



# Delivering a Product Definition in a Model Based Environment

**Delivery of Product Data in a Model Based Environment**  
**By Roy Whittenburg, Project Manager II**



# Agenda

## ■ Introductions

- Brief Introductions, Personal & Corporate

## ■ MBE an Overview

- Overview of the Model Based Environment

## ■ Delivering the TDP?

- How Do You Distribute a MBD

## ■ The BAE Experience

- Implementing MBE at BAE

## ■ Closing

- Wrapping It All Up





# Introductions

## Brief Introductions, Personal & Corporate



# Who I Am

- Roy Whittenburg  
BAE Systems
  - Project Manager II
  - Currently responsible for MBE implementation and Modeling Process within Advanced Manufacturing Engineering at Ground Systems, York.



# BAE Systems Land & Armaments



# Ground Systems – A Summary

- Protected Fighting Platforms for Today's Warfighter as well as the Battlefield of Tomorrow
  - Predominant Supplier to the U.S. Army Heavy Brigades with Bradley, HERCULES, Paladin, M113
  - Mine-Protected Wheeled Vehicles
  - FCS Manned Ground Vehicles and Armed Robotic Vehicle
- Key Technologies
  - Advanced Protection and Mobility Solutions for Soldiers, Manned Vehicles and Robots
  - Outstanding Program Management and Experienced Workforce
  - 3,094 employees, including 600+ technologists (+522 contractors)
- World-Class Development Processes
  - CMMI Level 5 Software and Systems Engineering Process
  - Physics-Based Models & Real-Time Simulation Capabilities
  - Rapid Prototyping of Complex Systems
- Lean, Cost-effective Production Facilities



**GS is a modern, efficient, full-spectrum developer, integrator and supplier of survivable, lethal ground combat platforms and advanced technologies**

# 2008 Army Research Laboratory Sponsored Team



BAE SYSTEMS



GENERAL DYNAMICS  
Land Systems

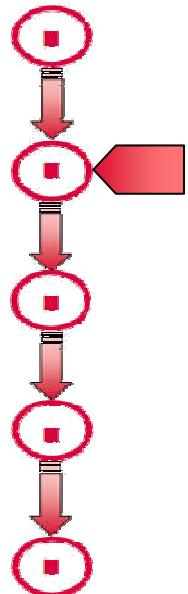
ELYSIUM

Model Centric  
Design MTO



National Institute of  
Standards and Technology





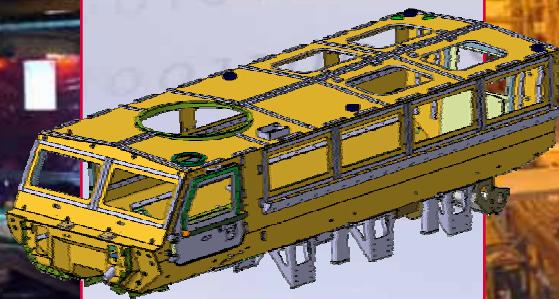
# MBE an Overview

## Overview of the Model Based Environment



# What Is Model Based Environment?

A fully integrated and collaborative environment founded on 3D product definition detail that is shared across the enterprise to enable rapid, seamless, and affordable deployment of products from concept to disposal.



# The Journey

*Drawing Based*

**Master 2D Drawing**

*Model Centric*

**3D CAD Model with  
Master 2D Drawing**

*Model Based Definition*

**Master 3D CAD Model with 3D Annotated  
Models, 2D Drawings by exception**

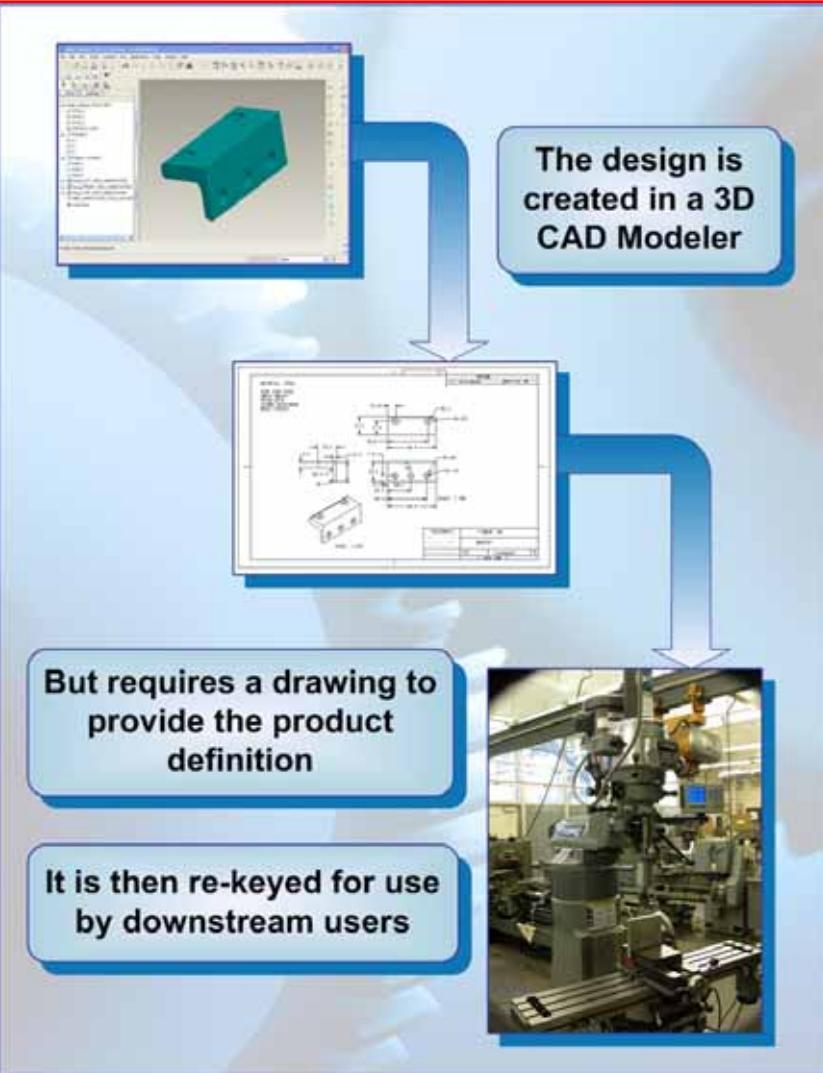
*Model Based Environment*

**Master 3D CAD Model with 3D Annotated  
Models fully leveraged by the Enterprise**

This is a natural evolution of the  
design & production process



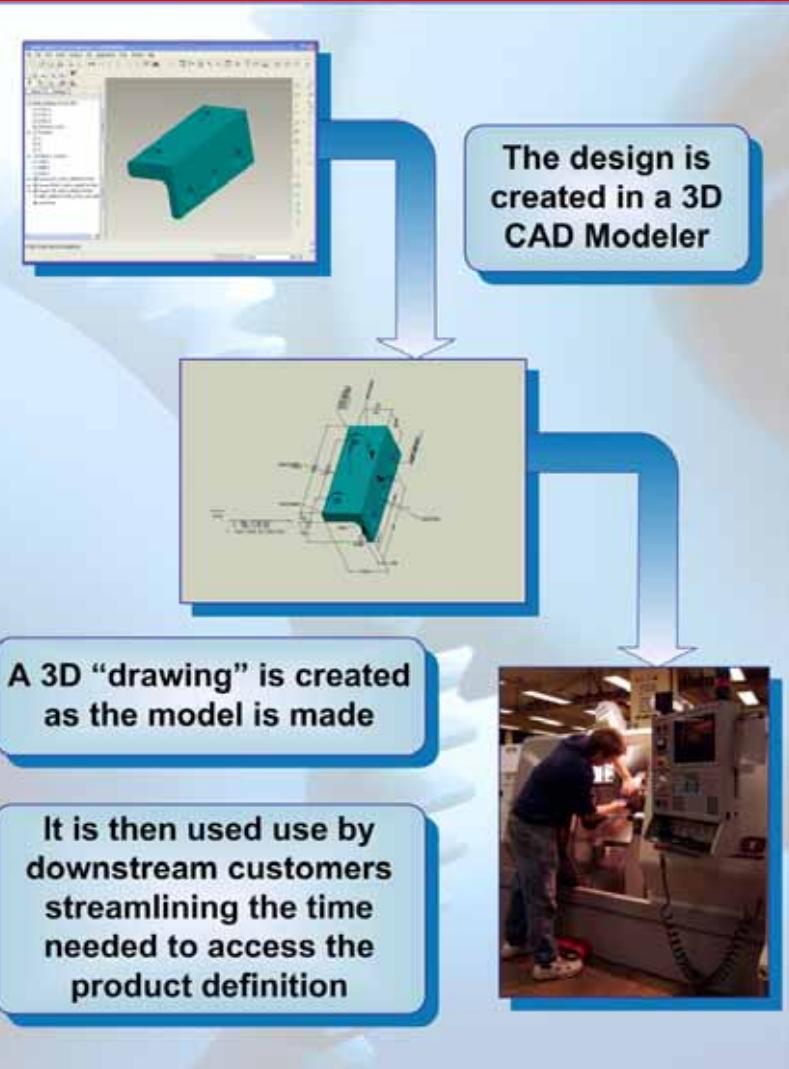
# Conventional Design to Manufacturing Process



- The conventional processes are inefficient
- They rely on the manual rekeying or re-creation of the product definition
- Delivery of the product definition is also paper base
- In process changes that may or may not get incorporated into the model results in confusion and a high error rate

The conventional process has reached its functional limits

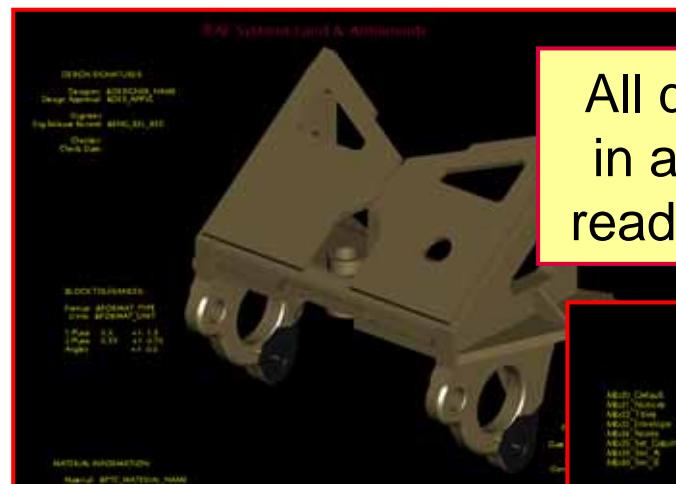
# The Model Based Definition Process



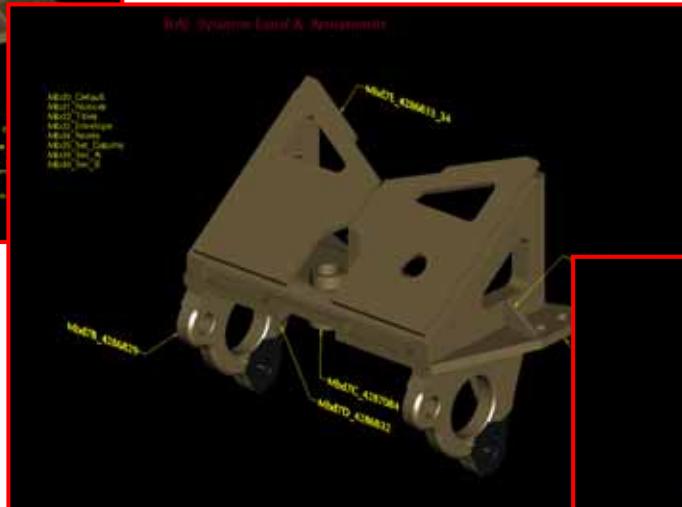
- The MBE approach streamlines the process by eliminating the traditional 2D Drawing
- It also incorporates the needed downstream interfaces so the product definition can be reused vs. re-created
- This approach also allows for a single source master reducing confusion and errors

MBE is key to our future ability to reduce our time to market and lean our processes

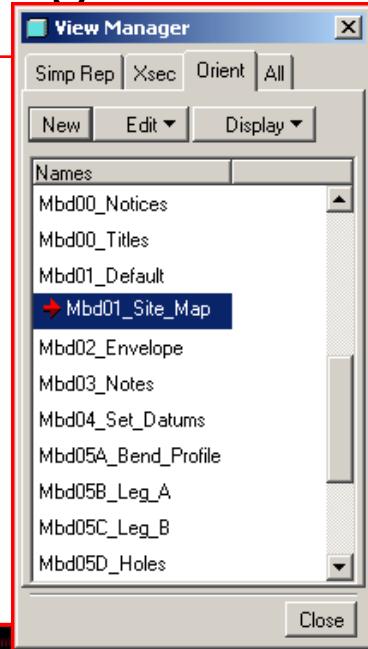
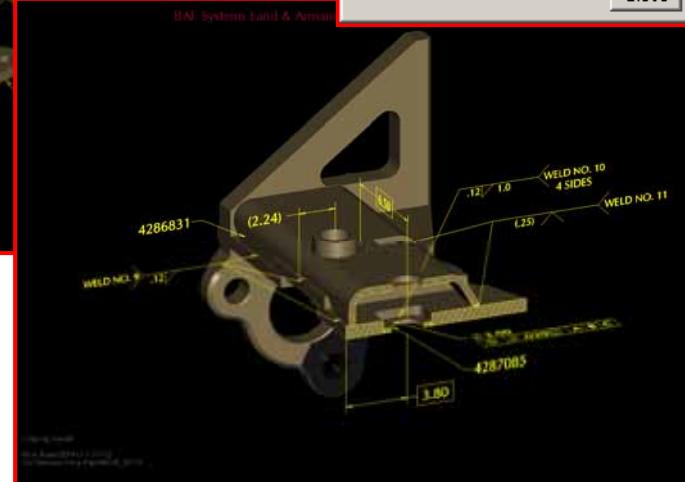
# Taming the Furball – Process For Annotating Models Vs. Drawings



All data that is normally contained in a drawing is now available in a readable format in the Pro/E Model

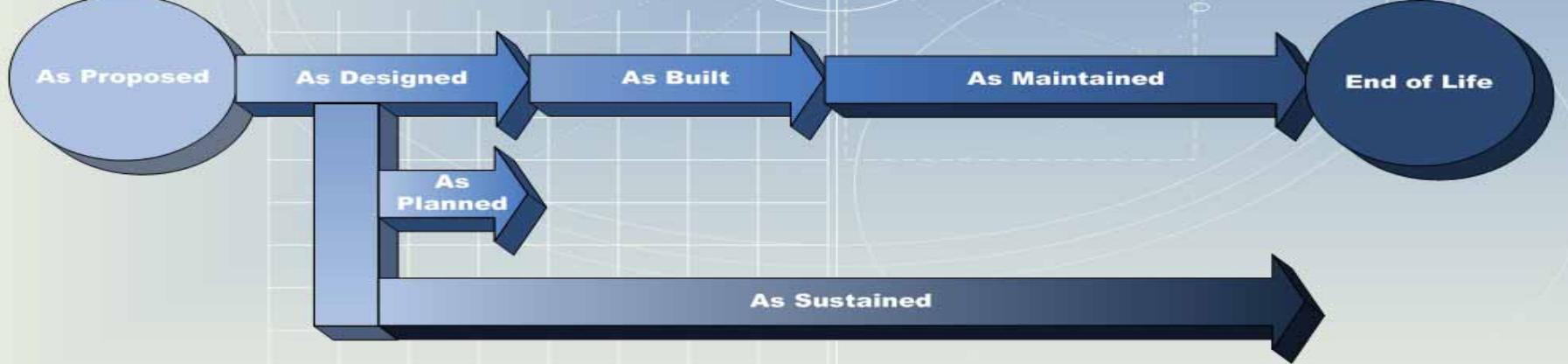


Pro/E Wildfire provides increased organizational abilities through combined views and layers



# The Big Models in MBE

- The product life cycle can be broken down into a series of architectural “models” with unique applications
  - These are the upper level models that must be controlled in order for MBE to work



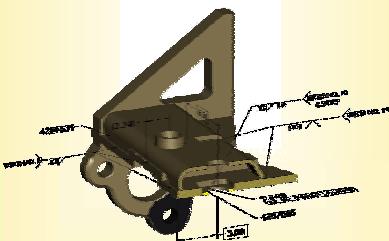
# Base Application Architecture

The MBE Collaborative Environment is made up of three base environments as shown below:

## Model Based Environment Prototype

### Design Environment

- Pro/Engineer Wildfire 4



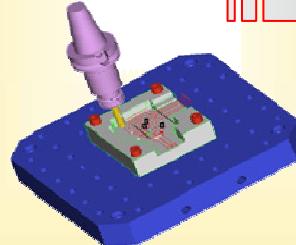
### Collaboration Environment

- Windchill PDMLink 9.0
- ProjectLINK 9.0
- ProductVIEW 9.1



### Manufacturing Environment

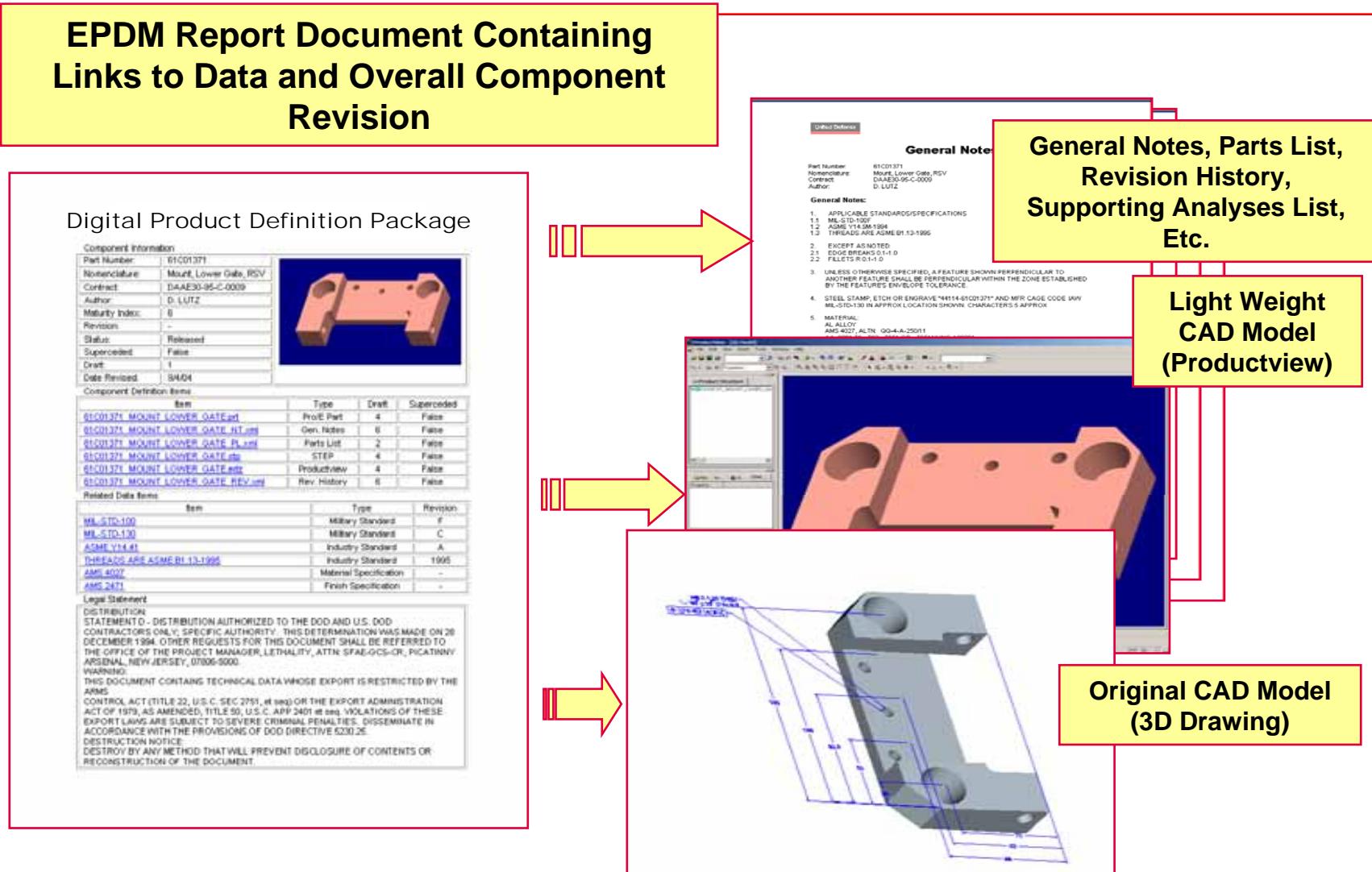
- Delmia
- PPR Hub
- Manufacturing Execution Systems



### Note:

Each company will use its own Manufacturing Environment and the applications that match their processes

# Digital Product Definition Package (DP)2



# Proven Benefits

## Significant Reductions:

- Non-Recurring Cost reduced By: 50%
- Non-Recurring Cycle Time Reduced By: 50%
- First Article Costs Reduced By: 65%
- TDP Changes Reduced By: 50%
- Product Non-Conformance Reduced By: 90%
- Recurring Cycle Time Reduced By: 50%
- Recurring Costs Reduced By: 50%
- Support Cost Reduced By: 50%

## Other Benefits:

- Reduced Learning Curve
- Integrated Learning
- Validated Design & Assembly Integrity
- Validated Operations Sequences & Tooling
- No Traditional Drawings
- Flexibility of Work Force
- Drives & Validates Design Release

This data was initially published by Boeing but has since been validated through real world use at BAE Systems Land and Armaments

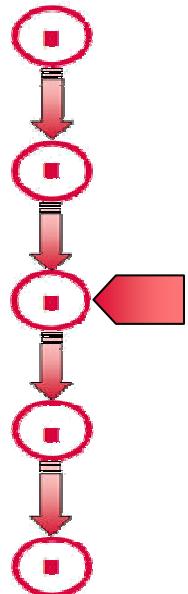
EVERETT, Wash. (AP)--A powerful computer system that simulates the assembly of Boeing Co.'s new 787 Dreamliner **cut typical costs by about 20 percent and trimmed a full year from production**, officials said Wednesday.

## Reduces Product Cost By:

- Defining and Validating Factory Processes
- Defining and Validating Assembly Processes
- Defining and Validating Quality Process
- Defining and Validating Tolerance Management



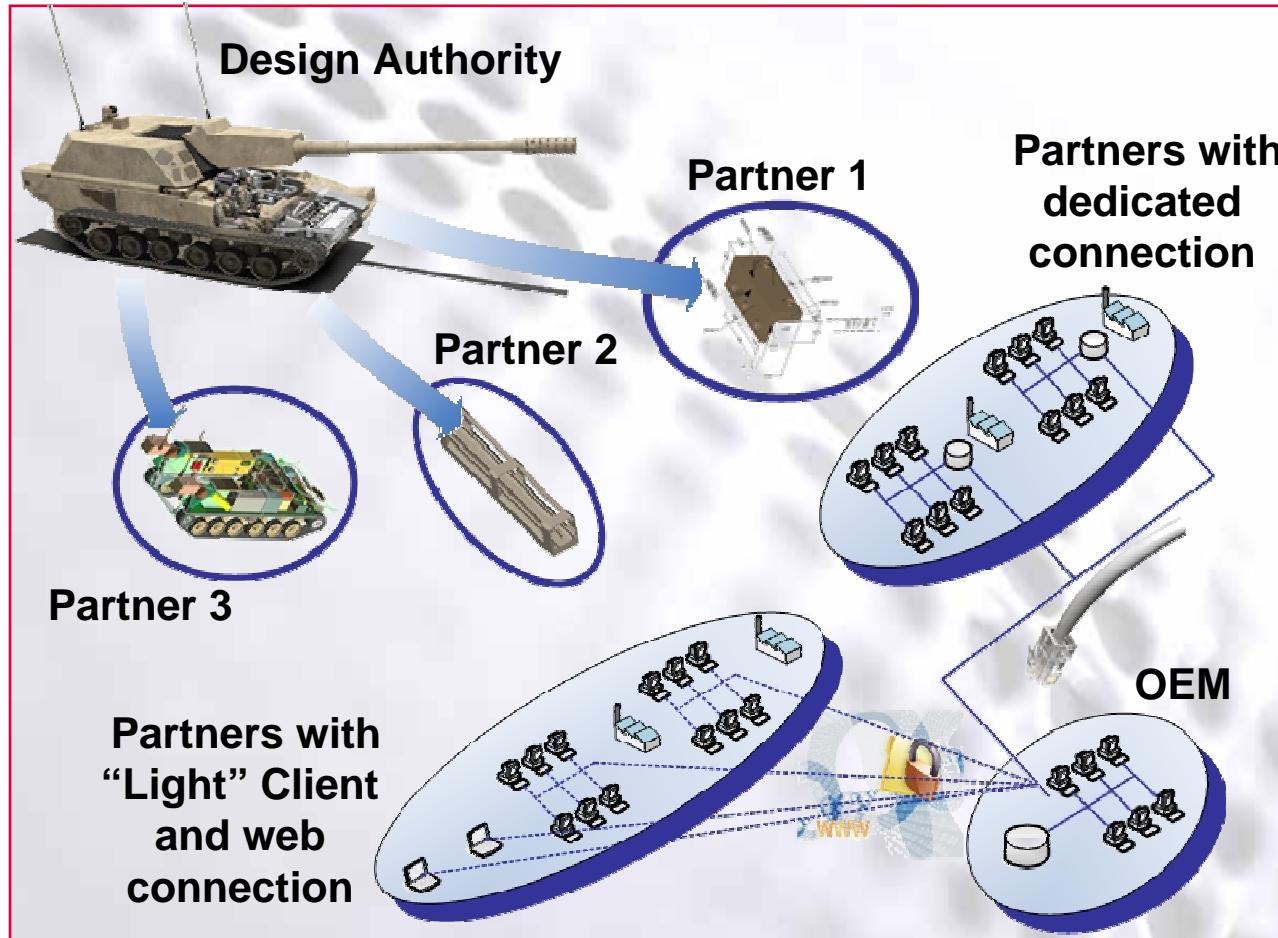
The Next Generation  
of Business



## Delivering the TDP? How Do You Distribute a MBD



# Supply Chain Integration

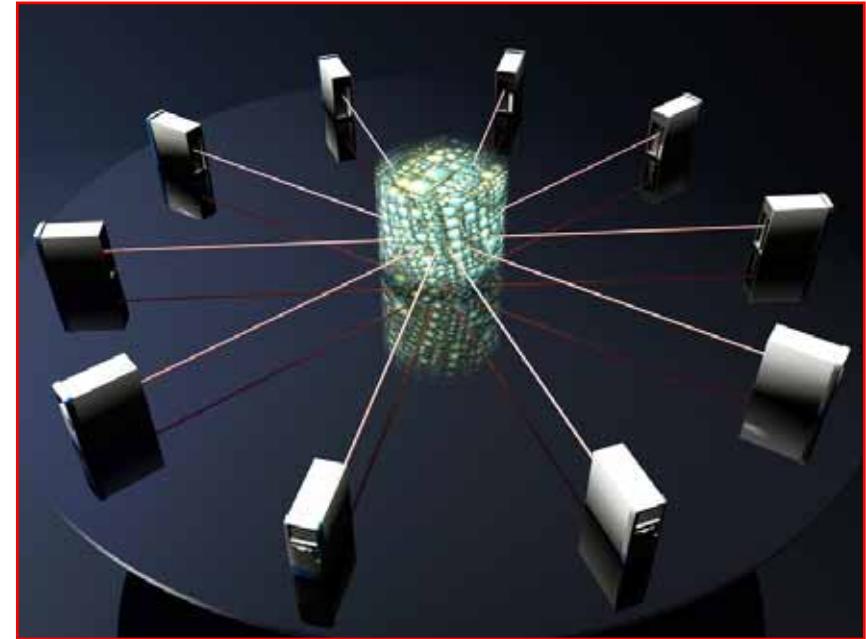


- Integrating the supply chain into the EPLM tool enables rapid delivery and update of the TDP
- It also ensures the reuse of the data vs. its recreation, reducing lead time and cost
- A further benefit is better control of the condition of supply and process through out the product lifecycle

Connectivity is key to efficiency and quick turn around

# Delivering the TDP

- To be fully efficient the MBE process must have a delivery method that is CAD neutral, lightweight and free
- In addition, this delivery method must be secure
- To this end the MTO has selected Adobe as the delivery method of choice to both the customer and external supply chain
- The Adobe tools utilized are:
  - Digital Rights Management
  - 3D PDF
  - Portfolio



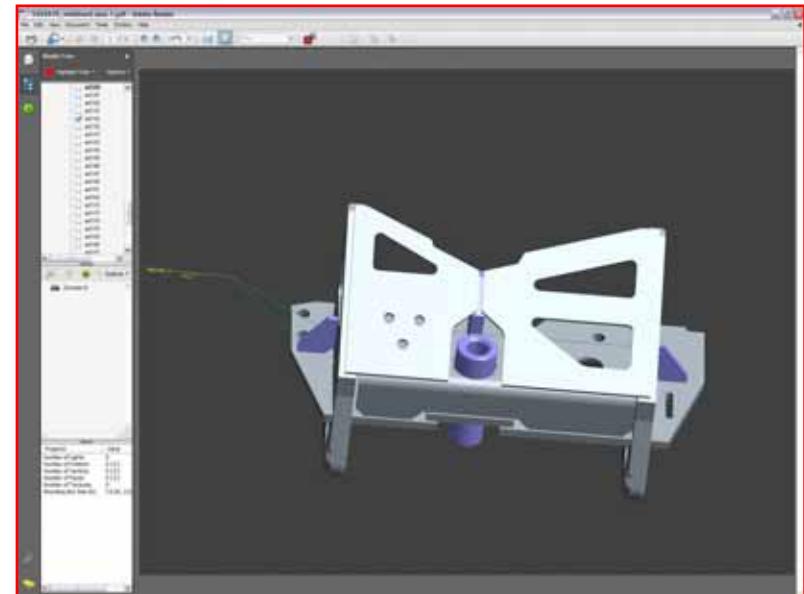
# Digital Rights Management

- To insure the data is secure and that only authorized personnel use the data after it is downloaded we will utilize the Adobe Life Cycle Server
- Rights will be automatically assigned depending on what workflow is being activated, the user and the program in control of the data
- The rights applied are a combination of specific user and time restriction



## 3D PDF

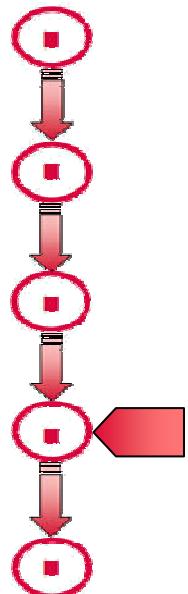
- To provide a CAD neutral method of delivering a fully annotated solid model that can be consumed without a workstation we are working with Adobe to develop its 3D PDF format
- Currently it will work for geometry and some annotations but it cannot currently support the MTO's organization techniques
- We are currently targeting 18 months for incorporation of this functionality



# Portfolio

- To fully define a product more than one file is needed
- In order control these files as a single entity we will be using Adobe portfolio that is automatically generated by a PLM workflow
- The portfolio will have a dynamic coversheet that is populated by metadata passed to it from Windchill
- Other data types contained in the portfolio are:
  - Supplemental Data Documents
  - Native CAD Data
  - STEP and IGES files

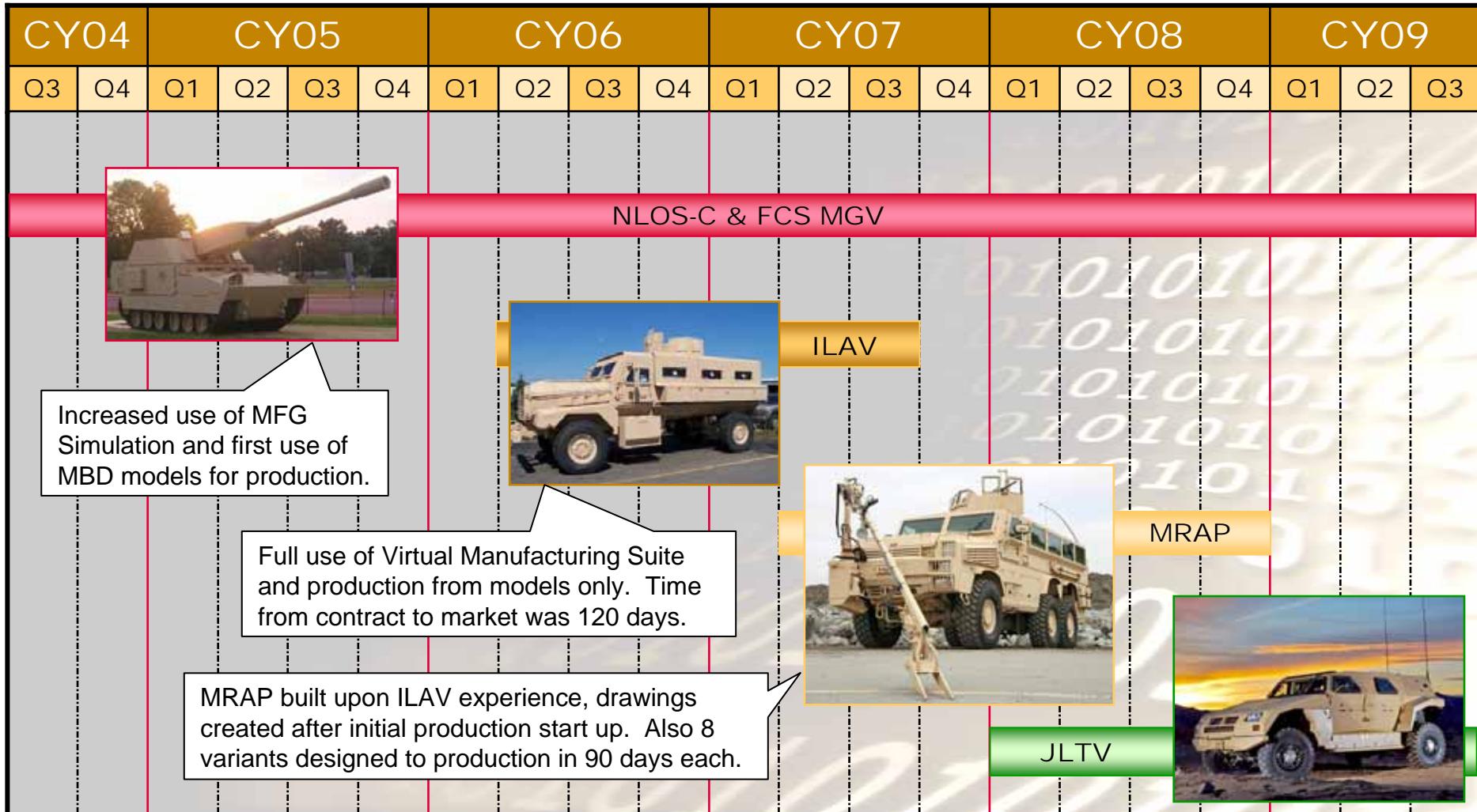
Part Information			
ObjectName	Type	Superseded	Revisio
5426639_weldment.asm	Pro/E Assembly	No	A2
5426639_weldment_bom.txt	Bill of Materials in TXT	No	A2
5426634.prt	Component Pro/E Part	No	A1
5426635.prt	Component Pro/E Part	No	A2
5426626.prt	Component Pro/E Part	No	C5
5426627.prt	Component Pro/E Part	Yes	A4
5426628.prt	Component Pro/E Part	No	A1
5426629.prt	Component Pro/E Part	No	A1
5426630.prt	Component Pro/E Part	Yes	A1
5426631.prt	Component Pro/E Part	No	A1
5426632.prt	Component Pro/E Part	No	A1
5426633.prt	Component Pro/E Part	No	A1
5426634.prt	Component Pro/E Part	No	A1
5426635.prt	Component Pro/E Part	No	A1
Required Objects			
ObjectName	Type	Superseded	Revisio
5426639_weldment.asm	Pro/E Assembly	No	A2
5426639_weldment_bom.txt	Bill of Materials in TXT	No	A2
5426634.prt	Component Pro/E Part	No	A1
5426635.prt	Component Pro/E Part	No	A2
5426626.prt	Component Pro/E Part	No	C5
5426627.prt	Component Pro/E Part	Yes	A4
5426628.prt	Component Pro/E Part	No	A1
5426629.prt	Component Pro/E Part	No	A1
5426630.prt	Component Pro/E Part	Yes	A1
5426631.prt	Component Pro/E Part	No	A1
5426632.prt	Component Pro/E Part	No	A1
5426633.prt	Component Pro/E Part	No	A1
5426634.prt	Component Pro/E Part	No	A1
5426635.prt	Component Pro/E Part	No	A1
Optional Objects			
ObjectName	Type	Superseded	Revisio
5426639_weldment.doc	Supplemental Documentation Doc	No	A2
5426639_weldment.step	STEP Model	No	A2
5426639_weldment.iges	IGES Model	No	A2
5426639_weldment.pdf	Adobe 3D PDF	No	A2



## The BAE Experience Implementing MBE at BAE



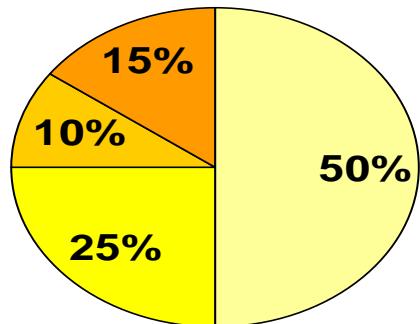
# BAE MBE Experience



# Effects of MBE Tech Transfer

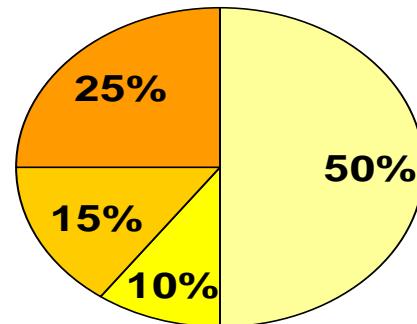


Legacy Systems Approx  
Time To Market  
Breakdown:



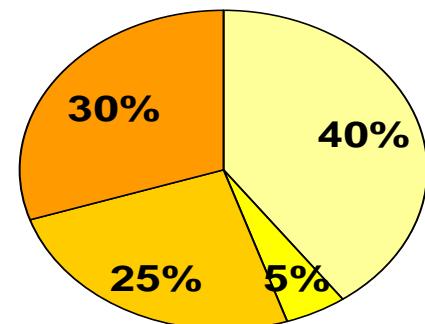
5+ Years To Market

Current Systems Approx  
Time To Market  
Breakdown:



3 Months – 2 Years To Market

Future Systems Approx  
Time To Market  
Breakdown:



■ Design Time ■ Drawing Creation ■ MFG Sim ■ Transition To Prod

# Mine Resistant Ambush Protected (MRAP) Vehicle

- Since 2<sup>nd</sup> Quarter 07 we have:
  - Designed the base MRAP
  - Designed 8 major variants
  - Delivered approx 1100 vehicles
- In each case the vehicles were in production before a traditional 2D TDP was created (and then only at the customer request)
- Work instructions were created from the production model
- Produceablity was concurrent with design

The successes were enabled  
by “brute force” MBE



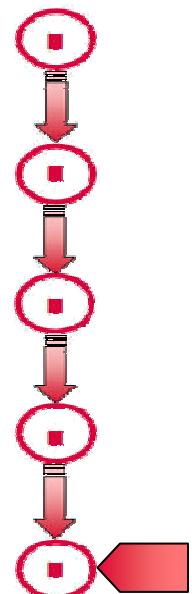
# Red River Army Depot

- Red River Army Depot is the primary location for remanufacture of the Bradley Armored Fighting Vehicle
- We were sponsored by the Army Research Laboratory to implement MBE at that location
- In six months with no CAD experience they went from paper based to 3D work instructions for the Bradley transmission





## Closing Wrapping It All Up



# Questions?



# And We Charge On!

