

COLLABORATION AND CONCURRENT ENGINEERING WITH 3DEXPERIENCE AT HANSGROHE SE



**Benoit
DAUCHIN**

Vice President Home
& Lifestyle and CPG-
Retail Industries
Dassault Systèmes



**Marco
KRÄMER**

Team Leader CAD-
Administration
Department
Hansgrohe SE



**Benjamin
ZOCH**

Team Leader CAD-
Administration
Department
Hansgrohe SE



DIVERSITY WITH CONSUMERS AT THE CENTER



hansgrohe



MOCCI
MADE TO WORK



Ω
OMEGA



3D
Carlos 3D



Lava
DROPS

WHAT HOME & LIFESTYLE VALUES THE MOST

EMPOWERED CONSUMERS



THE SUSTAINABILITY MANDATE



THE INNOVATION RACE



DISRUPTIVE BUSINESS MODELS



SUPPLY CHAIN COMPLEXITY



MARGIN PRESSURE



CONSUMER DRIVEN



CONSUMER TOUCHPOINTS OUTBURST



LIFESTYLE- WELLNESS-HEALTH CARE METAMORPHOSIS



RSE MANDATE



PIPELINE ACCELERATION



TECHNOLOGIES CROSSING



DISRUPTIVE BUSINESS MODELS



SUPPLY CHAIN AGILITY & RESILIENCE



(GEN AI UBIQUITY)



MARGIN & CASH MANDATE



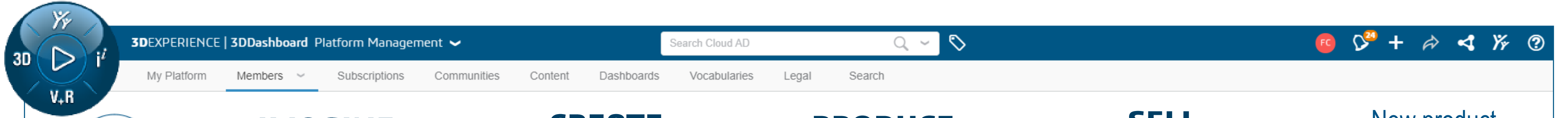
OPERATIONAL COMPLEXITY OUTBURST



DATA PROFUSION

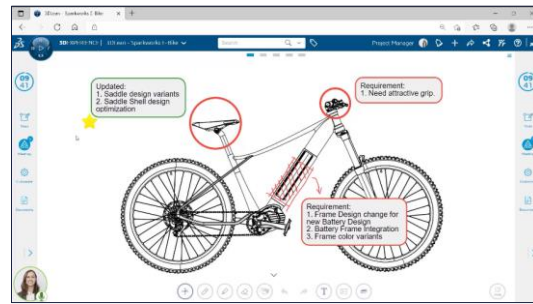


UNIFIED VIRTUAL TWINS STRATEGY

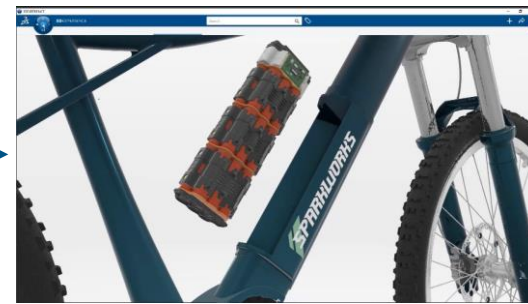


Product
Virtual Twin
Experience

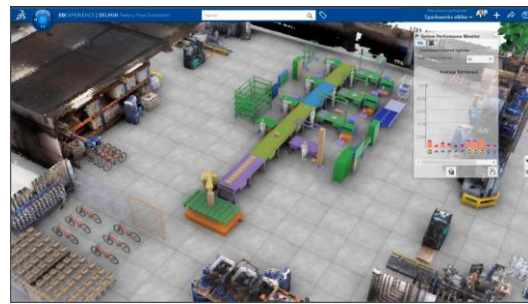
IMAGINE



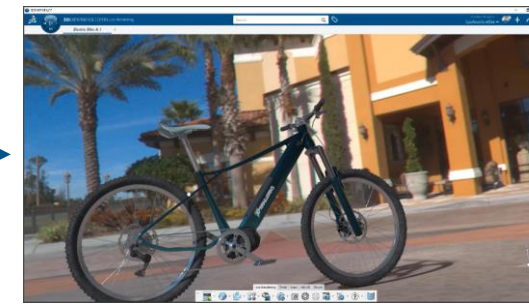
CREATE



PRODUCE



SELL



New product
development
time/costs:
-30 to -90%

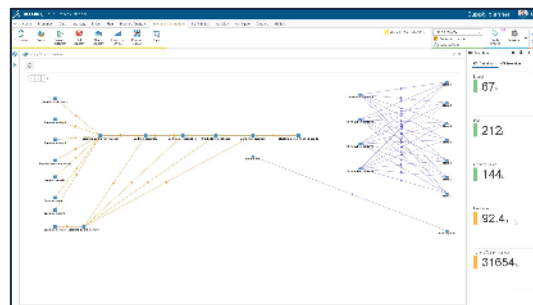
Speed up portfolio innovation
Seamless New Product Introduction process

Product right the
first time:
90 to 100%

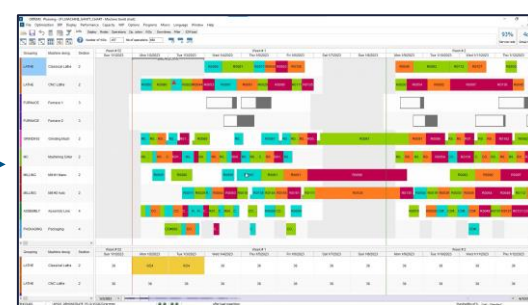


Supply
Virtual Twin
Experience

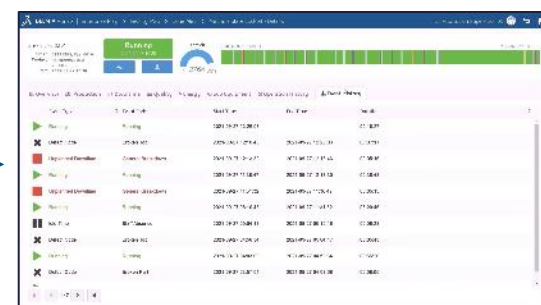
SUPPLY



PLAN



EXECUTE



DELIVER



Equipment and
resources
efficiency:
+5% to +20%

Ensure agile and resilient operations
End to End operations planning and execution

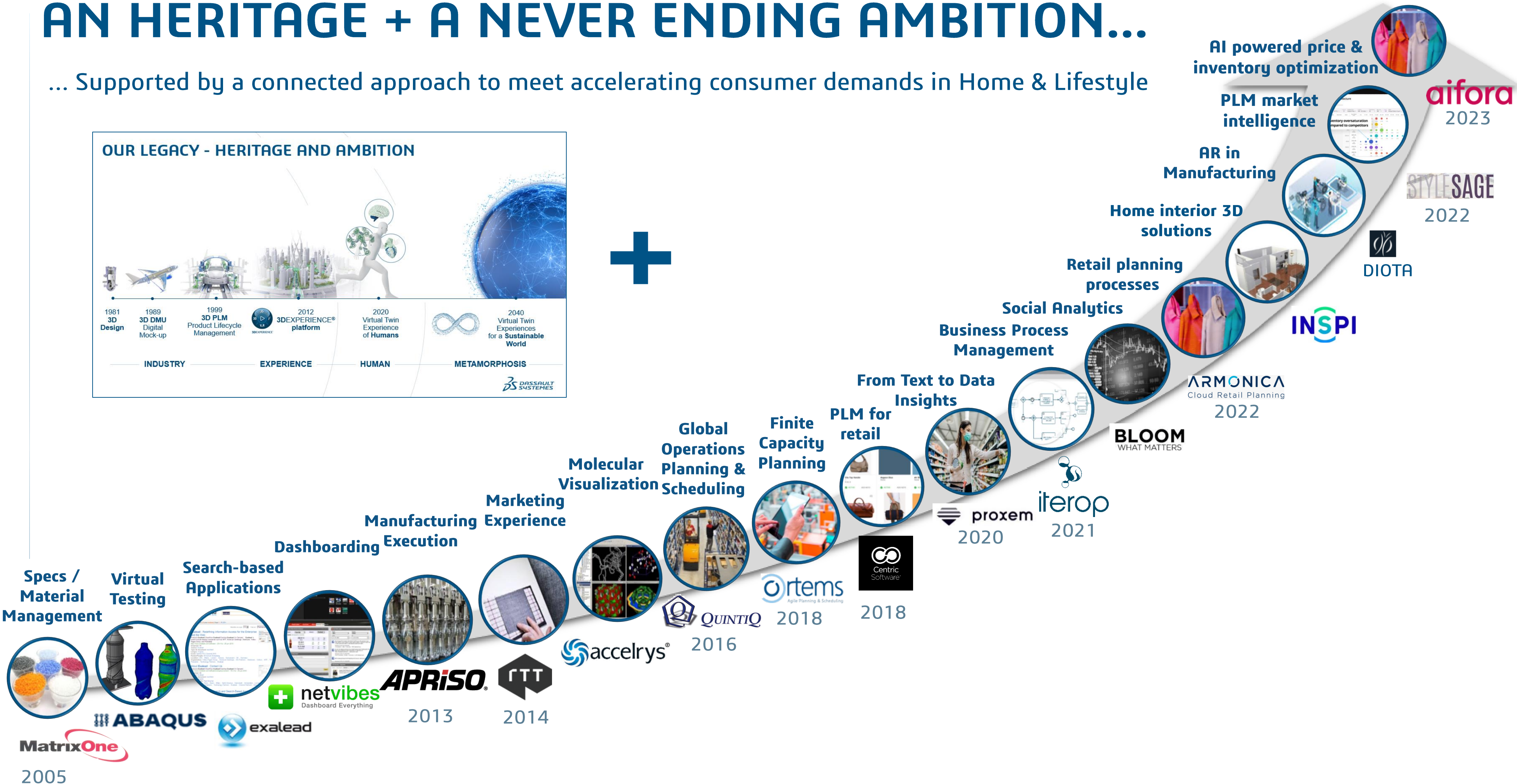
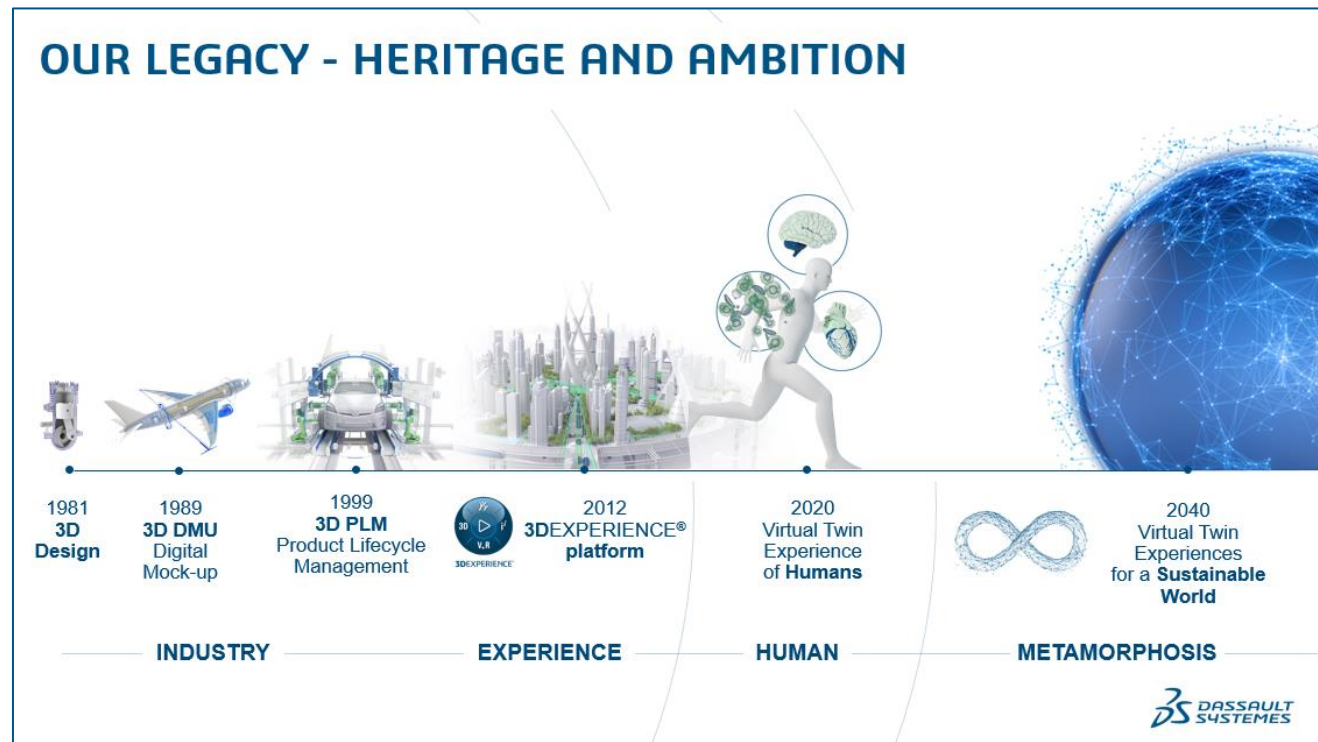
Overall lead time:
-30% to -50%



Factory
Virtual Twin
Experience

AN HERITAGE + A NEVER ENDING AMBITION...

... Supported by a connected approach to meet accelerating consumer demands in Home & Lifestyle



OUR AGENDA

Benjamin Zoch

Team Leader

CAD-Administration Department

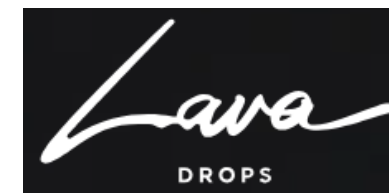
Marco Krämer

Team Leader

Project Management for New Products



hansgrohe



Rapolas Gražys

Founder & Designer

Lava Drops

Robertas Semeniukas

Composer, Producer,
Arranger, Guitarist, Singer

Carlos Reyes

Entrepreneur

Engineer & Content Creator



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**Benjamin
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Administration
Department
Hansgrohe SE

AXOR

hansgrohe

Welcome

to Hansgrohe

Collaboration and concurrent engineering with 3DEXPERIENCE

Benjamin Zoch, Marco Krämer | 16. – 17.10.2024

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Setting the Beat of Water. Since 1901.

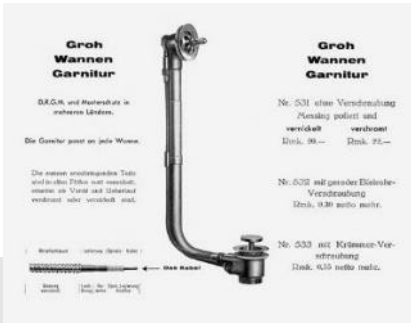


Inventiveness

1928



1953



1934



1981



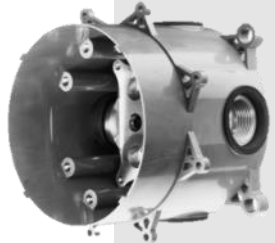
1994



1968



1987



2000

Inventiveness

1928



1934



1968



1981



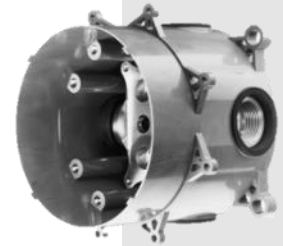
1994



1987

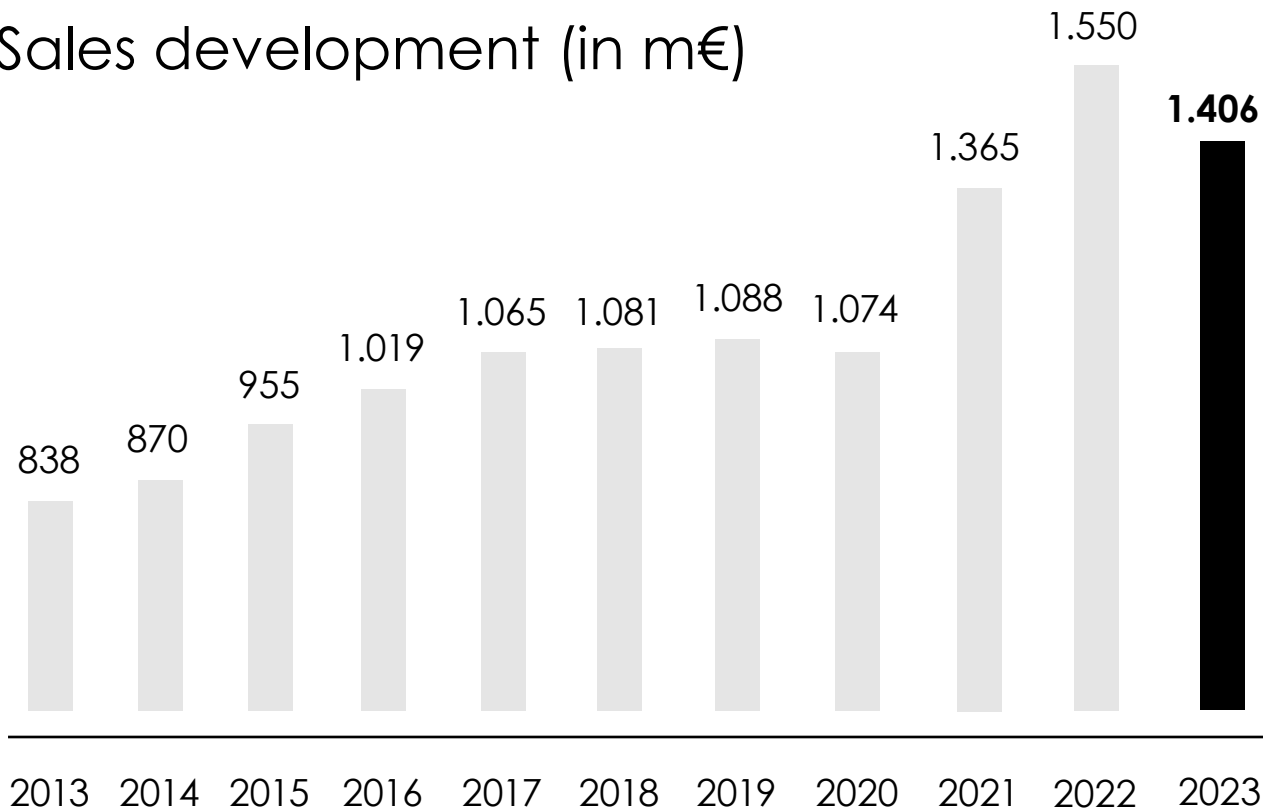


2000



Facts & Figures

Sales development (in m€)



Operating Profit:	201,7 m€
Employees:	5,448 in total 3,419 national 2,029 international
Shareholders:	68 % Masco Corporation 32 % Syngroh (holding company of the Klaus Grohe Family)

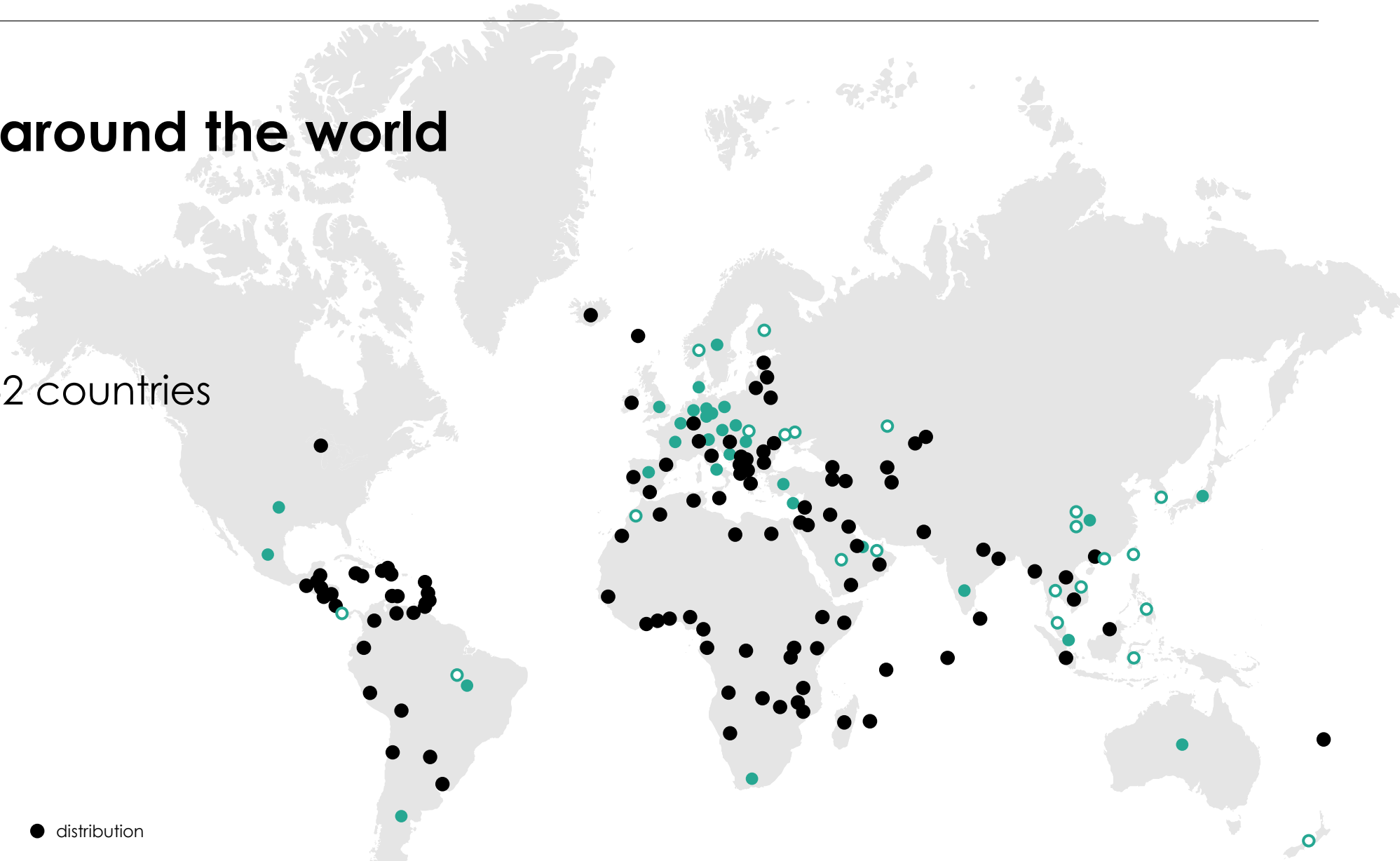
Hansgrohe around the world

35 subsidiaries

21 sales offices

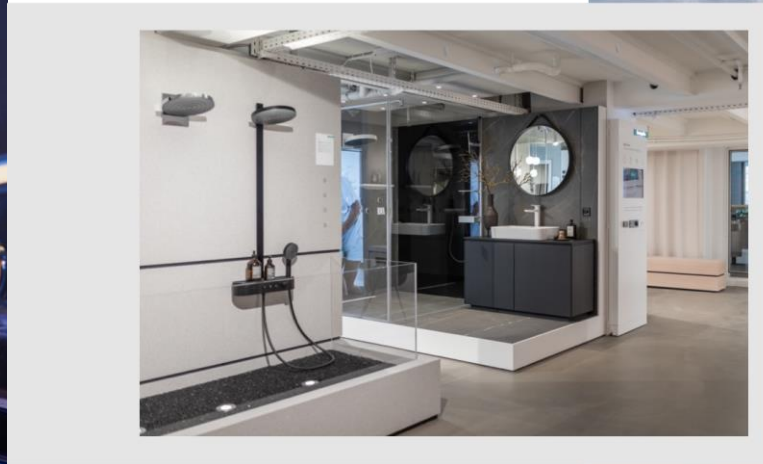
Distribution in 152 countries

● subsidiary
 ○ Sales office
 ● distribution





Close to Customers



We as Hansgrohe face internal and external challenges.

People

- Training of Users
- Collaboration national and international
- Continuous increase of users
- Collaboration with partner/supplier
- Interface 3DX with S/4 Hana

System

- System costs
- Data migration of CATIA V5 (Tooling Department)
- Different data formats
- Interface 3DX with S/4 Hana
- Change of CAD Systems
- Web client performance out of Europe

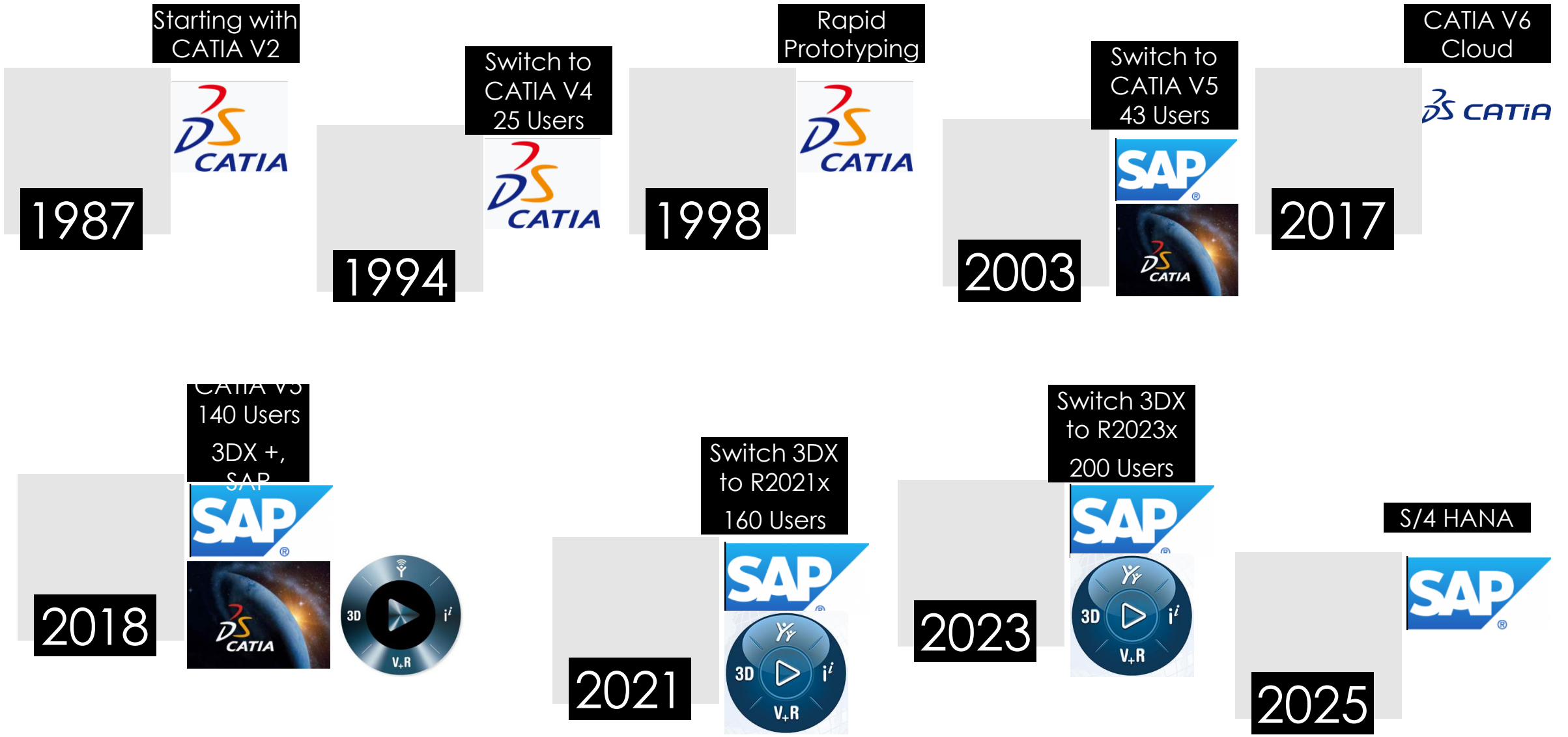
Process

- Data insight/provision for interface areas within the product development process
- Reduction of lead times and time to market

Traceability of products

New legal requirements for documentation, verifiability, etc.

Compliance



Where we are???

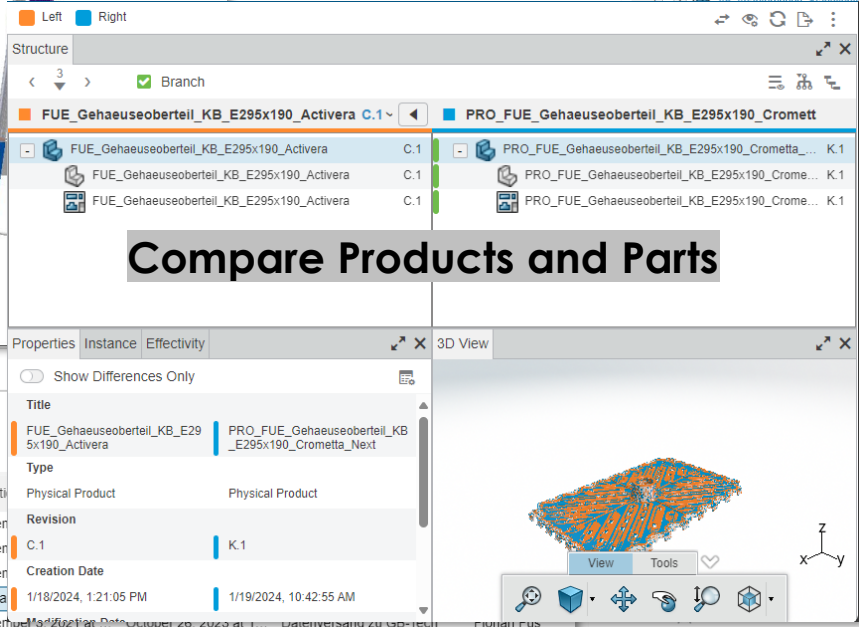
- 3DEXPERIENCE R2023x
- SAP connected with 3DEXPERIENCE
- 200+ User on Plattform (15 User in HG-China)
- 120+ CAD-User (6 User in HG-China)
- Testphase for 3DX with S/4 Hana



ENOVIA - Engineering Release - Variantenmanagement_Vivenis_zochbenj

Structuring Products in Engineering Release

Title	Name	SAP Document	Enterprise It...	Revision	Is Last Revision	Maturity State	Owner	Lock
1	LIM_SR_PL_RC24x06_PCA_short_1.5gpm_gruen	sprd-HG-00008075	1000200193	None	B.1	Released		
2	FUE_Mischerkartusche_M35LXS	PPR_1000144393	1000206591	None	D.1	Released		
	FUE_Abschleudsch..._Standard...	PPR_1000058730	PPR/1000058...	None	D.1	Released		
	M35_kpl	PPR_1000058730	PPR/1000058...	None	D.1	Released		
	WTM_Axor_3L	PPR_1000005563	PPR/1000000...	None	E.1	Released		
	Metris_E3	PPA_1000151261	1000151261	None	A.1	Released		
	PPA_1000151259	PPA/1000151...	None	A.1	X	Released		
	block	PPA_1000145239	PPA/1000145...	None	B.1	X	Released	
	CA_short_1.2gpm_rosa	PPA_1000144883	PPA/1000144...	None	B.1	X	Released	
	CA_short_1.0gpm_blaue	PPA_1000144882	PPA/1000144...	None	B.1	X	Released	
	CA_short_0.5gpm_limon	PPA_1000144881	PPA/1000144...	None	B.1	X	Released	
	es_E3	PPA_1000144331	PPA/1000144...	None	B.1	X	Released	
	es_E3	PPA_1000144307	1000144307	None	A.1	X	Released	
	es_E3	PPA_1000144189	1000144189	None	A.1	X	Released	
	es_E3	PPA_1000143235	PPA/1000143...	None	C.1	X	Released	
	es_E3	PPA_1000143204	1000143204	None	B.1	X	Released	
	es_E3	PPA_1000139203	1000139203	None	D.1	X	Released	



Graph

Title	Revl...	Maturity State	Creation Date
FUE_321_meins	J.1	Frozen	December 3, 2021 at 12:00:00 PM
FUE_321meins	B.1	In Work	December 3, 2021 at 1:32:00 PM
SUM_321_meins	I.1	Frozen	December 3, 2021 at 1:37:00 PM
SUM_321_meins	H.1	In Work	January 1, 2024 at 12:00:00 PM
FUE_321meins	A.1	Released	December 3, 2021 at 1:32:00 PM
FUE_321meins	G.1	Obsolete	December 3, 2021 at 1:32:00 PM
FUE_321meins	F.1	Obsolete	October 29, 2021 at 1:14:00 PM
FUE_321meins	E.1	Frozen	October 29, 2021 at 1:14:00 PM
FUE_321meins	E.1	Released	October 1, 2021 at 8:00:00 PM
FUE_321meins	D.1	Obsolete	July 12, 2021 at 9:43:00 AM
FUE_321meins	C.1	Obsolete	May 12, 2021 at 1:37:00 PM
FUE_321meins	B.1	Released	May 12, 2021 at 1:32:00 PM
FUE_321meins	B.1	In Work	May 12, 2021 at 1:14:00 PM
FUE_321meins	A.1	Released	May 12, 2021 at 12:00:00 PM

Category Expansion

Title	Owner	Description	Revision	Maturity State	Is Last Revision	SAP
00_Closed Projects				In Work		
10_Template		Confluence Project Page L...		Draft		
ECN Schock old Project / stack pack		Confluence Project Page L...		In Work		
ECN Schock stone sink		Confluence Project Page L...		In Work		
NPD Brita Filtration		https://confluence.hansgro...		In Work		
NPD Ceramics better		https://confluence.hansgro...		In Work		
NPD Deep drawn sinks		Confluence Project Page L...		In Work		
NPD Good Shower Toilet		Confluence Project Page L...		In Work		
NPD MitaPura Original S		Confluence Project Page L...		In Work		
NPD MitaPura Wall-Hung		Confluence Project Page L...		In Work		

Maturity Work and using Branches and Revisions

Using Bookmarks for Product Organization

Programming CNC-Machining

Display Name	Computed	Total time	Machining time
prd-HG-00780776 B.1_Abdeckung_Wandstang...		0h	0h
SP1		4h52m8s	4h11m46s
740411		0h	0h
Werkzeugwechsel.1 (TF-D10R1AL40...		4m52s	3m20s
Schruppen.1			
Werkzeugwechsel.2 (TF-D3R0.2H2...		0h	0h
Schruppen.2		3m7s	1m35s
Werkzeugwechsel.3 (TF-D3R0.2H1...		0h	0h
Fräsen in Höhengschnitten.1		9m7s	8m28s
Spiralfräsen.1		4m7s	4m5s
Werkzeugwechsel.4 (TF-D3R0.2H2...		0h	0h
Fräsen in Höhengschnitten.2		18m28s	18m8s
Spiralfräsen.2		29s	27s
Werkzeugwechsel.6 (ECKFR.D50R0...		0h	0h
Konturfräsen.1		44s	42s
Kopierumsetzung.1		44s	42s
Konturfräsen.2		1m7s	1m5s
Konturfräsen.3		34s	33s
Werkzeugwechsel.7 (TF-D3R0.2H1...		0h	0h
Schruppen.3		41s	22s
Zirkularfräsen.1		3s	0h
Fräsen in Höhengschnitten.3		2m49s	2m42s
Spiralfräsen.3		34s	30s
Schruppen.5		18s	11s
Fräsen in Höhengschnitten.4		53s	51s

Design

- xy plane
- yz plane
- zx plane
- Axis Systems
- Parameters [...] (2)
- Relations [...] (3)
- PartBody
- Skeleton
- Construction
 - Plane.5
 - Plane.6
 - Plane.7
- Calculated_surfaces
- Galvanic_surfaces
- Body.5
- PRO_FUE_Abdeckung_Wandstange_RD-Origin_Released_prd-HG-00780776_B.1_Release
- Publications
 - ORIENTATION_LN
 - MAIN_DIRECTION_LN
 - NORMAL_MAIN_DIR_PLN
 - ORIENTATION_PLN
 - NORMAL_ORIENTATION_PLN
- Materials
 - Dummy (PRO_FUE_Abdeckung_Wandstange_RD-Origin_Released_prd-HG-0

Using selective loading

- V5_P_2_HG_RD_Select_S_240_2jet_Showerpipe_Obsolete_PPR_1000
- V5_P_2_HG_RD_Select_S_240_2jet_Showerpipe A.1
- V5_P_2_Thermostat_DAP_Showerpipe_Released_PPR_10000860
- V5_Steigrohr_RD_Select_S_Obsolete_PPA_1000070915_E.1_sapc
- V5_P_2_Rosette_Showerpipe_(D80_d20.6)_Released_PPA_10000
- V5_P_2_S_Anschluss_kompl_AP_18_mm_lang_Obsolete_PPR_100
- V5_P_2_S_Anschluss_kompl_AP_18_mm_lang_Obsolete_PPR_100
- V5_P_2_Wandrosette_WAP/DAP_2001_(R03)_Released_PPA_100
- V5_P_2_Wandrosette_WAP/DAP_2001_(R03)_Released_PPA_100
- V5_P_2_Schieber_Showerpipe_UP_(EB_HB_30°re)_Obsolete_PPR
- V5_P_2_HG_Raindance_Select_S_120_Handbrause_Obsolete_PPF
- V5_P_2_BGR_Aufnahme_KB_RD_Select_S_240_2jet_Obsolete_PPF
- V5_P_2_Huelse_DAPT_Citteria_mit_Loch_Obsolete_PPA_100011
- V5_Senkschraube_DIN_7991-M6x12--A2_Obsolete_PPA_10000
- V5_Gewindestift_DIN_914-M6x6-A2_Released_PPA_100000014
- V5_P_2_Rahrbogen_RD_Select_S_Released_PPA_1000112964_A
- V5_Gleitscheibe_Released_PPA_1000037136_A.1_sapconv1 (Gle
- V5_Gewindestift_DIN916-M4x10_Released_PPA_1000004018_A
- V5_Gewindestift_DIN916-M4x10_Released_PPA_1000004018_A

Automate

We constantly work on our existing challenges but also cope with new ones co

People

- Training of Users *
- Collaboration national and international *
- Continuous increase of users *
- Collaboration with partner/supplier
- Interface 3DX with S/4 Hana *

Process

Data insight/provision for interface areas within the product development process

Reduction of lead times and time to market

System

- System costs *
- Data migration of CATIA V5 (Tooling Department) *
- Different data formats *
- Interface 3DX with S/4 Hana *
- Change of CAD Systems *

AI

Product Data Management

Web client performance out of Europe *

Product Change Management

Traceability of products

New legal requirements for documentation, verifiability, etc. *

Compliance

Legend:
Done In progress New Challenges

AXOR

hansgrohe

Thank you!

THANK YOU FOR YOUR INTEREST

