



Introducing the 'I.T for Engineering' Partner Program.

Bringing Indian manufacturers a high-value **packaged BUSINESS solution** that combines proven enterprise software from WRENCH™ with cutting-edge hardware infrastructure from HP™.



Welcome to the new HP-WRENCH-You Initiative

As WRENCH's domestic market continues to expand, we recognise the need for a proven distribution partner who has the reach and sales force required to introduce the unique value that WRENCH offers to autocomponent manufacturers.

With our collective expertise and resources, we believe that we both stand to gain significant business opportunities and increased revenues.

Market background

In a market scenario where the number of new products per year has doubled, a manufacturer's Achilles heel is his time-to-market - if he cannot introduce new products and new brands quickly and continuously, his chances of staying ahead of his competition are jeopardized..

Upgrading technology and work processes is the obvious first step. But as any seasoned industry insider will tell you, this 'first step' is not that simple. Many companies who jumped on to the ERP/IT bandwagon are still waiting to see some significant ROI on their huge software investments.

Similarly, opting for generic solutions rarely works in real-world environments without first doing a thorough *process re-engineering* across all groups.

This is why at WRENCH we don't just sell software - over the last ten years, we have helped companies re-engineer their entire design-to-delivery process, and so get the maximum benefits from their I.T. investments.

Role of I.T. so far

Apart from CAD/CAM technology, (which revolutionized the engineering design since its adoption in the last decade) not much has changed in actual product (i.e. equipment, machines, components etc) design and production. Traditional, manual-dependent design processes and work methodologies are still followed, and there seems to be no alternative in sight.

With so many solutions to so many challenges at so many levels (technology, HR, process etc), nobody else seems to have found a comprehensive solution to the one overriding problem - how to drastically reduce time-to-market, which translates to 'how to reduce design cycle time?'

A COMPLETE Solution

WRENCH Solutions has been building technology solutions for engineering companies for the past decade. We understand the industry, its challenges and limitations, and therefore are in a unique position of being able to anticipate and solve a prospective customer's problems.



Typical challenges of autocomponent industry

Market requirements and buying patterns are changing, and end consumers are continuously calling for 'more variety, more often'. Over 60% of market demand today is filled via imports from South East Asian countries, China and Germany.

What pressures does the industry face?



Other areas of concern include:

- Stringent quality considerations – in order to compete with global products.
- Customer demands for lower maintenance cost, faster response to service calls.
- Lack of skilled manpower, plus difficulty in retaining resources. After losing many such resources to the IT industry (thanks to the perception of IT as a higher-paying industry), the spin-off effect is the drastically increased costs in lower and middle management.

Business challenges

- Stringent Regulations & Quality Standards.
- Shorter Delivery Schedules.
- More R & D \ NPD activities for Tier 1/2/3 suppliers.
- Globally competitive pricing and Pressure on margins
- More resources/people = more chaos, less productivity
- Need for processes, systems to enable further growth

Organisational Bottlenecks

- Processes and systems to organize current activities and enable growth.
- A fast-reacting development system with reduced cycle times to benchmark levels and decrease time to market
- An automated Quality Control System to ensure consistent quality output.
- Transparent status reporting system to keep track of all projects and activities
- Integrated data management across workflows, teams, project documentation, business process data, engineering/design data.
- More investments in R & D, Testing, Capital Expenditure
- Optimum use of resources

Bottom Line

The most urgent issue is the need to **cut down on delivery time**, which translates to the need to **reduce design time**.

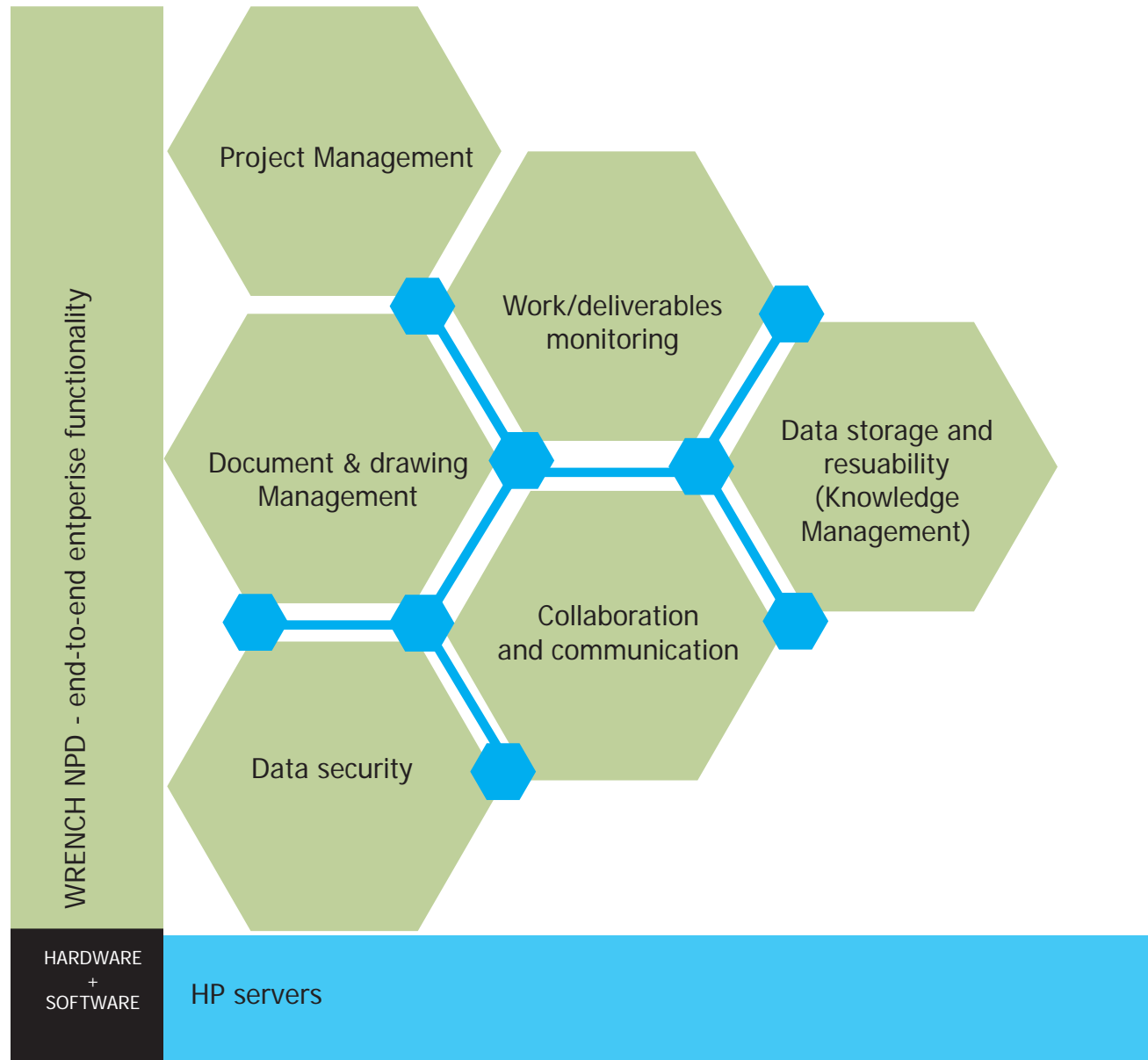


This partnership will enable HP, WRENCH and the distributor to offer end-to-end value to a largely-untapped market. WRENCH's unique value proposition combined with the global power of the HP brand translates to an irresistible and competitively-priced solution.

What are we offering the market?

1. A proven BUSINESS solution and hands-on domain knowledge.

A multi-functional enterprise solution that offers complete I.T. infrastructure for the engineering enterprise. This will enable engineering/manufacturing companies to become globally competitive very quickly, and without spending a fortune on multiple I.T. solutions.



Business performance

- Lower cost through access to consistent data
- Speed up time-to-production and time-to-market
- Improve traceability and quality.

Organization

- Break down geographical barriers
- Support global supply chain
- Provide Information security

Users

- Provide common interface to data
- Provides consistent data source

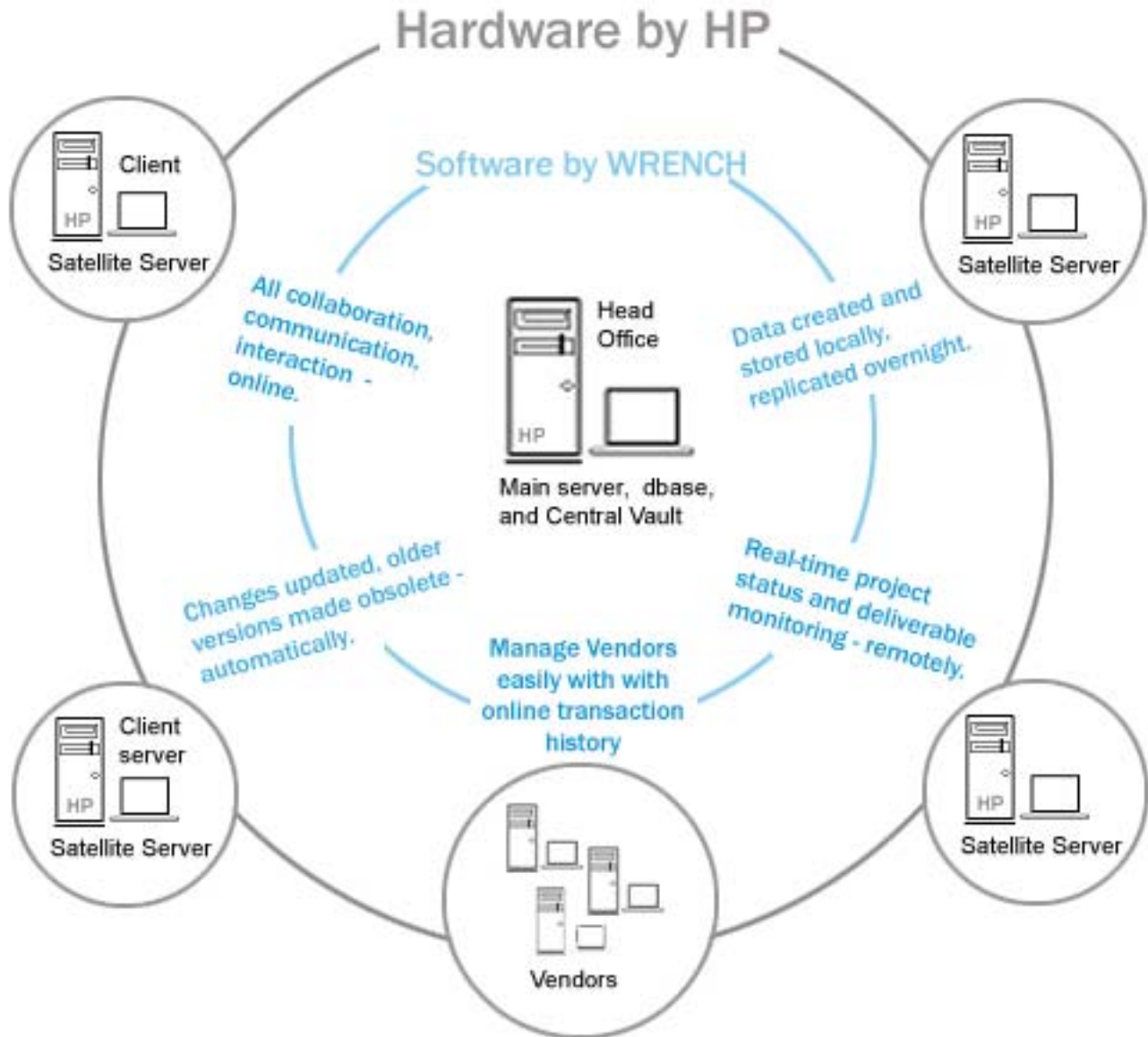
Product and Services

- Encourage reuse standard parts & designs
- Achieve faster response to customer queries.
- Retain product knowledge

What are we offering the market?

2. Proven, vertical-specific software products.

A multi-location network of HP servers driven by the WRENCH enterprise system. WRENCH creates the ideal engineering environment. It offers the control of centralised data storage, the efficiency of automated file replication, and the speed of intelligent retrieval - all without relinquishing flexibility or security



What are we offering the market?

3. World-class hardware.

A robust and cutting-edge hardware architecture that can support future growth.



Customer case study - L&T McNeil

L&T-McNeil (LTM) is a prime example of how implementing the right IT system can revolutionize business.

Here we demonstrate how just ONE of WRENCH's most popular aspects, namely 'data reusability' has benefited the entire organisation.

Summary: How system-driven data reusability (knowledge management) helped LTM reduce its design cycle time by over 60%.

The LTM business unit is part of the heavy engineering division of Larsen & Toubro, and offers a wide range of rubber and plastics processing machinery and custom-engineered products. The unit generates around Rs 150 crore annually. Its machinery is supplied to tyre manufacturing companies all over the world, particularly Europe.

3 years ago LTM implemented WRENCH., and today, all the products ever built by LTM have been organised into a database which can be accessed for faster design of new products.

Now, with WRENCH, whenever L&T needs to design a new product, the designer just calls up the database, selects the the

'closest-match' product family, the linked assemblies \ sub assemblies, and the parts/components from the system templates.

From here on, its as simple as 'mixing and matching' from a master design 'catalog'. Rather than building each component from scratch, the designer just modifies 'downwards'...i.e. configures each component from existing product design templates. If any new components/features are required by the customer which was not saved with the earlier product data, then designer just adds the new part or assembly to the family and so updates the WRENCH database for future reuse.

The designer can also classify this new feature as a as a mandatory or alternate/optional item. He can then finalise the design using the latest 3D CAD software (L&T was using Autodesk Inventor and Pro Engineer, which were integrated with WRENCH) , and finally he releases the finished designs (through the prescribed workflow specified in WRENCH) to manufacturing i.e. to their ERP software (Jd Edwards) simultaneously.

Primary benefit - time taken for prototyping has been reduced by 50%.

Visit www.wrenchsolutions.com for the complete L&T case study.

Benefits

Measured Improvements* after using this packaged solution:

Time to find data/information	- Reduced 75 -90%
Design Review process	- Reduced 50 - 80%
Engineering Change process	- Reduced 10-70%
Design Errors	- Reduced 10 – 25%
Product development cost	- Reduced 25 – 40%
Time to design	- Reduced 15 – 70%
Time to manufacturing	- Reduced 10 – 50%
Increased productivity	- Increased 10 – 20%

** based on customer feedback*

Implementation and Cost

Implementation

- Shortest implementation period (2-4 months)
- Standardized legacy data import tools

Cost

- Concurrent licensing
- Centralised system for Enterprise wide deployment
- Typical cost of product + implementation less than 4 times the competition.

Sales and Licensing

Licensing

- Concurrent licenses of WRENCH Product
- Named user license of Database
- 2D/3D Multi-format viewer (As per user requirement)

Sales

- Initial interest created by the channel
- Initial presentation using standard PPT presentation given by channel
- Schedule product demo to management.
- Product demo done by WRENCH Solutions to the management

Post Sales

- Implementation done by WRENCH Solutions
- Support call forwarded to WRENCH handled by WRENCH local representative.



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