By **Nick Lerner**

AKVA Efficiently Manages Product Information Worldwide with ENOVIA

Aquaculture is an industry that is experiencing rapid expansion and Norway's AKVA group is one of this industry's major players supplying cages, materials and services to fisheries worldwide. To enable growth AKVA needed to synchronize its processes on a global scale in order to streamline its overall business. To help AKVA achieve this goal, the company opted for ENOVIA integrated with Microsoft's Dynamics AX-platform.

AKVA group has been a supplier to the global fishery industry for more than 30 years. Ever since the group was founded, it has set ambitious goals for itself to design and manufacture steel cages, plastic cages and work boats, feed systems, feed barges, sensor systems and "fish farming software of the highest quality. To maintain its position as world leader, AKVA needed to optimize its business processes. To do so, the company decided to integrate ENOVIA with its existing business system Microsoft Dynamics AX. The solution was implemented by Technia, the leading supplier of PLM Solutions in the Nordic area.

Product Lifecycle Management can streamline product information through a product's entire lifecycle. Whereas traditionally PLM has often been associated to product development it can also be used in the early design stages when new product information and market demands are gathered and transferred to systems such as Dynamics AX. PLM is also used to secure environmental requirements and a product's post-sales support.

SYNCHRONIZE AND EXPAND IN A MORE EFFICIENT WAY

AKVA chose ENOVIA to enable collaboration and synchronization of information worldwide in a more efficient way. "ENOVIA and Technia's consultants provide us with a platform for cooperation for our global business and development resources throughout the company. This means that developers world-wide now have the possibility to cooperate on a single project," says Jone Gjerde, CEO, AKVA Group. "Thanks to ENOVIA, new business units incorporated into our group will have access to the company's standards and methods."

Technia was able to implement the system in just four months, one third of what it would normally take, thanks to modern "Scrum-methodology". Instead of having the customer write hundreds of pages of technical

Steel cages and work barge

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specifications, they now work with different parts of the system via a number of workshops of a couple of weeks.

"With our method one can quickly create new and more efficient processes for product management and development. This method also enjoys wide acceptance from those who participate in a project," explains Jonas Gejer, Sales Director and one of Technia's founders.

BENEFITS THAT BRING COSTS DOWN AND IMPROVE QUALITY

"We have perceived benefits in three areas - time, cost and quality - and we can even add a fourth, CSR (Corporate Social Responsibility)," says Jone Gjerde. He added, "With ENOVIA, users make decisions faster, shortening lead times. ENOVIA, for example, helps users obtain a view of what parts can be reused in a new product, bringing new product development costs down. Instead of choosing or creating new parts in a product, the user reuses reliable components or items that already exist in the company. That creates larger capacities when purchasing the components, which lowers the costs."

THE RIGHT DECISIONS BASED ON THE RIGHT DATA

Thanks to ENOVIA, AKVA can now use its resources better. If a constructor is located in Chile for instance, this person can directly work on a project in Norway. It is easy to balance and use all resources, which makes it easier to meet tight deadlines. When the team in Norway has finished a day's work the Chilean team can take over, resulting in a 16-hour workday.

"Quality is a lot about accessing the right data when making decisions," says Gjerde. "PLM helps us keep all our basic data in order. In the PLM system all information is structured in a very clear way and we can easily find and choose the right documents and reliable components and sub-systems. And Corporate Social Responsibility is about AKVA group controlling the material they're using to meet the environmental requirements for each market."

Technia added some specific functionalities to ENOVIA's standard solution, speeding up the implementation process. "We chose ENOVIA based on its advanced functionality, fast out-of-the-box configuration, installation and
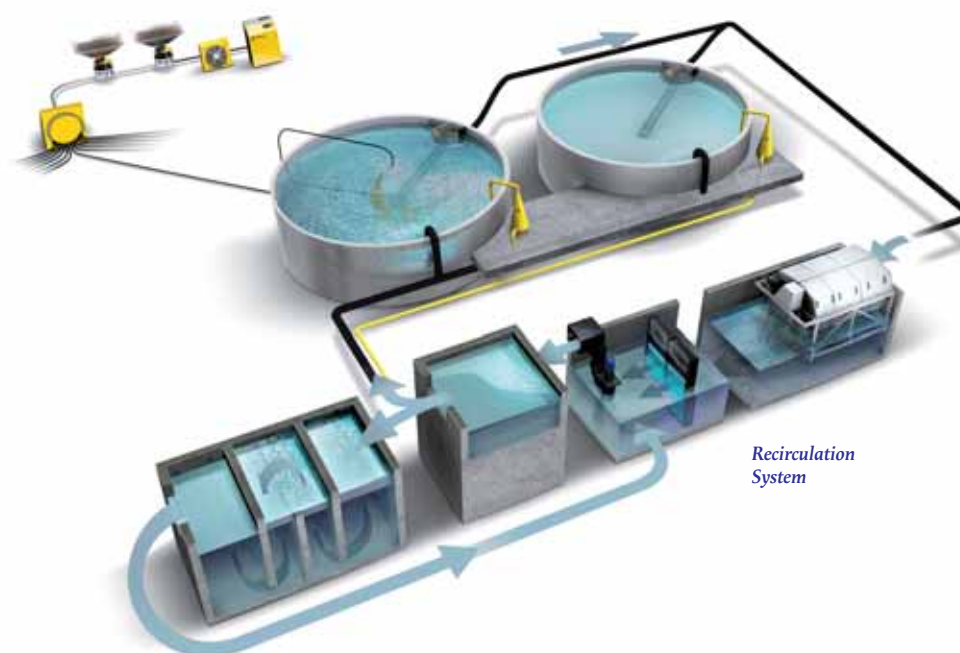
implementation," says Jone Gjerde. "We estimate that AKVA Group's investment will pay for itself in less than a year."

As a globally expanding company, AKVA believes that with the support of ENOVIA it will be able to maintain its position as Aquaculture industry leader. "ENOVIA helps us keep pace with AKVA the growing demands of our business in an extremely efficient, organized and informed manner," concludes Jone

For more information:
www.akvagroup.com
www.technia.com
Jonas.Gejer@technia.com

More about AKVA group

AKVA group, with its four main brands of aquaculture products, possesses the world's most recognized brand of aquaculture technology. The company has more than 25 years of experience in design and manufacturing of steel cages, plastic cages and work boats, feed systems, feed barges, sensor systems and fish farming software. Its continued high focus on R&D means customers can enjoy the best products available, today and in the future. AKVA group is proud to provide its customers with the tools needed to farm their fish in a cost effective and sustainable manner worldwide.

Recirculation System

More about Technia

Technia is one of the leading suppliers of Product Lifecycle Management Solutions for creating and managing product information throughout the product's lifecycle. Technia, with more than 110 employees, is a strategic partner of more than 200 companies. It has offices in Stockholm, Gothenburg, Helsinki and Oslo. Technia's customers include: Ericsson, Elcoteq, ESAB, Danaher Motion, GE Healthcare, Marioff, Metso Paper, Mölnlycke Health Care, Nokia, Perkin Elmer LifeSciences, Proximion, Scania, Sectra Mamea, and Sony Ericsson.