

# @UDROS success story TAGHeuer

## The company

Founded by Edouard Heuer in 1860 in Saint-Imier, TAG Heuer has been at the forefront of Swiss watchmaking for 145 years, producing sports watches and which are amongst the most prestigious watch market. Currently the world's fourth involvement in the sports sector is the the most precise measuring instruments



timepieces of superior design and precision quality and iconic items available on the worldwide overall luxury watch brand, TAG Heuer's intense driving force behind its commitment to creating and sports-inspired timepieces ever made.

### Additional information:

TAG Heuer is involved in the Formula One Championship as a "Corporate Partner" and Official Timekeeper of the McLaren Mercedes Team.

@UDROS is used by the Product Development and Production Team based in the "La Chaux de Fonds" site in Switzerland.

## Customer's need

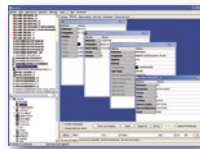
At the end of 1997, TAG Heuer's Product Development Managers had a crucial need for centralizing their technical data. They wanted to improve the production and management of product datasheets, as well as technical schedules of conditions. Up to this point, a small part of the information was stored by the ERP, with the remainder spread amongst several Excel™ files over different departments. In addition, the limited functionalities of these tools, together with the increasing amount of technical data to manage, made it very difficult to distribute reliable and secure information.

Following a demonstration at the MICAD trade fair in Paris, TAG Heuer chose @UDROS Product Data Management Software.

## The @UDROS solution

More than 20 engineers and internal consultants who are dedicated to Production and Product Development are using several dozen @UDROS licences:

- @UDROS applet for data management
- Doc PDF for automatic PDF conversion
- @UPL (@Udros Programming Language) for triggers
- @WS (@udros Web Service) for Intranet consultation



### @UDROS

- ✓ @WS
- ✓ @UPL
- ✓ DocPDF

## The benefits

Thanks to the internet-based architecture of @UDROS 6, it is very simple to use the application from a web browser. No installation is required onto the user's computer and the software remains operational, independent of any changes in computer equipment! Furthermore, information is now distributed very easily between the different services due to the communication capacity of the application.

Finally, by giving us the possibility of participating in the evolution of @UDROS itself, we have been able to adapt and personalize the solution to our needs. The solution is user-friendly and perfectly meets our expectations!

## ~ USER TESTIMONY ~

«With @UDROS, we have produced a Product Datasheet Catalogue which is instantly updated on the intranet at each consultation. The "Phototèque" tool has been quickly adopted thanks to its easy-to-use interface accessible through Internet Explorer, as well as the user-friendliness of PDF. @UDROS's capacities for communicating and diffusing information on the Internet have been a crucial part of the Project's success!»,

Christophe Robert-Nicoud, Product Development Manager.



## The approach

At the beginning of 1998, a schedule of conditions was produced with the help of an Assetium consultant. One Tag Heuer engineer was trained in the @UDROS software in order to develop a pilot application. Less than one year after the launch of the pilot project, with a single supervisor being used at only 50% of work time, the application was successfully operational. Thus, all the schedules of conditions and technical datasheets could be managed through the application.

In April 2002, Tag Heuer agreed to participate in the testing of @UDROS v6. Following successful testing, all users were then migrated to v6 at the beginning of 2004.

## Business applications

Today, the integration of @UDROS data management software allows TAG Heuer to :

- Manage the codification of parts and technical changes
- Manage the control and license reports
- Create personalized triggers and search functions
- Automatically generate product datasheets in PDF format accessible through the intranet via Phototèque. Each datasheet includes:
  - Watch photography, front and back
  - Simplified codification
  - Specific manufacturing information

A Phototèque CD-ROM version, distributed to the subcontractors, is currently under preparation. In addition, an interface with the ERP is being studied in order to automate the recovery of codification from @UDROS.