

# HIGH TECH CASE STUDY **MICROSOFT DEVICES GROUP**



### Challenge:

Phones team within the Microsoft Devices Group needed to streamline its global development and manufacturing processes, improve collaboration, and protect its intellectual property.

### Solution:

Phones team within the Microsoft Devices Group adopted Dassault Systèmes' **3DEXPERIENCE**® platform and its High Tech industry solution experiences *HT body* for design innovation and *Smarter, Faster, Lighter* for multidisciplinary collaboration.

### Solution:

With the **3DEXPERIENCE** platform, mechanical, electronics and manufacturing engineers in the phones team within the Microsoft Devices Group can:

- collaborate in a secure environment
- produce right-the-first-time manufacture-ready designs
- decrease development cycle times, manufacturing preparation time and costs.

## CONNECTING PEOPLE

Phones team within the Microsoft Devices Group is responsible for the company's devices strategy, including Lumia smartphones, Nokia phones, and phone accessories. "We want to be known for beautiful and technologically advanced products that help people 'do more' and provide them with great experiences when they access information or simply communicate with one another," Pauli Korhonen, Senior Solution Delivery Manager, Mechanical Engineering, Microsoft Marketing, Products and Services IT, said. "By combining mobile hardware and software expertise to drive innovation, we believe the consumer experience will be outstanding."

To expand its devices offering, Microsoft made important game-changing decisions in 2014 that had organizational and process-related effects on the Microsoft Devices Group. "We needed to streamline the way we develop products on a global scale and leverage the design talents present in the different countries by facilitating the sharing of ideas," Korhonen said.

"From an IT perspective, we were using heavily customized third-party applications that resulted in a too high total cost

of ownership to keep software maintained and up to date. We, therefore, needed to standardize our installation at all our development sites around the world to improve product design cycle times and data quality, to provide all stakeholders with access to accurate product information, and to increase the efficiency of our R&D and manufacturing entities. In an age of exacerbated competition, we also needed to secure our product development to protect our intellectual property from 'prying eyes'."

The Group adopted Dassault Systèmes' **3DEXPERIENCE** platform and its High Tech industry solution experiences *HT body* and *Smarter, Faster, Lighter* to streamline product development. According to Korhonen, the success of any mobile phone device begins with its look and feel, that first moment of truth when the consumer discovers the product. "With *HT body*, we have a robust solution that our designers can use to explore more ideas and to efficiently push forward the best ones when designing our phone casings," Korhonen said. "It boosts innovation leading to pleasurable and good-looking products," he said.

"With the **3DEXPERIENCE** platform we have real concurrent engineering with everyone working on the same design at the same time." For a global organization, providing all stakeholders with remote and simultaneous access to product information shortens development cycle times and improves



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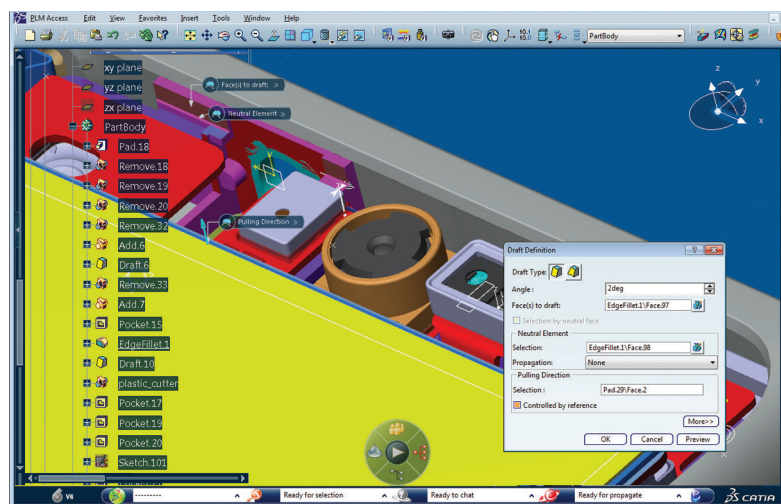
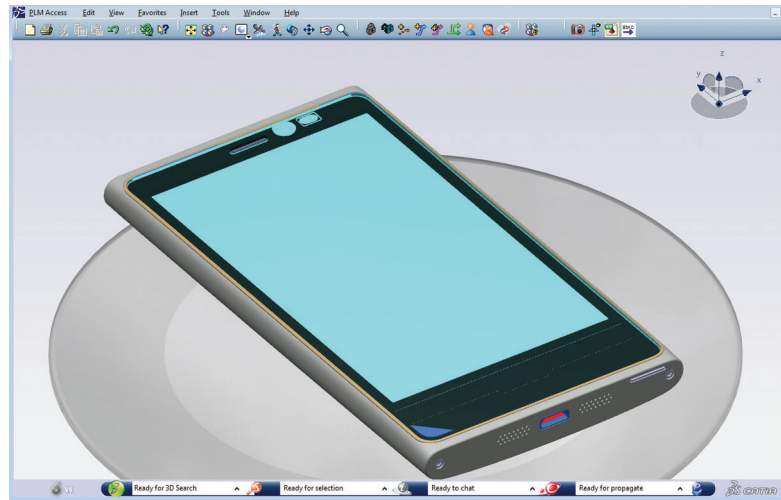
— Pauli Korhonen  
Senior Solution Delivery Manager Mechanical Engineering  
Microsoft Marketing Products and Services IT

design quality. "With respect to implementation, *HT body* is totally out-of-the-box," Korhonen said. "The cost to install and deploy this industry solution experience was minimal since no customization was required."

## MULTIPLE DISCIPLINES COLLABORATE ON DESIGNS

Microsoft Devices Group also uses Dassault Systèmes' High Tech industry solution experience *Smarter, Faster, Lighter* to enable a multi-disciplinary team of mechanical, electronics and manufacturing experts to collaborate on product development on the **3DEXPERIENCE** platform. "Our products are increasingly sophisticated because of the interdependence among mechanical housing, printed circuit board and assembly process. *Smarter, Faster, Lighter* supports the integrated approach that is essential to any mechatronics design with end-to-end traceability," Korhonen said. "Multi-disciplinary teams have online access to our environment. They work in concert and are aware, at all times, what their colleagues and other project participants are doing and what their requirements are. The design matures as an ensemble, which minimizes costly re-dos and product recalls."

Hundreds of users in Microsoft Devices Group in sites throughout Europe, the Americas and Asia use the **3DEXPERIENCE** platform. "We now want to provide key suppliers and other disciplines in our global organization with access to this platform and to the High Tech industry solution experiences *HT body* and *Smarter, Faster, Lighter* to streamline collaboration even further by eliminating the need to send information back and forth," Korhonen said. "Extending these experiences to other stakeholders will enable them to participate in the design effort as well, and to exchange ideas, which will lead to exciting products that help people 'do more'."



Top image: Easy Design Navigation and Review with the **3DEXPERIENCE** platform

Bottom image: Concurrent Hardware Design with *Smarter Faster Lighter*

**Focus on Microsoft Devices Group**  
 Leading mobile communications group developing devices and services for businesses and people.

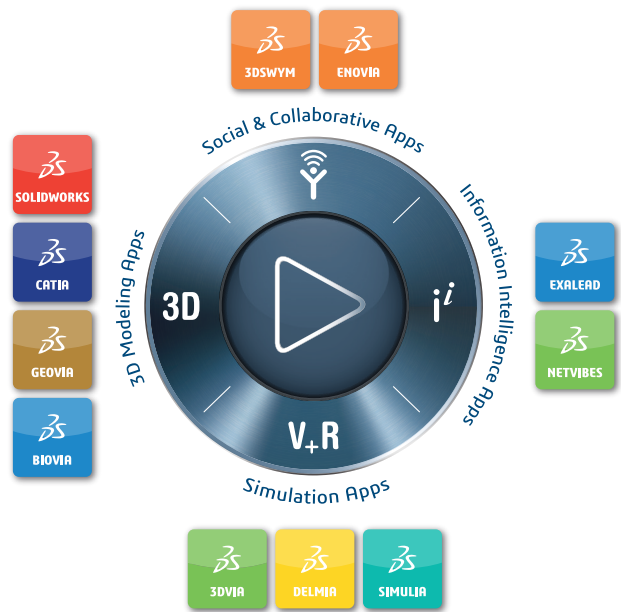
**Products:** Cellphones, smartphones, tablets.

**Headquarters:** Redmond, Wash., USA

**For more information**  
[www.microsoft.com](http://www.microsoft.com)

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