

## Industrial machinery

# Omni Mold

Growth plan focuses on customer satisfaction

### Products

NX, Teamcenter

### Business challenges

Compress design cycle and reduce production time to meet customers' demands

Solve workforce shortage caused by business expansion

Curb rate of human error

Lower manufacturing costs

### Keys to success

Re-engineer development process to better integrate design and manufacturing

Incorporate two decades of tooling and plastic molding experience into development process

Install product lifecycle management solution for additional efficiency gains

### Results

Human errors vastly reduced

Engineers able to take on more value-added work

Estimated additional 16 percent personnel savings when PLM installation is complete



**Omni Mold implemented Siemens PLM Software technology to maintain fast delivery of ultra-precision molds during time of business expansion**

After expanding operations to meet ever-increasing customer demands, Omni Mold faced the challenge of working efficiently with a lean headcount.

### Ahead of the times

Omni Mold was established in the late 1980s as a niche tooling enterprise using AutoCAD, a two-dimensional CAD program. Although this software served its

purpose initially, it did not offer integration between CAD and CAM data, and Omni Mold's engineers spent a great deal of time on manual drafting.

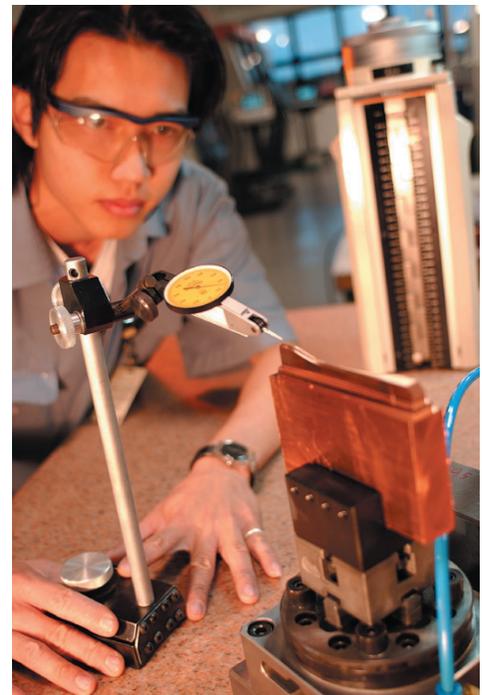
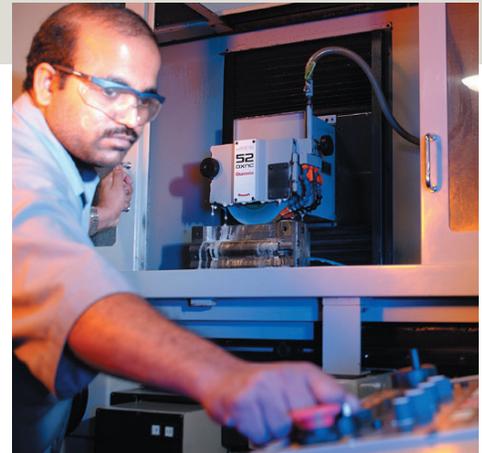
The Omni Mold of today is dramatically different. Listed on the Singapore Stock Exchange in 1994, Omni Mold is the country's premier ultra-precision mold manufacturer, capable of designing, engineering and producing sophisticated and finely detailed steel molds in stringent specification industries such as electronics, automotive, telecommunications and healthcare/medical equipment. Omni Mold counts among its customers the world's top companies in these industries.

#### First-mover advantage

Omni Mold has its far-sighted management to thank for such a rapid climb to the top of a very competitive industry. In the early 1990s, management saw an upward trend in customer demand for the design of complex three-dimensional (3D) products and shorter turnaround times. To ride this wave, they identified the use of cutting-edge technology as a key business driver and competitive differentiator. It was not long before Omni Mold realized the benefits to be gained by the deployment of an integrated 3D CAD/CAM system and decided to upgrade its solution.

Omni Mold is a firm believer in leveraging advanced technologies to produce quality molds. In 1992 Omni Mold selected Unigraphics (now called NX™) software for its CAM capabilities. In 1996, the company standardized on the CAD/CAM system to further improve its customer service and establish itself as an industry leader.

"Omni Mold prides itself on being a pioneer," says Neo Age Seng, managing director of Omni Mold. "We were the first mold manufacturer in Singapore to implement 3D CAD/CAM technology, and now, we are the first in the mold industry to look into using product lifecycle management solutions. In each instance, Siemens



has allowed us to gain a valuable head-start over our competitors and strengthen our foothold in the industry."

#### Long-term benefits

Use of NX software has enabled Omni Mold to provide its customers with no-compromise, high-precision products, faster turnaround times and lower costs. NX also allows Omni Mold's engineering team to work in a proactive manner in tandem with its customers, including the product conceptualization and design phase of a product development program. These key success factors have contributed to the company's business growth as repeat

## Solutions/Services

NX

[www.siemens.com/nx](http://www.siemens.com/nx)

Teamcenter

[www.siemens.com/teamcenter](http://www.siemens.com/teamcenter)

## Customer's primary business

Omni Mold manufactures ultra-precision steel molds for companies in the electronics, automotive, telecommunications and healthcare/medical equipment industries.

[www.omni.com.sg](http://www.omni.com.sg)

## Customer location

Singapore

**"Siemens PLM Software's NX is one of the most established and reliable 3D CAD/CAM solutions available today. It helps us make changes faster and reduce errors."**

Shen Zhi Gang

Assistant Engineering Manager

Omni Mold

orders from satisfied customers have continued to flow in. Indeed, the fact that it has a team armed with 3D CAD/CAM skills is one of Omni Mold's key selling points.

Besides enabling Omni Mold's engineers to work more efficiently and carry out more value-added programming work, NX also allows the team to re-use product information, make changes faster and reduce human errors.

### Future gains with PLM

Now that many of its competitors are also adopting 3D CAD/CAM, Omni Mold recently implemented Siemens digital lifecycle management solution, Teamcenter® software, to widen its competitive edge. Teamcenter will permit even greater re-use of intellectual capital by providing sophisticated tools for data management and data access in a web-native environment. The software makes diverse types of product information – such as product

requirements, project data and engineering design data – accessible from a single, intuitive browser interface. Teamcenter also provides secure file management and revision control. Omni Mold has always used advanced technology to differentiate itself from its competitors. Teamcenter – through its advanced 3D visualization and virtual prototyping capabilities – will help them continue that trend.

Management believes that Siemens technology will bring numerous productivity benefits beyond those already achieved with NX. For example, by gaining the ability to quickly access product data, Omni Mold is looking forward to achieving an additional 16 percent workforce resource saving. Management also expects the implementation of Teamcenter to deliver a reduction of between four to six weeks in turnaround time. Says Neo, "We hope that by embarking on PLM solutions from Siemens PLM Software, Omni Mold can widen the competitive gap between our company and others."

**"In each instance, Siemens has allowed us to gain a valuable head-start over our competitors..."**

Neo Age Seng,  
Managing Director  
Omni Mold

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