in Semarang, on the island of Java in Indonesia, GEOMED strives to live up to its corporate motto: "Trust—through quality and performance."

To ensure the highest levels of quality and performance, GEOMED relies on experienced, committed teams in both locations, channeling the combined expertise of its more than 600 employees to support production and development flows that generate products used across the world. In addition to producing surgical and dental instruments that are known for their precision and quality, GEOMED also manufactures the HERCULES® brand of wire cutters and universally applicable arm systems.

Until 2005, GEOMED technicians used AutoCAD® 2D drawing software to develop and machine the



"Everything involved with developing and releasing a product proceeds more quickly and easily on the

3DEXPERIENCE platform. For example, we regularly receive customer requests for slight modifications to existing products. Before we added **3DEXPERIENCE** Works solutions, processing such requests would take two to three days. Now, we can process these requests more efficiently in a single day. The product flow with **3DEXPERIENCE** Works solutions is awesome for releasing a product."

— Roland Kaiser, Head of CNC Production

company's products. However, as global demand for GEOMED products and the complexity of its new products both grew, and as production and CAM (computer-aided machining) 3D design software. Later it would add SolidCAM® machining software, both of which the company used alongside its AutoCAD tools, technology advanced, the manufacturer in 2005 added SOLIDWORKS® according to Head of CNC Production Roland Kaiser.

"Although the implementation of SOLIDWORKS software in 2005 occurred before I joined GEOMED, the company needed to add a 3D solution in order to develop more complex, sophisticated products as well as take advantage of emerging CAM and CIM [computer-integrated manufacturing] technologies," Kaiser recounts. "More recently, in 2022, we began evaluating cloud-based solutions to streamline our product development and release workflows and improve collaboration with our colleagues in Indonesia.

"Our interest in a cloud-based development platform arose from a desire to improve collaboration across our locations and eliminate design errors related to misunderstandings and delays relating to the five- to six-hour time difference between the two locations," Kaiser explains. "To improve collaboration and streamline our product development and release schedules, we needed a cloud-based system that

allowed us to collaborate in real time while managing data and controlling revisions in the cloud. In short, we needed a cloud-based PLM [product lifecycle management] system, which we found in the **3DEXPERIENCE**® platform.”

GEOMED chose to add design, data management, collaboration, and communication solutions from the **3DEXPERIENCE** Works portfolio, which operate on the cloud-based **3DEXPERIENCE** platform—including Collaborative Designer for SOLIDWORKS, Collaborative Designer for AutoCAD, Collaborative Industry Innovator, and 3DSwymer roles—to its existing SOLIDWORKS 3D CAD and AutoCAD 2D drawing installation.

OVERCOMING TIME AND LANGUAGE BARRIERS

Since the company added **3DEXPERIENCE** Works solutions in 2022, the platform has enabled GEOMED to overcome the misunderstandings and delays associated with communicating with colleagues in a third language with a five- to six-hour time difference. “In the past, all communications required the use of email messages that were written in English,” Kaiser notes. “We’ve learned that there’s a big difference between English spoken by Indonesians as a second language and the English spoken by native Germans.”

“With the **3DEXPERIENCE** platform, we no longer have all these email conversations for drawings released by our Indonesian colleagues, because our language now is the design language associated with the part or product model or drawing. This makes it much easier to resolve any issues and has allowed us to eliminate mistakes related to language or misunderstandings, which shortens our design cycles and contributes to improved quality overall,” adds Production Support Specialist Marc Mäder.

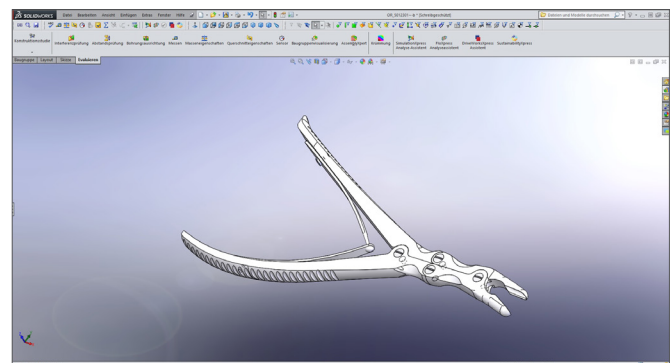
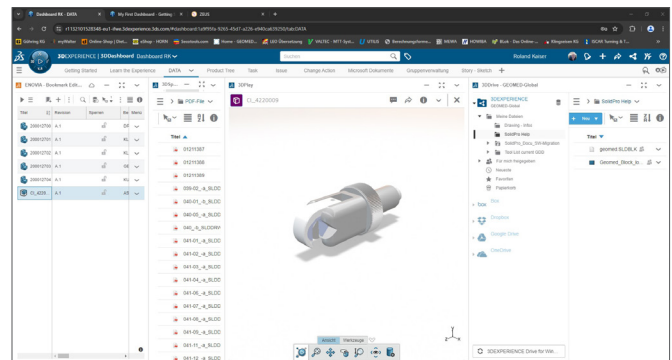
IMPROVING PRODUCT DEVELOPMENT AND RELEASE PROCESSES

Using the **3DEXPERIENCE** platform and the connectivity that it provides between both development teams, GEOMED has also realized improvements in its product development and release processes. “The product release route on the **3DEXPERIENCE** platform makes our product development flow much better because we are all working in the same design space,” Kaiser stresses.



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— Marc Mäder, Production Support Specialist



3DEXPERIENCE Works solutions are helping GEOMED navigate the process of integrating separate data management systems with different databases within the company into a single cloud-based product lifecycle management (PLM) system for its worldwide operations.

"Everything involved with developing and releasing a product proceeds more quickly and easily on the **3DEXPERIENCE** platform," Kaiser continues. "For example, we regularly receive customer requests for slight modifications to existing products. Before we added **3DEXPERIENCE** Works solutions, processing such requests would take two to three days. Now, we can process these requests more efficiently in a single day. The product flow with **3DEXPERIENCE** Works solutions is awesome for releasing a product."

WORLDWIDE PLM VIA CLOUD

The implementation of **3DEXPERIENCE** Works solutions has also helped GEOMED navigate the process of integrating separate data management systems with different databases within the company as it strives to achieve a PLM system for its worldwide operations. "We had two different PDM [product data management] systems before implementing **3DEXPERIENCE** Works solutions: All of our CAD and drawing data was stored and managed in the Majesty® ERP [enterprise resource planning] system while our CAM data was stored in the DBMax® database," Kaiser points out.

"Now, we have brought all that data together on the **3DEXPERIENCE** platform," Kaiser says. "We no longer use DBMax and only use Majesty for work orders, which come in through the **3DEXPERIENCE** platform. This improvement has given us more confidence that the data is accurate and provides us with what we've wanted for some time: PLM all over the world."

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Our **3DEXPERIENCE**® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE** Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 250,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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