



CUSTOMER CASE STUDY

SMR

“We need consistent quality processes across our global company and QAD QMS delivered.”

Christophe Sib, Director, Global ERP and Quality Management Systems, SMR





QAD QMS DELIVERS COMPANYWIDE QUALITY CONTROL

THE COMPANY: SMR

Samvardhana Motherson Reflectec (SMR) is one of the largest manufacturers of passenger car rear view mirrors in the world with a 24 percent global market share. The company is also one of the



HIGHLIGHTS	
Company	SMR
Headquarters	Stuttgart, Germany
Industry	Automotive
Products	Rear View Mirrors and Camera Sensing Systems
Solutions Utilized	QAD Quality Management System (QMS)

leading experts for camera-based sensing systems in the automotive industry.

SMR is a global corporation with world class engineering capabilities, state-of-the-art manufacturing facilities and a global customer base which includes all major carmakers in North America, Europe, Asia and Australia. With its worldwide network of manufacturing plants, design centers and representative offices on five continents, SMR operations can be found near more than 80 percent of the global automotive industry.

The company employs more than 9,300 people, and in 2015/16, generated external revenue of €1.4 billion.

SMR is a member of Samvardhana Motherson Group (SMG), one of the 40 largest automotive suppliers worldwide, and has a clear strategy for geographic expansion to establish further manufacturing capacities in growing markets across the world. Supported by SMG's experience and resources, SMR is capable of setting up a fully-equipped factory anywhere in the world within a very short time.

THE CHALLENGE: NEED FOR GLOBAL CONSISTENCY WITH AN ENTERPRISE QUALITY MANAGEMENT SYSTEM

SMR needed a quality management system (QMS) functioning at all of their locations across the globe.



NON-CONFORMANCES

NOW OFTEN
CLOSED IN

1-2 WEEKS

COMPARED
TO

2 MONTHS

It was necessary that it provide tangible benefits to both suppliers and customers, and be integrated into SMR's QAD ERP system.

"Having a QMS up and running companywide is critical for us," comments Christophe Sib, Director, Global ERP and QMS. "Consistent quality in our business practices and in our ability to supply excellent products and service to our customers is a vital part of our business."

SMR looked for a system that could:

- Standardize processes to comply with government regulations, and industry and customer requirements.
- Be implemented rapidly at each of its global locations and establish quality processes maintaining consistency throughout all SMR plants.
- Ensure information would only have to be entered once and shared throughout the entire company.
- Eliminate any need for manually maintaining documents in spreadsheets, PDFs and printed reports.

"Not having a coordinated QMS system caused a lack of communication between our various plants resulting in wasted time and resources," continues Christophe. "For example, our Hungary site had a

problem that was the same as one already resolved at our Mexico site. Because information was not available companywide, Hungary used time and resources working through the problem when the solution was already available. We needed a cohesive QMS."

THE SOLUTION: QAD QMS TEAM DEVELOPS A TWO PHASE PLAN FOR SMR COMPANYWIDE QMS IMPLEMENTATION

"We selected QAD QMS at all of our 21 locations because we knew the power of QAD," notes Christophe. "We have been using QAD ERP for many years and know firsthand how good QAD is at supplying any needed information and support."

All of the SMR quality managers from around the globe attended a one-week workshop in the UK with the QAD QMS team. Together, they determined what SMR needed in terms of functionality, the best implementation possibilities and feasible time frames.

The QAD QMS team then designed a two phase implementation plan, including the phase one core model with a three week installation process at each location. For the implementation, SMR designated one representative to travel to each location and work with the local management to introduce and establish the new QMS. Settings and parameters were established, training was conducted, and testing and tweaking were done before rolling out the system. Once the new QMS was live and functioning, the representative moved on to the next location.

Phase one of the QMS implementation is complete and included document control, corrective and preventive action (CAPA) and complaints processing.

"The traveling implementation method worked very well for us," adds Christophe. "We are going to use the same process with phase two anticipating five to six weeks at each location."



Phase two of the QMS implementation will include:

- Advanced Product Quality Planning (APQP) to rapidly create the required planning documentation and ensure a simplified editing process.
- Employee Training Tracking to develop a proactive alert system to ensure that all training requirements are met.
- Establishing the entire audit process including a tie in of auditing to the corrective action system from Phase one.
- Connecting Inspections & Statistical Process Control (SPC) to product planning functionality and user configurable reporting.
- Connecting SMR suppliers into QMS allowing for status checks and documentation.

“Implementing QAD QMS has been a revolution for SMR and we are moving ahead with great confidence,” adds Christophe.

THE BENEFITS: QAD QMS PROVIDES GREATER CONSISTENCY, TRANSPARENCY, AND GLOBAL ACCESS TO SMR AND THEIR CUSTOMERS

“We are already seeing benefits of our global QMS implementation,” notes Christophe. “But this is just the beginning of our journey with QAD QMS.”

Some of the benefits SMR has realized are:

- Centralized access and retrieval for all documents worldwide
- Non-conformities are now reviewed and often closed within one to two weeks where before it took at least two months
- Reduction in duplicate tasks – savings in both time and money with the fix/modification of any single instance worldwide communicated across all locations via QAD QMS
- Improved supply chain risk management with visibility across the supply chain of all corrective actions, contingency plans, documents, and training
- Standardized quality processes across multiple locations worldwide resulting in consistently reliable products and customer satisfaction

“QAD QMS has proven a great choice for us,” adds Christophe.

“Having a global QMS system is a must to compete in the global marketplace. Having the experience and support of QAD behind it ensures its effectiveness.”

Christophe Sib, Director, Global ERP and Quality Management Systems

