



## MACHMAR INDUSTRIES GAINING EDGE THROUGH TECHNOLOGY

Machmar Industries is a Malaysian renowned racking system manufacturer that supplies high quality custom-made racks for the local and international market. Their products include retail display racking system, shelving system, gondola, supermarket display racks, store display racks, boltless racking system, bookstore and library shelving and more.



Since 2012, we have been collaborating with IME; they introduced us better ways to do our job more efficiently, and always prompt to provide us support and technology updates. We believe technology enablers like IME can work alongside us and help us drive productivity, gain recognition and appreciation from our clients.

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Product Design Engineer in Machmar Industries



### CHALLENGES

- Ineffective communication internally and externally, time consuming
- 2D drawings or print screens during presentation with customers
- Data from e-mails and server folders, not centralised and prone to error

### SOLUTIONS

- 3DEXPERIENCE for CAD and cloud-based data management
- Centralise and streamline data and communication for all stakeholders

### BENEFITS

- Cycle time reduced approximately by 25%
- Manufacturing rejection rate decreased
- Zero wastage due to wrong version used for manufacturing
- Professional and accurate presentation of design for internal and external stakeholders

### THE NEED FOR STREAMLINED AND EFFECTIVE COMMUNICATION

Prior to the pandemic, Machmar Industries has long realised the limitations of conventional communications method and channels – via email, phone call, server, or 2D drawings. In particular, when presenting their designs to clients in 2D drawings could not meet the objective to deliver the concept effectively, as it was difficult for their clients to visualise and understand the design. Internal communications among the team also posed a great challenge, as it was time-consuming and prone to mistakes to extract the right data from the right source – email, server, and etc.

Once the issue is identified, Machmar was decisive to embark in their digital transformation journey; the first step being to have streamlined data from ideation to CAD and then to manufacturing, and presenting to clients in 3D models.

### FORWARD-THINKING: ADOPTION OF CLOUD

Embracing the need to change to continue to be at forefront of the industry, Machmar swiftly adopted the 3DEXPERIENCE platform – cloud-based CAD and data management. This move was proven to be crucial in maintaining their competitiveness especially since the pandemic, as it allowed engineering work and business to still go on seamlessly. Engineer's work experience also improved when they are able to share 3D designs on the cloud, earning praises from both clients and the management.

### BRIDGING THE GAP OF ENGINEERING AND PRODUCTION

Manufacturing rejection rate evidently reduced when communications between Engineering and Production improved via the 3DEXPERIENCE platform. The production team, including operators and foreign workers were able to view the designs in 3D through the 3DViewer, which allowed clearer and better understanding of the manufacturing requirements compared to a 2D drawing. In addition, it has also reduced the design cycle time by 25%.