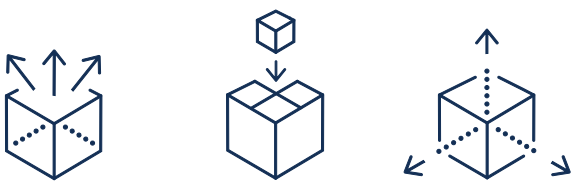
Lino®
leading innovation

CUSTOMER REPORT

motion06 – A Duravant Company

motion06 gmbh specializes in the development and production of high-quality machines and components for baggage handling, as well as merchandise and material flows in intralogistics.

End-to-end 3D configuration solution as success factor



At Austrian-based motion06 gmbh, the sales and design processes were struggling to keep up with the company's growth. This medium-sized machinery and plant equipment manufacturer framed a digitalization strategy that depended on Lino GmbH to ensure end-to-end processes and accelerated workflow. And Lino delivered.

"In the first year alone, we configured around 500 variants of our curved belt conveyors. The boost from the Tacton-Lino configuration system is equivalent to the work time of two associates, who can now devote themselves to their core tasks."

Wolfgang Baumgartner, Design Head at motion06

Task

- To link sales, project planning, design and production using end-to-end processes
- Design Automation for shorter design lead times
- Sales Automation for faster sales processes

Solution

- Tacton Design Automation
- Tacton Sales Automation
- Software Made by Lino®

Result

- Comprehensive system integration of PDM and ERP
- Customized models in just ten minutes
- Rapid, flawless machinery layouts
- Lean processes with no media discontinuities or knowledge silos

Piece goods and merchandise, parcels and baggage – all on the move, all must reach their destination undamaged – and all just in time. Conveyor technology for handling and warehousing tasks and short-distance transport are a key factor in material flows. In just the few short years of its history, Austrian-based motion06 gmbh has earned a sterling reputation. Customers include such logistics giants as DHL and UPS as well as over 70 airports world-wide that depend on motion06 machines and components to handle baggage.

The company offers its conveyor systems as modular products. One key aim is to respond to customer wishes with the maximum possible flexibility – while standardizing components as much as possible. This is the only way to offer variant diversity both technically and economically. For instance, belt conveyors in an airport's baggage claim area are always custom overall solutions. In addition to such performance features as conveyor speed and transport weight, location characteristics and easy accessibility are key factors.

A market ruled by time pressure

In projects such as the construction of international airports, time pressure can be crushing. When a general contractor turns to motion06 for a quotation, they expect a response that outlines feasibility, availability, delivery terms and prices immediately if not sooner. The numerous interdependencies between the conveyor components represent a pivotal challenge. For example, the conveyor design affects the choice of drive units – which in turn only fit specific gearboxes.

The technically trained sales associates of motion06 understand these interrelationships, which helps with feasibility assessments. Other employees are stronger on the commercial side or in communicating with customers. Previously, the sales process was usually overseen by engineers, in order to ensure that the complex projects can actually be executed. As Design Head Wolfgang Baumgartner recalls, "Obtaining information from different departments or refining technical details during the ongoing sales process was taking time that the market didn't allow us."

Customizations by hand

Extra work was always needed when customer requirements could not be met using the standard modules – a normal occurrence in everyday sales. "Integrating specific modifications into a design ties up key employees, meaning they're not available to develop components further," notes Wolfgang Baumgartner in describing the problem of order "tunnel vision" at the expense of product development.

THE COMPANY

motion06 A DURAVANT COMPANY

Name	motion06 gmbh • A Duravant Company
Location	Lengau, Austria (headquarters)
Portfolio	Machines and components for baggage handling, merchandise and material flow in intralogistics as well as post/parcel and industry
Revenues	approx. € 20 million
Employees	approx. 50 (2019)
Founded	2006
Website	www.motion06.at

In designing its components, motion06 depends on established solutions such as Solidworks®. The lack of IT support only added to the workload. For instance, Sales used Excel to configure curved belt conveyors and other elements and calculate prices. Key users developed and maintained the basic Excel rules. Wolfgang Baumgartner: “Manual processes and distributed knowledge meant that too many quotations had to be reviewed by Development and Top Management.”

In most cases, the machinery layouts were also planned using 3D-CAD systems. The layouts and drawings they produced were of course sufficient to coordinate structurally related connections and interfaces with customers. “However, we needed to assign the components and parts to the layouts by hand, and we lacked automated processes for generating parts lists or calculating prices,” says Head Designer Baumgartner.

Furthermore, the CAD solutions were not optimally connected to the ERP system. The latter only received rough design data, which then had to be assigned to orders. Purchasing received only printouts listing the required parts, and production compiled data and information received from diverse sources. “Overall, we didn’t have any end-to-end processes linking Sales, Project Planning, Design and Manufacturing. Instead, we had to deal with a lot of media discontinuities and manual transfers.”

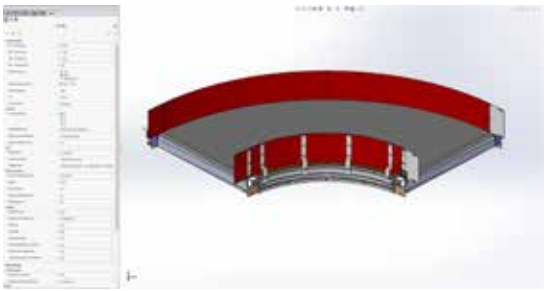
Starting point: improved system integration

The inadequate links between different IT solutions and systems prompted motion06 to seek outside support. Solidworks® CAD and PDM were stipulated as parameters, as was the ERP system Golden Edition. The prospective vendor had to ensure flexible, future-proof integration of the various systems. After an initial online search, Wolfgang Baumgartner got in touch with Lino GmbH. “Even the initial presentations were impressive,” Baumgartner recalls. “And in our discussions with Lino’s experts we developed a strategic approach for shaping the overall process end-to-end.”

“We’re a young company and we’re growing rapidly. That makes scalable, digital support ever more important. With the Lino team, we’ve taken a giant step forward and made our employees’ knowledge available throughout the entire enterprise.”

Wolfgang Baumgartner

3D view of a curved belt conveyor created with Tacton Design Automation in Solidworks®.



"Preconfiguring" a curved belt conveyor with Tacton Design-Automation. The user interface for entering the individual parameters is visible on the left side of the screen.

Automated design and configuration

ERP integration was implemented quickly, and accelerated work processes immediately by eliminating “manual work”. But this was only the first step in the new digitalization strategy: motion06 also wanted to take their product configuration and design automation to a new level using the Solidworks® add-in Tacton Design Automation (TDA). As Baumgartner describes it, “The collaboration with Lino proceeded on a partnering basis right from the start, got creative when challenges arose and was always on topic. That’s why we wanted to implement Tacton Design Automation in phases – starting with our curved belt conveyors.”

These curved belt conveyors have around 1,800 configurable parameters. Previously, changes in the geometry (e.g. usable width, angles and radii) took up a lot of time. It used to take up to 30 working hours to regenerate a modified belt curve. “Since we had to modify the module structure for the TDA project with Lino anyway, this time was cut to under eight hours. And since we’ve been using TDA, we can generate a curve with custom parameters in just ten minutes,” Baumgartner declares. motion06 also benefits from the fact that the powerful configuration logic delivers correct results extremely rapidly: Today, the entire process takes scarcely an hour until automated release in the PDM and forwarding to Purchasing.

End-to-end processes pay off

The motion06 Sales Team in particular benefits from the implementation of Tacton Sales Automation (TSA). Thanks to the end-to-end harmonization of all systems, the sales associates can fully configure and release multi-variant products and generate an individual quotation directly at customer premises. The software also leverages information stored in the ERP or CRM, such as purchase quantity, customer history or framework agreements. Wolfgang Baumgartner: “The simplicity and the ‘concrete’ visualization in TSA never fail to astound our customers!”

“With Tacton Design Automation, we can generate a curve with customized parameters in just ten minutes.”

Wolfgang Baumgartner

But motion06 and their time-sensitive customers also appreciate the considerable acceleration of the overall process. “Another reason we’ve become faster is because the system stores special variants and parts once they’ve been generated – complete with release and digital fingerprint,” explains the Design Head. motion06 can thus access these designs when it encounters identical or similar requirements, avoiding redundancy – and duplicates.

Software Made by Lino® for rules-based 3D layout planning and drawing automation also dramatically accelerates the layout of entire conveyor systems. “This lets the project owners easily complete their system layouts with suitable components, automatically generate parts lists, calculate prices and generate consistent 2D drawings,” says Wolfgang Baumgartner. “And even though we’re a smaller business – implementing end-to-end processes pays off. After just a couple of days of familiarization, my staff could no longer imagine how things used to be.”

Lino® 3D Configuration Solution

Lino GmbH is a provider of technology leading software solutions and consulting services for Design and Sales Automation, System Configuration and 3D Visualization. Enterprises in many manufacturing industries realize efficient, end-to-end sales and product development processes with enormous savings potential with the Lino Team along with Tacton Configurator and Software Made by Lino® products.

The Tacton technology sets entirely new standards in Product Configuration and revolutionizes the drafting, configuration and selling of complex industrial products. In combination with Software Made by Lino® products, you can easily integrate applications from CAD, PDM, PLM, ERP, CRM, Web, eCommerce or mobile devices with Tacton software.

Lino is a Tacton Business Partner, Solidworks Solution Partner and Microsoft Partner Gold Application Development. The configuration specialist and software developer operates six offices in Germany and Austria: Bremen, Mainz, Stuttgart, Nuremberg, Dresden and Raabs (A).

Lino®
leading innovation

tacton

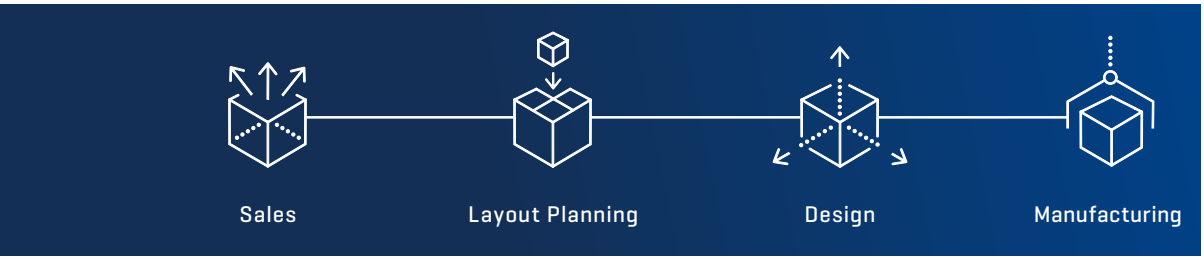
Microsoft Partner
Gold Application Development

CERTIFIED Solution Partner
SOLIDWORKS

Lino GmbH
Grosse Bleiche 15
55116 Mainz | Germany
www.lino.de

Have we aroused your interest?
Contact us. We are glad to advise you
Tel. +49 [6131] 32 785 10 or info@lino.de.

Lino® 3D Configuration Solution for end-to-end business processes from sales to manufacturing



Lino® is a registered trademark of Lino GmbH. All other trademarks and product names are trademarks or registered trademarks of their respective rightholders. © 2020 Lino GmbH

Bilder © motion06 gmbh