

ERA Design Technology Streamlines Product Development with PTC Solutions



ERA Design Technology is a product design company offering a full range of services including product styling, mechanical design, computer aided engineering (CAE), electrical design, mold design, tooling manufacturing, and production management. ERA is based in Taipei, Taiwan

BUSINESS INITIATIVES

- Differentiate their business from the competition by offering a more complete set of services for product design with the responsiveness to meet the rapidly changing needs of the Worldwide 3C industry in Computer, Communications, and Consumer Electronics
- ERA Design needed to manage a wide range of product data, control revisions, and securely share information across all product development teams and clients

SOLUTION

- Windchill PDMLink for data vaulting and revision control
- Windchill ProjectLink for secure sharing of information
- Integrated with Pro/ENGINEER to create a seamless product development platform that makes it easy to control and share product data across teams



RESULT(S)

- Reduced average product development time 40% on four main projects: LCD television, internet telephone, PDA, PC keyboard
- Reduced the average number of engineering change order per product by 33%.

“PTC Pro/ENGINEER and Windchill helped us achieve dramatic decreases in product development time, engineering changes and time to market, allowing us to increase revenue and improve customer service.”

David Chen, Founder and President, ERA Design Technology Co., Ltd