World's Oldest Automobile Giant Turns to Evolphin to Streamline Their Digital Supply Chain

evolphin

Customer Profile

- World's oldest multinational automotive company; leader in premium luxury car segment
- Over $180 billion in revenue in 2017, invested over $7 billion in R&D
- Next generation car UI design centers in Asia, Europe, and North America
- Winner of 8+ design awards at the 2016 Automotive Brand Contest
- Interior design teams from Silicon Valley and Germany use Evolphin Zoom for their creative workflow
- Over 700 suppliers collaborate in the digital supply chain using Evolphin Zoom

Business Challenges

- With over 700 interior parts suppliers collaborating on vehicle interior design, the likelihood of using an incorrect version of a design such as a Heads Up Display (HUD) was very real, and the associated costs potentially in the millions of dollars
- Complex release management process for internal and external suppliers was poor and error counts were escalating; hundreds of hours spent searching and locating the current revision across multiple car UI projects was complex and inefficient
- Collaboration with the 3D and Motion Graphics team members in North America and car UI/UX designers in Europe with different time zones was difficult and ineffective. Locating the TGA image sequences rendered by the 3D group or incorporating the correct texture from an Illustrator file into a 3D model was impossible with file system shares
- Few tools available to managers who needed to inspect 1000s of layers inside a Photoshop file
- UX tools such as the Sketch App to create interior car UX prototypes was gaining traction however secure collaboration across the design teams continued to be problematic
- Extreme security concerns about theft of IP meant that cloud-based systems were not an option. This created the problem of how designers would work together across multiple geographies
- IT needed a repository with 24x7x365 availability for sharing car designs across 500 creatives worldwide. Lack of resilience was a huge concern.

Choosing Evolphin

- Evolphin Zoom was the only solution that could provide a centralized library of all types of assets including motion graphics, Sketch files, and Adobe Creative Cloud projects such as Photoshop. Illustrator, and InDesign.
- Evolphin Zoom can act as a hub that can connect all the 700+ parts suppliers digitally and provide a secure and structured collaboration environment. Key supplier staff can directly check-in/check-out correct revisions of shared designs such as Navigation UI, Heads Up Display, Music Player, car Dashboard irrespective of location or time zone
- Evolphin Zoom records every single transaction applied to a piece of content and in doing so provides pin point accuracy around version control
- Zoom NonStop installed in 3 geographical locations allows multiple car design centers worldwide to collaborate in real time all within a highly secure, optimized and available environment.
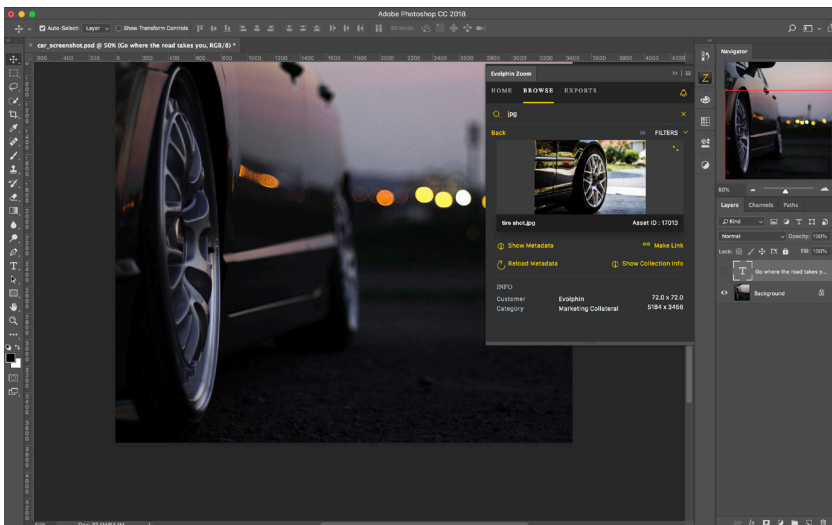
Evolphin's Impact

- Zoom unified repository provides a central hub for all the design partners and suppliers to collaborate worldwide. The customer estimated 50-60% faster turnarounds for collaborative design projects

- The built-in industrial strength version control system in Zoom can auto generate change sets and version history of car interior design releases and is saving hundreds of hours every week while ensuring errors are reduced by over 80%

- The Web based approval system for managers is ensuring new car designs can be reviewed and approved quickly, cutting down the time taken by the review cycle by 40%.

- Zoom NonStop system enabled the IT team to achieve their 99.999% availability goal in a cost effective manner for a global design team that works in 3 different time-zones
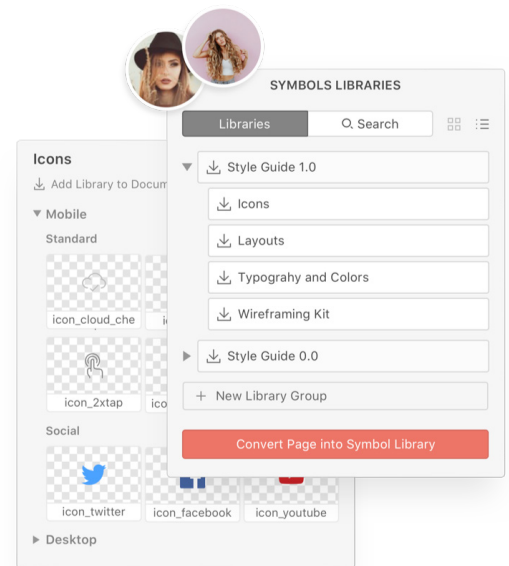
60% faster turnaround

80% error reduction

40% faster review cycle

99.999% up-time availability

Evolphin Zoom panel for Adobe Photoshop

Evolphin Zoom plugin for Sketch