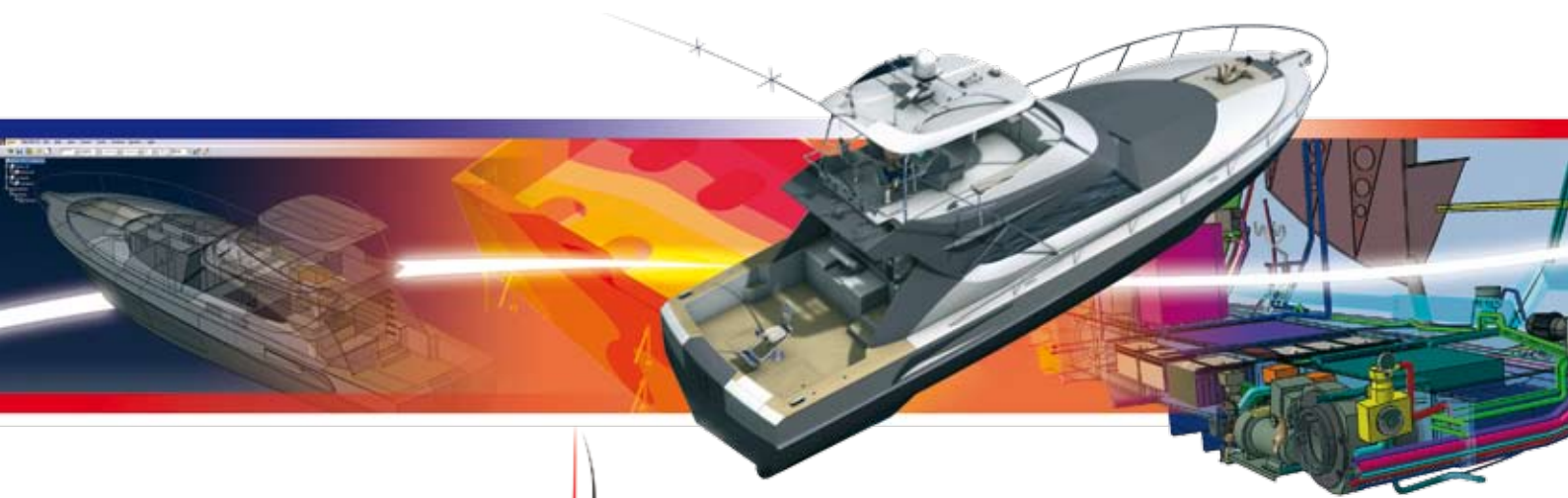


BYD Group

Taking yacht design to the next level with CATIA V5



Overview

■ Challenge

To compete in a crowded market, BYD Group needed to deliver designs faster and with more quality and detail than its competitors.

■ Solution

BYD Group chose CATIA V5 to bring increased detail and flexibility to its designs and to improve real-time access to product development information.

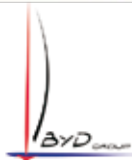
■ Benefits

With CATIA V5, BYD Group has achieved a three-fold increase in productivity and can offer clients construction-ready drawings and full 3D mock-ups.



“With CATIA V5, we are able to offer a better quality job to our clients, while saving time and money.”

Raúl Gonzalo, Naval Architect and co-founder, BYD Group



Prospering in competitive industry

BYD Group is a young company in Barcelona, Spain specializing in the design of custom yachts. The company's designers have worked for more than a decade with some of the industry's premier international designers and on a number of ambitious and vanguard projects.

BYD engineers and interior and exterior designers have trained at some of Europe's most respected universities and design institutes. Naval architecture, however, requires not only a wide range of qualifications from designers and engineers, but CAD tools nimble enough to handle the complex and ever-changing design demands of the industry.

As a small company, BYD Group knew that to gain and maintain competitive advantage, it needed to deliver designs faster and with more quality and detail

than its competitors. But CAD software solutions typically used by designers in the yacht industry were not adequate to handle detailed production-level designs or share product development information in real-time.

A 'whole new world of engineering' with CATIA V5

“We were working in 3D but found we had real limitations on our ability to complete our projects,” said Tià Simó, CEO, BYD Group. In its efforts to bypass these limitations, BYD discovered CATIA V5. “We were introduced to a whole new world of engineering,” said Simó.

BYD Group chose CATIA V5 for a number of reasons, including its powerful surfacing tools for its fast and precise 3D modeling, analysis products for fast design-analysis iteration, and real-time rendering module used to create impressive presentations for clients. In addition, CATIA V5's tubing



design workbenches aid systems engineering, while 3DXML provides a standard for exchanging information with shipyards, clients and suppliers.

“Since rendering and data can be shared easily in real-time, design decisions can be made by what is actually seen and no imagination is needed,” said Simó. “This optimizes the time and outcome of customer meetings and project development.”

The knowledgware capabilities of CATIA V5 ensure the flexibility required to apply changes quickly and easily. Geometry can be drawn “loosely” until final measurements are known and defined. And the ability to reuse existing designs and defined geometry with CATIA’s PowerCopy and cataloging features saves valuable time.

CATIA V5 improves productivity three-fold

“The flexibility of CATIA V5 allows us make changes to designs quickly and easily to meet the changing needs of our customers and it automates all associated changes,” Simó said. In addition, CATIA V5’s advanced

features open up new markets, such as reverse engineering. From laser scans of entire boats, surfaces can be reconstructed with CATIA V5 and used as a precise base for the refit of the vessel.

BYD’s designers say the solution is easy to use and begins to improve the design process almost immediately. “CATIA V5 gives us what we didn’t have before. Everything we wanted it has,” said Raúl Gonzalo, Naval Architect and co-founder, BYD Group.

After just two years with CATIA V5, BYD Group has achieved a three-fold increase in productivity and is able to provide clients with construction-ready drawings and full 3D mock-ups. “We are able to offer a better quality job to our clients, while saving time and money,” said Gonzalo.

However, perhaps the greatest advantage, according to Simó, is the single CATIA V5 platform. “In one platform, we are able to design, do product development, analyze structures and even stability, draft and even get pictures of the projects,” he said. “Without having to look anywhere else, we have everything.”

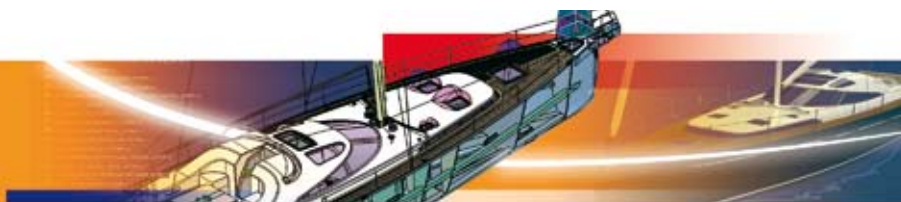


“The flexibility of the solution allows us make changes to designs quickly and easily to meet the changing needs of our customers.”

Tià Simó, Naval Architect and co-founder, BYD Group



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