LIFECYCLE INSIGHTS

ANARK

Collaboration Insights from 200 Manufacturers

What are Your Manufacturing Peers Saying About the State of Collaboration Inside their Companies?

ANARK

The Goal

Have you ever heard the phrase “meet them where they are”? Sure, you have! But have you ever heard of a collaboration platform that successfully does it for everyone across your organization?

Most manufacturers have not.

This was the problem Anark set out to solve for manufacturers by developing Anark Collaborate, a modern content collaboration platform designed for manufacturers that combines file-sharing app convenience and communication app simplicity with a deep understanding of technical product data.

The Theory

To do this, Anark needed to know the facts direct from manufacturers to validate that this was a problem worth solving. After all, PLM vendors have developed extensions to improve technical data sharing with non-engineering teams, while ERP and SCM vendors are doing the same in their applications. But none of these approaches meet the diverse manufacturing workforce and their suppliers where they are. In fact, they did the opposite, forcing compromises on the people that need the data the most. Meanwhile, the use of generic content collaboration, file sharing, and email spirals out of control as these tools meet people where they are, but remain disconnected from systems of record, and don’t support the technical data and processes that manufacturers need to operate.

Lifecycle Insights conducted research with 200 manufacturers to understand the state of technical content collaboration. Their work revealed the extent of the problem for manufacturers, the key capabilities required to solve the problem, and the value that could be gained by solving the problem.

The Problem Revealed

Figure 1: Ranking of Top Collaboration Pain Points for Manufacturers

Source: Lifecycle Insights Research – The State of Technical Content Collaboration. n=201

The research uncovered the biggest problems by asking manufacturers to rank their organizational pain points, Figure 1.

Top of the list was that “Product data needs to be manually collected from a variety of sources to share with others”. Second on the list was “Limited supplier visibility – information needs to be recreated or duplicated for others.”

And a close third was that manufacturers are forced to use a “Labor intensive process to create data packages” for sharing data with others.

Additionally, it was reported that scrap and rework result form misinterpretation of technical data, poor supplier performance results from unclear incomplete content, and productivity is lost to resolving questions from suppliers and other manufacturing partners.

The Solution Requested

The research asked manufacturers about an ideal solution to this problem. It was clear from Figure 2 (below) and other data in the research that manufacturers are looking to redefine collaboration around the following key capabilities:

Design data must load quickly and be viewed on any device. This made sense given the wide range of devices that non-engineering teams and suppliers have.

Social collaboration tools in the context of product information. The problems above showed that generic communication and file sharing tools are creating issues. That means that comments, markups, and chat must happen in the context of product information, not in a disconnected system.

Bidirectional file upload, sharing and markup. True collaboration is not a one-way street. Everyone inside and outside the organization has files to share, markup, and discuss.

Traceability of file access and comments. A big part of the value in collaboration is the abilitiy to trace activity so nothing falls through the cracks.

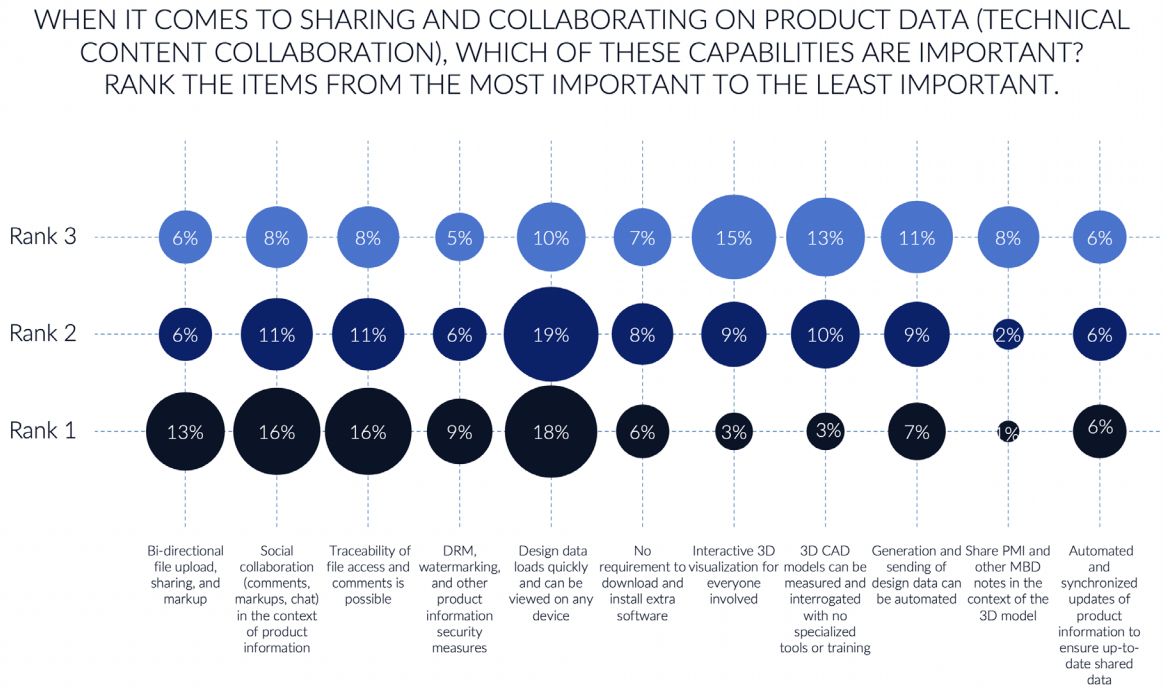


Figure 2: Ranking of Key Collaboration Capabilities for Manufacturers

Source: Lifecycle Insights Research – The State of Technical Content Collaboration. n=201

While the preceding four capabilities were the top-rated first choices of the manufacturers, several of the other capabilities could be argued as equally if not more important. Are your top choices on the list? Is there something missing?

The conclusion from these responses and others in the research is that technical content collaboration needs a fresh look. A redefined approach that doesn't compromise these capabilities.

The Value Confirmed

The research concluded with an assessment of whether the technical content collaboration challenge is a problem worth solving. In short, it is.

The research revealed that technical content collaboration tools in place today are not working, resulting in Engineering teams spending 50%* (20.1 hours per week) of their time on average focused on unnecessary tasks, Figure 3: answering/clarifying questions from downstream consumers, generating additional documentation for clarification, and creating special 3D or 2D snapshots or views for downstream consumers.

When you look at the collaboration tools and techniques reported in the research, these results are not surprising, but that result alone is a huge opportunity for manufacturers to improve overall operations. And when you factor in the project delays associated with each design project transaction, that adds up to significant returns for manufacturers who successfully solve the technical content collaboration challenge.

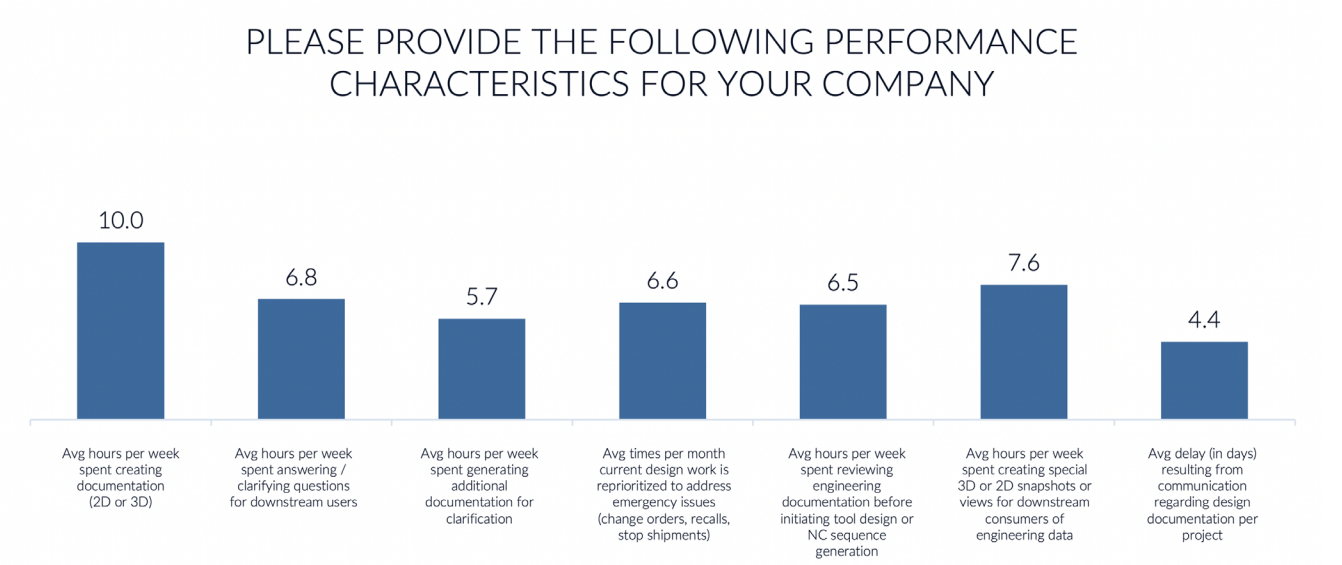


Figure 3: Manufacturer's Collaboration Performance Metrics

Source: Lifecycle Insights Research – The State of Technical Content Collaboration. n=201

*Many engineers report that they need to work more than 40 hours per week, and now we know why.

Of course, it's more than just operational efficiencies and unforeseen cost reductions. IP security is a real concern for manufacturers sharing product documentation and design data with 3rd parties, Figure 4.

More than half of the respondents reported moderate or extreme concerns about their ability to protect their IP.

76% of manufacturers have some level of concern with IP security.

And only 24% of manufacturers have robust IP security measures in place or simply have no IP protection concerns.

This is what you would expect to see with the tools and best practices manufacturers are commonly using for technical content collaboration.

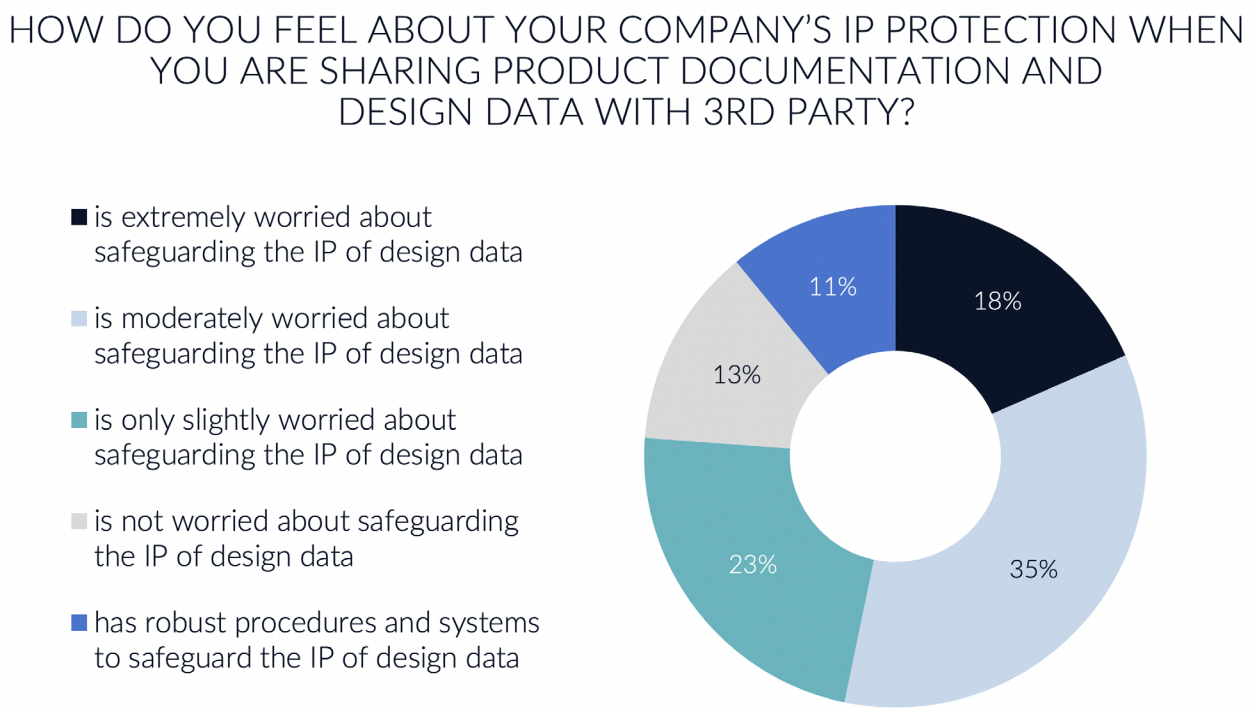


Figure 4: Manufacturer's Feelings on IP Protection When Sharing Data with 3rd Party

Source: Lifecycle Insights Research – The State of Technical Content Collaboration. n=201

The Complete Results

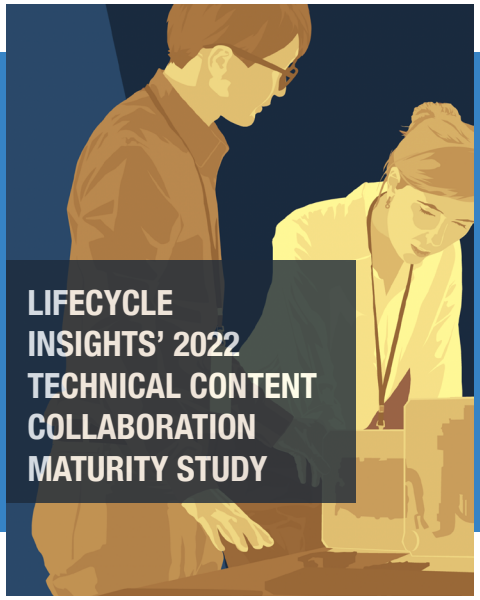
With the complete results of the 30 page research report, Anark had the facts direct from manufacturers to validate that this was a problem worth solving:

- Company and respondent demographics
- Business processes and challenges
- Internal and External collaboration and product data sharing tools and techniques
- Desired capabilities

GET YOUR COPY OF THE FULL REPORT

Get the Complete 30-page Report from Lifecycle Insights.

www.anark.com/manufacturing-collaboration-insights



SURVEY METHODOLOGY

LIFECYCLE INSIGHTS

Lifecycle Insights employs a proven research methodology to measure respondents' organizational performance and practices and derive meaning from the results.

Our analysts design carefully crafted surveys, collect responses from clearly defined participant groups, and analyze survey data thoroughly to deliver clear, actionable insights for our clients.

To date, Lifecycle Insights has surveyed more than 10,000 engineering and manufacturing organizations.

The Anark Advantage

For 15 years, our team has dedicated itself to collaboration and innovation from product design to delivery to sustainment. We provide visual collaboration software for manufacturers. The Anark advantage stems from our desire to help our customers make their technical product data accessible and actionable for everyone who needs it.

We're redefining collaboration.

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