PTC[®] Live Global

PTC 123 - Whether Bottom up or Top down, - Let PTC Windchill do the heavy lifting.....

Jay Nallani Lead Business Analyst



PTC Live 2015, Nashville, TN Date: Wednesday, June 10 Time: 11:30 AM – 12:15 PM



A WORLD LEADER IN CONNECTIVITY

- Solving connectivity challenges with the broadest range of products
- Engineering driven, customer focused
- Leveraging technology innovations across industries



GLOBAL SCALE AND STRENGTH

Transportation

Network

Industrial

Consumer

Americas

10 design centers

38 mfg. sites

2,375 engineers

EMEA

5 design centers

33 mfg. sites

1,700 engineers

A/P (non-China)

3 design centers

12 mfg. sites

950 engineers

China

3 design centers

16 mfg. sites

1,880 engineers

\$13.3B

SALES WORLDWIDE

LEADING WITH INNOVATION



For the third consecutive year,
Thomson Reuters recognized TE
as a Top 100 Global Innovator.
This distinction recognizes our
commitment to innovation.

2013 THOMSON REUTERS
TOP100
GLOBAL INNOVATORS

7,000
ENGINEERS AROUND THE GLOBE

18,000+
PATENTS GRANTED OR

24%

PENDING

OF SALES FROM NEW PRODUCTS INTRODUCED OVER THE LAST THREE FISCALYEARS

\$675M

MILLION INVESTED IN R&D AND ENGINEERING

JAY NALLANI

- Lead Business Analyst at TE Connectivity
- 15 Plus years of industry experience (Automotive, Technology, Electronics)
- Areas of Specialty: CAD Data Management, Engineering Bill of Materials, Implementing PTC Windchill PDMLink Solutions, Production Support & Project Management.
- Internet Presence: LinkedIn
- Hobbies: Boy Scouts, Soccer Coach, Bollywood Music Choreography and Playing Drums.

Design Strategies – Let Windchill do the heavy lifting......

Agenda

- PTC Windchill PDMLink Objects and Design Strategy Definitions
- When to use these design strategies?
- Interaction with respect to CAD design & Design Challenges
- Demo Top down design of a Connector
- Lessons learned

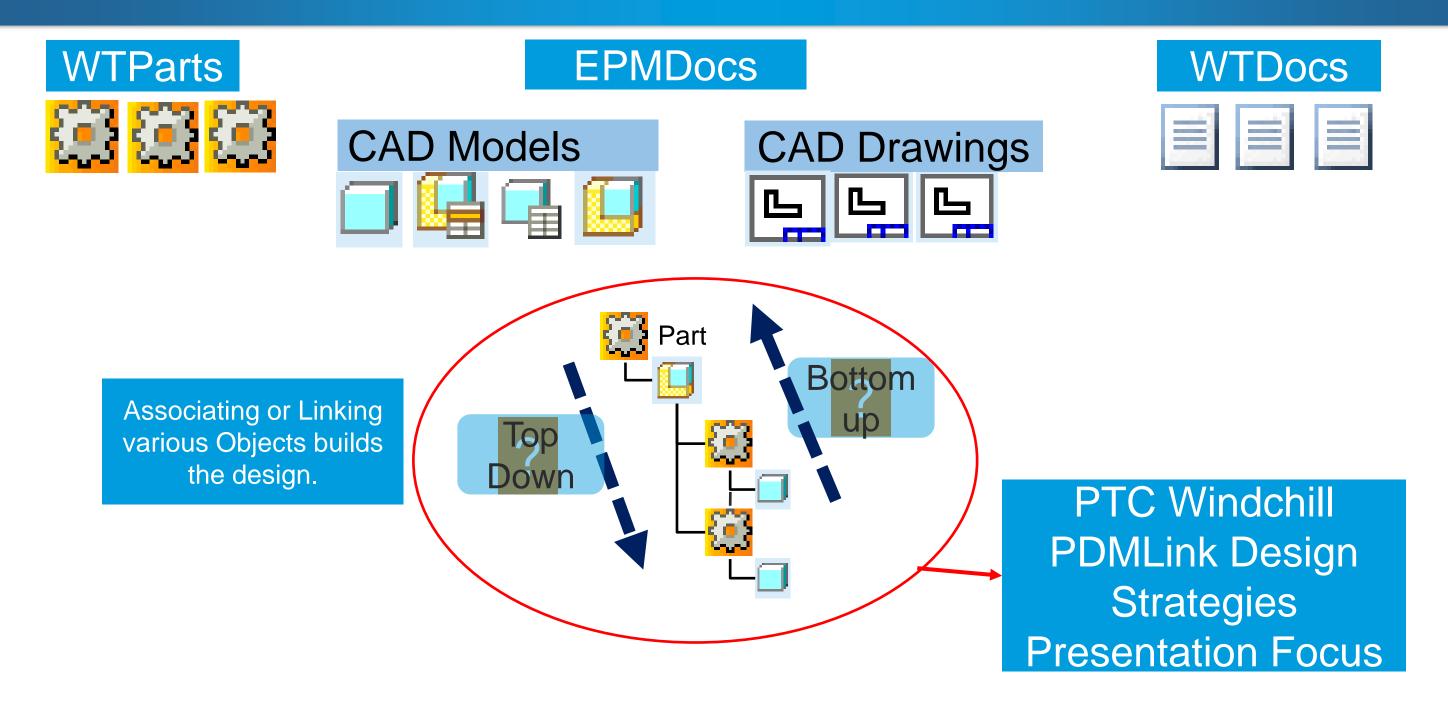
Expectation/Takeaways

- 1. A better understanding of bottom-up and top-down design strategies.
- 2. How to use PTC Windchill design strategies to eliminate design headaches?
- 3. Understand the techniques and tools to manage design strategies within your Organization/Team?



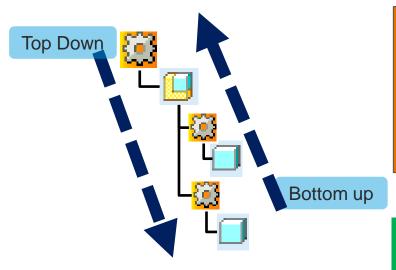
PTC WindchillPDMLink Objects and Design Strategy Definitions

What PTC Windchill PDMLink Objects do we have to begin with?



Out of scope: CREO Methodology and usage of CREO Skeleton Assemblies

The Process of designing products and managing product data using PTC Windchill requires the use of specific design methodologies and techniques. Windchill supports 3 different design strategies.



✓ 1. Bottom-Up design

CAD-driven (bottom-up) design is the traditional methodology used to create a product structure and has been a mainstay for product data management using Windchill.

✓ 2. Top-Down design

Top-down design is a methodology best practice typically used for creating large multidisciplinary product assemblies.

3. Design-in-Context

Design-in-context is a special Windchill technique that enables you to effectively filter a very large product structure and reduce it to a selection of components.



When to use these three design strategies?

Bottom-Up, Top Down & Design-in-Context

When do I use these three different Design Strategies?

The methodology employed usually depends on the

- Physical size of the product design
- Complexity of the product design
- Geographic organization of the enterprise involved.

Bottom-Up design

- > Simple design
- Immediate requirement to define geometry or placement of components
- Mostly OwnerAssociations betweenCAD Structure and PartStructure.

Top-Down design

- No need to define geometry or placement of components.
- Immediate requirement to define high level product structure framework.
- Tasks can be delegated to teams that are geographically dispersed across the enterprise.

Design-in-Context

Modifying few data sets in a Large CAD Assemblies.

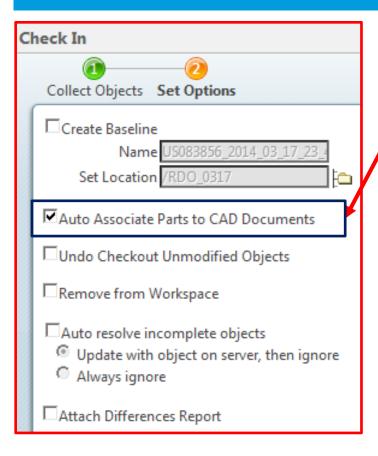


Interaction with respect to CAD design

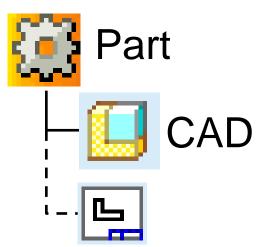
Bottom-up design basics



- 1. Create PTC CREO CAD Model and Drawing
- 2. Check-in to PTC Windchill PDMLink



3. During Check-in, select "Auto Associate Parts to CAD Documents" to create associations.



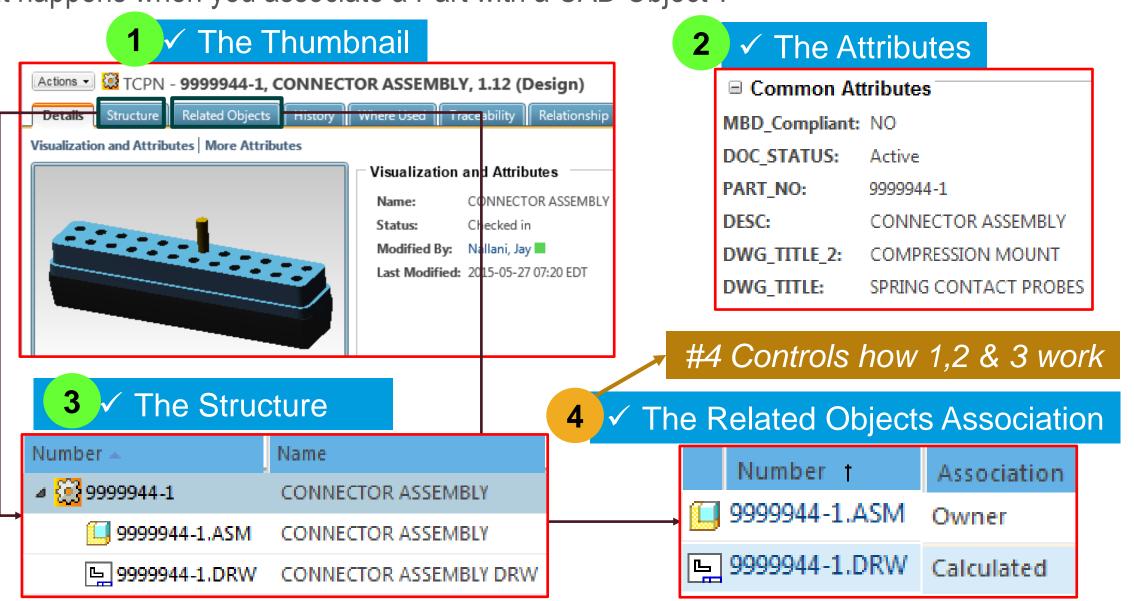
CAD Model - Owner Association, Drawing – Calculated Association

TE Standard Practice is to use Check-in with Auto-Associate

Auto-Associate during Check-in (Bottom-up design basics)



What happens when you associate a Part with a CAD Object?



Number - 9999944-1

9999944-1.ASM

9999932-1

9999934-1

9999934-1.PRT

9999936-1

9999936-1.PRT

Understanding
Build Rules is
very important
for Top-Down
design

The usage of these **build**ing blocks for creating relationships between CAD and Parts must follow the above **rules**.

PTC Windchill PDMLink Design Strategies - Workflow

Bottom-Up design

Create CAD Assembly/Part

Models and Save to

Workspace

Check Models into Commonspace

Compare CAD and Part Structures

Review Model Information in Windchill

Check out/Check in Models as needed to Initiate Design Changes



Define a Conceptual Enterprise Product Structure Framework

Add Non-Geometric
Business Data to the
Enterprise Parts

Create CAD Document Templates and Add CAD Start Parts to Enterprise Structure.

Check Out and Build CAD
Assemblies/Parts and Check
In to Compare Structures.

Validate, Finalize and Release Enterprise Product Structure.

Navigate to the Full Product

Part Structure

Design-in-Context

Filter the Part Structure

Create a Configuration
Context

Verify the Configuration Context

Create a Design Context

Question:

If you have
Windchill 10x,
where does
the CREO
work begin
with respect
to Bottom-Up

& Top-Down?



TIME Y



PTC PTC Windchill PDMLink Design Strategies - Challenges



Some business units take CAD centric approach, few try to take top-down design approach.

Bottom-Up design
TIME X

Top-Down design

TIME Y

Design-in-Context

TIME Z

Challenges

- 1. How to choose a design strategy for a project?
- 2. How to handle geographically located resources?
- 3. Ideas for new products are dumped on engineering groups that are already busy and are unable to deliver new designs
- 4. Pressure to increase sales driving the company to launch new products at unprecedented rates.
- 5. Companies are impacted by forces from all directions, but it all comes down to execution. if you don't execute you will not win the market.



Creating connector design using PTC Windchill Top-Down Design

Concept to Production at a faster pace, Speed to market

Idea & Design Requirement

Time Zone1: Product Architect in a sales and marketing meeting explores a design idea.

Time Zone2: PTC Windchill PDMLink Designer, releases the Product.

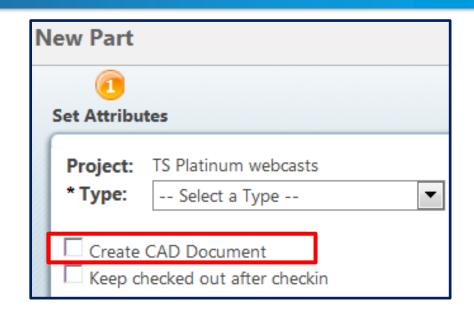
Design Idea: Create a 6 pair spring probe connector design that can support a wide range of termination options.

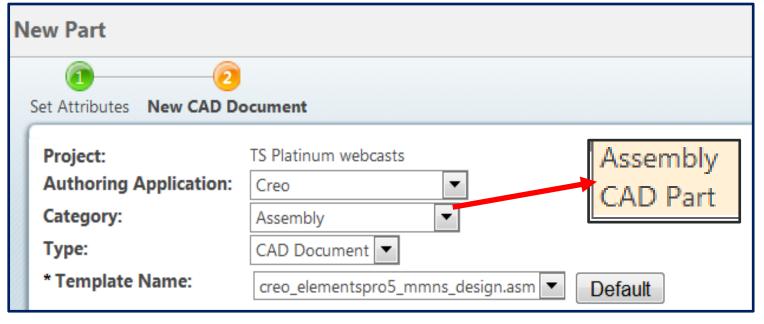
	Level	TCPN	DESCRIPTION	Comment
				Use Windchill TOP-DOWN Design capability
1	0	9999948-1	CONNECTOR ASSEMBLY	and generate a New Prototype design.
	1	9999936-1	SPRING PROBES	Design ReUse In-House Design already exists
	1	9999932-1	CONNECTOR HOUSING INSTANCE	Design ReUse In-House Design already exists
	1	9999934-1	CONNECTOR HOUSING MATE	Design ReUse In-House Design already exists
	1	9999939-1	IDI CORE SPRING CONTACT PROBE	Purchased Item - Supplier given CAD File by
	2	1-9999921-5	JN RESIN123 BLACK	Supply Chain Management group
	1	9999938-1	HOUSING TERMINATOR	New Design - Create brand New CREO design

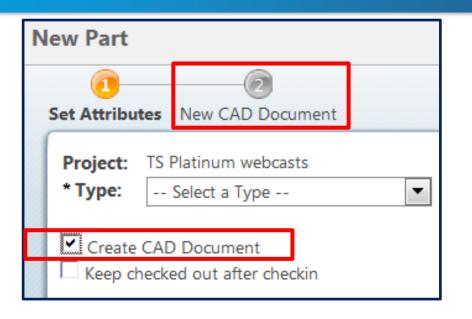
Windchill 10x allows you create WTParts with CAD associated (owner links) to build your CAD Product Structure

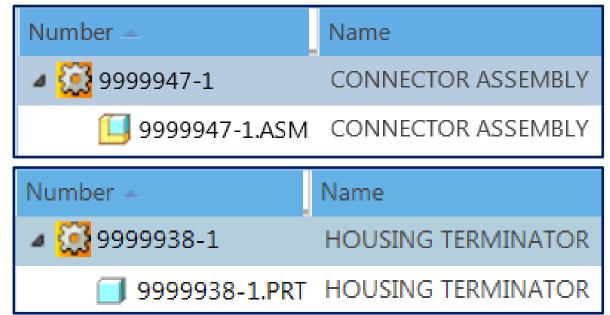
1st Step: Created Required brand new WTParts and CAD Models





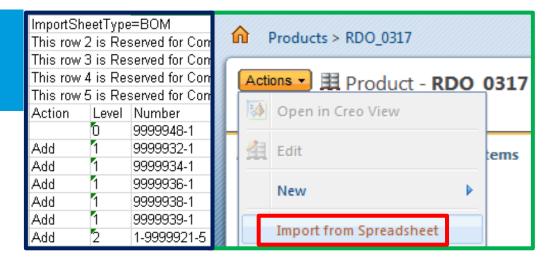


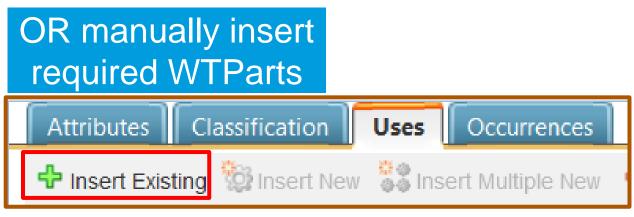




2nd Step: Design Product Structure.

Import thru a spreadsheet





TCPN - 9999948-1, CONNECTOR ASSEMBLY, 1.2 (Design)				
Number -	Name			
	CONNECTOR ASSEMBLY			
9999932-1	CONNECTOR HOUSING_INST1			
9999934-1	CONNECTOR HOUSING MATE			
9999936-1	SPRING PROBES			
9999938-1	HOUSING TERMINATOR			
9999939-1	IDI CORE SPRING CONTACT PROBES			
<u>(1-9999921-5</u>	JN RESIN123 BLACK			

Timezone1: Product Architect in a sales and marketing meeting explores a design idea and created a Top-Down Design in PTC Windchill PDMLink

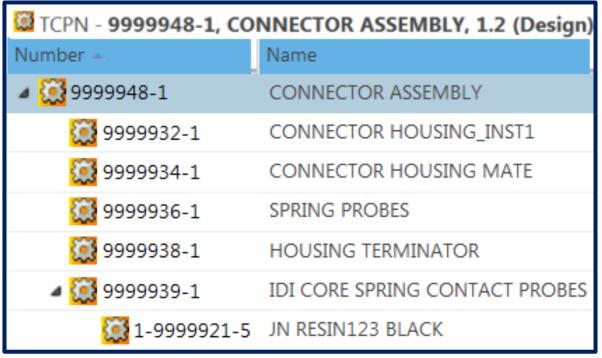
- ➤ Let's see what else Product Architect does in PTC Windchill Play Demo1
 What did the design engineer received from Product Architect ?
- ➤ Lets see design engineer complete the rest of the design Play Demo2

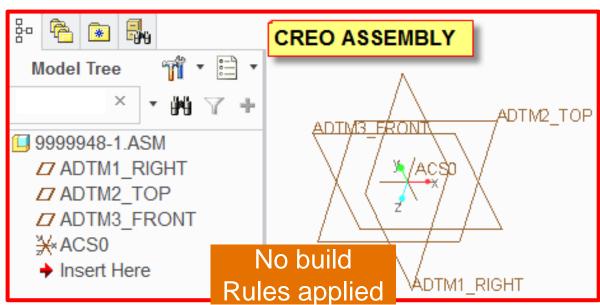
Job ready for Production, in summary tools used

- > Product Architect: PTC Windchill + CREO view
- Design Engineer: PTC Windchill + CREO

Recap of the Connector Design using PTC Windchill TOP Down Design

Update Product Structure either manually or using an import spreadsheet

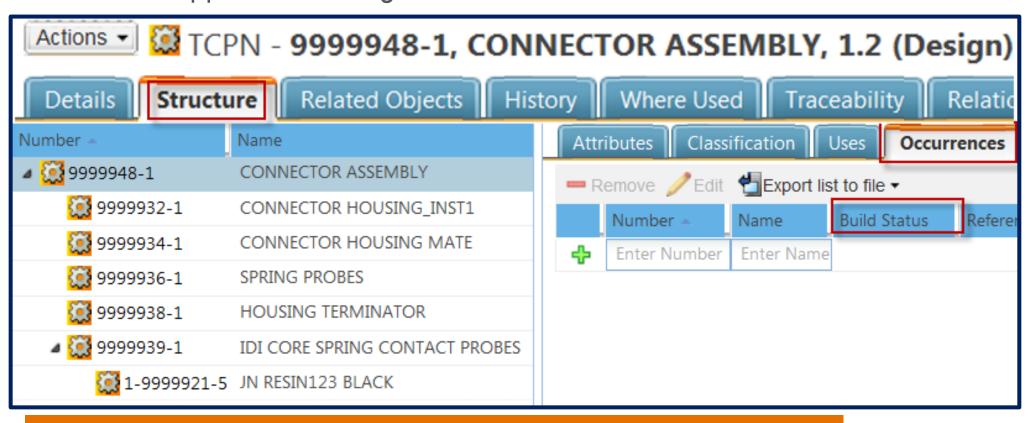




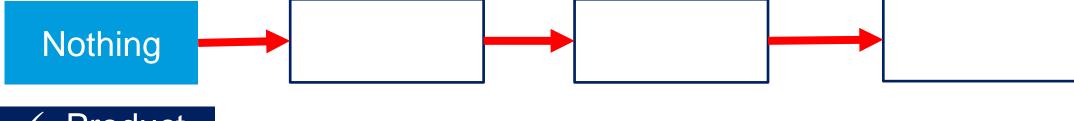
Number 🔺	Name
	CONNECTOR ASSEMBLY
9999948-1.ASM	CONNECTOR ASSEMBLY
9999932-1 9999932-1 99999932-1 99999999999999999999999999999999999	CONNECTOR HOUSING_INST1
榋 9999932-1.PRT	CONNECTOR HOUSING_INST1
9999934-1	CONNECTOR HOUSING MATE
9999934-1.PRT	CONNECTOR HOUSING MATE
9999936-1 9999936-1 9999936-1 9999936-1 9999936-1 9999936-1 99999936-1 99999936-1 99999936-1 99999936-1 99999999999999999999999999999999999	SPRING PROBES
9999936-1.PRT	SPRING PROBES
9999938-1 9999938-1 9999938-1 9999938-1 99999938-1 99999999999999999999999999999999999	HOUSING TERMINATOR
9999938-1.PRT	HOUSING TERMINATOR
9999939-1 9999939-1 99999939-1 9999999999	IDI CORE SPRING CONTACT PROBES
9999939-1.PR T	IDI CORE SPRING CONTACT PROBES
1-9999921-5	JN RESIN123 BLACK

Recap of the Connector Design using PTC Windchill TOP Down Design Cont...

No Build Rules applied – Nothing in Occurrences Tab

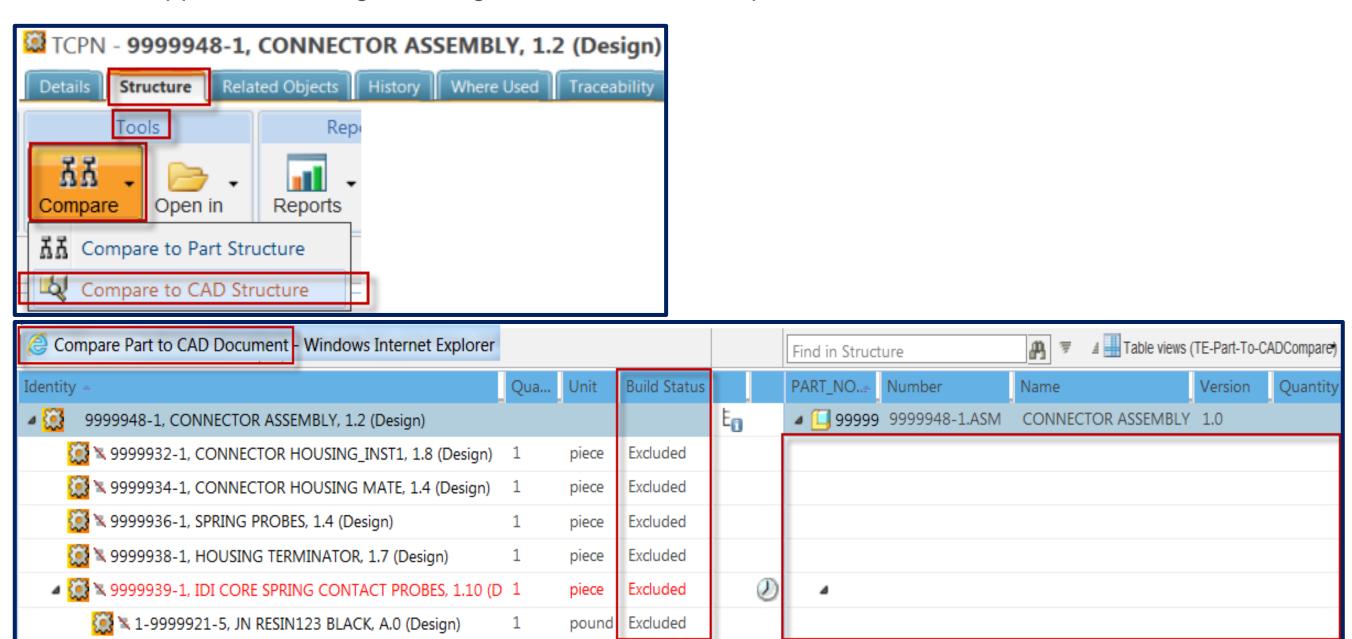


Build Status – Occurrences Tab – 4 step Workflow



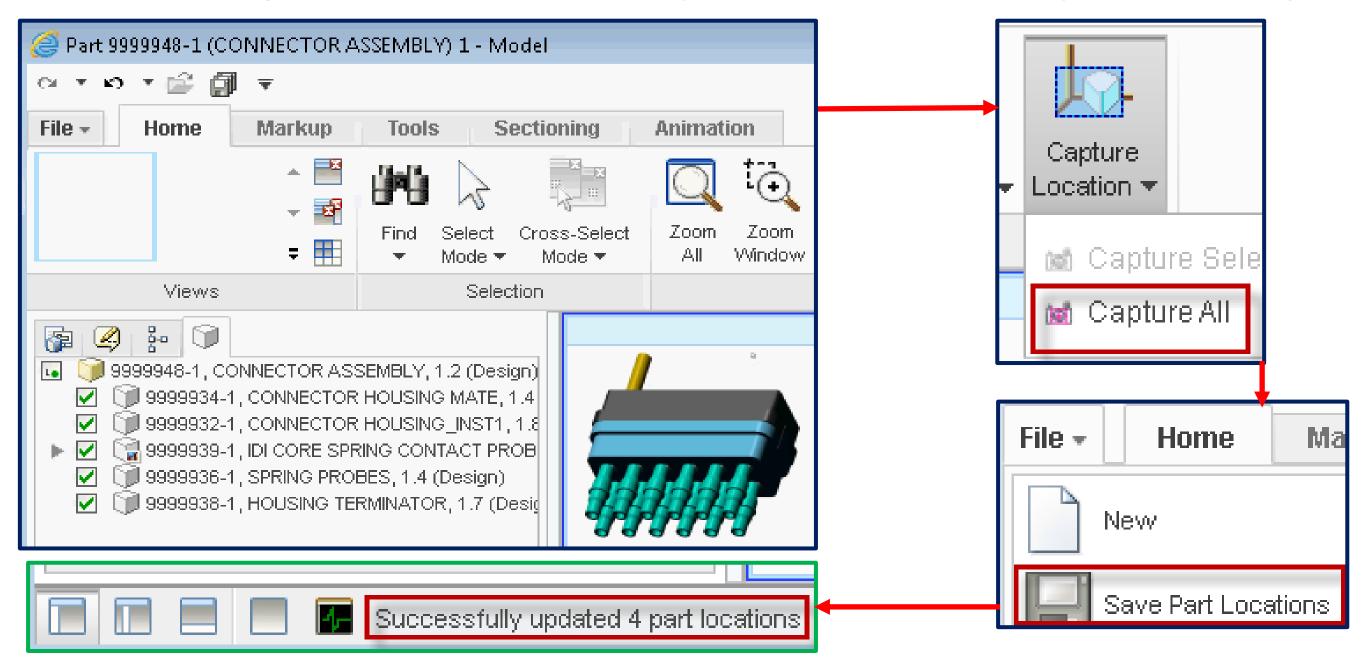


No Build Rules applied – Nothing in the right side frame of Compare with CAD Structure



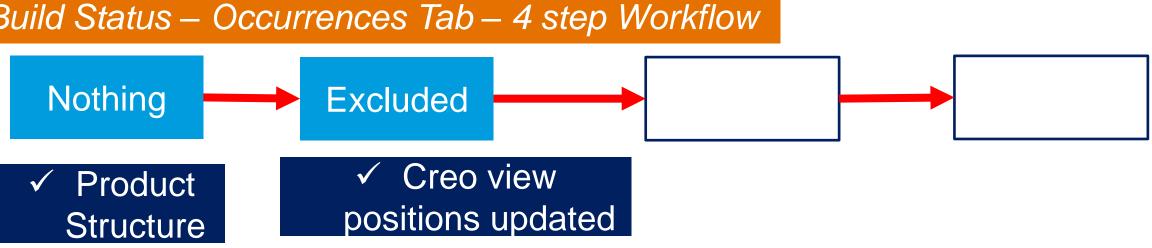
Recap of the Connector Design using PTC Windchill TOP Down Design Cont...

CREO View learning -- Open the Top Level Assembly TCPN in CREO View and adjust the positioning

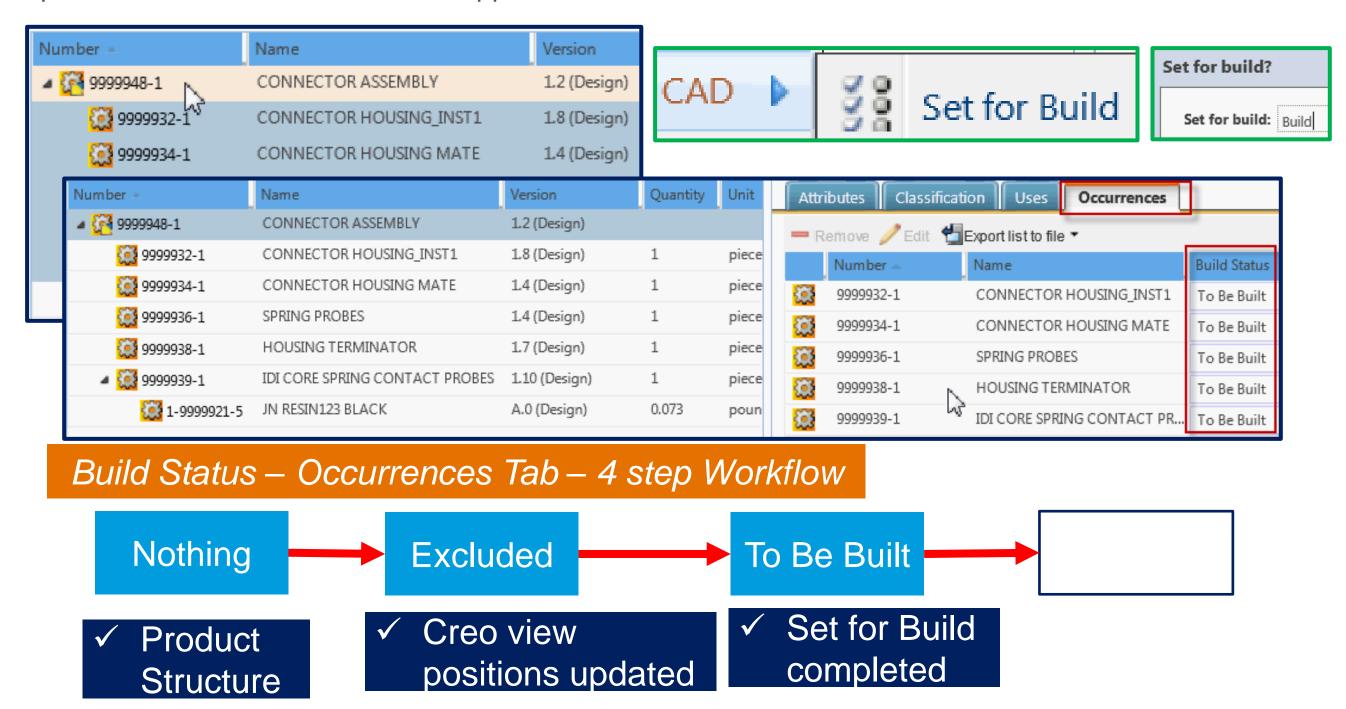


After Visually changing the design in CREO View, observe the Build Status column in Occurrences Tab



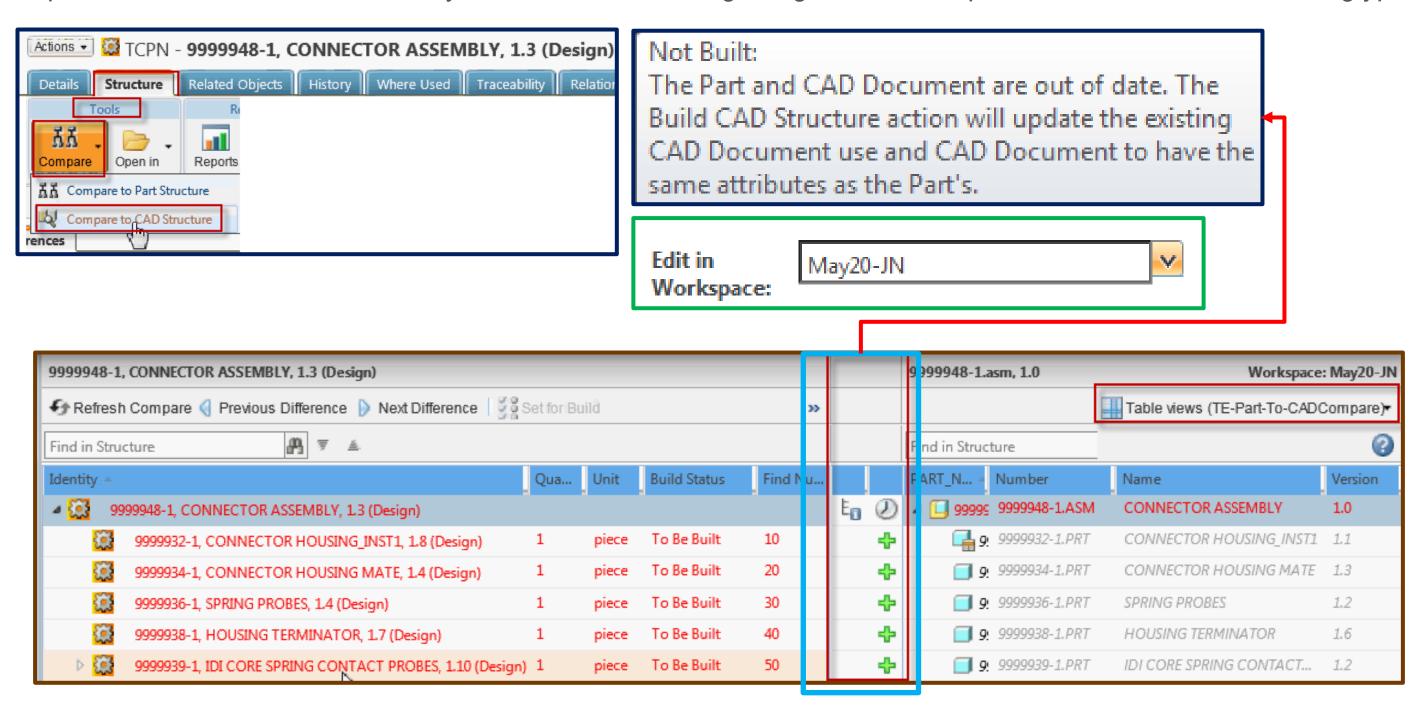


Component Level CAD "Set for Build" applied



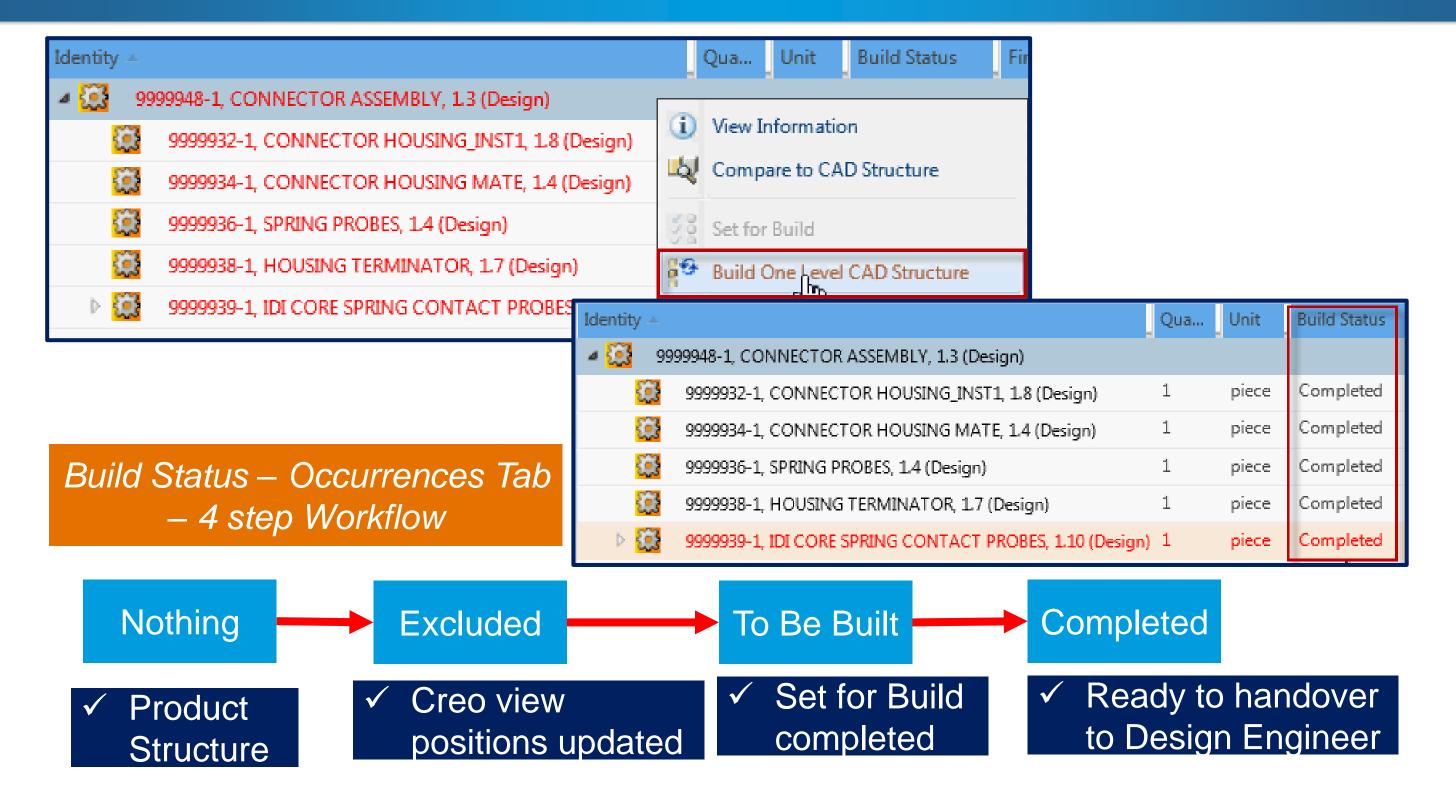
Recap of the Connector Design using PTC Windchill TOP Down Design Cont...

Compare to CAD Structure – allows you to connect to design engineers workspace, Hover over information glyphs



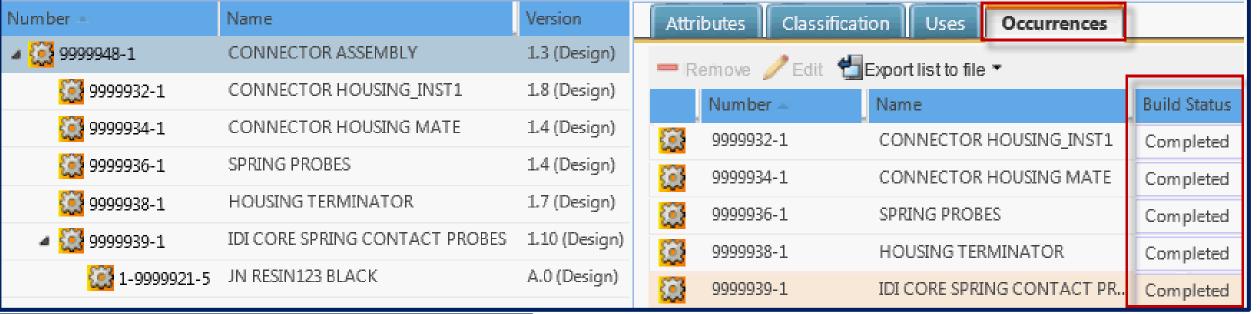
Recap of the Connector Design using Windchill TOP Down Design Cont...

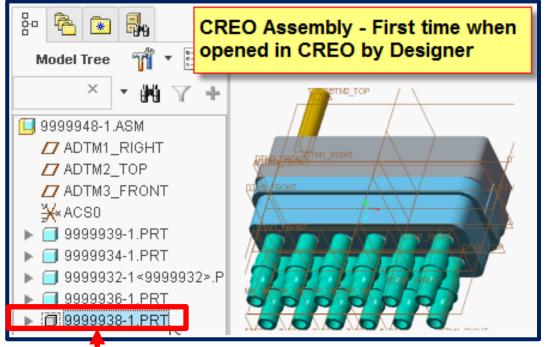
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Recap of the Connector Design using PTC Windchill TOP Down Design Cont...

How the design looks for the first time when opened in PTC CREO?



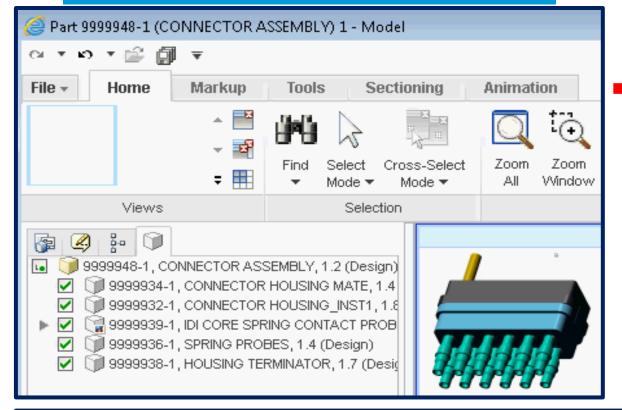


Design Requirement

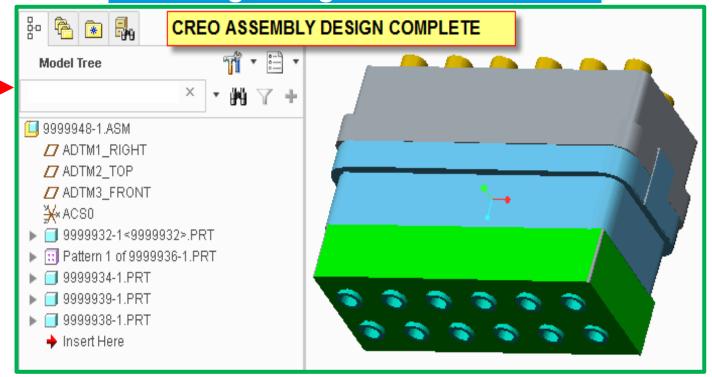
Level	TCPN	DESCRIPTION	Comment
			Use Windchill TOP-DOWN Design capability
0	9999948-1	CONNECTOR ASSEMBLY	and generate a New Prototype design.
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1	9999934-1	CONNECTOR HOUSING MATE	Design ReUse In-House Design already exists
1	9999939-1	IDI CORE SPRING CONTACT PROBE	Purchased Item - Supplier given CAD File by
2	1-9999921-5	JN RESIN123 BLACK	Supply Chain Management group
1	9999938-1	HOUSING TERMINATOR	New Design - Create brand New CREO design

PTC Windchill PDMLink --- Top Down Design Strategy - Summary

Product Acrhitect + Creo View



Design Engineer + CREO



Identity	_A	Qua	Uni
⊿ 🔯	9999948-1, CONNECTOR ASSEMBLY, 1.3 (Design)		
{	9999932-1, CONNECTOR HOUSING_INST1, 1.8 (Design)	1	pie
{	9999934-1, CONNECTOR HOUSING MATE, 1.4 (Design)	1	pie
{	9999936-1, SPRING PROBES, 1.4 (Design)	1	pie
{	9999938-1, HOUSING TERMINATOR, 1.7 (Design)	1	pie
<u> </u>	9999939-1, IDI CORE SPRING CONTACT PROBES, 1.10 (Design)	1	pie

Number -	Name	Version	Quantity	Unit
4 🤵 9999948-1	CONNECTOR ASSEMBLY	1.4 (Design)		
9999932-1	CONNECTOR HOUSING_INST1	1.8 (Design)	1	piece
🤵 9999934-1	CONNECTOR HOUSING MATE	1.4 (Design)	1	piece
🤵 9999936-1	SPRING PROBES	1.5 (Design)	12	piece
🤵 9999938-1	HOUSING TERMINATOR	1.8 (Design)	1	piece
Þ 🔯 9999939-1	IDI CORE SPRING CONTACT PRO	1.10 (Design)	1	piece



Implement within your Organization Teams

Design Strategies – Lessons Learned

Decision Factors on using PTC Windchill Design Strategies?



Design Strategy

- Bottom up
- Top Down
- Design-in Context
 - 1. How Build Rules work for different WTPart-CAD Associations? (Owner, Image, Contributing Image, Content, Contributing Content)
 - Structure
 - Attribute
 - Representation (Thumbnail)
- 2. Methodology Employed
- Physical size of the product design
- Complexity of the product design
- Geographical Organization

Compare Table views come very handy

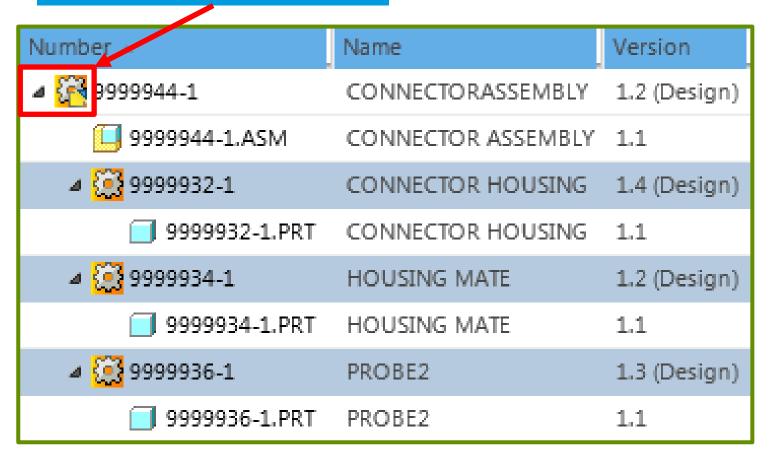
- Truly able to tell if structures are in sync or not by looking at the two structures (CAD and Part) side by side.
- Configure Table Views with required attributes.

Table views (TE-Part-To-PartCompare) Default JayView 1 4 1 TE-Part-To-PartCompare Save Table View Manage Table Views

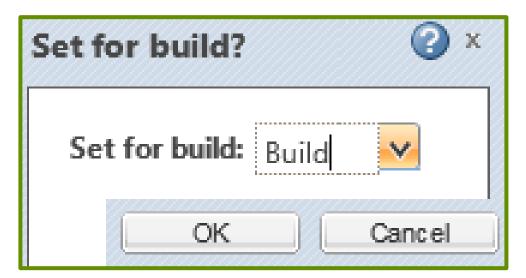
At TE Part-To-Part Compare views were configured with required attributes

Before setting the build, Check out Top Level TCPN

Checkout symbol

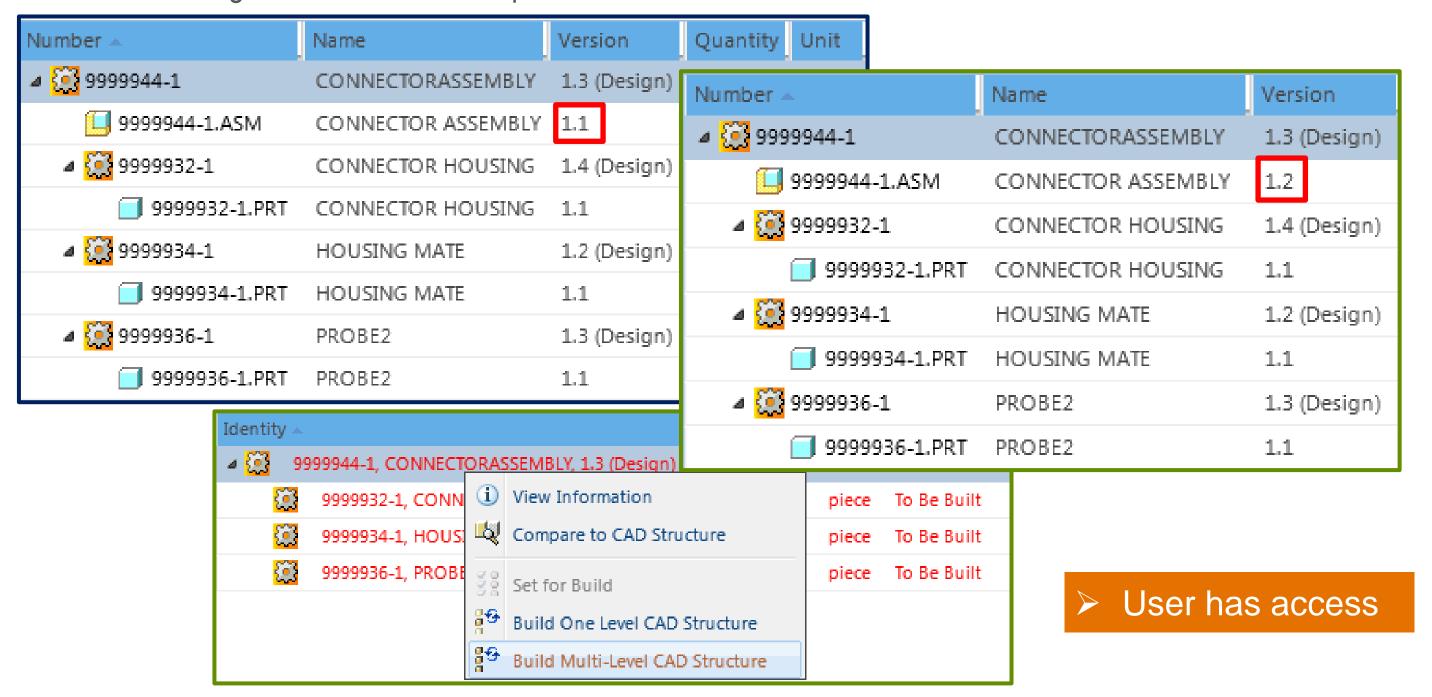




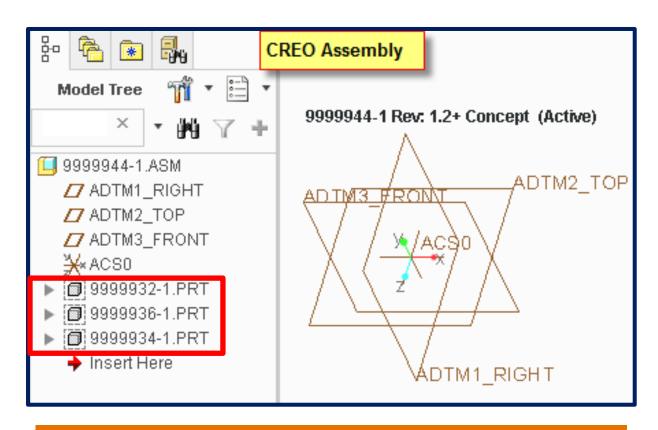


- Select one component at a time or
- Multiple components using CTRL key

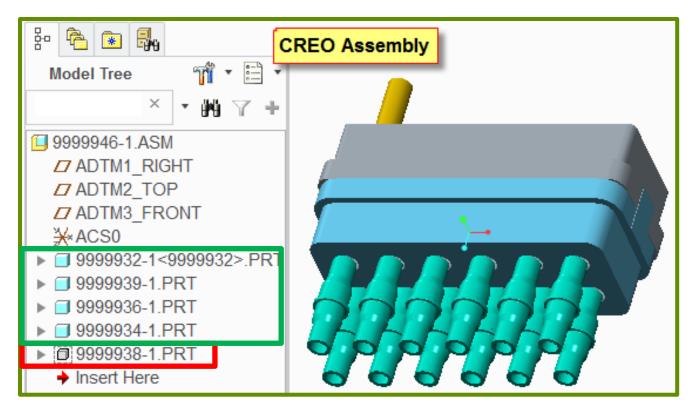
CAD iteration changes when Build is completed.



Visualization or PTC Creo View part location updates, retrieve models into PTC CREO Session when Assembly is opened

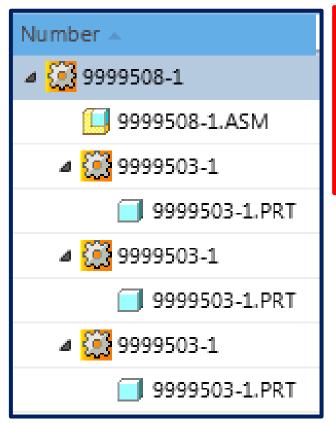


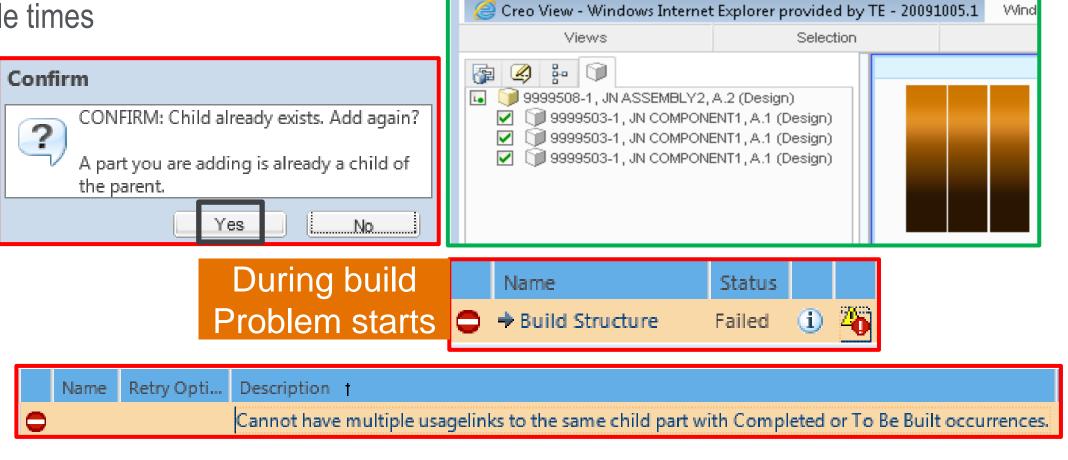
- No Creo View position updates
- No models retrieved in CREO Session



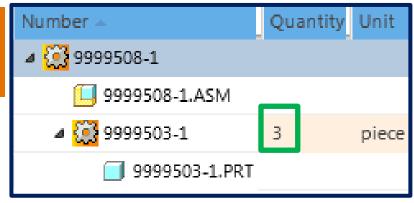
- 4 Models Creo View Position updated
- Models retrieved in CREO Session
- 1 Model no Creo View Position update

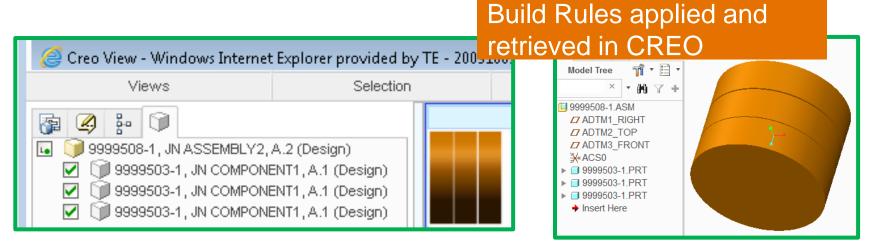
Adding same component multiple times





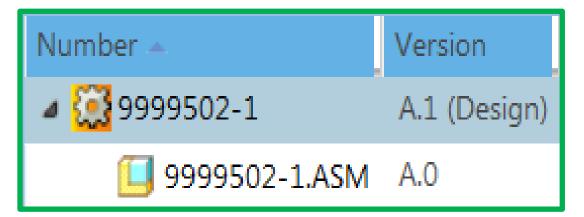






Study of all different WTPart-CAD Association types with PTC Windchill Top-Down Design approach

User creates an assembly WTPart with an associated CAD Document

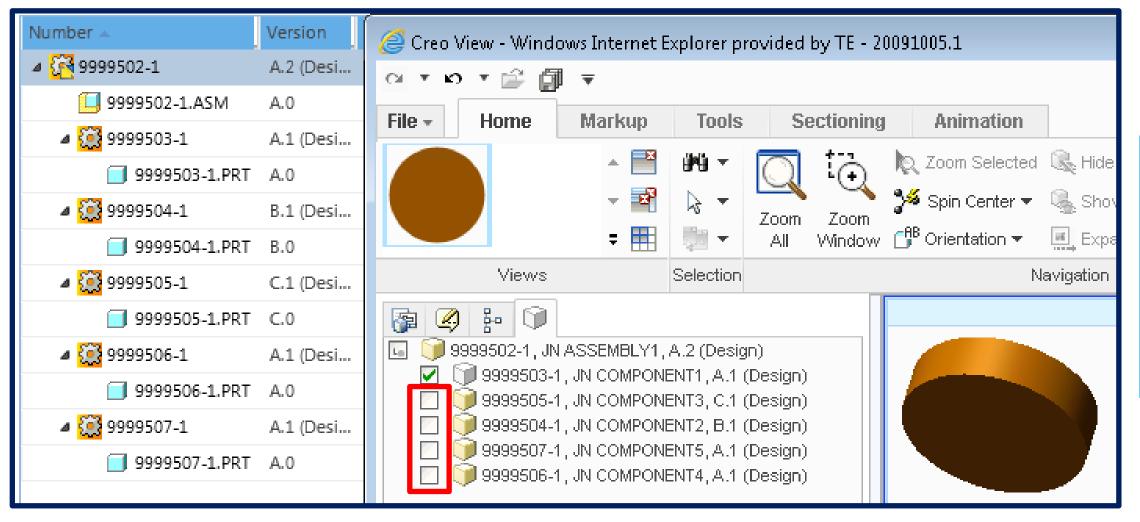


User Makes a Product Structure with some components that fit design criteria.

ImportSheetType=BOM						
This row 2 is Reserved for Comments Line						
This ro	This row 3 is Reserved for Comments Line					
This row 4 is Reserved for Comments Line						
This ro	This row 5 is Reserved for Comments Line					
Action	Level	Number	Organization ID			
	0	9999502-1				
Add	1	9999503-1				
Add	1	9999504-1				
Add	1	9999505-1				
Add	1	9999506-1				
Add 1 9999507-1						

Lessons Learned – 5 Cont....

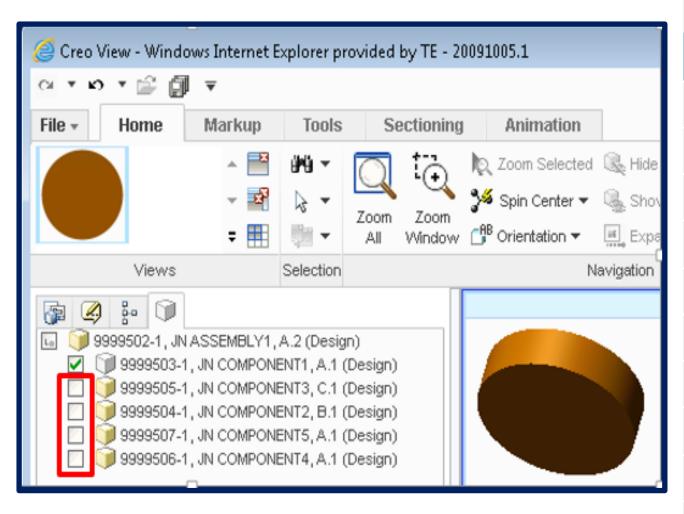
Study of all different WTPart-CAD Association types with PTC Windchill Top-Down Design approach

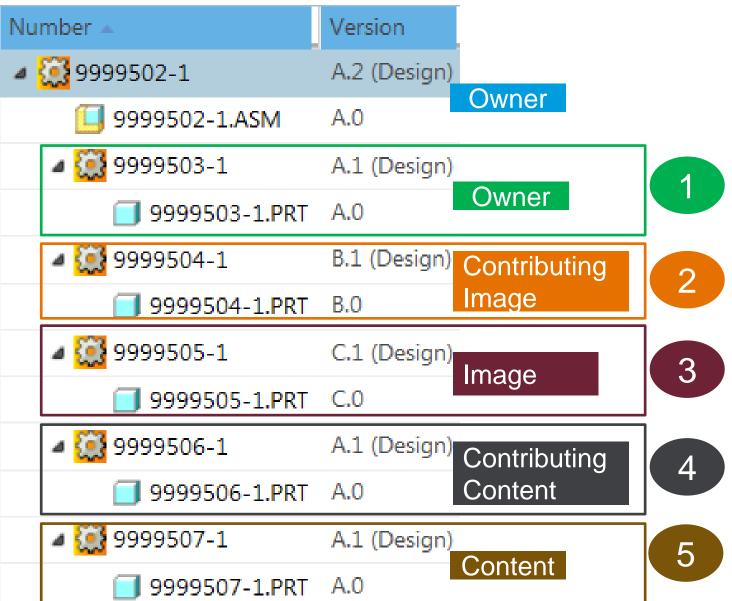


In Creo View only one object shown and other check boxes cannot be selected. Why?

Associated WT Part has no thumbnail

Study of all different WTPart-CAD Association types with PTC Windchill Top-Down Design approach



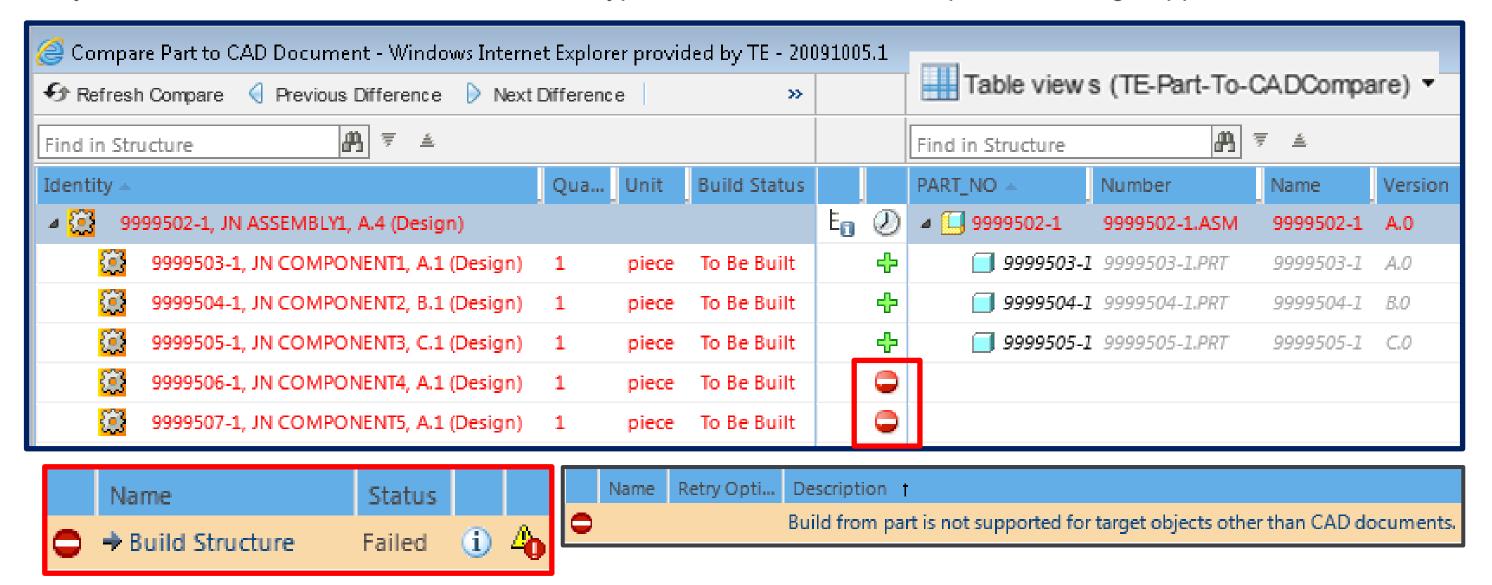


What else can be a problem?

Only Owner Associated Component is shown in the CREO View



Study of all different WTPart-CAD Association types with PTC Windchill Top-Down Design approach



Homework: What association types, do you like to see take advantage of Top-Down Design Strategy Approach?

- Your feedback is valuable
- Don't miss out on the chance to provide your feedback
- Gain a chance to win an instant prize!
- Complete your session evaluation now

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