



SUCCESS STORIES



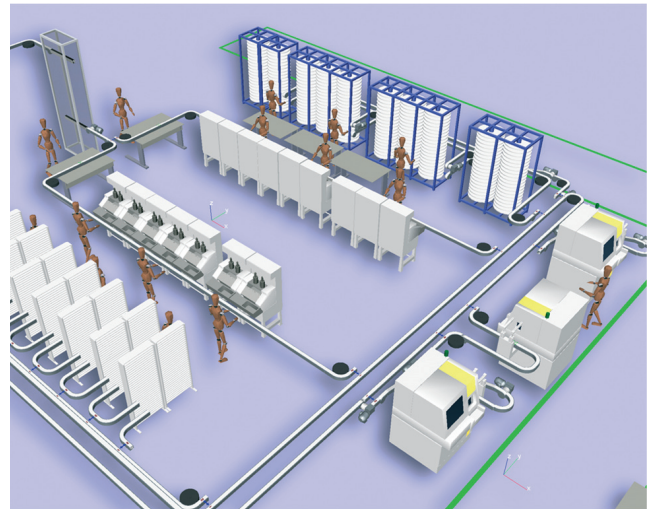
3D SIMULATION OFFERS A SECOND OPINION BEFORE INVESTMENT

FLEXLINK BENEFITS FROM 3D SIMULATION ACROSS THE ORGANIZATION – FROM SALES TO DEVELOPMENT.

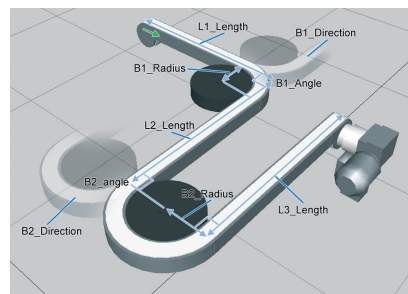
FLEXLINK

FlexLink is the leading global supplier of innovative industrial automation solutions covering filling, packaging, machining and assembly. Based on unique application experience and global network, FlexLink offers innovative production logistics solutions to the manufacturers of high volume, lightweight goods. Industries that can fully benefit from FlexLink solutions include fast moving consumer goods, automotive, engineering, electronics, telecom and healthcare. FlexLink was founded in 1997. Based in Göteborg, Sweden, FlexLink employs 560 people and operates 23 international companies with representatives in 60 countries. In 2005, the Group turnover was MSEK 1,154.
www.flexlink.com

FlexLink provides innovative industrial automation solutions to the assembly and manufacturing industries. FlexLink has become the leading provider in the industry due to their high quality, knowledge, ability to deliver turnkey solutions and their significant and continuous R&D investments. To be able to deliver optimal solutions with highest quality to their customers, FlexLink has used 3D simulation tools for several years. In 2005 they wanted to enhance the usability of the simulation tools across the organization. To do this, Flexlink needed to find innovative 3D software that was cost efficient, flexible and easy to use.



Software Engineer for Björn Johansson from Chalmers University of Technology in Göteborg, who was responsible for the selection process at FlexLink describes the requirements as follows "We tested about 60-80 different 3D software products. The qualifications were tough – we wanted it to cover both factory simulation and robotics, and it had to be easy to use for anybody in the organization. For us, it was also important to have the ability to create truly parametric, intelligent components, make continuous internal component and application development as well as integrate the simulator to the other solutions. As you can imagine – testing all twenty products was a major project for us as such. But it was worth it – now we know the 3D product scene to the full."



As the result of the selection process FlexLink chose Visual Components 3D Product Family as their simulation software. "I must say that Visual Components software is the clear leader in the market at the moment – there is no-one even close to their product features," says Software Engineer Jarkko Soikkeli from FlexLink.

FlexLink's clients' businesses require increased flexibility as the batch sizes become smaller. Also mixed production, where many different products can be produced simultaneously, is becoming more prevalent. These more complicated production line functionalities create totally new quality requirements for the processes. In this complex and changing world 3D simulation is truly the only possible key for creating the optimal solutions in a limited timeframe.

"We use Visual Components software widely across the organization – from sales to solution and application development. One important area of use is testing the production line before delivery. 3D simulation also enables us a faster solution development process. And it is also an invaluable negotiator itself – it can convince both our own salesperson and our client by delivering the required level of knowledge before decision making," describes Mr Soikkeli.

VISUAL COMPONENTS

Visual Components Oy is a world leading 3D simulation and visualization software specialist. With a new generation of simulation products Visual Components offers machine builders, system integrators and companies using complex turnkey manufacturing solutions a simple, quick and highly cost effective way to build and simulate their complete production lines. Now with the help of 3D simulation, it is possible for industrial firms to implement new production lines faster and more cost effectively with improved profitability. Visual Components Oy was established in 1999 and operates from Helsinki, Finland with the support of a global reseller network.

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