



SEG Products Increases Efficiency with Fusion PLM Software

The Organization

SEG Products designs, develops and brings to market health and wellness products, lighting products, and electrical and battery products through their in-house brands, Addington Park™ and Home Luminaire®, as well as through licenses with Sunbeam®, Health-o-meter® and Polaroid®. The products they develop and offer “simplify your life, enhance your wellbeing, and power your every day.”

The Challenge

Dimitri Paraskevopoulos, Vice President of Engineering at SEG Products, oversees a team of engineers that manages dozens of projects from ideation through development simultaneously. They had been using Microsoft Project to develop schedules, assign tasks, track projects, manage the budget, and analyze workloads. Although the SEG teams had extensive experience with the process and it worked well, Dimitri recognized the need to increase efficiencies.

The Solution

Autodesk Fusion 360 Manage is a product lifecycle management (PLM) platform that connects people, processes, and data across departments and geographies to speed up time to market, reduce errors, improve collaboration, and achieve more efficient business processes.

Dimitri determined that the Fusion 360 Manage PLM software would best meet SEG’s growing needs. He decided to move forward with this platform to create two workspaces that could control the workflows, streamline processes, and support the SEG global workforce situated in multiple time zones:

- 1. Product Development** – “Our process of having team members present proposals to advance their projects to the next phase worked, but it was time consuming for the team members and the approvers, and it used a lot of printed material,” said Dimitri. “I wanted a single repository where we could store all the data using a consistent naming convention, tags, and pre-defined fields that team members could complete, and approvers could easily review to ensure everything was in order.”
- 2. Items** – “When products are approved for production, we begin tracking information about each item, such as pricing, dimensions, FOB ports, and destination ports,” said Dimitri. “We had been using Excel spreadsheets, but with the growth of our company, it was time to move to more advanced technology that housed the data in standard formats in a central location that everyone could access as needed.”

“I’m a fan of Fusion 360 Manage because it can be tailored to different levels of control,” said Dimitri.

“Because SEG works with contract manufacturers, our control needs aren’t as stringent as those required by manufacturing facilities.”

He reached out to his contact at IMAGINiT Technologies, an Autodesk Platinum partner, who he had worked with on past projects to start the conversation about the Fusion 360 Manage PLM implementation.

PLM specialists from the IMAGINiT team were brought in, and together with Dimitri, they developed a solution in which IMAGINiT would:

1. Assist SEG with securing the appropriate Fusion 360 Manager licenses and user permissions
2. Implement and train the team on the software
3. Program the two workspaces to communicate with each other and other workspaces in the system
4. Build out customized tabs for both workspaces incorporating SEG's workflow
5. Create JavaScript code to generate numbers and auto-populate fields with data entered elsewhere
6. Customize the grid tab in the Product Development workspace to automatically assign users to tasks, provide notifications of tasks, and add the tasks to the user's dashboard

The Results

"Working with IMAGINiT to implement and customize our Fusion 360 Manage PLM software has brought significant benefits," said Dimitri. "The overarching value is that our team is more efficient, which means they have the capacity to develop more products."

Several factors contribute to the increased efficiency:

- Task lists are project driven and prioritized by delivery date
- Assignments and progress are updated 24 hours a day, allowing users to view the dashboard in real time
- All files are stored in a central location following a standard naming convention, eliminating problems associated with determining where information is stored, how the files are titled, and which version is the latest
- Engineering change notices and pricing changes are documented centrally, removing the error-prone process of notifying team members of the changes via email

"We can now get products developed faster, which gives us an edge on the competition," said Dimitri.

The project went so well that SEG is considering working with IMAGINiT to create a spare parts workspace and customize the incident reporting workspace within Fusion 360 Manage to meet their specific needs.

Contact us to learn how IMAGINiT can help you select, implement, and use the right Autodesk software products to achieve your business objectives.

Solutions Beyond Software

IMAGINiT Technologies, a division of Rand Worldwide, helps architects and engineers become more proficient in the use of 3D technologies to design, develop and manage complex engineering projects faster and more cost-effectively.