STIBO SYSTEMS
MASTER DATA MANAGEMENT

SGMW Uses Stibo Systems Multidomain MDM to Gain Visibility and Streamline Their Business Processes

Company:

SGMW

Industry:

Manufacturing

Region:

APAC

Solution:

Multidomain MDM

Executive Summary

SGMW is a joint venture between SAIC Motor, General Motors (GM) and Liuzhou Wuling Motors. Headquartered in Liuzhou, Guangxi province, SGMW produces both commercial and consumer vehicles under the Wuling and Baojun brands. SGMW is currently one of the largest manufacturers of microvans in China, producing around 1.5 million per year.

SGMW needed to streamline their business operations while at the same time reducing their dependency on their existing ERP system.

They chose Stibo Systems Multidomain Master Data Management platform.

As a result, SGMW can now:

▪ Manage large sets of information from several incoming feeds which include parts, bill-of-materials (BOM), contract, logistic, factory and supplier data

▪ Distribute and transmit parts and logistic data directly to the assembly line

▪ Implement accurate and visible aggregation of data along with complex business rules and data maintenance

The Business Payoff

With Multidomain MDM SGMW experiences:

▪ Improved visibility and tracking of parts suppliers (which suppliers delivered parts to which factory)

▪ Streamlined inventory control

▪ Centralized repository for parts, BOM, contract, factory and supplier data

▪ Minimized idle time in the production process through the delivery of accurate information to assembly lines

▪ Reduced dependency on the ERP system

▪ Optimized supplier response time

The Customer Experience

To reduce idle time in their assembly lines, SGMW used Kanban, a principle for lean production where messages, usually called Kanban cards, are used to convey assembly steps, instructions and demand for parts in the manufacturing process. At the time, SGMW's Kanban cards were maintained in their ERP system, with part of them being physical in nature.

Therefore, SGMW was actively looking for a solution that could maintain the Kanban principle while also pushing critical assembly and parts information directly to individual workstations.

Through the API of the MDM platform, SGMW is now able to query and maintain their Kanban cards via a mobile application that allows workers on individual workstations to receive and use parts and assembly instructions in real-time.

Challenge

SGMW handles a multitude of data types from ERP or business users, which eventually impacts their efficiency down to the workstation level. Realizing the limitations of their ERP system and the amount of data that had to be collected and processed, SGMW became aware of their need for an MDM solution.

However, due to the vast quantity of data and different data types, SGMW also needed an aggregator that would efficiently upload and integrate all incoming data into a single central repository.

Improved visibility was also a major concern.

Solution

Today, Stibo Systems Multidomain MDM platform works as the aggregator for SGMW's internal and external data sources. The solution allows SGMW to easily upload all necessary information and acts as a central hub for all parts, factory, BOM, logistic, assembly and supplier data.

Result

With Multidomain MDM, SGMW successfully implemented a true master data management system, which handles 35 different object types and 80 advanced business rules. The MDM solution composes BOM for each vehicle to be assembled and allocates parts to different locations within the assembly lines.

SGMW can also accurately, and visibly, monitor the data flow of automotive parts – from supplier, to individual assembly line workstations. These changes produced dramatic improvements in data quality, performance, process transparency and product lifecycle processes.

> " Stibo Systems MDM helps SGMW manage material, supplier, logistic, manufacturing, procurement and vehicle master data. It also enhances data compliance, availability and provides a trusted data source for our downstream systems.
>
> The Stibo Systems delivery team overcame technical issues and risks with their extensive experience and completed the project perfectly."
>
> —Mr. Liu Dewei, MDM Project Manager, SGMW