

Case Study Team Syntegrity

The Client:

DaimlerChrysler

The Problem/ The Challenge

In 1999, Adtranz, Debis and DaimlerChrysler decided to enter into a Joint Venture. Each of the Joint Venture partners used different software applications for product design, such as CATIA, ROH CAD, ALIAS, and ICEM. In 1999, the partners agreed to standardize on CATIA across all engineering activities from planning to conceptual design, through to production and manufacturing, and on to sales and distribution. The partners also agreed to use advanced and innovative workflow technologies.

The rollout and integration of CATIA involved a large number of stakeholders from the partner organizations. The project team faced challenges in requirements gathering and analysis, crafting and implementing the project plan, coordination, and quality assurance.

The Syntegration

The Project Manager for the CATIA Project invited a group of stakeholders to participate in a Syntegration. Participants included Product Managers, Module Managers, Environmental product and process design specialists, the Director of R&D, members of the R&D team, Procurement Managers, and the entire CATIA Project team. The opening question posed to the participants was:

"What must we do to ensure that the CATIA implementation project is a resounding success for us and our clients?"

The group identified and discussed several issues that included, but were not limited to: definition of success, simulation, invention vs. innovation, features and functionality, business unit structure vs. project team structure, technical scenarios, decision support, constraints and risks.

Results

- The group established the project's framework, and defined criteria for success.
- The group formulated a detailed plan for obtaining customer involvement throughout the project.
- The group crafted, and became aligned behind, a project plan and the timelines for implementation.

Statements of Participants

- "I was skeptical at the start, but the work deliverables are impressive, and useful for my team's work."
- "The disparate issues have now converged."
- "Very efficient work."