

Moving toward digital manufacturing



SEAT

www.seat.com

SEAT, S.A. is a Spanish automobile manufacturer with its head office in Martorell, Spain. It was founded on May 9, 1950, by the Instituto Nacional de Industria (INI), a state-owned industrial holding company. It is currently a wholly owned subsidiary of the German Volkswagen Group, as a member of the now-defunct Audi Brand Group, together with Audi and Lamborghini, and marketed as a car maker with a youthful sporty profile. Within the Volkswagen Group and under the Audi Brand Group, the SEAT brand itself has been developed as a group with subsidiary companies (SEAT Group) and 'SEAT, S.A.' as the parent company.

The purpose of SEAT was to increase the efficiency through the New Product Development process in order to reduce time-to-market and improve speed and clarity of data access. The usage of digital manufacturing computer-based simulation allowed to reach these targets and to minimize development time.

Simulation and Forecasting Technology role

Reduce time-to-market, improve data access, manufacturing computer-based simulation.

Sector

Automotive

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SIEMENS

Automotive and transportation

SEAT
Moving toward digital manufacturing

Product
Technomatrix

Business Initiatives
New product development
Production efficiency

Business challenges
Create a total production planning system
Reduce time-to-market
Improve speed and clarity of data access

Keys to success
Performance of Technomatrix software in the panel welding environment
Collaboration among Siemens PLM Software, SEAT and Geola
Standard and surface-adaptable software

Technomatrix reduces development time for new models

An auto industry David fights Goliath
With its headquarters in Spain and operations in more than 70 countries, SEAT is a car manufacturer that places special emphasis on design and the sporting spirit. The company has a prestigious technical center, an engineering staff of the highest quality, test centers and the latest automobile technology.

In the automotive industry, the relatively small size of a company like SEAT can be both a weakness and an opportunity: resources are easily surpassed by the large international manufacturers, an opportunity because a small company in an industry dominated by global players has an obvious advantage in terms of reactivity and flexibility. It is David against Goliath.

In today's complex industrial environment, where new superpowers are emerging and changing the rules of the game, it is necessary to move quickly in order to survive. When it comes to producing a new car, response times and delivery deadlines are much more important to SEAT than they would be to a large company, so we have to move quickly. explains Marifredo Keithe, SEAT's Assembly and Plant Processes manager. "We achieve this by using digital manufacturing computer-based simulation, which results in development time reduction."

Aware of the need to innovate, in 2004 the Spanish manufacturer decided to accelerate the path toward digitalization of its manufacturing processes. Looking at getting the equipment, motivation and results in the short term, they decided to dive right in and start the project with the

experience of a company full of knowledge of the manufacturing process. Geola has helped us a great deal because they know all about our system, they have the solutions and they know how to customize them," Keithe adds.

A number of Technomatrix tools have been contributing to SEAT's success, including Process Designer, the manufacturing process management and analysis tool which serves as the project's platform and database. The company also used Robcad and Plant Simulation. And there are future plans to implement other tools such as human modeling functionality for ergonomic analysis.

are integrating the Siemens tools at SEAT, are also playing a fundamental role in their implementation. "Geola has helped us a great deal because they know all about our system, they have the solutions and they know how to customize them," Keithe adds.

of the service offering. "We're happy to provide support and we'll be there whenever you take on some new fits, you can be on the consultants, who

with customizable user interface solution for SEAT."

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