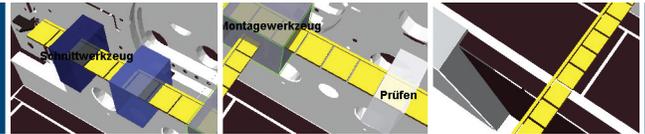


## PLM drives customized configurations of modular machines

Leading provider of stamping and bending machines benefits from more offers, shorter reaction times and stunning presentations

OTTO BIHLER MASCHINENFABRIK



Siemens PLM Software

[www.siemens.com/plm](http://www.siemens.com/plm)

### ► Business initiatives

New product development  
Value chain synchronization  
Knowledge and IP management

### ► Business challenges

Develop customer-specific machine configurations  
Speed time to market  
Increase sales power

### ► Keys to success

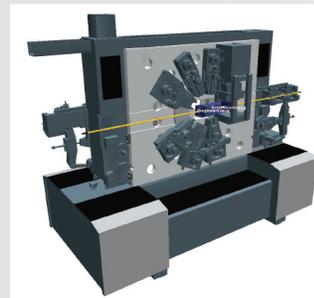
A comprehensive PLM solution that integrates product configuration, CAD and data management  
Re-use of existing product information

### ► Results

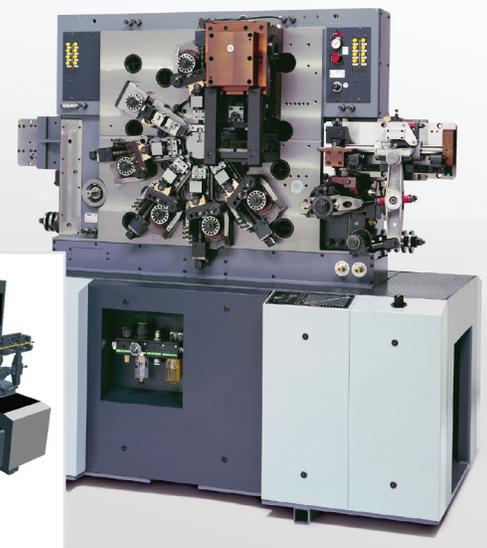
50 percent less effort for project planning and bid preparation  
Errorless interpretation and communication of proposals and orders  
Streamlined sales processes

### Demand for customer-specific solutions

In 1956 Otto Bihler invented a radial wire/strip bending machine with a vertical work plate that allowed a radial arrangement of several forming units around the workpiece. This provided the basis for the success of Otto Bihler Maschinenfabrik, which today is regarded as the world's leading provider of stamping and bending machines. Today's systems operate radially and linearly. And to reach the highest productivity, high-volume production technologies such as welding, tapping, screw insertion and assembling are integrated into the fully automatic processing of wire and band material. A wide range of parts can be produced in high numbers with these machines, which are used in a variety of industries including fittings, hose clamps, folder mechanics, sockets, electronic components and even complex vehicle parts.



*Virtual design in the P'X5 configurator enhances the reliability of bids and project plans.*



*The original content of the new configurator: punching and bending.*

“Usually customers consult us with a specific production task,” says Bernd Haussmann, director of technical sales at Bihler, “They expect us to draw up a machine concept tailored to the output quantity and achievable unit price of their part.” To a large extent the product program is modular and the various machine types, aggregates, sound-proof booths and feeding units are standardized. But there still remains an enormous range for customer-specific solutions. This flexibility is one of the company's competitive advantages. In any case, the actual punching and forming tools have to be newly developed, designed and produced for each production task.



Solutions/Services

NX

Teamcenter

Perspectix P'X5

Client's primary business

Otto Bihler Maschinenfabrik has evolved to become the world's leading company supplying forming, assembly and welding technologies as well as CAD software for punching technology. [www.bihler.de](http://www.bihler.de)

Client location

Halblech, Bavaria  
Germany

**“Overall in the process from project planning to bidding, we are much faster using the configurator than doing it our former way.”**

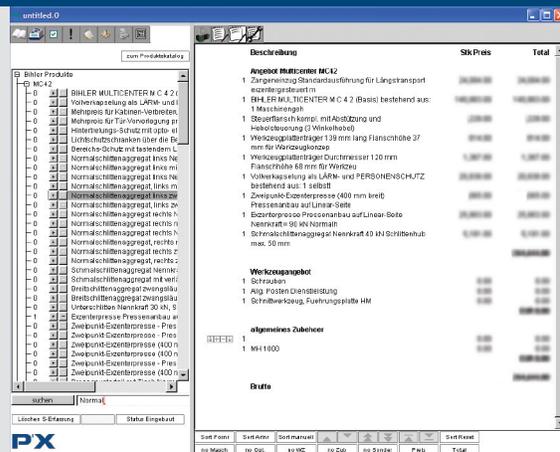
Bernd Haussmann  
Director Technical Sales  
Otto Bihler Maschinenfabrik

Partner

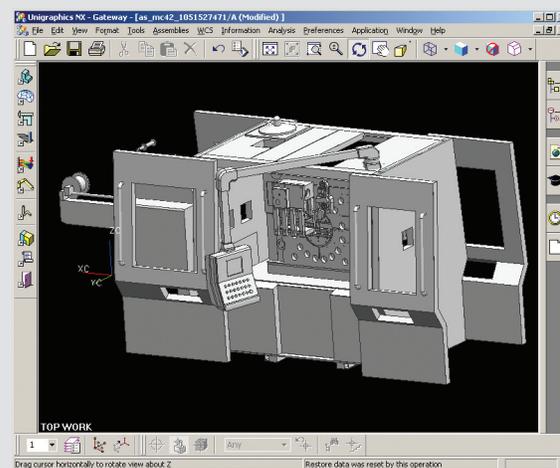
Perspectix AG  
[www.perspectix.com](http://www.perspectix.com)

configurations compare our estimated offer value to the given customer's budget," says Schwarzenbach. "With minimal effort, the sales department can check whether our machine concept has a realistic chance to be ordered at all." Using an ordinary chart the skillful employee logically and easily chooses the necessary components from the price list, which is filed in P'X5. 3D models are deposited into a cart, similar to usual e-business solutions. "Combined with the services in the price list, we now very quickly calculate a total price and make a conclusion," Haussmann adds.

The experience of the eight members in Haussmann's team shows an immediate enormous step forward in the specification of concepts, feasibility checking and realization of projects. "Compared to our former approach using CAD designs and project planning, we are much faster now using the configurator," Haussmann says. Bihler expects significant success in the future as well, especially in terms of sales. "There are convincing advantages when you explain a virtual concept to a customer," says Haussmann. He notes that Bihler's former process was expensive and could only be used occasionally.



To define bid calculations quickly, 3D components are added to a BOM list and the prices, including services, are added up.



In the CAD system, the configuration is built up as an assembly containing detailed solid models of up-to-date components.

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