

RuleDesigner drives the PLM processes of MW, wheels division of CLN Group



Planning of corporate Workflows, support to Collaboration and Traceability of data from the Offer request to the management of the order for new product development.

MW | CLN Group Automotive Industry

<http://www.gruppocln.com/en/corporate/divisions/mw.html>

MW is market leader in the steel wheels market (all vehicles) and one of the most important in the world for motorcycle rims.

MW Italia needed a greater integration and collaboration among the corporate plants in order to improve the performance related to quotation and new product development workflows.

RuleDesigner was able to standardize workflows, support collaboration between the teams involved and ensure data traceability through a centralized document repository, which is organized by projects and job-orders.

ON 3 YEARS

+1.000

Workflow Managed

+4.400

Documents Stored

+150

Users Interconnected

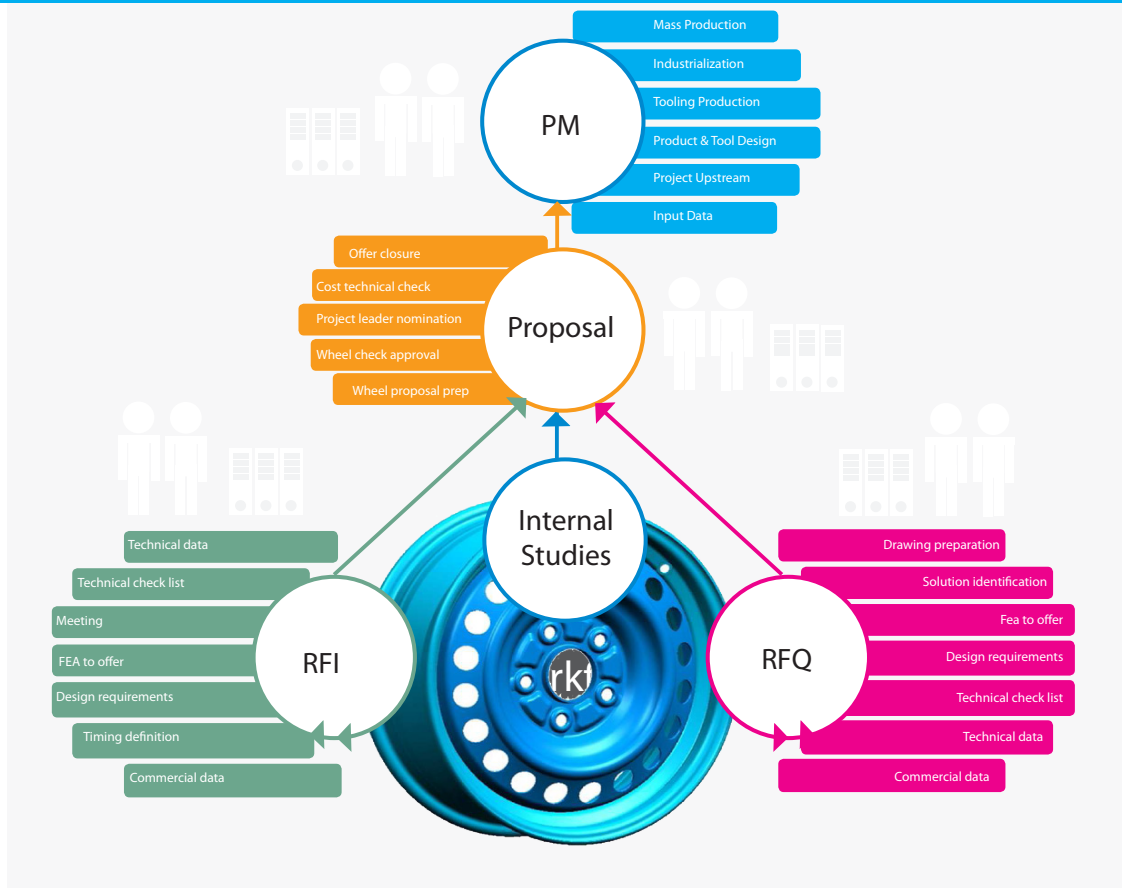
PROJECT INFOGRAPHIC

6 Plants cooperate along the workflows

MW Francia
 MW Italia
 MW Romania
 MW Lublin (Polonia)
 MW Kingisepp (Russia)
 JMW (Turchia)



With a production capacity of 19 million wheels produced, MW is market leader in the steel wheels market (all vehicles) and one of the most important in the world for motorcycle rims. Each model is designed, tested and manufactured with the guarantee of top safety standards for both production workers and vehicle users.



ON 3 YEARS

+1.000
Workflow Managed

+4.400
Documents stored

+700
Offers issued

+60
Types of Documents

+150
Users Interconnected

+200
Design Specifications

The CLN Group

CLN operates in the steel sector since 1948. Today the Group - with its production sites and business centres - is one of the leading international players on the world market of processing, stamping and assembly of metal components for the automotive business and steel wheels. It is also present in the processing and marketing of flat laminated steel for various user sectors .

The Group has two divisions which manufacture metal components for the automotive industry:

MA Division - is the CLN Group Company specialized in producing and assembling steel automotive structural parts, components, subassemblies and modules. It is present in Europe, Turkey, South Africa and Latin America and it has important partnership in China and in India.

MW Division - is the steel wheel market leader for all vehicles types. It is one of the main producer of wheel rims for motorcycles that provides complete engineered wheels solutions to customers. It has plants in Europe, Russia, Japan, South Africa and joint venture in Turkey, China, Malesia and Mexico.

Furthermore, the company is also present in the steel re-rolling industry and in the European market for the distribution of flat steel products.

The Group is constantly committed to the industrialization and the development of new products, as well as to consolidate business relations with customer, paying attention to high quality steel and innovation.

MW, the wheel division

MW is the steel wheel market leader for all vehicle types. Each model is designed, tested and manufactured with the guarantee of top safety standards for both production workers and vehicle users.

Every single product is developed with a systemic approach, together with the customer. Starting from the virtual analysis of the piece to its industrialization, from the planning of production to the investment, up to the choice of the production site.

The first step is the analysis that aggregates the customer requests together with evaluations and variables consolidated over time by the internal design team. Then, it moves on by simulating calculations, production processes and the behaviour of the wheel on the road. In this regard, MW has cutting-edge laboratories with innovative technology and equipment, which are able to simulate any environmental condition, road surface as well as wheel wear and load tests (www.toprovelab.com).

Reference Market

The main reference market of the Group is represented by manufactures of cars and light commercial vehicles (Original Equipment Manufactures- OEM). On this market operate both MA and MW divisions as direct suppliers of components mainly made of steel. A smaller part of the production, mainly steel wheels, is addressed to the market of the so-called secondary equipment (Aftermarket).

The market for the supply of automotive components to OEMs is characterized, for both wheel production and formed parts, by strong competition and from customer requests of progressive price reduction during the lifecycle of the models produced.

The level of competition and discounts to customers can reduce the profitability of the Group if they are not absorbed by a continual efficiency improvement.

The Process

MW deals with the design and production of steel wheels for private and commercial vehicles, directly interfacing with the manufactures of vehicles.

Below, the macro workflow to request the estimation of new products.

Any time a new quotation request is issued by the customer, the customer service collects technical and sales information and define the customer specifications. Those specifications are, then, forwarded to the technical office for figuring out one or more solutions.

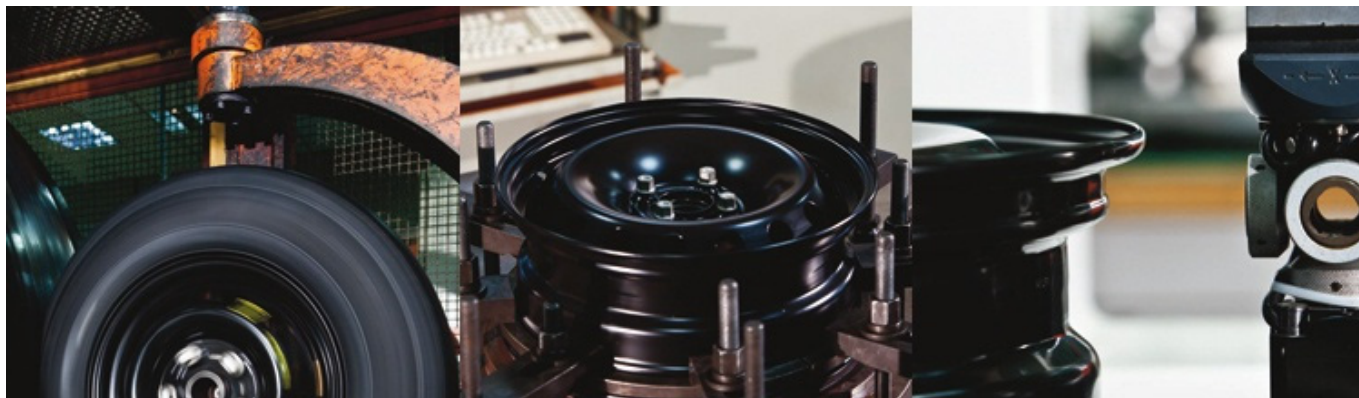
The technical solutions are quoted by the sales department and discussed with the customers, from both a commercial and technical point of view.

Critical Issues

Along the workflows for fulfilling offer requests, MW has identified different critical issues: some of those refer to "management" aspects, other to "informative" aspects.

On the one side, with regard to the "Management" aspects, there was a lack of clear planning of workflows able to coordinate tasks to be carried out by the different plants across the world.

On the other side, referring to "informative" aspects, the company had no centralized repository able to collect all the documents and the history of each project, nor for the one manufactured nor for the just estimated ones.



Goals

In order to successfully face challenges in a dynamic competitive sector characterized by the continuous research for high quality standard products, the company has overtaken a change process for a homogenous and structured work methodology.

In this regard, it was necessary to introduce modern technologies able to support the organization of the team work, the worldwide collaboration, the traceability of data and the control to monitor the efficiency and the effectiveness of the processes.

Key requests:

- Standardize workflows across the plants worldwide
- Support the management of workflows for generating the documentation needed for issuing the technical-sales offer
- Create a knowledge base of project-related documents that can be consulted in a simple but secure way at anytime and anywhere in the world
- Activate reporting tools to extract and analyse process data quickly and efficiently for performance assessment and identification of the risks

Challenges

The main challenge was managing change across the Group. Indeed, with different production plants worldwide, the Group needed a structured and global approach aimed at the transition from an incomplete management of workflows to a performing one, able to integrate projects teams and stakeholders.

- Supporting collaborative processes between users of different age, background, functions and nationalities belonging to six different plants across the world.
- Finding a common path to be accepted by both technical and sales functions, overcoming the aversion to change and to the adoption of appropriate technologies.

The Solution

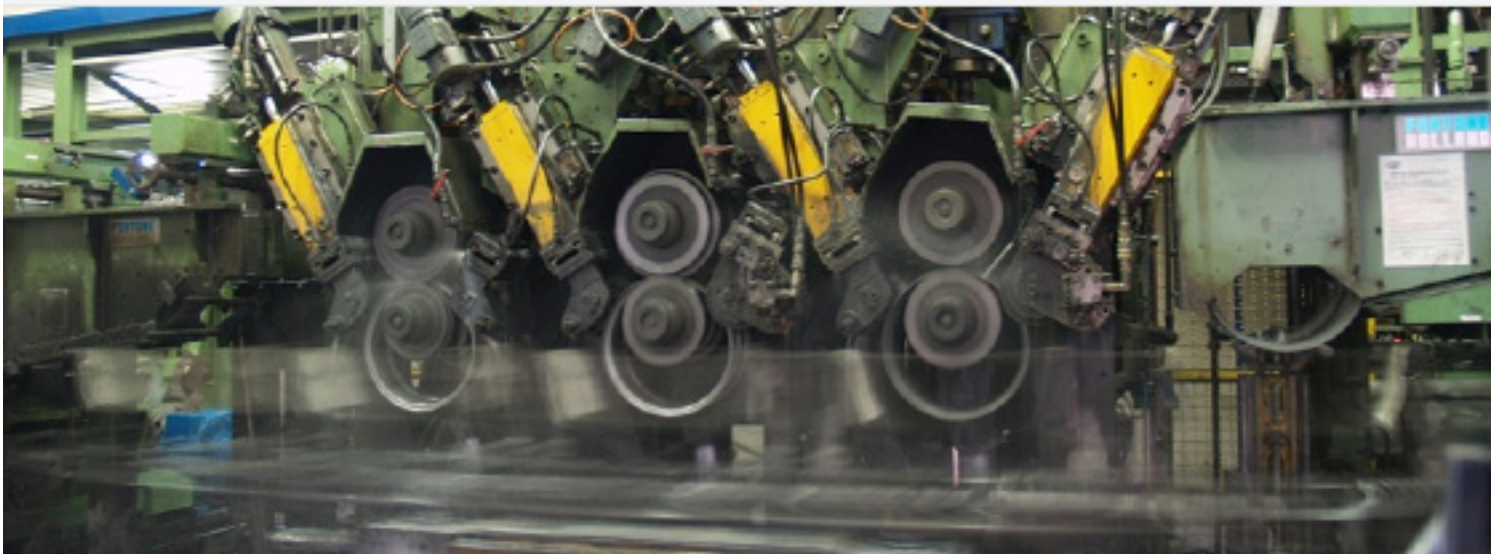
MW Italia has identified in RuleDesigner the solution to achieve its goals thanks to its “all-in-one” structure that makes possible, on the one side, to manage and collaborate with colleagues on a clear well-defined workflow ensuring the execution of all the necessary steps; and, on the other side, it provides with a single reference portal where to store and search for information related to an end project. A scalable solution, functionally speaking, able to embrace enterprise process.

Key points:

- Multilingual web portal with global and account-based access
- Flexible configuration of the system able to adapt to multiple contexts by modelling complex processes in a “standard” way, with no need of programming .
- Repository for storing project and job order documents in a structured way and with the possibility of setting up approval workflows based on the document type.
- Tools for creating reports and dashboard to satisfy any kind of informative need making easy the communication and encouraging commitment at all levels of responsibility.

“ What makes RuleDesigner so attractive is its “all-in-one” structure that has enabled effective information-sharing and an integrated and structured approach ”

Ing. Emanuele Zanolli
Product Design - Technical Product Manager
MW Italia



The Project

RuleDesigner made possible to map the workflows that go from the offer request to the management of the job order for new product development, organizing them in macro-phases (sub-projects). Specifically, there have been identified and mapped RFQ (request for quotation) and RFI (request for information) processes, Proposal and Project Management workflows, too.

On the one side, RFQ is the business process whose purpose is to involve suppliers in a bid process on specific requested products. Generally, RFQ flows are characterized by the execution of different phases spanning from the gathering of technical and sales information, the definition of the design specifications, the identification of one or more possible solutions and the generation of technical drawings.

On the other side, RFI processes are generally combined to the RFQ ones and are intended to gather information about the capacity of a supplier. Generally, they are used by organizations to decide the steps to follow. Such processes have the scope to gather information concerning sales data, lead times, design specifications, check lists and technical data, too.

Once the before mentioned processes are ended, the "Proposal" workflow starts. This process defines the preparation of the proposal, appointment of the project leader, verification of the technical costs and definition of the offer.

The proposal can generate a new job order. The job order is structured in phases which include: input of information and data which are preparatory for planning the project, list of activities and feasibility studies, risk analysis, approvals of managers, product design, FEA analysis, production, industrialization up to the last step represented by mass production

RuleDesigner guarantees that all the steps that have been predefined for each type of process are covered and allows to have a complete visibility on the execution status of the various processes, of the people and plants involved and related responsibilities.

Project documents, of over 60 different types, are filed in one single repository and available for consultation by all the plants with regulated access based on the rights of groups and users.

“

Today all the MW Italia collaborators have a complete vision of the execution status of the projects and know which activities to run smoothly.

Ing. Davide Lorusso
RuleDesigner project Operations Manager
Mw Italia

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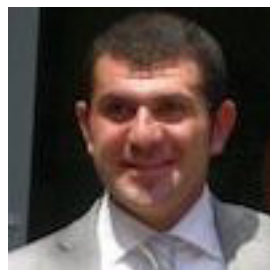
The Sponsors of Change

The sponsors of change process were the technical and sales divisions, that had the goal to realize the plan and coordinate the tasks for the introduction of corrective actions. The project manager, a resource with technical and commercial skills and, therefore, able to gather the different classes of needs and bring them back to an integrated workflow system, coordinated all the project tasks and lead people toward the target goals.

The winning strategy was to share workflows with stakeholders involved in the process, optimizing them on the basis of the suggestions received and, thus, building an agreement throughout different levels and company functions.

“ RuleDesigner project give me the possibility to grow professionally, allowing me to have a broader vision of our business, adding to the technical point of view also the sales one.

Ing. Davide Lorusso
RuleDesigner project Operations Manager
Mw Italia



Ing. Davide Lorusso
Ingegnere Biomedico
Business Analyst
MW Italia s.p.a.

Graduated in Biomedical Engineering, Mr. Lorusso initially held the role of FEA & Process Simulation Engineer, dealing with the design of the wheel on the basis of customers' requirements. Then, he was moved to the Sales area and was appointed Business Analyst, responsible for budgeting and for the preparation of case studies to support the activities of the Key Account Managers. He is also the Operations Manager for the RuleDesigner innovation project.



RuleDesigner®

Social Enterprise Collaboration



QUESTIONS?

Call us and talk to our business analyst to answer any questions related to your business processes.

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ASK FOR A DEMO

Schedule a demo with our business analyst to get an overview on how RuleDesigner can deal with all your specific needs.

[Schedule](#)