

Marquardt Innovates With Serena Software

Dimensions CM Delivers Collaboration, Transparency and Quality



COMPANY Marquardt LOCATION Germany URL www.marquardt.com

INDUSTRY High Tech Manufacturing PRODUCT Dimensions 10

APPLICATION Change and Configuration Management



“Our customers requested greater collaboration, transparency and quality in our development processes. We were able to give that to them through Dimensions CM.”

- Karl-Heinz Gumhold,
Head of Engineering Systems, Marquardt

CHALLENGE

Increase quality and transparency of development process

Accurate information to make business decisions

Multi-location development teams using disparate processes and data

SOLUTION

Serena Dimensions CM

Serena Professional Services expertise

Reach and maintain quality standards

RESULTS

Passed CMMI audit

Integrated change and configuration management means everyone is working from the same data

Customers and management can ensure compliance to processes and standards

Greatly improved productivity and quality with integrated design, development and test processes

Executive Summary

The mid-90's saw the integration of software with electronic appliances, opening literal and theoretical doors to new possibilities. In the automotive world, that meant that innovative manufacturers such as Daimler, BMW, VW and Audi could create what were then considered luxury conveniences such as remote key fobs. Marquardt embraced this opportunity.

As an independent, family owned company, they are successful on the world markets as one of the most innovative developers and manufacturers of switches and switching systems. A key component of this success is the ability to orchestrate their business policies and enforce uniform adoption across the organization. Their strategic platform of choice, Serena Dimensions CM manages these processes across locations, including integrations connecting the software and hardware development processes.

When customers such as Daimler (another Serena customer) began requesting more collaboration, transparency and quality in the development process, Dimensions CM helped Marquardt to meet their needs.

Challenge

The last twenty years have seen tremendous growth in this highly innovative company. Much of this growth has been fueled by global adoption of technology. A Serena customer for nearly twelve years, Marquardt has 4,500 employees in eleven locations globally.

Responsible for the support of all engineering systems, CAD systems, product lifecycle management systems, software development tools and standards, Karl-Heinz Gumhold had a big job in front of him. In response to customer requests, a major company objective was to improve quality and the transparency of all development actions. As a result Marquardt elected to implement the standards with which their customers complied. These standards include SPICE 3, CMMI, and ISO standards.

To reach this goal, they needed a tool to manage and enforce the processes. Additionally, management wanted better information to make critical business decisions. Projects were being tracked in Excel spreadsheets, making it cumbersome to report current status and issues, not to mention there was no way to ensure that the data was current and accurate.

In 2006, Gumhold began searching for a tool to help him meet these goals. Team assembled, they started with 12-15 vendors. As they narrowed in on their specific requirements, the list was quickly reduced to two key vendors – Serena Software and MKS.



“Our relationship with Serena gave us comfort that we wouldn’t be a drive-by software sale. Their professionalism and partnership approach rose above that of the competitors.”

- Karl-Heinz Gumhold,
Head of Engineering
Systems, Marquardt

Solution

As a global organization, it was mandatory that the tool-of-choice have the ability to be used across 170 users in various locations. With distributed development teams who must follow the same process and have centralized data, Serena Dimensions CM 10 was the clear winner.

The close relationship of the Serena Account Manager also played an important role in selecting Dimensions. According to Gumhold, “Our strong relationship with the Serena Account Manager gave us comfort that we wouldn’t be a drive-by software sale. Their professionalism and partnership approach rose above that of the competitors.”

“In a 3-day workshop and in several follow-up sessions, we have proven that we could provide them with a better system for integrated change and configuration management,” says Gumhold. Marquardt has one person dedicated exclusively to implementing and managing Dimensions. Serena Professional Services has been onsite working side-by-side with Marquardt to ensure a strong, successful implementation and roll-out from the start.

The main task was the improvement of the existing processes with SPICE in mind and the mapping into Dimensions.

With the first phase rolled out, Dimensions is primarily used in the software development area for tracking all product development. Additionally, an integration with Crystal Reports allows for specific, detailed reporting with the peace of mind that the information is accurate and reliable.

Phase two is currently underway and will roll out necessary processes to improve their productivity, efficiency and quality even more. The enhancement of existing and the implementation of additional interfaces to complementary tools in the development process is another focus.

Simple. Seamless. Transparent.

Results

At first, the internal reaction to new systems and processes was unenthusiastic. “I have to make my key for Audi and I don’t have time for training,” was a common comment. However, the more the team became acquainted with Dimensions CM, the more they saw how it made their life easier. They realized that the catenation of change and configuration management increases the transparency and supports collaboration and efficient process handling.

Here’s how it works. The factory makes the key fobs. The software development team creates the software that makes the key fob function. The product development process for the software is guided by Dimensions, then released to the PLM system and integrated into the final product delivery. Seamless. Simple. Transparent.

In order for this to work, the software modules and releases are managed in Dimensions ensuring they are traceable and reportable. Dimensions allows them to track open issues for the software and the mechanical design. “We’ve received feedback from our customers that this is exactly what they wanted for transparency and quality through predictable processes,” says Gumhold.

Management was keenly interested in this project. They wanted more control over the processes and better reporting capabilities and they believe Dimensions CM delivers exactly what they expected. “They expect the staff to manage the tasks, as management oversees the processes and standards. Dimensions helps them ensure things are running right,” says Gumhold.

Marquardt recently had a successful assessment with CMMI. The development departments at Marquardt now employ optimized processes and procedures in the product creation process, and are working toward compliance with SPICE 3.



ABOUT SERENA

Serena Software, Inc. is the leading global independent software company focused on Business Mashups, Project Portfolio Management (PPM), and Application Lifecycle Management (ALM). More than 15,000 organizations around the world, including 96 of the Fortune 100, rely on Serena solutions to automate the application development process and effectively manage their IT portfolio. Serena is headquartered in Redwood City, California, and has offices throughout the U.S., Europe, and Asia Pacific.

CONTACT

Learn more about the enterprise-wide power of Serena products by visiting www.serena.com or contacting one of our sales representatives in your area.

Serena Worldwide Headquarters

Serena Software, Inc.
Corporate Offices
1900 Seaport Boulevard
Second Floor
Redwood City, California 94063-5587
United States

800.457.457.3736 T
650.481.3700 F
info@serena.com

Serena European Headquarters

Serena Software Europe Ltd.
Hertfordshire
Abbey View Everard Close
St. Albans
Hertfordshire AL 1 2PS
United Kingdom

+44 (0)800.328.0243 T
+44 (0)1727.869.804 F
ukinfo@serena.com

Serena Asia Pacific Headquarters

Serena Software Pte Ltd.
360 Orchard Road
#12-10
International Building
Singapore 238869

+65 6834.9880 T
+65 6836.3119 F
apinfo@serena.com

Copyright © 2008 Serena Software, Inc. All rights reserved. Serena, ChangeMan, Comparex, Dimensions, Mariner, PVCS and TeamTrack are registered trademarks of Serena Software. Mashup Composer, Mashup Exchange, MicroMarket and Prototype Composer are trademarks of Serena Software, Inc. All other product or company names are used for identification purposes only, and may be trademarks of their respective owners.