A collaboration between Loughborough University and Ford Motor Company has been carried out to improve the current business and engineering model in the powertrain industry. Identifying the shortcomings of current models and specifying corresponding industrial requirements new interaction models are proposed. The process modelling and simulation are described in detail with the model being represented in diagrams as enhanced CIMOSA views. A set of model services is described and an evaluation approach for the impact of the new models is explained. An overview on the predicted impact identifies enhanced process robustness of 42% in planning and 35% in the launch phase, time savings of 24%, cost savings of 30% and resource savings of 27%.

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