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—Per Hermansson
CEO
Arcoma

X-ray vision into the future.

Arcoma uses Digital Prototyping to achieve double-digit growth.



Image courtesy of Arcoma

Founded two decades ago in Sweden, Arcoma has grown into a world-leading medical technology company by focusing on product innovation. Its auto-positioned radiology equipment was designed to provide ergonomic working environments for technicians, improve accuracy of X-ray images, and reduce doses of radiation patients receive during examinations.

Sales doubled in 2002 when Arcoma participated in a joint project with Siemens to develop more affordable radiology solutions. The new product series strengthened the company's position in the marketplace, and since that time, it has achieved double-digit growth.

Using the Autodesk® solution for Digital Prototyping, Arcoma developed a seamless development workflow, where conceptual design, engineering, and manufacturing were connected by a single digital model. This model simulated the complete product and provided engineers the ability to experience their designs before producing a physical prototype. Supported by Autodesk® Inventor® and Autodesk® Vault Professional software, Arcoma has been able to:

- Achieve annual growth rates of up to 20 percent
- Speed launch of new products to the marketplace
- Collaborate within a streamlined workflow

The Challenge

By placing a high premium on quality, Arcoma has become a multinational company. "Previously, we only produced customized products," says Per Hermansson, Arcoma CEO. "Now that we've introduced a strategy of manufacturing equipment for customers that do not need advanced functionality, we've been able to reach new markets."

However, the goal to produce and standardize a new line of competitively priced products—while still offering feature-rich products—placed high demands on Arcoma's development team. "Making

our products more cost-effective was a new and exciting challenge for our designers," says Johan Henningsson, head of development at Arcoma. "Not only did they need to continue to innovate, but it had to be done at a rapid pace."

The Solution

To support innovation and shorten time to market, Arcoma relies on Autodesk technology. Using Autodesk Inventor software, it can design, visualize, and simulate its products at an early stage in the development cycle. The data is sent to a consultant, and in return, Arcoma receives a proof of concept designers review before committing to manufacturing. "Creating a digital prototype in Inventor software provides us tools to detect interferences and other design errors, helping ensure we are making the right choices," says Hermansson. "It lays the foundation for the entire process."

Arcoma also uses Autodesk Vault Professional software to organize the design data, automate engineering changes, and manage a bill of materials (BOM). "By streamlining key processes, Vault Professional helps us maintain control of our designs at all times, reuse data, and create an accurate engineering BOM that can be used to predict the effect and cost of changes," says Henningsson.

The Result

Innovation plays a large part in Arcoma's success, and its investment in Inventor and Vault Professional has helped it move ahead of the competition. "Thanks to Autodesk technology, we've been able to enter new markets faster, while maintaining our dominance in the high-end radiology equipment arena," concludes Hermansson. "It provides a powerful tool for facilitating early discussions. We couldn't imagine working without it."

To find out more about Inventor software capabilities for Digital Prototyping, visit www.autodesk.com/beyond3d.