## Customer Success Story
### Product Lifecycle Management

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![ZURN logo]

Zurn Industries, LLC
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# Enhancing Product Development through Product Lifecycle Management

Zurn Industries, LLC accelerates product development with help from Advanced Solutions PLM



*Lead-Free Reduced Pressure Principle Assembly*

## Company Overview

For over 115 years, Zurn Industries, a leading brand of Rexnord, has been a recognized leader in commercial, municipal, healthcare, and industrial water solutions. Zurn provides innovative water solutions, sustainable plumbing products, water conservation, and total building solutions for a variety of building environments. Not just a mission statement, "One Earth. One Goal." is the way Zurn approaches building value and trust with customers, through superior knowledge, reliability, accountability, and service.

J.A. Zurn purchased his first patent for a back-water valve from the Erie City Iron Works in 1900. He then began creating the legacy that is, today, Zurn Industries. Zurn has continued to pioneer new innovations in plumbing and water systems to revolutionize the Zurn Engineered Water Solutions® industry. Through advancements in technology, they are positioned to explore new product development and innovation, within a broader market. By moving into electronics and implementing lead-free materials, they have exceeded government mandates and impacted the health and safety of water.

## Business Goals & Objectives

As advances in technology led Zurn to pursue enhancing its own internal process for product development, they began the search for a technology and integration partner.

Zurn had already used Advanced Solutions for a successful Autodesk Vault® product data management implementation, so the choice to use Advanced Solutions as its partner for improving the Zurn Product Development Process (ZPDP) was straightforward. Zurn's existing product development process involved the use of Excel spreadsheets to track product lifecycle in three separate locations. They found they were unable to easily share the systems or harvest the data for easy reporting to business managers.

They recognized the need for a global platform capable of integrating all ZPDP data into one central system that provides full accessibility, eliminates software

compatibility challenges, and quickly reports product development data. It was clear that they needed a turn-key solution to quickly meet their current needs, giving them the scalability to grow their business in the future. So, they turned to a trusted advisor in product lifecycle management, Advanced Solutions Product Lifecycle Management (ASI PLM).

## Business Solutions

Advanced Solutions PLM took the existing ZPDP system, used to cover the full lifecycle of the product from conception to completion, and analyzed each macro and calculation of the various Excel spreadsheets to fully understand the process and workflow needed. ASI PLM technical experts, Scott Hoover, Industrial Engineer, and Tim Sealschott, Manufacturing Solutions Manager, set forth configuring each precise detail into the Autodesk PLM 360 platform, providing the existing ZPDP functionality with greater efficiency and enhanced collaboration capabilities. The knowledgeable ASI PLM team took the time to familiarize themselves with Zurn's existing development process, prior to implementation. The investment in a thorough understanding of the whole scope of the project allowed the execution team to start off on the right foot.

Originally performed in massive Excel spreadsheets, the ZPDP required creative configurations and scripts within PLM 360 to fulfill the ZPDP requirements. Advanced Solutions' PLM team took the lead on development of the site content and scripts, while its software development team created any necessary interfaces with external systems. Advanced Solutions allowed Zurn to continue its business as usual, minimizing impact during the development of the new PLM system. ASI PLM subject matter experts understood the process quickly and anticipated challenges and solutions before they even came into play. "The team was committed to the project,



*High efficiency toilet and carrier system*

engaged, responsive, and knew PLM 360 very well," noted Phil Schmalzried, Zurn Lead Application Developer. "If they didn't know the answer, they quickly found answers and adapted."

The RFP process for the project began with demos in September 2014, spanning a variety of PLM solutions from a diverse group of technology companies. The Zurn management team settled on Autodesk PLM 360, due to its reporting capabilities, ease of implementation, scalability, and integration with other Zurn and Autodesk applications.

"The other solution that we reviewed against PLM 360 for the ZPDP process was project portfolio management (PPM), which had a completely different feature set than PLM 360. The PPM software was highly focused on process management, but it didn't offer any of the more advanced engineering or quality functions of PLM 360. The other advantage with PLM 360 was that it kept us with the Autodesk family of products that we are already heavily invested in," stated Sean

Waldron, Zurn Business Analyst.

Sean went on to say, "From a consulting perspective, once we selected PLM 360 as the software we wanted to move forward with, Advanced Solutions was the only Autodesk reseller that we considered, since we had an existing relationship with them, in supporting our other Autodesk products."

"When we switched Autodesk resellers about two years ago, we specifically selected Advanced Solutions as our Autodesk reseller because they are a Platinum Partner, the highest reseller level from Autodesk. ASI was also one of the few PLM certified Autodesk advisors, which meant they were qualified to implement PLM if we decided to move forward with PLM 360 at some point in the future, which we obviously did."

CEO, programmer or director of IT, they present the data in a way that makes sense to you, no matter what your role is."

*Stainless Steel Linear Shower Drain*

## Results, Benefits, and Final Thoughts

The project kicked off on April 20, 2015 with an intense exploration and workflow analysis performed by Advanced Solutions. The data migration and training continued throughout the development and implementation phase of the project and completed with a live launch of a fully functional system, just three short months later, on July 30, 2015. Scott Richards, Zurn Project Manager, said, "We challenged and they delivered."

The tiered training approach and seamless migration into the PLM 360 tool, provided by the Advanced Solutions PLM Team, has given Zurn users access to a simple straight-forward approach to product development. Phil recalled, "I've worked with several consulting companies before, and I don't know of any that were as amiable and agreeable to different ideas. They (ASI PLM) just had a real can-do attitude the whole time." The Zurn team is now able to set up company-wide metrics to measure project status, track workflow, and monitor productivity, while developing and refining the process.

PLM 360 is help Zurn measure success which wasn't possible in the past. Zurn did not change its product development process, but since the implementation of PLM 360, it has become more efficient, secure, and has poised itself for further growth by adding the ability to interface with different applications and modules to encompass other Zurn workflows.

Accessibility from any location or device, global revision control, cloud backups, and security are what makes PLM 360 a viable solution. As Zurn continues to innovate, they will be considering additional workflow applications for PLM 360 and integration with the help of their trusted PLM Advisor, Advanced Solutions PLM.

When asked, "What would you say to anyone considering the PLM 360 implementation with Advanced Solutions?" Phil said, "You've picked a good partner."

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