

# Bridges

## Solution Study Sheet

### Wireless Network Solution Provider



Copyright © Babylon Software. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice.

This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

## Business Overview

- The company designs and manufactures high-capacity wireless backhaul products that allow wireless service providers, and private and enterprise networks, to deliver voice and premium data services.
- The company solutions are designed to eliminate backhaul bottlenecks and significantly reduce backhaul costs while facilitating the transition to next generation IP-based networks.
- The company has a customer base of over 230 service providers of all sizes, and hundreds of private networks in more than 130 countries.

## Industry Challenges

- The telecommunications industry has one primary goal – delivering voice and data from one point to another, in the fastest, cheapest, and most reliable way possible.
- The telecommunications equipment manufacturing industry is highly competitive, with all players working to develop and produce the best solutions.
- The company's competitive edge is to design & bring-to-market leading edge, innovative, high-quality telecommunications products faster and more profitably than its competitors. Any factor that interferes with this can negatively impact on its business success.
- The company's competitors include Ericsson, NEC, Nokia Siemens Networks, and industry leaders.
- The company has the advantage of being a smaller, more maneuverable "boat," which can easily respond to customer requirements, and develop solutions more quickly than its "big ship" competitors.
- The company focuses on and invests significantly in high-quality R&D, to bring innovative and cost-effective solutions to the market.
- The company has patents and can offer solutions that competitors do not have. It is essential for the company to maintain its leading edge.

## Client Situation

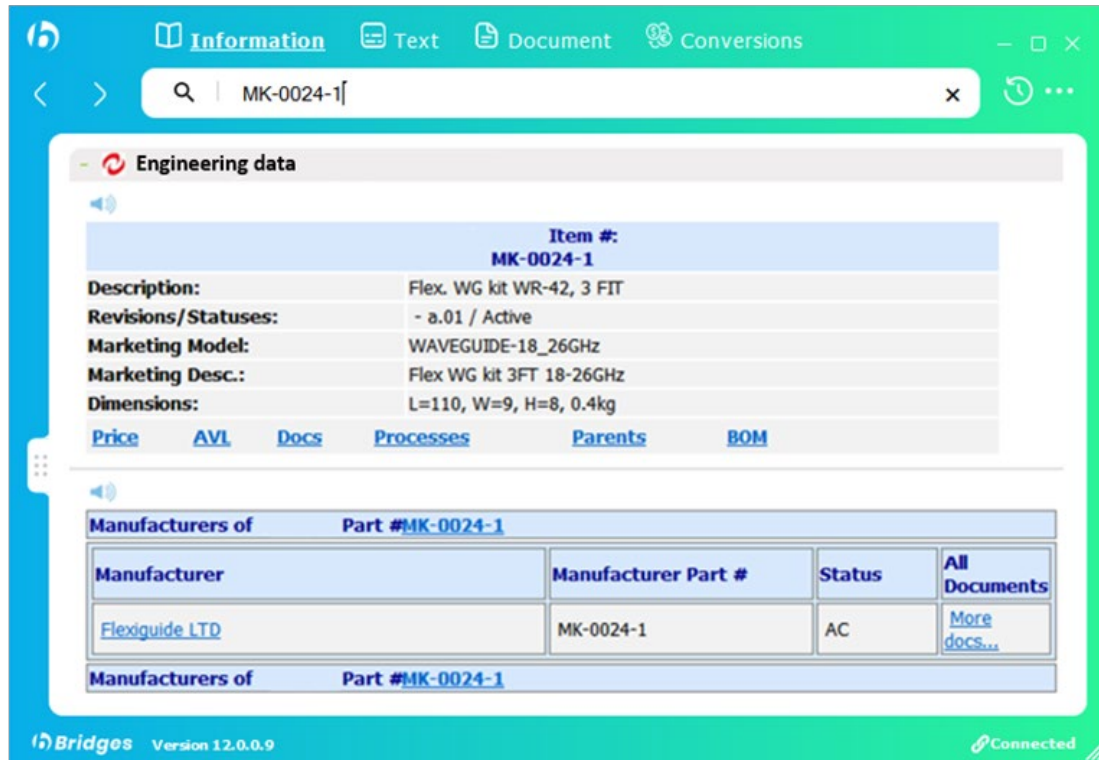
- The company has two complex enterprise systems:
  - **SmarTeam** (ENOVIA SmarTeam) = (PDM) product data management
  - **MFG/PRO** (QAD) = (ERP) planning, scheduling, and inventory control
- Users need to access each system separately using different logins/passwords and navigate through two completely different user interfaces.
- Each system contains information needed and used by R&D, engineering, and operations departments in the design and manufacture of products. Users need to access both systems to obtain the complete set of information for most of their activities.
- When it is difficult to dig into an enterprise system to find information, users do not use the system to its fullest capacity.
- At the company, as elsewhere, managers are not inclined to use the enterprise applications; they want a simple interface that shows them the essential information. IT typically creates customized solutions for this demand.
- At the company, as elsewhere, engineers, developers, and other information workers are often working under the pressure of workloads and delivery schedules. They have limited time to search the enterprise systems for the best solutions or most reliable data. They often make decisions based on the first suitable piece of information they find, and do not consider all possible options.
- Meetings and decision-making processes typically get halted while waiting for someone to locate and extract the necessary data from the enterprise systems.

## Bridges Solution

- The company did not actively seek or compare solutions for their information-access problem.
- Bridges was recommended by senior components engineer, who had used Bridges at his previous place of employment. The company's VP Engineering & QA was enthusiastic about the proposal and approved a pilot.
- The cost of the pilot was shared equally by the Engineering and R&D departments.
- Following the success of the pilot, an order was placed. In less than three weeks the Bridges system was up and running at the company.
- Bridges was one of the fastest application deployments ever experienced at the company. Adoption and use spread quickly through the company, because of internal promotional activities, and users' word of mouth.
- Users in R&D, Engineering, Purchasing, Marketing, and Sales Departments.
- Why was deployment so quick and easy? What makes Bridges so attractive to users?
  - Fast and easy to use
  - Light application
  - No user license limitations, no waiting for available license
  - Access to data while working in any other application
  - Shows all the information needed in one unified picture

## Implementation Examples

1. **Engineering Data** – from PDM. Essential part information:



The screenshot shows the Bridges software interface with the following components:

- Search Bar:** Contains the text "MK-0024-1".
- Navigation Menu:** Includes "Information", "Text", "Document", and "Conversions".
- Engineering data section:**
  - Item #:** MK-0024-1
  - Description:** Flex. WG kit WR-42, 3 FIT
  - Revisions/Statuses:** - 8.01 / Active
  - Marketing Model:** WAVEGUIDE-18\_26GHz
  - Marketing Desc.:** Flex WG kit 3FT 18-26GHz
  - Dimensions:** L=110, W=9, H=8, 0.4kg
  - Links:** Price, AVL, Docs, Processes, Parents, BOM
- Manufacturers of Part #MK-0024-1 table:**

Manufacturer	Manufacturer Part #	Status	All Documents
<a href="#">Flexiguide LTD</a>	MK-0024-1	AC	<a href="#">More docs...</a>

The interface also shows "Bridges Version 12.0.0.9" and a "Connected" status indicator at the bottom.

Includes links to:

- **Price** – from ERP.
- **Approved vendors (AVL)** – from PDM.
- **Documents** – from PDM. Various documentation files, opens PDF and Word files:

**Engineering data**

Documents for Part # UA-0219-0

Doc. Type	Doc. Description	Document
	smd70x160	smd70x160_218691_1204.pad (rev. a.00)
	DC-DC-NON-ISO-17P	dc-dc-non-iso-17p_220896_1204.dra (rev. a.00)
	smd40x40	smd40x40_218670_1204.pad (rev. a.00)
	DC-DC-NON-ISO-17P-1	(rev. a.00)
	DC-DC-NON-ISO-17P	<a href="#">dc-dc-non-iso-17p_221401_1204.pdf (rev. a.00)</a>
	DC-DC-NON-ISO-17P	dc-dc-non-iso-17p_221400_1204.psm (rev. a.00)

Documents for Part # UA-0219-0

Bridges Version 12.0.0.9 Connected

- **Processes** – from PDM. Engineering processes related to the part.
- **Parents Products** – from PDM. Where the part is used:

**Engineering data**

Parents for part# UA-0219-0

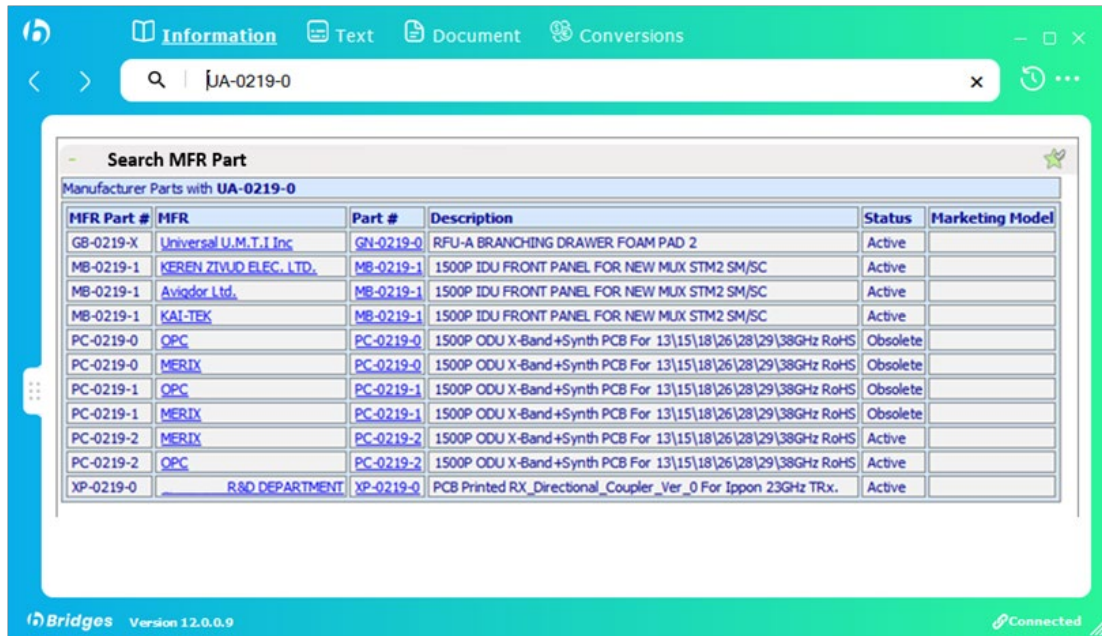
Show Obsolete

Parent Part#	Revision	Description	Status	Finance Category
<a href="#">EA-0437-0</a>	a.0j	IP-20C RMC board Assy	Prototype	Other material
<a href="#">EA-0436-0</a>	a.0k	IP-20C TCC board Assy	Design	Other material
<a href="#">EA-N436-0</a>	a.01	IP-20C TCC board Assy (without options)	Design	Other material
<a href="#">moti</a>	a.02	EC	Design	Don't use me
<a href="#">EA-0449-0</a>	a.05	IP10Q Main Board Assembly	Design	Other material

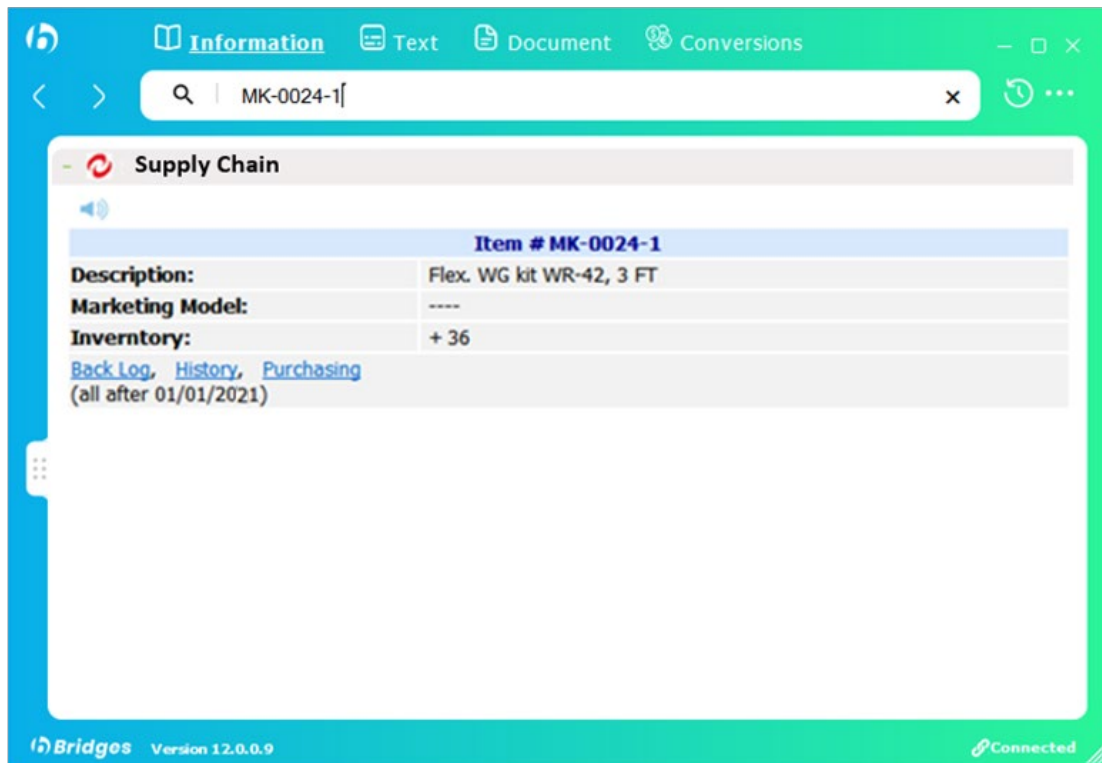
Parents for part# UA-0219-0

Bridges Version 12.0.0.9 Connected

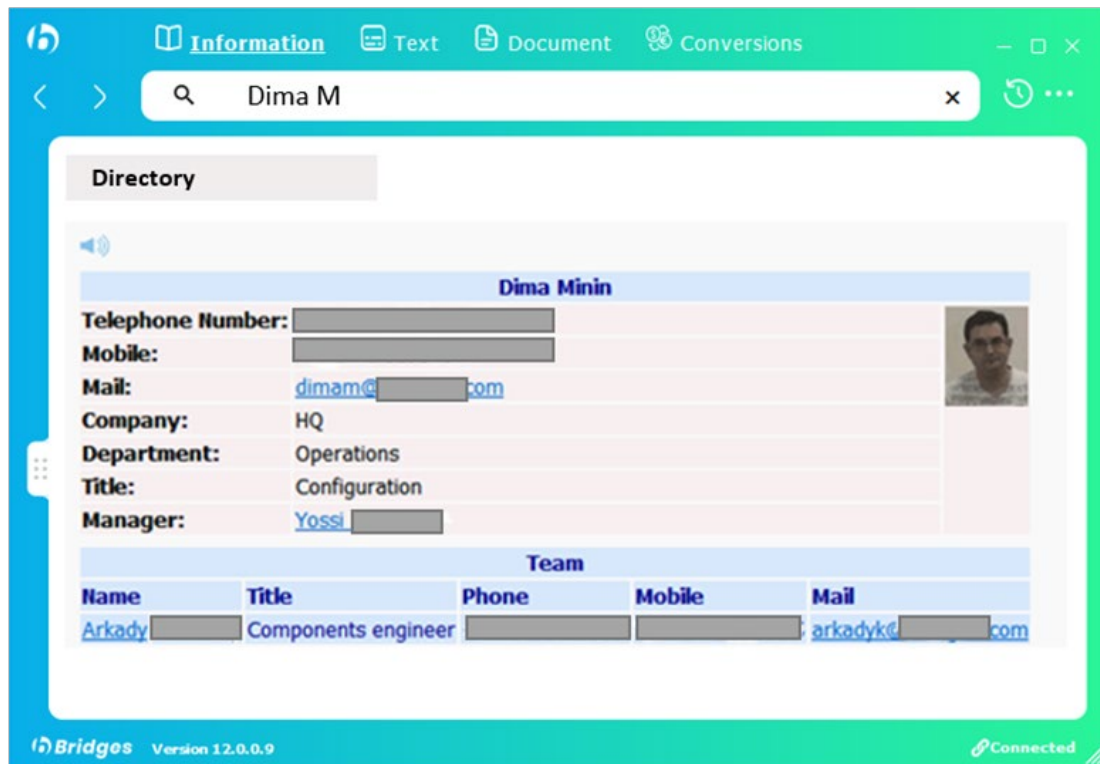
- **BOM** – from PDM (relevant for assembled components only, not individual parts).
2. **Search MFR Part** – from PDM. Correlation of marketing part numbers and operations part numbers:



3. **Supply Chain** – from ERP. Quantities of inventory in stock:



4. **The company Directory** – from Active Directory. Company phonebook employees' photos and hierarchical links:





## Value Obtained

*Bridges makes employees' jobs simpler and less frustrating and improves productivity and quality.*

According to VP Engineering & QA:

- The affordable cost of Bridges meant that VP Engineering & QA was able to authorize the expense, without requiring CEO approval.
- At any time, in any meeting, whenever a part, component or circuit is mentioned, it can be accessed immediately in Bridges. Everyone can see and understand exactly which component is being discussed. From the top managers to the junior employees, everyone is literally “on the same page”, accessing the same data.
- There is no longer any excuse for not seeing or considering important data. Everyone knows they can get information in one click.
- Not every investment can be measured in monetary or quantitative terms, especially when it relates to IT and workflow utilities (“ROI is never mentioned as a consideration when purchasing Office applications; it is clear they are productivity tools,” states VP Engineering & QA). However, the value and impact of Bridges At the company is clearly seen and felt:
  - Employees have easier access to vital information.
  - Employees are not frustrated by complex enterprise systems or troublesome logons.
  - Employees can immediately see all available data before making decisions.
  - Work processes have become more consistent and more professional.
  - Engineering, logistics, purchasing, warehouse operations are more efficient.
  - Employees are more productive and have more time and energy to direct new initiatives.
- While Bridges cannot be directly credited for the success of the company’s next platform or product release, it definitely had a positive and significant effect on the quality of development and manufacturing processes, and the resulting products.
- Bridges save many hours of work over the course of a project cycle and shortens development time.

According to recommending employee:

- Bridges gives employees fast access to the most-needed information. It does not replace enterprise applications. When colleagues ask for more data in Bridges, he sends them to the enterprise system; the beauty of Bridges is “lean and mean”.
- Bridges is more than a utility. For many it has become the primary application for their data needs. It even eliminates the need for Office applications, like Excel.
- Taking away Bridges would be like depriving employees of their cellphones!