

# DBM Reflex

Reflecting the best of CATIA V5

"EADS Matra Datavision provided the foundation for our extensive use of CATIA's KBE products. Their support and knowledge of our industry accelerated our return on investment."

LUC MARTEL

*Chief Systems Information, DBM Reflex*



## THE MISSION

- \*To consolidate the numerous CAD packages and better utilize engineering resources
- \*Accelerate their product development cycle through automation

## THE RESULTS

- \*50% time compression for tool development
- \*Engineers use multiple applications of CATIA V5
- \*Extensive automation working in conjunction with existing programming

## THE SOLUTION

- \* CATIA V5 surfacing capabilities
- \* CATIA V5 solid modeling capabilities
- \* KBE (Knowledge Based Engineering) tools throughout CATIA V5
- \* CAA, the open architecture to support custom programming

DBM Reflex is a Canadian company known worldwide as the leader in the reflex electroforms market, supplying the majority of automotive manufacturers with specialized reflection/refraction prisms for use in automobile lighting. Through their quality leadership and commitment to innovation, DBM Reflex has been able to offer a full range of products and services to better meet their customers needs since their inception in 1971. Their ISO 9001 certification, obtained in 1998, confirms their success in improving their processes and quality standards, and today satisfied customers include OEM such as Automotive Lighting, Visteon, Valeo, Textron, Guide Corporation. We find DBM Reflex products all around the world (Volkswagen, BMW, Ferrari and Ford).

During the decision process of selecting a new CAD/CAM package, DBM Reflex realized they faced significant challenges in terms of process automation, project cycle time, and integration of existing custom software packages. They investigated competitive offerings from CATIA, SDRC, and UG in order to determine which package would best fit with their overall vision of quality and innovation, while also providing the most effective solution to the challenges they faced.

After much hard work by Andreas Fyrigos of the IBM Canada PLM Team, as well as Pascal Flambard and the team at EADS Matra Datavision, DBM Reflex chose CATIA V5 as their preferred solution. DBM Reflex was confident that the solution offered by CATIA and IBM was the superior choice. CATIA V5 would best help them reduce product costs and cycle times, provide them with a single platform to address all aspects of product design and development from start to finish, as well as allow them to integrate their internal custom software through the

CAA products.

To date, DBM Reflex has purchased 25 seats of CATIA V5 as well as numerous add-on products to support their core competencies. As surfacing experts deploying surface deformation and reverse engineering, CATIA V5's open architecture supports DBM's own algorithms for optical design. This ensures higher customer satisfaction and total commitment to meeting new and challenging requirements from new customers.

As leaders in the mold cavity creation, CATIA V5 was used to automate the design process. The KBE tools provided 50% time compression in product development. By applying design rules, macros and customized programming, engineers can work simultaneously on new products. Furthermore, existing customized programs could be used in conjunction with CATIA, saving weeks of rewriting code.

EADS Matra Datavision provided thorough education and deployment expertise relative to the mold industry. Matra Datavision's certified engineers worked with DBM to accelerate their productive use of CATIA. Most importantly, the KBE expertise of Matra Datavision laid the foundation for DBM's leadership position of knowledge based engineering and customized program development within CATIA. DBM Reflex reflects the best of CATIA V5, thus making them a leader in their field.



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#### About EADS Matra Datavision

EADS Matra Datavision is a leading international supplier of engineering solutions and services to companies looking for competitive advantage from continuous improvement of design-to-manufacturing processes.

A wholly owned subsidiary of EADS, Europe's largest aerospace, defense and systems group, Matra Datavision counts over 900 engineers and consultants in Europe and North America. Company solutions and services address the needs of businesses of all sizes, primarily in the automotive, aerospace and defense, general manufacturing and machinery, consumer product and electro-mechanical industries.

Matra Datavision offers customers a comprehensive range of consulting and engineering services designed to help them define, implement and profit from end-to-end engineering solutions. This service portfolio includes consulting, integration and deployment, engineering e-business solutions, education, and engineering services.

Matra Datavision is certified ISO 9001 for engineering services.

To know more about EADS Matra Datavision, visit on the web at [www.us.matradatavision.com](http://www.us.matradatavision.com).

