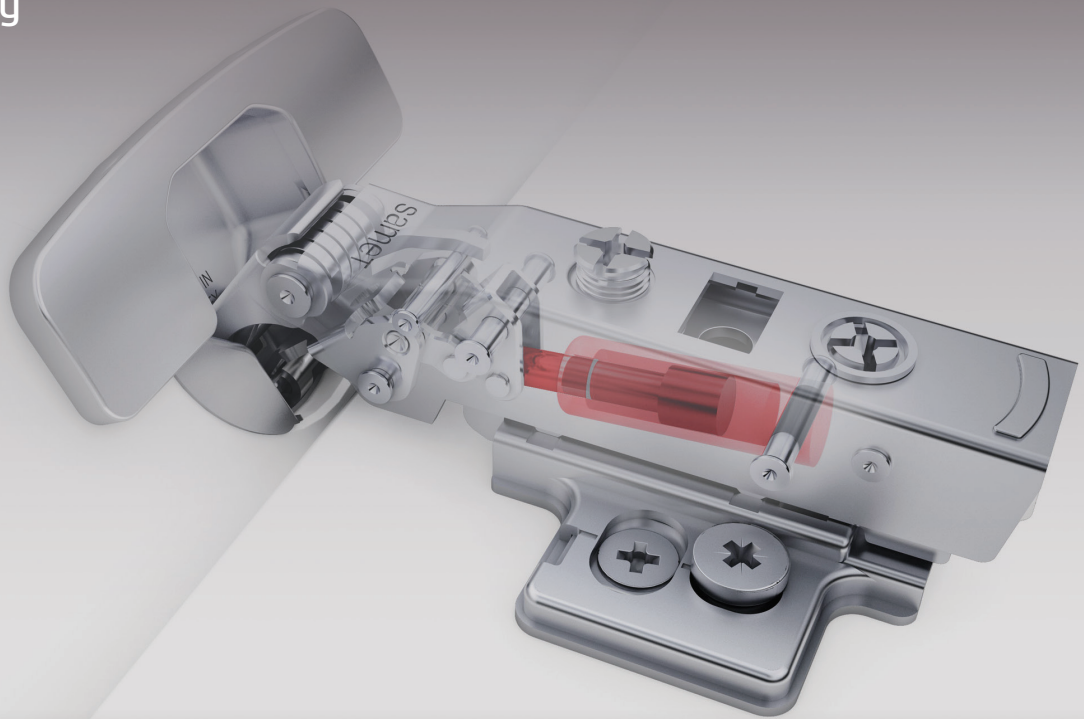


SAMET A.Ş. BRINGING FURNITURE ACCESSORY PRODUCTS TO MARKET FASTER WITH SOLIDWORKS SOLUTIONS

Case Study



Samet leveraged SOLIDWORKS mechanical design, electrical design, analysis, product data management, and technical communication software—as well as the subscription services that maximize the value of these solutions—to shorten time-to-market and support the continuing growth of the company's furniture components and accessories business.

Challenge:

Accelerate time-to-market in the development of furniture accessory products and the automation assembly machines used to produce them.

Solution:

Adopt the SOLIDWORKS 3D product development system—including SOLIDWORKS mechanical design, SOLIDWORKS Electrical Schematics Professional electrical design, SOLIDWORKS Simulation Professional analysis, SOLIDWORKS PDM Professional product data management, SOLIDWORKS Composer technical communication, and DraftSight 2D design software—and maintain the SOLIDWORKS Subscription Service.

Results:

- Shortened product time-to-market by 30 percent
- Reduced number of prototypes by 50 to 60 percent
- Cut user manual/documentation preparation time by 40 percent
- Facilitated collaboration and interaction with customers

SAMET A.Ş. manufactures the leading brand of furniture accessories in Turkey, with a product line totaling more than 3,000 furniture accessories and components. Founded in Istanbul in 1973, the company has grown dramatically since its inception and now has more than 500 distribution centers across Turkey, as well as exports to more than 100 countries. Inspired by the slogan “The Soul of Furniture,” SAMET is committed to leveraging the most up-to-date and emerging product development technologies to develop new products and drive business growth.

The company’s commitment to technology led to its early adoption of 3D in 1998, when SAMET replaced the Vector Graphics® 2D design software that it had used with the SOLIDWORKS® 3D mechanical design system. According to R&D Machine Design/Production Manager Beytullah Kiran, SAMET has periodically added other integrated SOLIDWORKS solutions as its requirements change and additional capabilities are needed.

“As our new product development and R&D effort has grown, so has our need for other integrated capabilities,” Kiran notes. “SOLIDWORKS design software is easy to learn and use, so we’ve decided to standardize on SOLIDWORKS solutions, most recently implementing the SOLIDWORKS PDM Professional product data management system in 2013.”

In addition to SOLIDWORKS mechanical design and SOLIDWORKS PDM Professional software, SAMET uses SOLIDWORKS Electrical Schematics Professional electrical design, SOLIDWORKS

Simulation Professional analysis, SOLIDWORKS Composer™ technical communication, and DraftSight® 2D design software. “Our experience using integrated SOLIDWORKS solutions, through which we are continually able to save time and money while improving quality and increasing innovation, compels us to look to the SOLIDWORKS family of solutions whenever we need additional capabilities.”

SAMET has also chosen to keep its SOLIDWORKS solutions up-to-date by maintaining them through SOLIDWORKS Subscription Services, which provides automatic upgrades, live technical support, free certification exams, and logins to the SOLIDWORKS customer portal and MySolidWorks.com user portal. “We are developing three to five new products, 120 to 150 new mold and die designs, and 50 custom application machines every year,” Kiran stresses. “By keeping our SOLIDWORKS applications up-to-date with SOLIDWORKS Subscription Services, we enjoy continuing time and cost savings, as well as improvements in quality and innovation.”

ADVANCING DEVELOPMENT WITH PDM

Since implementing the SOLIDWORKS PDM Professional system, SAMET has realized important productivity gains, resulting in a 30 percent improvement in product time-to-market. The SOLIDWORKS design environment also enables the furniture accessories manufacturer to communicate and collaborate more effectively with customers and colleagues in 3D.

“Our efficiency in R&D and product development using SOLIDWORKS makes us 30 percent faster in bringing products to market,” Kiran says. “We also utilize fewer prototypes, which saves money. We used to make three to five prototypes. Now we make one or two. Working in SOLIDWORKS, we save a lot of time and also see reductions in some of our costs, like prototyping.”



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— Beytullah Kiran, R&D Machine Design/Production Manager

CREATING PRODUCTS AND DOCUMENTATION FASTER

New product development at SAMET increasingly involves input from existing customers and the company's sales and marketing team. SAMET engineers can respond more quickly to these requests through faster development in SOLIDWORKS, as well as faster development of user manuals, parts catalogs, and product documentation with SOLIDWORKS Composer technical communication software.

"We receive demands from customers and marketing for new products, and we need to make a determination of what's feasible," Kiran explains. "With SOLIDWORKS, we not only can assess the viability of a new concept faster but also can develop the product and associated documentation in less time. Our documentation group, which develops user manuals, catalogs, and product documentation, can produce these items in 40 percent less time by using integrated SOLIDWORKS Composer software."

GAINING VALUE THROUGH SOLIDWORKS SUBSCRIPTION

Due to the productivity gains realized with SOLIDWORKS solutions, SAMET is committed to keeping all of its SOLIDWORKS software current with SOLIDWORKS Subscription Services, gaining additional value beyond the automatic upgrades associated with this service. "We upgrade all of our SOLIDWORKS software every year or every two years, depending on how busy we are, to get the most out of our SOLIDWORKS investment," Kiran says.

"However, keeping our SOLIDWORKS software up-to-date is just part of the reason that we value SOLIDWORKS Subscription Services," Kiran continues. "The free local technical support from Tekyaz, which responds very quickly to our support requests, is a big advantage for us. Being able to log in to MySolidWorks.com for online learning or to learn about new features or commands is another big plus. With SOLIDWORKS Subscription Services, we know that we'll have access to the latest SOLIDWORKS capabilities, information, and support, all of which make us more productive with SOLIDWORKS."

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In addition to accelerating time-to-market, SOLIDWORKS product development solutions have enabled Samet to reduce physical prototyping, develop product documentation more quickly, and interact and communicate more effectively with customers.

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 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 220,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

