

Industrial machinery and equipment

Action Construction Equipment

ACE finds high value in Solid Edge maintenance, enhancement and support

Products

Solid Edge
Maintenance, enhancement and support

Business challenges

Quickly deploy software and upgrades
Provide timely training and support
Keep workforce at optimum productivity levels

Keys to success

Retain a maintenance, enhancement, and services contract

Results

Questions and issues resolved very quickly
Latest technology easily deployed
More productive workforce
Greater efficiency across operations
Increased competitive advantage

Company leverages ME&S for significant productivity and efficiency gains

The high value of maintenance, enhancement and support

Many firms find themselves in a cost-benefit quandary when it comes to assessing the worth of a software maintenance, enhancement and support (ME&S) agreement. Management at Engineering for Action Construction Equipment Ltd. (ACE), India's leading material handling and construction equipment manufacturing company with more than 50 percent of the market share in the mobile cranes segment, recently faced such a dilemma.

ACE quickly completed its evaluation of ME&S services and came up with some simple and direct insights. "The top benefits are upgrades and new releases," says Dhiraj Gupta, ACE's chief general manager. ACE uses Siemens PLM Software's Solid Edge® software as its product development system of choice throughout the company, including for manufacturing, production, quality, projects and maintenance.

With an ME&S agreement in place, new releases of the software provide users with the latest and most productive tools and technology to improve the company's product development processes. Every major release includes significant new features and corrections for software issues found in earlier releases. Major releases may also include significant changes in data architecture to take advantage of new technologies.

Gupta sees ME&S as an especially important tool in addressing the company's daily work: "Instructing both existing and new employees on new features is included in



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Dhiraj Gupta
Chief General Manager
Engineering
Action Construction
Equipment Limited

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our agreement; data management and software issues are also addressed."

Point releases of software and technical support

Point releases, made available as needed between major releases, provide ACE with timely corrections for software bugs. They also deliver enhancements to existing features and even new features, as applicable.

"Calls from ACE engineers are routed to the value-added reseller (VAR). In case of any further help required, the VAR engages Siemens PLM Software technical support engineers, who have the knowledge and skills to understand, investigate and resolve problems quickly." "We are continually using Global Technical Access Center (GTAC) services," says Gupta. "Any patch or other issue is addressed easily and quickly. We can share our problems live with them. Free downloads and upgrades are available online."

Web-based technical support

The ME&S agreement provides for customer support via web pages that provide instant access to ACE for problem reporting, as well as a symptom/solution database for frequently asked questions (FAQs), tips, techniques, and software error listings. They also enable ACE to track progress on open issues, download and upload files, participate in news groups and access certification information about software and hardware configurations. Web pages also provide e-mail subscription services for support bulletins and other critical technical information, as well as access to a technical newsletter with useful tips and techniques. "The web-based support is very important to keeping our operations running smoothly," says Gupta.



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ME&S helps deliver business edge

“We are always updated on the technology front,” adds Gupta. “We know what is happening, what’s new and important worldwide. Any day-to-day issues get resolved quickly. ME&S represents a 24/7 connection to answers and it includes hotline support. That’s important.”

Gupta concludes, “We reap the benefit of product lifecycle management (PLM) applications research done by Siemens PLM Software. Using the latest technology features in Solid Edge has really given us a competitive advantage. In fact, as a result of certain point releases, we have literally accelerated our development time cycle and taken our products to market faster. While using the most advanced applications and best practices has already made a notable difference

to our success, I’m confident it will continue to do so in the future as well. Siemens PLM Software’s commitment to and delivery of innovation is outstanding. ME&S from Siemens PLM Software simply keeps us at the forefront of this innovation.”



Solutions/Services

Solid Edge
www.siemens.com/solidedge
Maintenance, enhancement
and support
[www.siemens.com/plm/
support](http://www.siemens.com/plm/support)

Customer's primary business

Action Construction
Equipment Limited (ACE) is
India's leading material
handling and construction
equipment manufacturing
company, with more than
50 percent market share in
the mobile cranes segment.
In addition to mobile cranes,
ACE also offers mobile/fixed
tower cranes, loaders, vibrato-
ry rollers, truck mounted
cranes, crawler cranes,
forklifts, tractors and other
construction equipment. ACE
has a consolidated presence
in all major infrastructure,
construction, heavy engineer-
ing and industrial projects
across India.
www.ace-cranes.com

Customer location

New Delhi
India

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