

# Shanghai Automotive Industry Corp. speeds product launch and boosts customer satisfaction with PTC's Arbortext®

TECHNICAL INFORMATION SOLUTION CUTS MAINTENANCE MANUAL RELEASE CYCLE TIME AND IMPROVES ACCURACY OF SAIC'S AIMS

## Shanghai Automotive Industry Corporation

With over 60,000 employees and a strong customer-service orientation, the Shanghai Automotive Industry Corporation (SAIC) is one of China's largest automobile manufacturers. As the country's leader in passenger vehicles and mini-vehicles, SAIC comprises a diverse array of businesses, including R&D, automotive components, and financial services.



Arbortext helps SAIC ensure that their technical information reflects real-time product design by aligning product information with product structures.

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– Qiu Guohua  
Director of Engineering Quality  
SAIC

In addition to its Shanghai Volkswagen, Shanghai GM, Sunwin, and SAIC-GM Wuling subsidiaries, SAIC also owns Shanghai Passenger Vehicle Manufacturing, the company's major subsidiary. Shanghai Passenger Vehicle Manufacturing designs and manufactures the independent Roewe and MG brands, which are sold into global markets.

## The solution: Arbortext Service Information Solutions

Arbortext, PTC's service information solution, simplifies and automates information distribution, minimizes costs, and boosts efficiencies at SAIC. Arbortext's content authoring and process management capabilities optimize the flow of information delivery, enabling SAIC to maintain competitive advantages. Arbortext enables SAIC users to:

- Author and reuse content in line with product configurations
- Create and embed intelligent 2D graphics and images into product information
- Centralize content, workflows and change management to produce a single-source of approved technical content
- Automate publishing in multiple languages, and manage multi-channel technical information

## The Results: High-quality, up-to-date technical information

- Shortens information delivery processes to ensure on-time shipments of new products
- Provides faster, more accurate product support and service information to improve dealer and technician productivity
- Increases customer satisfaction with accurate, easy-to-use technical information that is specific to their product
- Reduces costs related to content production and translation
- Eliminates the costs of outsourcing technical publications management

## On the road to improving technical information management

In 2001, with China's admission into the World Trade Organization, the country's automobile industry faced unprecedented growth opportunities—opening up markets that were previously unavailable to manufacturers. Starting in 2003, to capitalize on these opportunities and to better position itself to meet new customer needs, SAIC began expanding its R&D capabilities.

As a direct result of these efforts, SAIC saw a major opportunity to open four state-of-the-art manufacturing hubs, one of which features the world's largest monomer power train factory and China's only unmanned welding plant. At the same time, SAIC opened three R&D centers and launched Shanghai Passenger Vehicle Manufacturing—a wholly owned subsidiary tasked with playing a primary role in strengthening SAIC's brand manufacturing and sales operations.

Shanghai Passenger Vehicle Manufacturing produces the MG and Roewe, two highly respected independent brands. Encouraged by the success of these automobiles—for example, the upscale Roewe sedan now rivals today's international luxury sedans in overall performance and interior comfort—Shanghai Passenger Vehicle Manufacturing announced plans to launch more than 30 models of RVs and medium-size, compact and hybrid cars in 2010.

To support this massive undertaking and to keep pace with new vehicle rollouts as well as a growing global distribution network and increasingly stringent customer requirements, SAIC recognized the need to implement a sophisticated technical information management and publishing system for both product development and after-sales service support. SAIC needed to deliver a wide array of technical information to support their products throughout their lifecycle, including service manuals, user guidebooks, and navigation instructions.

Up to this point, the company had been outsourcing the development and management of technical information, which involved many manual, error-prone processes, such as data aggregation, editing, typing, collating and publishing. To ensure customer satisfaction and grow market share in these new markets, SAIC realized that delivering up-to-date, accurate information to field employees, partners, dealers and customers worldwide was critical to future success.

## Deploying Arbortext Solutions

Shanghai Passenger Vehicle Manufacturing deployed PTC's fully integrated service information solution, Arbortext, as the core of its after-sales information management system (AIMS). With Arbortext, SAIC has successfully established a comprehensive AIMS that: supports multiple users both inside and outside of the network; facilitates the process flow between authors, reviewers, approvers and publishers; and enables data to be shared and reused across automotive models and model years. By using Arbortext, SAIC's AIMS can provide technical information that enables higher customer satisfaction, faster time-to-market, and greater competitive advantage.

Specifically, Arbortext helps SAIC meet product development and after-sales service demands in the following ways:

- Enhances customer service through accurate, high-quality, product configuration-specific documentation
- Reduces costs by dynamically publishing page-based documents and digital content into multiple languages from single-source content, with no human intervention
- Improves service and operator success by leveraging accurate, up-to-date technical illustrations connected to original 3D CAD data



To support Shanghai Passenger Vehicle Manufacturing plans to launch more than 30 models of RVs and medium-size, compact and hybrid cars, SAIC recognized the need to implement a sophisticated technical information management and publishing system for both product development and after-sales service support.

- Ensures technical information reflects real-time product design by aligning product information with product structures, while automating the change management process as product design changes occur
- Facilitates new-product delivery by allowing service planners and information creators to work in parallel with the product development process
- Improves the costs and accuracy of translation by eliminating redundant content and reducing content overall

According to Qiu Guohua, Director of Engineering Quality at SAIC, "PTC's Arbortext products have proven to be an effective solution by which SAIC can optimize after-sales data editing, management, publishing and version control. Through the successful implementation of Arbortext, SAIC anticipates being able to create an effective platform base for after-sales information management that will improve the quality of our technical content deliverables and enhance our customers' satisfaction."

By using Arbortext to generate materials such as maintenance manuals, user guidebooks and service newsletters in PDF, Web, print and other reader-friendly formats in a precise, timely and highly efficient manner, Shanghai Passenger Vehicle Manufacturing provides superior service and support to its field personnel, dealers, partners and customers.

With significant improvements to the use, quality, consistency and integration of technical data, the SAIC subsidiary has successfully implemented an after-sales information management system sophisticated enough to help SAIC achieve its aggressive growth goals in the years ahead.

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